

DEC 17 1941

The Billboard

The World's Foremost Amusement Weekly

DECEMBER 20, 1941

15 Cents

Vol. 53. No. 51



**HAL
LEONARD**
And His Orchestra
Now Playing Trianon Ball-
room, Chicago
WGN-Mutual Network
Exclusive Management
Frederick Bros. Music Corp.

THE BILLBOARD RATES THIS
unique YOUNG BALLROOM TEAM

Possibilities
FOR LEGIT & FILM
MUSICALS



The DeSylva Twins

(Jon and Sylvia)

Commentators of The Dance

EXCERPTS FROM THE BILLBOARD:

"The DeSylva Twins, Jon and Sylvia, are going places, as their excellent, seasoned rhythm and timing matches their versatility, youthful exuberance and showmanship. Jon scores heavily with a solo depicting a has-been ballet star. Together the twins add rhythm and oomph with the "Conga-Wall" which is sleekly bouncy."

"POSSIBILITIES," SEPT. 20:

"The DeSylva Twins, sparkling young novelty dance team, brought down house nobby. Pele's talent for pantomime and story interpretation is an added advantage in making them a good bet for a legit or film musical spot."

Featured

EDGEWATER BEACH HOTEL
CHICAGO

VICTOR HUGO RESTAURANT
BEVERLY HILLS, CALIFORNIA

Personal Management: Judith Lawton
DEMPSEY-VANDERBILT HOTEL
Miami Beach, Florida

ALL SHOW FIELDS RALLY

Radio Faces War Control; Talent Shortage Feared

NEW YORK, Dec. 19.—With radio chains and stations making terrific efforts to adjust themselves to war conditions, and with radio already geared to the first impact of wartime conditions, the talent and production phases of the business this week began to wonder how they would be affected by the emergency conditions. One of the prime sources of worry is the pending extension of the draft age far beyond the 28-year limit heretofore in force. A great number of actors freely admit they are worried, and directors and producers envisage a drastic effect. (See Radio's War Adjustment on page 9.)

Band Biz Gets a Jolt, But Snaps Back Fast, Big

NEW YORK, Dec. 19.—First week of this country at war hit the band biz with a number of cancellations and a sudden drop-off of bookings in all major band management offices. But all booking execs voiced the opinion here today that the situation is temporary, and looked forward to an almost immediate boom.

Most of the cancellations sprang from the government's immediate taking over of all airports. Previous bookings into such spots either had to be counted out entirely or moved to other quarters. The American Federation of Musicians informed all bookers that absolutely (See War No Halt to Band Biz on page 9.)

Coin Machine Men See Op-Distrib Boom During War

CHICAGO, Dec. 19.—Outlook for the coin machine industry is that both operators and distributors of coin-operated equipment will enjoy boom business while manufacturers turn to defense work. Demand of locations for music machines will increase and operators will be able to choose their spots carefully, since production of new machines will be cut to 25 per cent February 1.

Music operators now report greater play on machines than ever before and expect it to soar higher, since it is to music that people have always turned for release from war worries. Distributors expect a good traffic in used and reconditioned machines.

Increased play will mean increased record purchases, and operators' only worry is getting records fast enough.

Play on pin games and similar equipment will increase, in opinion, of trade leaders, as more and more people will have to grab their amusement and relaxation on the fly. Lessening of gaming restrictions will also boost play.

With manufacture of all gaming-type equipment ordered to cease February 1, operators for the first time will be relieved of the worry and overhead entailed in buying new equipment. It is expected that they will turn to buying and trading used equipment instead. Vending

A Job To Do

ONE fact must take precedence over all others in the mind of every American—the fact that we have a job to do, and must do it with unity, courage and the irresistible might borne of our national ideals and the knowledge that we are incontrovertibly in the right. The overwhelming majority of the people of the United States did not want war; we now face the fact that we have it—and must win it. That we shall win it is certain. It is certain because of the strength, courage, resources and unity of the peace-loving people of the United States, and their willingness to bend every effort, night and day, to the war effort.

As the President pointed out, so-called sacrifices are no longer truly sacrifices—rather, they are privileges that permit us to do our share in the tremendous world-wide battle. The greater the contributions that we, individually, are called upon to make, the greater should be our gratitude that we are able to make them. Every citizen of the United States can—and will—play his part.

We in the show business have a double duty. Wars are won not only by armies and navies, by tanks and planes and anti-aircraft guns, but, above all, by morale. And the show business is the greatest single force in national life capable of maintaining the morale of the entire nation. It is a terrific job that confronts us. Without question, there will be dark days ahead, days of crisis and danger and the dreadful immminence of despair. It will be the duty of us, in the show business, to counteract them to the utmost limits of our ability. We must bring to the people those brief interludes of escape and momentary happiness without which no people can go on; we must provide those strength-giving moments under no matter what conditions may develop.

The morale of the nation is, in a large measure, our direct charge. It is a grave, terrible and sacred trust. We have a tremendous job to do, thru what may be long and harrowing years. We can and will do it!

War Declaration Hits Watts Circus

BATON ROUGE, La., Dec. 19.—Business for the Ira M. Watts Circus has been fair in this State. However, the declaration of war seems to have stagnated his and the show will probably go into New Orleans for a few weeks until things become settled and reopen there.

Show is making French fishing and trapping villages, miles from modern civilization.

Camel Goes to Quarters After Shortage of Labor

VILLE-PLAITE La., Dec. 19.—Because of the war and many male employees being subject to call from their home offices, Frank Ketrov, owner-manager, closed Camel Bros' Circus here on December 8.

Show had been operating short-handed and with more men leaving to take jobs on war-time projects it was declared impossible to keep it moving. L. Claude Meyers' band, which joined after closing with Mills Bros' Circus, was with the Camel show eight weeks, he reported.

Machines already are doing a big job in defense factories, where the products they sell are stepping up efficiency and cutting down on the workers' time away from the job.

Cafes, Vauders Set for Worse; Alien Acts Out

NEW YORK, Dec. 19.—Night clubs, vaudeville and burly houses took a dive Sunday night when the Jap war flash came, but started to come out of it somewhat by Thursday night. As soon as the shocking news had finally sunk in, operators of these spots started to figure out how to meet the new situation. Vaudeville started training their staffs in fire and air raid precautions, in the handling of panicky patrons and in first aid. Ditto with clubs and burly houses. Night clubs have also started figuring ways to keep up business in view of probable early curfew, blackouts, restrictions of liquor sales to men in uniform. All amusement spots anticipate the time when front-of-house lights will be darkened, due either to air raid blackouts or government orders to conserve electricity. They foresee killing off of evening business and night clubs in particular are already trying to build up neighborhood patronage so that they can be sure of some business even during blackouts.

Night club publicity men are already figuring out publicity and direct mail to persuade patrons that their particular club is "just as safe as your own" (See Nighties, Vaude, Burly on page 17)

Biz Hit by War, But Showmen Hopeful, Dig In

WASHINGTON, Dec. 19.—Altho the present war is now greater than any other in history, showmen throughout the nation are hopeful. It may become a curtailed or restricted show business, but most important is the fact that there will remain a show business throughout the war.

Showmen base their opinions on events during the last war and on recent surveys made of Canada, England and other countries previously involved. The closest parallel is the situation in Canada, which has been at war now for more than two years. Canadian business in theaters and night clubs, as well as fairs, has never been better. Capacity business is the rule even weekdays, and the atmosphere in cities like Montreal is similar to Times Square, New York.

During the last war it was government policy to encourage all activities that tended to bolster and maintain the morale of the civilian population. For example, the railroads, vitally needed to transport munitions and food, more than co-operated in giving shows right of way. The late William Gibbs McAdoo, director general of the railways during the last war, issued an order that traveling shows have their transportation needs filled, as they were considered essential to proper civilian morale.

In explaining the current box-office slump throughout the country, showmen believe that the drop, like those attend- (See SHOW FIELDS RALLY on page 18)

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★ ★ ★ LET'S GO, AMERICA!! ★ ★ ★
This will be the theme of next week's issue of The Billboard. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war.

First S. F. Air Raid Alarm Hits Clubs; Legit, Films Unaffected

SAN FRANCISCO, Dec. 19.—This area experienced its first air raid alarm Monday night—the first in the history of the country. Night club attendance was hard hit, operators reported. Stairway to the Stars had fewer than 20. Music Box, one of the smartest in town, had around 60 patrons all evening. Movies and legit houses were normal. A third warning was sounded at 2 a.m. Tuesday morning. The city generally was quiet during blackout periods.

Radio stations went off the air shortly after 6 p.m. Monday and remained silent for two hours and 20 minutes, then went off again shortly after midnight to remain silent throughout most of Tuesday. Police and private guards were put on duty at NBC and CBS studios, as well as at transmitter locations, to protect property. Only employees were allowed entrance, and these had to have passes. Switchboards were swamped with calls when stations went off the air. Newspaper offices were besieged for information.

The blackout was totally ineffective. At Market Street, the city's main stem, where most of the downtown movie houses are located, remained a blazing ribbon of light. As far as could be learned, theater patrons were not in-

formed of the blackout. No evacuation orders were issued.

Whitney Bros. Playland-at-the-Beach was blacked out all of Monday night beginning shortly before 8 p.m. Owner George Whitney said he was carrying out orders as laid down for the entire community. Playland, one of the largest outdoor amusement centers in the West, faces directly on the ocean beach. Whitney said he had received no orders to close Playland indefinitely.

Places of amusement have not as yet been given curfew instructions. Concerts and legit attractions are going ahead as planned. It was announced. Mayor Angelo J. Rossi has issued instructions to Harry Ross, municipal concert manager, to schedule a meeting with amusement operators. The mayor advised keeping shows going at a normal pace if possible.

With radio stations silent, city officials "passed" out blackout instructions thru police cars and Legionnaires cruising about the city in private machines. Fire trucks, curbed in front of their stations, aided in sounding warnings.

"Roller Follies" Set For Baltimore Jan. 7

NEW YORK, Dec. 18.—Roller Follies of 1942, new roller skating show produced by Harold Steinman and booked by the Arena Managers' Association, will make its initial appearance at the Coliseum in Baltimore, January 7. Baltimore date is a break-in, with the world premiers scheduled for the Arena, Cleveland, January 18.

Show will remain in the West until spring, when it will return to New York for a limited engagement.

It was also announced that Steinman had signed Bob Johnson, roller skating instructor, for a major role in the show.

HAI LEONARD

(This Week's Cover Subject)

HAI LEONARD's first taste of fame came not so very many years ago, when, after participating in a national competition, he was pronounced the best schoolboy cornetist in the United States. Since that time Leonard has had a varied career in music and now he finds himself in the spotlight once again—this time as leader of one of the most promising young dance bands in the country.

After getting a college degree in music, Leonard became professor of music at the Minnesota State College for Teachers, Winona. It was during his two-year period as a professor that the young trumpet star formed his first dance band, and it was the success of this first venture that induced him to forsake his academic career.

A term of one-nighters, ballroom and theater engagements thru the Middle West led to Leonard's discovery by Frederick Bros. Music Corporation last spring. Since going under the Frederick Bros. banner the band has been heard over Mutual's Coast-to-Coast network from the DeScher-Wallick Hotel, Columbus, O., and from the Tilmann Ballrooms, Chicago, where it is now playing.

Leonard's unique musical style is based upon the use of a triple-tonguing trumpet section which, in addition to the usual type trumpet, employs three-foot-long horns for special effects. Complete instrumentation of the band, besides the four-man brass section and Leonard's featured solo trumpet, is four sax and four rhythm. Helen Hartley, trumpeter "Nuck" Andrews and saxophonist Bobby Wertz handle the vocals.

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

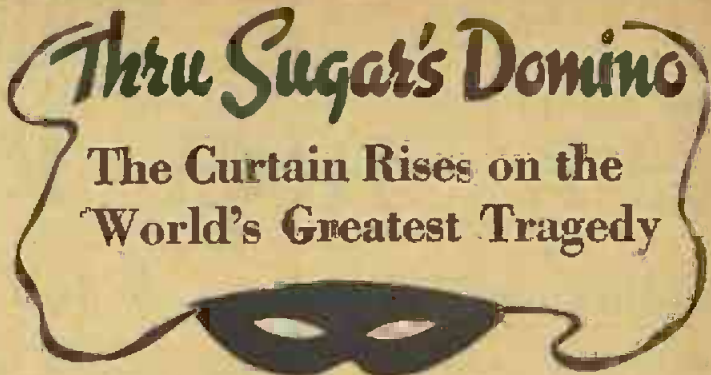
DIANE SINCLAIR—dancer, now appearing in Sons o' Fun, the Olsen and Johnson madhouse at the Winter Garden, New York. Does outstanding terping of ballroom and ballet varieties with Ivan Kirov, hoofs in the chorus, and also plays a small bit of two. A lovely lass, she should scream excellently. In addition, she has flash, ability and personality. Worth a try in films.

For LEGIT MUSICAL

BEVERLY ALLEN—cute and talented red-head caught recently in Merriell Abbott's line at the Palmer House, Chicago. Should be an asset—both terpsichorean and visual—to any musical. There is admirable freshness to her work and youthful charm in her personality. Has been spotted in individual turns a number of times at the Palmer House, and has scored handsly.

For RECORDINGS

KAY LORRAINE—former Hit Parade songstress, now doing a great job over WNEW, New York. Has the type of voice that's in top demand these days—soft, throaty, warm, full of expression. Tho still a kid, she has had plenty of experience, and can fit into any kind of solo singing spot on records, transcriptions or in hitleria.



As responsibilities have increased in recent years I have often bemoaned the fact that it is not possible to contribute more verbiage to The Billboard's columns. Possibly my loss has been the readers' gain. However that may be, this is one time that I feel gratified that adherence to a routine does not make it necessary to write about show business when my heart is not in the job. In the 10 years that I have chosen to conduct this column, with the kindly tolerance of my long-suffering employers, the number of occasions on which I have departed from the editorial we-to-gambol along in the gay abandon of the first person singular can be counted on the fingers of one hand. This is, of course, one of the occasions, and therefore today's piece is unique in its minor way because it does not concern itself with the show business and because I can talk to my readers with the domino removed from my visage.

I am happy in a bitter sort of way because I am not bound to discuss show business on this occasion. It is a paradoxical sort of happiness because I find that I cannot write with any degree of clarity about anything other than that which bores all our minds and in all our hearts. I refer, of course, to the hard fact that our United States is against war after 23 years. War has become so common a phenomenon that we have been inclined, all of us, to talk about it in the same tone and with as little thought of its implications as the name of the nag that won the second race at Havre de Grace.

War is hell and the whole world is immersed in hell. There is indeed a blackout over the whole world and we might as well recognize it. I hate war with a hatred that is as intense as was that of the most rabid isolationist—and may I be right when I refer to that breed in the past tense and may my assumption be correct when I allow that there were sincere but misguided pacifists among them.

I hate war, but I am just as intense in my conviction that the war we are now fighting is a just war. Things happen fast nowadays. As I write this we are not as yet formally at war with Mussolini and Hitler, but it is just as likely as not that by the time this issue rolls off the presses we will be. It makes little difference now. We are in it above our heads, and it is do or die—or both.

It is easy for me to engage in heroics to the tune of my own accompaniment on the Underwood. I happen to belong to that disenfranchised class of men who were too young to be drawn into the old war and too old to bear arms in the present holocaust. But that does not make less keen my conviction that the American people have been chosen to carry out the mission of wiping off the face of the earth the false leaders who breed hate, who steal, who lack honor, and who have made a mockery of all culture, religion and ethics.

We are in this war to win. We are going to have the unsolicited help of propagandists, rabble rousers, opportunists, profiteers and hypocrites. This cannot be avoided. It is the unavoidable accompaniment of modern warfare. But at this stage, before we have become inundated by factory-made ordes and propagandistic rallying cries, we can

still see clearly enough to help us win a victory that our cause is just.

We are in this war to win, but there is no guarantee issued by the powers above that we will win. In the hard, cold and bitter world of today right is a bitter farce if it is not parolized by might. We shall win this war only if we can produce the goods of war in sufficient quantity and quality to outdistance the enemy. We shall win this war if the people remain as united as they seemed to be the few days following the Japanese aggression in the Pacific. We shall win this war only if all of us sacrifice something to accelerate the war effort.

We can hardly predict what lies before us. Neither the naval nor the army nor the air nor the diplomatic experts can tell us what will happen to our lives, our fortunes, to our cities, towns and hamlets and to our loved ones, our children and our children's children. The fate of the world hangs in balance. We are a great, rich and wonderful country. All of us who should by now recognize the fact that our nation is the greatest of the earth should be willing to do our share to perpetuate our way of life; to continue in force the democracy that is represented by a Union of 48 States.

Whether we like it or not at this early stage, we are in this war to win because if we lose life will not be worth living for those who know what it is to dwell in a land where every man, woman and child can still carve his own destiny; where freedom of worship is the keystone of our government; where civilization has fled to its last refuge, life will not be worth living under Hitler and his bootblack, Mussolini. Those who think and those who have kept up with world affairs know that it is not necessary to be brave to die these days for the stars and stripes. Death is and should be preferable to slavery for men and women who have been reared in this democracy and the millions of others whom we have beckoned to us from oppressed countries to share the fruits of our great country.

Many of us are still living in the happy illusion of war's treacherous glamour. Those of us who are old enough to remember look back on the days of the last war and we are inclined to forget the evil, suffering and disillusionment that rose to eclipse and drown out the martial music and pageantry. We haven't yet bitten the dust; we haven't yet tasted blood. Nor have we yet felt the degradation and suffering that are bred by war. We are on the threshold of all of this—maybe far more. Many of us will lose our lives—in burning planes zooming to earth; in tanks like trapped rats; in submarines; in trenches in-city and down streets and see the glory of uniforms, thanks to the kindly ministrations of dive bombers; in bomb shelters and in countless other ways. Others of us will lose dear ones; will bear the scars of war until long after the last shell has been fired.

But we must not despair. The needs of the moment, our instinct for self-survival will help us not to despair. We must pig our shoulders to the wheel, each in his own little way, and help the President of these United States (See SUGAR'S DOMINO on page 21)

War Hits Grosses; Ice Follies Ahead Last Year in N. Y.

NEW YORK, Dec. 13.—Ice Follies of 1942, which closed here Wednesday (10) after a 10-performance run at Madison Square Garden, drew over 100,000 persons, according to Colonel John Reed Kilpatrick, president of the Garden. In spite of a considerable drop in attendance during the last three days of the show, due to the war, Kilpatrick stated that attendance figures show that the Follies went ahead 12 per cent over last year's run at the Garden. Box office scale ranged from 75 cents to \$3.50.

Following New York appearance, Follies opened at the Arena in Herby, Pa., December 11, for a 42-day run.

Show is currently on a 21-city, 27,800-mile tour. If the good attendance continues, it is expected that the show will break the record of 1,622,000 persons set by the 1941 edition.

PITTSBURGH, Dec. 12.—Until war news advance sale of Ice Follies for traditional Christmas-New Year 10-day stand at the Gardens indicated record-breaking gross, perhaps more than \$80,000. Ice-Capades, owned by Arena Managers' Association headed by the Gardens' owner, John Harris, grossed \$78,000 in 11 performances here month ago. Follies advance slowed down during week, but expectations still are for top gate since show began playing Gardens four years ago.

"Ice-Capades" Re-Signs Hale

NEW YORK, Dec. 13.—Ice-Capades, Inc. has re-signed Chester Hale to produce Ice-Capades for the 1943 season, says John H. Harris, president of the Arena Managers' Association, managers and producers of the ice show.

At the same time, Harris revealed that Carlos Peterson, dancer, who has been on the Radio City Music Hall staff here for several years, has been signed as assistant to Hale. It is expected that Peterson will begin his duties with Ice-Capades during Christmas week.

Attention! Enlisted Men!

The Billboard is desirous of learning immediately the names of those members of the amusement industry, both indoor and outdoor, who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last week.

The enlisted, or some member of his family or a friend, is asked to wire immediately to The Billboard, 25 Opera Place, Cincinnati, Day Press Rate-Collect—the following information: Name of enlisted member; branch of service; date and place of enlistment and occupation in show business.

Cantor Will Take In 80G in Philly

PHILADELPHIA, Dec. 13.—With Benny Gray the only legit attraction on the boards, Eddie Cantor will take a bit better than \$80,000 out of the Forrest Theater for a three-week stand ending Saturday (20). Show is playing to absolute capacity, with standers at every performance, and the originally scheduled for a fortnight, it lingered a third because of demands for duets. Could easily stay a fourth. Only thing holding down the gate is loss of Wednesday night performance because of Cantor's radio commercial. First week, starting on a Tuesday (2) gave a fat \$24,000 for the four evening and two matinee shows. Successive weeks hit \$20,000.

Cantor's coinage brings end to drought in bookings. Long-awaited bow here of Hellzapoppin pops Christmas night (22) at the Forrest for a three-week run. Jay C. Flippen and Happy Pelton head cast. Locust Street Theater rights December 22 for a two-week repertory of Gilbert and Sullivan, with revival of *White Cargo*, headed by Ann Corio, talking over for two more January 4.

Walnut Street Theater, Shuberts' third legit house, returns to the swim after many dark weeks on December 24 with *Mr. and Mrs. North* for a 10-day stay. Ruth Gordon in *Portrait of a Lady*, new play by Alexander King and Chester Erskin, figured for the follow.

FBI Chief To Supervise Gov't Co-Ordinated Censorship Plan; Fulton Lewis Jr. Hits "Trib"

WASHINGTON, Dec. 13.—Co-ordinated censorship for public communications, particularly stringent upon traffic-entering and leaving the United States, is expected to emerge from plans being drawn by J. Edgar Hoover, Federal Bureau of Investigation chief. Appointment of Hoover as an adviser on censorship plan is regarded as a step toward a civilian head for this important duty.

Few expect government censors to sit at newspapers and broadcasting stations to supervise information given to the public. Instead, government men are to be located at the bottlenecks or junction points of communication networks. Traffic centers for the news wire services, which feed information to both the newspapers and radio stations, are the probable points where censorship will be imposed. Subscribers to press services would be free to use information coming in over their tickers with the knowledge that dispatches have already passed the censor.

Nevertheless, copies of the Espionage Act or those sections dealing with disclosure of information to the enemy are to be made available to the public. Operation of the British system is presumably the guide to organization of the American system.

Loose system now operating under authority of several different agencies is proving irksome because of the different policies prevailing in each department. Difference of opinion exists as to the jurisdiction of each agency.

Chi Biz Okay

CHICAGO, Dec. 13.—The four shows comprising Chicago's current legit offerings are getting business in accord with their merits, ranging from the high of *Louisiana Purchase* to the extreme low of *Let's Have a Baby*, which opened Wednesday (10) at the Great Northern under the aegis of the new producing team of Clyde Elhoef and Lee Sloan. William E. Barry wrote the 1927 hit, *The Jade God*, but in *Let's Have a Baby* he completely missed. Show was panned unmercifully by the few reviewers who caught it, and doubtless will fold quickly.

Gladio, at the Selwyn, continues to hold up fairly well. *Notice Son*, at the Studebaker, is hanging on. *Louisiana Purchase*, at the Erlanger, continues to do a very good business.

and to proving unsatisfactory in practice. Move by the President to appoint Hoover as an adviser on censorship plan is regarded as a step toward a civilian head for this important duty.

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Aliens Who Behave Won't Be Molested

WASHINGTON, Dec. 13.—Spokesmen for Department of Justice stated today that current policy of this government is to permit enemy aliens to retain their freedom unless they engage subsequently in suspicious activity. About 1,000,000 enemy aliens are within the United States. It was said, but 10 men have arrested approximately 2,500 because they were "known to be dangerous."

Department officials are anxious to allay fears of aliens embarrassed by outbreak of hostilities between this nation and their theatrical performers who are nationals of enemy countries are numerous but no plans are on hand to apprehend them.

WANTED
Wardrobe Man. Must be over 40 and not over 40. Prefer one with knowledge character dressing. Can also use Wardrobe Mistress, not over 40. Good opportunity for right people.
Hooker-Howe Costume Co.
Box 391
Haverhill, Mass.

GEORGE SPELVIN PATROLS THE BROADWAY BEAT

THE war, of course, blacked out everything else all thru the week. Theaters and night spots have been empty, but are expected to recover in several weeks. A few have taken advantage of the situation to demand salary cuts in already signed future contracts, but not too many. Most of them, like patriotic Americans, realize that everything must be kept upon as even a keel as possible to avoid any hint of hysteria or crippling dislocation of the nation's life. And they feel that the people of the country will soon rally from the shock of surprise attacks and demand the relaxation and restoration of powers that the show business can give them.

Ironically, the day after the Japanese attacked Hawaii the music department of *The Billboard* received a batch of Columbia releases that had been mailed out the previous Saturday (6). One of them was an Okeh disk made by Dick Jurgens—*It Happened in Hawaii*. . . . The war has been, of course, the major topic of conversation on the Stern—and the boys at Andy's have even begun making bets about it. One enterprising lad made wagers at odds of 3-1 that at least 10 Chinamen would be beaten in the streets by people who mistook them for Japs. . . . Three hours after Congress declared war on Japan, Mills Music accepted for publication a song entitled *You're a Sap, Mister Jap*. It starts off: "You're a sap, Mister Jap, to make a Yankee cranky. You're a sap, Mister Jap; Uncle Sam is gonna spanky." Mills has copyrighted the opus and is preparing to unleash a radio plug campaign immediately. . . . Broadway was not still trying to figure out what a reporter did Sunday night (7) to Mayor La Guardia when the Little Flower interrupted his emergency broadcast to shout (into the mike, too) "Don't you dare do that again!" When the mayor recovered, he explained to the radio audience that it was "just a reporter." . . . WOR broadcast a description of Times Square during an air raid alarm (a false alarm). The government had asked everyone to get off the streets; so the WOR announcer, Arthur Whitehead, got on a roof to describe the movement of the clouds. But there was nothing to describe. Everybody walked around Times Square as usual.

THEY'RE telling the story of a performer who, after being cleaved at a gin rummy game, was walking down 47th Street when a gun poked him in the ribs. The performer, telling his circumstances, said all he had in his pocket was a contract for the Brooklyn Strand. To which the holder-under replied, "If that's the only way I can get a contract from the Warner office—I'll take it."

Bob Haymes, brother of Dick Haymes, is now part of the reorganized Quintones. . . . Buddy Clarke's band (10 men) was 100 per cent unmarried when it opened at the Park Central Hotel 31 months ago. Today it's 50 per cent married—and last week it had its first baby when tenor sax man Al Pino became a father. . . . Barney Gillman, back from a plane trip to Chicago, is still suffering from deafness in one ear. Says he can't understand it, and the flight surgeon, whom he recalled, can't understand it either. . . . Ludwig Satz, for 35 years a name on the Yiddish stage, has been painting as a hobby. It all came out last month; so now he'll exhibit some 70 paintings at the Grand Street Boys' clubhouse, December 21 to 23. . . . There's an American Square Dancers group that meets at 1567 Broadway during the week and throws dances Saturday nights for an admission charge of 55 cents. Music by piano and banjo, with a caller also chiming in. Right on Broadway—and it draws crowds.

WESTERN UNION

HOLIDAY TELEGRAMS
only 20¢ LOCALLY
25¢ TO ANY WESTERN UNION POINT IN THE U.S.

A TIP to ACTS & BANDS

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

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

The Billboard

STOCK TICKETS
One Roll . . . \$.75
Five Rolls . . . 3.50
Ten Rolls . . . 6.00
Fifty Rolls . . . 17.00
100 Rolls . . . 30.00

THE TIME TO ORDER TICKETS

No one knows what War and Prices have in store for you. Order from us now and tell us when you want them.

THE TORONTO TICKET COMPANY
Toronto (Ticket City), Ont.

SPECIAL PRINTED
Cash With Order
PRICES
Per of Machine
10,000 . . . \$ 7.15
50,000 . . . 10.65
50,000 . . . 11.75
100,000 . . . 12.00
1,000,000 . . . 175.00

Double Column, Double Price.

RADIO'S WAR ADJUSTMENT

Draft Extension To Raise Talent Problems; Defense Board's Radio Control; NAB Cautions Stations

(Continued from page 3)

on the current talent set-up. Older actors and those who have been unable to crash radio successfully will undoubtedly be able to take advantage of any extension of the Selective Service Act in the event that radio—and other branches of the show business—is unable to secure an exemption for actors on the ground that they are necessary at home for the purpose of maintaining morale. Whether such an exemption is possible is problematical; but, in the meantime, everybody in talent and production feels that the talent set-up may be drastically affected.

Most directors and producers, however, believe that radio will be able to handle the situation much better than any of the other show fields—the medium making possible the use of older actors for youthful roles, etc.—something which is not very easily done in films.

Earle McCall, CBS director, states that in the event the draft is extended to include actors up to the age of 35 the effect will be "fairly drastic." He points out that the 28-year age limit hit radio very lightly—this limit affecting only about one out of four actors, according to a quick judgment by McCall. He added that an extension of 7 would necessitate "cutting compromises," but that this is possible because a man of 45 can sound like a "romantic boy."

It is also pointed out that in radio acting a vast number just begin to click when they are between the 28 and 35 year age confines.

Uneasiness

Declarations of war by the Axis countries and, in turn, by the United States came toward the close of radio's most successful year, from the standpoint of station income. Billings for the 11 months of 1941, on the whole, indicate that there has been a substantial increase over last year. Nobody in the industry is enough of a crystal-gazer to pass judgment on what the war will do to radio business. For the time being, everybody is hopeful, albeit somewhat uneasy. Chief hope is that priorities will not knock sponsors off the air; or, in the event priorities hit oil, automotive and other products, that these will continue advertising for institutional purposes.

Again, it is pointed out that dipping the last war-time advertisers came to the fore with amazing success. General's offer an example. Some industry execs feel that similar developments may occur during the present conflict, and may to some degree take up the slack left by those sponsors who may drop radio advertising.

When radio received its first intimations of the war Sunday (7), Columbia Broadcasting System, National Broadcasting Company, the Mutual Broad-

casting System and many stations throughout the country began operating on 24-hour schedules to take care of news reports. CBS and NBC are still on 24-hour schedules, and will carry on "indefinitely," but MBS yesterday (Friday) reduced to 18 hours—policy being to give news reports on the hour and half-hour. MBS figures this is in line with governmental advice, favoring overkill news as a deterrent to panic. Meanwhile, chains and stations throughout the week made efforts to protect master controls, guard against transmission failures, sabotage, etc. Staffs of the chains have been fingerprinted and have been subjected to other methods of identification. Indie stations are following suit. At WMCA, for example, this week, all staffers were photographed, and precautions were taken against sabotage, etc. Blackout curtains have been ordered by WMCA and other stations. Visitors to buildings housing the chains now require passes to get to certain floors.

Attitude of sponsors during the emergency has been very co-operative, sponsors having shown willingness to give up time to the news reports, which have broken into programs, causing an unprecedented scrambling of schedules. Many sponsors cut down their commercials to a minimum, many omitted all commercials except the opening one, and some sponsors even threw a sponsor's gettie note into their programs. Example of the latter was Lightson's Wax Fibber McGon and Molly show Tuesday, opening spiel apologetically, pointing out that perhaps a bit of comedy would be helpful under the circumstances.

Government Control

Late this week, President Roosevelt signed an order giving the Defense Communications Board, power to control radio by giving the board the authority to close or use private radio facilities as the army and navy see fit. This order was recommended by the DCB, with the approval of the army, navy, Treasury Department and the Federal Communications Commission. That this would constitute censorship was denied by the FCC; the measure being deemed necessary to the successful conduct of the war. James Lawrence Fly, chairman of the FCC and a member of the DCB, explaining the development, stated the move did not augur a general control of radio by the government, and that it has been known for a long time that the military would require certain communication facilities. Defense Act of 1934 gives the President the right to exercise control over radio in war time, and the delegation of those powers to the DCB is regarded as a measure to relieve the President.

Radio execs believe the DCB will shortly make a survey of the entire station field, to determine which stations are unnecessary.

Cautions On News

President's speech of December 8 inspired on stations their responsibility in the careful handling of news, and this was followed up by a wire from Neville Miller, president of the National Association of Broadcasters, urging that stations handle news "calmly, slowly and deliberately." Miller's statement also asked that stations use careful editorial judgment, and that news should be given at definite periods, instead of interrupting programs. This ties in with Mutual's new policy stated previously.

Following the Miller statement, stations made efforts to fit their news staffs into the more careful pattern. News analysis and commentaries will be

Driscoll Tangles With Fate

NEW YORK, Dec. 13.—Dare Driscoll, special features director of WOR, used to joke that when war came, he would go back to his home town of Purgus Falls, Minn., where he had a cozy little home waiting for him.

Last Sunday, on the same day the Japs started to war on the United States, Driscoll's home in Purgus Falls burned to the ground.

Victor Borge Gets Spot on Kraft Show

NEW YORK, Dec. 13.—Victor Borge, Danish comedian, has been contracted for a regular spot on the Kraft Music Hall, Thursday, 9-10 p.m., on the NBC-Red network, beginning next week (18). J. Walter Thompson, agency which handles the Kraft show, was not able to say at press time whether this would affect the status of Jerry Lester, comic who replaced Bob Burns on Kraft. Lester's contract runs thru this year.

Borge has been a top Continental artist for 10 or 12 years, coming to the United States from Sweden about 14 months ago. Learning enough English to translate some of his comedy material, he opened in a club in Florida and met Rudy Vallee shortly thereafter. Vallee was instrumental in getting him a two guest spots on Kraft.

CBS Short Wave News Jump

NEW YORK, Dec. 13.—Columbia Broadcasting System's short-wave news jumped more than 400 per cent over normal during the first 64 hours of the war, according to a check-up measuring the number of programs and total broadcasting hours. CBS's two international stations, WCBX and WCAB, went on 24-hour schedule, broadcasting in 10 languages.

Baker on Eversharp Show

NEW YORK, Dec. 13.—Phil Baker succeeds Bob Hawks as quizmaster on Take It or Leave It, CBS show sponsored by Eversharp Sundays, 10-10:30 p.m., starting December 28.

Program also over a 73-station hook-up.

the hardest hit, and, according to present indications, will no longer be able to sound off half-cocked with rumored, reported and other unverified stories.

Typical of how this will affect a station's news coverage is the case of WMCA, station's news staff having already received the following orders: (1) Casualty lists cannot be broadcast, (2) No broadcast on troop movements except if same is approved by the military, (3) No rumor stories to be broadcast. In the event a rumored or unchecked story is received from a wire service, this cannot be broadcast until it is checked, (4) Bulletins with an Axis deadline not to be flashed; or, if the story is of a "must" nature, the broadcast must be prefaced with a note stamping it as of suspicious nature, (5) No off-shore weather reports.

Meanwhile, radio during the emergency, continued to meet unprecedented conditions, some of them confusing—as the silencing of all stations in San Francisco and Los Angeles, December 8, during the air-raid alarm. Other new and unexpected developments are expected shortly, as well as a slimming-down and clarification of operation under the Defense Communications Board. Network officials are as yet unsure as to what ultimate form of control the DCB will place on radio; but execs are hopeful that it will be no more than can be reasonably expected under war conditions.

Philco Sets New Policy, Staff For Tele Set-Up

PHILADELPHIA, Dec. 13.—Complete revamping of program policy and exec staff of WPTZ, Philco television station here, places the engineering folk at the helm. Reported that there had been some friction between the engineers and program producers, with each blaming the other for weaknesses in program production. In any event, new set-up places David Grimes, chief television engineer, in complete charge of both the engineering and program phases of operation as general manager. He replaces Nick Alexander, who resigned after being associated with Philco television since its beginning 11 years ago. Understood that Alexander continues on the pay roll until the end of the year and may remain with Philco in an exec capacity in another department.

C. J. Bingley, who has been a keyman in television engineering, takes the post of station manager, acting as co-ordinator between the engineering and program departments. E. R. (Ted) Herr, Philco "trouble shooter," is filling in as program director until a permanent replacement is made. He fills the post of Warren Wright, local radio actor who joined Philco two years ago.

Program department becomes highly departmentalized. Paul Knight, WPTZ announcer who joined the staff several months ago, becomes studio director in charge of live talent studio programs. Clarence Thomen, ace cameraman, becomes the chief cameraman and assumes directorship of all the remote-control broadcasts. Gilbert Brown, from the engineering department, is placed in charge of all the motion picture programs.

Frank Vreeland and Ernest Walling continue in their capacities as dramatic directors, with Sallie Gunnell placed in charge of kiddie programs.

Station will continue to operate 35 hours a week, three being split up, with five hours weekly to each for live studio programs, motion pictures and remote-control broadcasts.

Int'l Tel and Tel Air Latin-American News Show

WASHINGTON, Dec. 13.—International Telephone & Telegraph Corporation, which operates most of the telephone systems in South America, as well as the chief cable system between North and South America, is sponsoring a program of good neighbor news from Latin America. Program, which began yesterday, airs at 8:15 p.m. over WJBY here. Broadcasts are of spot news through South America, Central America and the West Indies, gathered by American news services.

Marchalk & Pratt, Inc., is the agency.

NAI Files Charter

DOVER, Del., Dec. 13.—Network Affiliates, Inc., broadcasting association, has filed a charter with the corporation department of the secretary of state's office. Capital is listed as same as the papers filed here. The principal office is listed as the Corporation Trust Company and the incorporators named are Eugene C. Pulliam, Indianapolis; W. J. Scripps, Detroit; and Hoyt B. Wooten, Memphis.

Al Helfer to Navy

NEW YORK, Dec. 13.—Al Helfer, emcee on Coca-Cola's Spotlight Show, has been called to active duty in the U. S. Navy as a lieutenant. Spot on the show is being filled in by Gil Neumann, formerly with WCAU, CBS outlet in Philadelphia.

Christmas Card Verses

PHILADELPHIA, Dec. 13.—Larry Thomas, WDAS staff announcer who doubles as poet in his spare time, finally has heeled down the resistance of Harold Davis, station program chief, and is added for a series of daily poetry readings for the next two weeks. Nothing poetic or ethereal, however. Readings will be restricted to the various verses taken from Christmas greeting cards received by the station from listeners. Most comical, poetic and artistic cards will receive prizes—a box of Christmas cards.

LET'S GO, AMERICA!!

This will be the theme of next week's issue of The Billboard. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war.

Radio Talent

New York

By JERRY LESSER

JAY SIMS, WOR's Eleventh Hour News Reporter, has been promoted to the rank of captain in the 14th Regiment of the New York Guard. . . **LARRY ELLIOT**, who announces the Treasury program for America We Sing, is called the nation's number one bond salesman because of it. . . On Monday (18) Mutual will broadcast a program direct from the Brooklyn Navy YMCA. The participants will be sailors from U. S. ships in port. Fleet Admiral **ADOLPHUS ANDREWS** will send Christmas greetings to sailors within hearing of his voice. . . **LEON JANNY**, on NBC in Parker Family, has started training as a volunteer fireman at a New York City fire station. . . Songwriter **BOBBY WARREN** is expected to join the musical production staff of NBC's Treasury Hour. . . **CHARLIE SPYVAK** had his cork back signed for five appearances with WOR's Spotlight Band series. Their first was Friday, December 12. . . **WALTER KINSELLA** joins the cast of Mr. Meek. . . **JOHN BROWN** and **ANN THOMAS** will perform as a comedy team on NBC's Vanderbilt Theater of the Air. Actor **SANDY STROUSE** has been standing in for **ALAN REED** on the Wednesday rehearsals of The Shadow program while **REED** does his maudlin chores in Hope for Harriet.

IT LOOKS like a big season ahead for gangster and mystery shows, with **ELERY QUEEN** starting back on the NBC-Red January 10; The Shadow being renewed on MBS; The Thin Man continuing on CBS; Bishop and the Gangster and Inner Sanctum continuing on the NBC-Blue, and the always popular *Congbusters* still topping them all. Speaking of the last, **MAYBIE BOLLINGER**, who does the casting of *Congbusters*, is just completing a five-year stint with the Phillips Lead organization.

WE HEAR that **ARCH ODELER** will have a new contract after January 1 for a series of programs based on current events. . . That radio is borrowing a leaf from the legit book with out-of-town tryouts of the latest broadcasting innovation. New programs are being tried out before women's lecture groups and clubs in small towns. . . That **GEORGE DANFREL**, son of **MYRTLE VAIL** of *Myrt and Myrtle*, and brother of the late **DONNA DANFREL**, who was the Marge of the script, is playing the role of soldier *Ralph Peters* in the program originated by his mother. . . That **NANNY DELMAR** is in the care of the medicals, who are treating him for a bad case of arthritis in both knees.

Chicago

By NAT GREEN

RUTH SLATER, operatic and concert contralto, started a new series of vocal programs on FM station WDCB Friday (12). . . **PHIL LORD**, of Arnold Grims's Daughter, and **BLAIR WALLIBER**, director of *Backstage Wife*, were first to appear at the NBC studios here in uniform. Lord is a lieutenant-commander in the U. S. Naval Reserve, and Walliber is a lieutenant in the U. S. Coast Guard. . . **RUSS BROWN**, opera, radio and motion picture singer and featured band vocalist, has been signed as staff vocalist by WBBM, to report after the new year. Brown comes to Chicago from Hollywood. . . **DON McNEILL**, emcee, **JACK BAKER**, tenor, **NANCY MARTIN**, contralto, and the **ESCORTS AND BETTY**, vocal quartet, all of the NBC *Breakfast Club*, will make a personal appearance in Memorial Auditorium, Louisville, January 10. . . The **JOHN HARRINGTONS** (he's on WBBM) have adopted a six-week-old boy from a children's home in Memphis, and the infant will be flown from the Southern city to reach the Harrington household before Christmas. . . **DOROTHY GREGORY**, ingenue, has taken over the role of Elaine Armstrong in the *Scattergood* radio series. . . **PERCY FAITH**, Carnation Contender conductor, will leave for

Toronto December 29 to spend a four-day holiday with his family. . . **LORRAINE HALL**, who directs *WBBM's Every Woman's World*, has been named official mother to the 370 U. S. Marines stationed in Chicago and will hold open house for them at her home on Christmas Day. . . *Anchors Aweigh*, newswatch show, made its WGN-Mutual debut Saturday (13) from the U. S. Naval Training Station at San Diego. . . **NORMAN ROSS**, emcee of *WBBM's Silverio* / *Sunday*, has enlisted most of the 500 women's clubs of Chicago in his "Cakes for Charity" drive.

Philly Stations Emergency Measures

PHILADELPHIA, Dec. 13.—A 24-hour guard has been placed around all transmitters of local radio stations. Identification cards have been issued to all members of the staff and no one is permitted on transmitter property without proper identification. . . WIBO is first of the local stations to discontinue all request programs because of the advent of war. . . Restriction is so that no possible code arrangements can be made by enemy espionage agents thru musical numbers requested of the station.

Seattle Stations Get War Stimy

SEATTLE, Dec. 13.—With the declaration of war and rumors that enemy carriers were off the Pacific Coast, radio programs were at a standstill here this week. **KIRO**, of the Columbia network, the most powerful station in Seattle, was taken over by the federal government. All stations go off the air at 7 in the evening and have not been returning until between 11 and 12 the following day. . . The network's all have their crews standing by all day. However, officials believe by week's end the system will be regulated so that they will stay on the air until the alarm is sounded.

Pitts Personnel Changes

PITTSBURGH, Dec. 13.—More station staff additions. **Joe Mulvihill** has joined **WOAA** as announcer after experience at **WGSW**, **WCED** and **WMBS**. **Franklin Tooke** is new program manager at **KDEA**, coming from **WOWO-WGL**. **George Reid**, whom he replaced, is back at his recording studio, which his wife operated while he was at **KDEA**.

NBC Disposes of Artists Bureau To Group Headed by Morton; Price \$175,000; Package Shows Retained

NEW YORK, Dec. 13.—Board of directors of the National Broadcasting Company at a meeting early this week approved the sale of the NBC Artists Service to a company headed by **Alfred H. Morton**, **Dan S. Tutthill**, **O. O. Botteff** and **Marks Berene**. Price is reported as \$175,000, this sum to be paid off within the next two years. Under the new set-up, the employees of the old NBC organization, numbering about 80, will be retained. As deal now stands, some 400 artists are involved, according to NBC, including performers in both the popular and concert divisions.

The new company will begin functioning January 1, 1942, as the National Concert and Artists Corporation. **Morton**, heretofore vice-president in charge of television at NBC, will be president, with **Tutthill**, **Lavene** and **Botteff**, vice-presidents. **Tutthill** will be manager of the popular division; **Lavene** will be in charge of the concert department, and **Botteff** will continue as president of the Civic Concert Service, Inc. **Morton** will also be chairman of the board of Civic Concert Service, Inc., which will be a wholly-owned subsidiary of the National Concert and Artists Corporation. **S. L. Ross**, also an NBC man, will be secretary and treasurer. **D. L. Cornet** will continue as vice-president of Civic Concert Service, in charge of the Chicago office.

According to NBC, permission of the 400 artists involved in the transaction was held necessary for the deal. In fact, in abortive negotiations carried out prior to this sale, a sliding scale of prices had been arranged so as to allow for loss of some artists who might not be satisfied with the switch. NBC deal in this respect differed from that in which the Columbia Broadcasting System disposed of its Artists Bureau, the CBS deal simply involving a transfer of stock. . . American Federation of Radio Artists.

admitting that artists could get out of the NBC deal if they thought fit, has notified its members that any aquiescence would be taken up by the union and arbitrated. Execs of the new company, however, feel that loss of artists will be very small, owing to fact that the new company retains the same personnel as the old.

Under the terms of the deal, NBC will retain its package shows, such as *Information Please*, *Vic and Sada*, *Fibber McGee and Molly*. This is in line with previously announced NBC policy of ridding itself of management contracts but continuing with production. NBC's **Frank Mullen** has long held that "talent is headache."

History of negotiations for the sale of the NBC Artists Bureau goes back to the Federal Communications Commission's monopoly probe of the chain. FCC ordered the nets to dispose of the properties, claiming they had a stranglehold on talent and were employers and sellers of talent.

Various companies and personalities have been interested in the NBC properties, including Music Corporation of America (buyer of the Columbia Artists Service), **William Morris Agency**, **James Saphier**, Coast talent agent; **Sidney Sirota**, NBC talent exec; **George Engel**, one-time chief of the NBC concert division, and **Morita H. Aylesworth**, former NBC president.

The new company will retain affiliation that the NBC Artists Service had with **Huruk Attractions**, whereby the National Concerts and Artists Corporation will have exclusive booking rights to all concert talent managed by Huruk Attractions. Contracted to Huruk are such artists as the **Jan Peerce**, **Micha Eiman**, **Marion Anderson**, **Arthur Rubinstein**, **Ballet Russe** and **Ballet Theater**. Artists managed by NBC include **Vivian Della Chiesa**, **Yvonne**, **Edward G. Tomlinson**, **Frank Black**, **Jean Cavall**, **Graham McNamee**, **Gail Page**, **Barbara Jo Allan**, **Don McNeill**, **Ted Stett**, **Gus Nuzzaro**, **Sothernaires**, **Deep River Boys** and a batch of announcers and script writers.

Other concert people controlled by NBC include **Kirsten Flagstad**, **Lauritz Melchior**, **Sergel Rachmaninoff**, **Fritz Kreisler**, **John Charles Thomas** and **Glady's Swarthout**.

Disposal of the NBC Artists Bureau by NBC marks another step whereby the chain has been streamlining itself so as to conform with the wishes of the FCC. Other recent developments along this line were plans for the separation of the Red and Blue networks and the dropping of the principle of exclusivity in chain-affiliate relations. Dropping of exclusivity was announced in an NBC letter to affiliates last week, the affiliates being permitted to carry programs of other networks. Other provisions of the chain-affiliate contract, however, remain unchanged. This includes provision concerning network option time. NBC's suit against the FCC will seek to preserve this principle.

Regarding separation of the Red and Blue nets, NBC still has not made any official statement, and it is now believed that the outbreak of war may hinder consummation of this plan. Report is that **Niles Trammel**, NBC chief, was slated for post of chairman of the board of the new network (United Broadcasting System), **Mark Woods**, NBC vice-president and treasurer, and **Edgar Kobak**, in charge of Blue net, would be president and executive vice-president respectively.

Chi Stations Geared to War

CHICAGO, Dec. 13.—Local radio stations are all geared to war tempo. They are offering their full facilities to war and defense activities and are taking all necessary precautions to prevent sabotage. Aside from the fact that all network stations are subject to New York and Washington schedules, they are going along on a normal basis, and program sponsors are co-operating wholeheartedly.

At NBC, Columbia and Mutual studios all but staff members are excluded from the control rooms and anyone who enters must have positive identification. Restrictions have been placed upon visitors to the studios. The stations' transmitters have been placed under guard.

Station **WIND** has returned over complete facilities to an advisory defense council consisting of military and civilian defense authorities and leading executives of the Calumet industrial area chiefly served by **WIND**. Six periods daily have been cleared for broadcasts of *Radio for Defense*. All local stations are donating a large amount of time to news bulletins. Both local and network stations have taken steps to eliminate the hysteria that characterized some of the early war broadcasts. As the more important news originates in the East, the network stations are feeding most of their news programs from New York, although there are, in addition, broadcasts of many local commentators and news reporters.

Since the advent of the new morning daily, *The Sun*, last week, all of the local dailies have largely increased their radio coverage. Complete daily radio schedules are being curried and radio news columns are reappearing.

Swing Postpones Vacation

NEW YORK, Dec. 13.—**Raymond Graig Swing**, Mutual's news analyst, will postpone his vacation this year owing to the war emergency. Swing ordinarily leaves for a three-week stretch after Christmas. He will continue his regular MBS broadcasts, and also short wave to England via the BBC.

WJAS, KQV Spends \$29,560 on Music

PITTSBURGH, Dec. 13.—Radio Supply House, owner of CBS outlet **WJAS** and NBC-Blue outlet **KQV**, will spend largest amount in its history for staff music by terms of pact between President **H. J. Brannan**, who was one of angels for the late Transcontinental Broadcasting System, and President **Clare Meeder** of AFM Local 60. . . According to Meeder, \$29,560 will be spent on staff bands. **WJAS** has installed **Joe Sims's** 11-piece band and **KQV** has set **Nelson Maple**, heading seven-piece outfit. **Sims's** dance band takes the post formerly held by **Baron Elliott** and currently is playing in the **William Swan Hotel Italian Terrace** and **Chatterbox**. . . Impasse during **Brannon-Meeder** negotiations during fall provoked temporary loss of remote broadcasts by dance bands on jobs.

Sterling Salt Buys Steele

NEW YORK, Dec. 13.—**Ted Steele** will be sponsored by **Sterling Salt** for a Saturday program airing at 10-10:15 a.m. on the NBC-Red network starting January 10. . . Show was sold by **John Dabb**, of the NBC Talent Service, thru **J. M. Mathes** of the agency.

Attention! Enlisted Men!

The *Billboard* is desirous of turning immediately the names of those members of the amusement industry, both indoor and outdoor, who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last week. . . The enlisted, or some member of his family or a friend, is asked to write immediately to *The Billboard*, 35 Opera Place, Cincinnati, Day Press Rate-Collect—the following information: Name of enlisted member; branch of service; date and place of enlistment and occupation in new units.

Program Reviews

EST Unless Otherwise Indicated

Advertisers, Agencies, Stations

"Frasetto Frivolities"

Reviewed Tuesday, 3:45-4 p.m. Style—Musical varieties. Sustaining on WIP (Philadelphia).

Scheduled in the late afternoon each week, this musical stanza serves as a showstop for the station's staff band, directed by Joe Frasetto. Hitting the air after school has let out, appeal is directed primarily to dance band fans, which means much to the maestro in lining up dance dates outside of the studio.

It's a rhythmic revue of topical tunes, running the gamut of hit parade ballads, rhythm tunes and South American songs. Maestro's down beat gets it off to a fast start and, despite the varied musical tempos, it manages to maintain that fast pace through. It's strictly dance music by the band of 10, with emphasis on the melodic content of the tunes rather than musical pyrotechnics in arrangement or orchestration.

Vocal efforts of both Lyn White and Lee Kaiser are in the romancy range. Outstanding selection when caught was *Moss-Moss*, not announced as the maestro's own ditty.

Stanza also shapes up as an oddity, bobbing up on the air at a time when recordings monopolize the attention of listeners. *Maurice Orndorff*.

"Captain Tim Healy's Adventure Club"

Reviewed Tuesday, 6-6:10 p.m. Style—Narration. Sponsor—Hecker Products Corporation. Agency—Maxon, Inc. Station—WHN (New York).

Captain Tim Healy's Adventure Club, sponsored by Hecker's Products in behalf of Porco (breakfast cereal) and aired daily over WHN, Monday thru Friday, consists of Healy's narration of adventure stories.

Story, at this catching, concerned Lord Baden-Powell, founder of the International Boy Scout movement and one-time ace of the British Intelligence Service. Incident took place several years ago when Baden-Powell learned that the German Government had in its possession a new type of gun platform. He went to Germany in the guise of an eccentric butterfly collector, succeeded in securing information, but was finally captured. Upon capture he pretended to be intoxicated. This ruse won him his release.

Healy relates his tales with a clear, well-modulated voice. Yarn was full of action, appeals strongly to children. Olafway is a presidential coin, bearing portrait of one of the Presidents of the United States. In each package of the product purchased.

Healy closes the program by relating the beginning of the story that will be carried the following broadcast, breaking it off abruptly at an exciting point. Healy also gives the commercials. *Elliot Golfer*.

"The Milk Show"

Reviewed Monday, 6:30-7 p.m. CST. Style—Music. Sponsor—Milk Foundation of Minnesota. Agency—The McCord Company. Station—KSTP (Minneapolis-St. Paul).

Perhaps one of the best locally produced shows in this region, program features Amanda Snow, the "Singing Dairy Maid." Show is produced by Betty Grove and Brooks Henderson, with the latter also handling the announcements and commercials. Leonard Leigh is musical director and 15-piece orchestra. Snow's *Thank You Lucky Stars and Stripes*, as an opener, came at an opportune time—the day America declared war against Japan. She has a good voice for a local product.

Dramatized commercial on the benefits of milk and its vitamins is well done, with Henderson handling. A take-off on Bing Crosby's *Music Hall* idea in *Memory Time*, with Snow recalling events of a certain year gone by—when caught it was 1918. She then warbled such oldies as *Drifting, Old Pal of Mine*, assisted by the Singing Milkmen quartet, and *Chasing Rainbows*, the orchestra doing its part with Henderson.

Humor furnished by Tena, female half of the Tena and Tim serial of years gone by. Tena is a Swedish-dialect domestic, originated and played by Peg Beckmark. Tim is out of the script in this renewal and, according to Tena, in Uncle Sam's army. The part of Mrs. Hutchings, Tena's non-too-willing employer, is portrayed by Florence Murphy, who had that part when the Tena feature was first broadcast. For this Scandinavian territory the serial is an excellent one. Miss Beckmark, however, forgot on occasion that she is portraying a Swede, and lapses into straight English.

Show follows the NBC world news program and is fast making friends for itself. It is on for an indefinite period. *Jack Weinberg*.

"Hollywood Sound Stage"

Reviewed Thursday, 1:45-2 p.m. Style—Movie commentary. Sponsor—Bell Specialty Shops. Station—WORL (Boston).

There seems to be two schools of thought in New England as far as Hollywood programs are concerned. One fails to see why Hollywood should get any publicity; the opposite view feels every time a Hollywood star blows her nose it's an item for radio. Exponents of the latter group are apparently now in power.

Hollywood Sound Stage, conducted by Mary Ruth, is but another of the many gossip columns which have sprung up since stations decided there might be money in purveying the private life of the glamour gals and guys to a palpitating public. It is one of the better shots, in that it is at least handled in an adult manner. Miss Ruth deserves some credit for the fact that she does not swoon as she tells her public that Clark Gable will do so-and-so in his next picture. Nor does she affect a phony familiarity with the people whom she discusses, handling the entire program in an sane and adult manner as it is possible to handle a gossip program.

NEW YORK:

R. J. REYNOLDS Tobacco Company has renewed the short-wave broadcasts of *Xavier Cugat* for another 12 weeks. Show is aired to Latin America Thursdays, 9:15-10 p.m., via NBC's International Division Transmitters, WRCA, New York, and WBOS, Boston. William Ealy is the agency. . . . **J. B. Williams Company** has renewed *True or False* for another 13 weeks, over 63 NBC-Blue stations, 8:30-9 p.m., effective January 5, 1942. J. Walter Thompson is the agency. . . . **WNCA** this week began legitimate theaters in the Times Square district with Associated Press News. Arrangements for the service were worked out by the station and James Kelly, of the League of New York Theaters, whereby a member of the cast would read the bulletins. . . . **Mrs. Yolanda Moro-Trop**, founder of the Women's National Radio Committee, was re-elected chairman at the organization's annual meeting this week. . . . **Cecil H. Hackett**, managing director of WINS, has secured permission from all sponsors to insert Defense Bond announcements. . . . **WBYN**, Brooklyn, this week jumped its power to 1,000 watts daytime and 500 nighttime. It formerly operated with 500 watts day and night. . . . **Sherling Oliver** has the new *Avenger* sole on the weekly show of that name on WHN Tuesdays at 9 p.m. . . . **Florida Citrus Commission** has signed with **WQXR**, New York, for spot announcements promoting fruits. Deal set thru April 24, 1942; by **Blackett-Sample-Hummert**. . . . **Larus & Company** is using announcements on WHN to advertise Edgeworth Tobacco, starting December 15. **Warwick & Legler, Inc.**, handled.

CHICAGO:

KENNETH D. FREY, manager of the NBC Central Division special events department, has been temporarily transferred to San Francisco to supervise war news coverage from that point. . . . **WLS** will be host to 4,000 children and their parents at its annual Christmas party Saturday (30). **Joe Kelly**, of *Quiet Kids*, will be emcee; and a dozen WLS radio personalities will entertain. . . . **William E. Drips**, NBC agricultural director, is representing NBC at a special

national defense garden conference in Washington this week. . . . **WJJD** announces two new clients for its *Breakfast Profile* program. They are **F. A. Stuart Company**, thru **Benson & Dall**, and **Gold Crown products**, thru **Looney Advertising Company**, both of which will use six programs a week. Other new orders announced by **WJJD** include **Busch Jewelry Company**, 30 announcements a week for 52 weeks; **Financial Adjustment Company**, thru **Newby, Heron & Pittcraft**, six announcements a week; and **Whigreen Company**, thru **Schwimmer & Scott**, 30 announcements. . . . **Helene Heinz**, secretary to **Wynn Wright**, NBC Central Division production manager, is recuperating from an operation at **Grant Hospital**. . . . **Don Kelley**, WLS promotion and publicity director, came back from a Wisconsin fishing trip with a 22-pound northern pike, caught from **Lake Delavan**. . . . **Orange Crush Company** has renewed its schedule of one-minute announcements on **WMAQ** with an order for 310 announcements between January 19 and September 30, 1942. . . . **Contract renewals** reported by **WQR** include **Quin Ryan news program**, 8:15-8:30 Sunday thru Friday, by **Bond Clothes**, thru **Neff-Rogov, Inc.**, for 52 weeks starting December 14; **Quin Ryan news**, 11:30-11:45 Tuesday, Thursday and Saturday for 52 weeks and Monday, Wednesday and Friday 30 weeks, by **Bristol-Myers**, thru **Young & Rubicam**; and morning news, 8-8:15 o'clock by **Bristol-Myers Company**, thru **Young & Rubicam** for 52 weeks starting December 29.

PHILADELPHIA:

EDNA PHILLIPS, harpist, conducting a special Christmas show on **WPLI**. She is wife of **Samuel R. Rosenbaum**, **WPLI** pres. . . . **Dr. Leon Levy**, **WCAU** pres., elected to board of directors of the local **Variety Club**. . . . **Phil Edwards**, **WFEN** relief announcer, has enlisted in the marine corps. . . . **Aitken-Kynett** agency gets the **Pennsylvania Vacuum Cup** tares account. . . . **Robert Benson** joins the **WDAS** as chief of the wire room. . . . **Darwin L. Teitel** leaves **N. W. Ayer** agency to devote all his time to fiction writing, having a serial coming up next year in the **SEP**. . . . **Bono** Ninent, in town with **Eddie Cantor's Bonjo Eyes**, being wooed for a nat show by **Benton & Bowles** agency. . . . **Thomas Joyce**, **RCA** vice presy at the Camden plant, named exec chairman of the **Camden County Defense Savings Committee**. . . . **Alfred Taylor**, from the **WTH** (Baltimore) announcing staff, takes over similar chores at **WPLI's** FM station, **W33PH**. . . . **Eddie Fielding**, as the **Max From Nerles** on **WFEN**, gets a 52-week renewal after a 13-week test, script for the drugstore chain.

NEW YORK, Dec. 13.—Program to be sponsored by the **Celanese Corporation** on **Columbia**, beginning January 7, 10:15-10:45 p.m., will have **George Sebastian** as maestro and singers **Jean Tenney** and **Jan Pearce**. Complete format not yet set. **Young & Rubicam** is the agency.

picture. Nor does she affect a phony familiarity with the people whom she discusses, handling the entire program in an sane and adult manner as it is possible to handle a gossip program. Program has a neat tie-up with one of the local theaters, wherein the first five listeners identifying the "mystery personality" are awarded tickets to the theater. On show caught mystery personality was **Margaret Sullivan**, but the clues were absurdly easy. Winds up with the statement that the mystery star is co-starred with **Boyer** in *Appointment for Love*, which is at a rival theater. All in all, the show is capably handled and deserving of a nod. *Miles Kaplan*.

"Everything in Sports"

Reviewed Friday, 6:30-6:45 p.m. Style—Sportscasting. Sponsor—Kaufmann's. Station—KQV (Pittsburgh).

Ken Hildebrand handled sports news, as usual for regular **Red Prince**, on show reviewed. The guy has plenty zip and punch. Clear-cut diction, too, not common around here for sportscasters. Material covers highlights of local sports field. **Beckley Smith**, like **Hildebrand** a news commentator, handles the merchandising plugs. His delivery is the dynamic type, swell on news. *Norm Frank*.

"Down the Years"

Reviewed Thursday, 6:45-7 p.m. Style—Dramatizations. Sustaining on **WICC** (Bridgeport, Conn., Yankee network).

A swell show for folks who wish to brush up on American history, and especially for school kids. Prospective sponsors are passing up a good bet if they do not grab this program. Story is done in serial form, and the continuity and characterizations are excellent. This stanza was set for the period preceding the Civil War, with slavery problems. **Kansas-Nebraska Bill**, **Mt. Zion Compromise**, all fully dramatized. The musical background is provided by recordings. Production and direction by **Judson LaHaye Jr.** and **James Waldon**. *Samuel A. Lefkowitz*.

Next Week in Holiday Greetings Issue:

RADIO PROMOTION AND THE FAIR

By **Cecil K. Carmichael**, assistant to the Vice-President in Charge of Broadcasting, **WLW**, Cincinnati

RADIO'S STEPCILD, THE SUSTAINER

By **Robert Lewis Shayan**, Producer Director for **WOR**; Mutual

CASTING FOR TELEVISION SHOWS

By **Ruth Norman**, Casting Director of **CBS** Television

THE YEAR IN RADIO AND TELEVISION

Trends and Highlights of 1941

All show business is waiting for the **HOLIDAY GREETINGS NUMBER** of **The Billboard**. Be sure you are represented! Write or phone the office of **The Billboard** nearest you . . . now!

NEW YORK 1664 Broadway Telephone 2-1018	CHICAGO 157 N. Clark Central 2-21	CINCINNATI 25 Court House Main 3-242	ST. LOUIS 200 Arcade Bldg. Central 2-643	LOS ANGELES 410 W. 6th St. Yankee 2-493
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WAR NO HALT TO BAND BIZ

Metal Shortages No Block to RCA Disk Promotion

CAMDEN, N. J., Dec. 13.—Realizing that the continued building of record purchasers for home consumption depends largely on the continued sales in radio-phonograph combinations, RCA-Victor here has mapped out an advertising campaign suggesting that the public buy competitive make/combos when dealers are out of stock on RCA sets. "Of course, we know you're disappointed, madam, but our competitors make good phonograph-radios!" is the heading of the ad which will write a new page in merchandising history when it hits the December 20 issue of Saturday Evening Post.

As part of the plan to help RCA-Victor dealers do more business during the national emergency, the full-page ad urges, "If you can't get a Magic Brain RCA Victrola, we suggest you follow your dealer's advice on other good phonograph-radios he has in stock." Unique in the annals of advertising, ad explains that, since the local factory is loaded up with defense orders, it does not have sufficient facilities and materials to take care of current demands for the platters players.

"It is fortunate," the ad continues, "that Victor Records have still not been affected by material shortages or other considerations of the defense effort. The demand for them is the greatest ever experienced. Naturally, RCA-Victor wants to see this demand satisfied. So, in order that the great number of lovers of recorded music may continue to enjoy records, RCA-Victor is glad to recognize the merits in other manufacturers' sets and call attention to them."

Ad campaign was mapped out by D. J. Finn, RCA-Victor advertising manager.

Song Pluggers Want To Patrol Broadway

NEW YORK, Dec. 13.—Music Publishers' Contact Employees org. is forming a civilian defense unit to patrol Broadway. Members are in touch with Civilian Defense headquarters and appear to have most arrangements set. Bob Miller, head of MPECE, points out that no other group of people knows as much about Broadway buildings and Broadway people as the song pluggers, which qualifies the boys as best suited to stand guard during raids.

As it is, many members of the pluggers are either in the service now or awaiting call. Hal Fine, of Mills Music, was released under the 28 year age limit a few weeks ago, but expects to be called back any day. Sylvan Spiro was another who came out of uniform because of his age, but when hostilities broke out with the Axis he went to Chicago to re-enlist.

Among other members of MPECE in the arroy or navy are Bonnie Kaye, now in the Canadian Air Force, Paul Diamond, Gene Goodman, Benny Blaine and Walter Gold.

Ops Blame Powell's Ritz Ballroom Gross on War

BRIDGEPORT, Conn., Dec. 13.—Making his first appearance in this sector in several years, Teddy Powell's Ritz Ballroom here last Sunday (7) drew 1,322 persons. With tickets at 50 cents, he grossed \$661.18. Operators of the Ritz were a bit disappointed at this showing, as Powell is very popular here and they expected a much larger crowd. They attribute the slump to the start of the war on the same afternoon, with the subsequent excitement.

Plunk! Hitler's Sunk!

NEW YORK, Dec. 13.—The U. S. Navy has a couple of officers in its ranks who used to be headliners in the music biz. One of them is Lieutenant Commander Sleepy Hall, the other is Lieutenant Commander Eddie Peabody. It is not particularly startling that two former musicians should now be naval officers, but there is something weird in the fact that both are guilty of being banjo players.

Michaud Throws Suit at Chester Over Back Debts

NEW YORK, Dec. 13.—Arthur Michaud, manager of Bob Chester, has instituted legal action against the maestro in an attempt to recover a considerable sum of money which Michaud's lawyer claims is due the manager.

According to the lawyer, Leo Eastman, Chester has been in Michaud's debt for two years, and the figure involved has been growing steadily. Eastman says that the contract between Michaud and Chester called for the leader to act as trustee of money earned by Michaud for services, with the understanding that Chester would pay out of the trust fund every month. Michaud's legal complaint will declare that Chester has been diverting the money to his own use and has not been making the monthly payments.

It is understood that the type of court action entered into will not concern itself with breach of contract, but merely will be an endeavor by Michaud to get

Problems Many for Ork Leader, But Offices Figure a Big Year

(Continued from page 3)

nothing could be done where the army and navy was involved, since the act of war automatically canceled such commitments.

Calling off of some private party dates, started after Sunday, too, but the AFM told bookers to stand firm on these contracts because they were still valid and a little panic among the upper-set was not cause for ducking a legitimate contract. That future private parties were bound to fall off was almost a certainty. Society orks had felt that pinch before hostilities, as reported by The Billboard last week.

But all of these reverberations were looked upon by the band fraternity as just readjustments before the biz slipped into its new war gearing. Bookers agreed that new angles would continue to crop up, changing the face of things somewhat, but generally they predicted that the country's war footing would stimulate rather than hamper the call for band entertainment. Increased employment and a live-for-today psychology were pointed to as the chief reasons for being optimistic.

Leaders' Problems

Some of the ork leaders questioned were not so optimistic as the band office execs. One of them pointed out how their problems differed. For example, the draft is expected to create

money which he feels is owed him. At the same time it is rumored that several people are interested in buying into the band, and a deal for the contract is not inconceivable.

Wax Execs Optimistic Despite War; No Shortage Scares Yet, And Study of War Songs Is On

NEW YORK, Dec. 13.—Altho execs of all three major disk companies are still reeling with the rest of the country over the plunge of the U. S. into the war, they are unanimously optimistic about the future of the record biz despite the uncharted pitfalls that may be ahead.

Past 10 days have had absolutely no effect on disk sales, they say. In fact, keeping up with orders is as difficult as it has been for the past six months. Neither Decca, Columbia nor Victor anticipate any sudden price rises in their products, so figure the sales will continue big.

Material shortages, which have been a potential bugaboo ever since war first broke out in Europe, may pose a bigger problem now. However, not much fear was shown by the diskers on that score this week. Decca reports that it has two shipments of shellac (a vital disk ingredient) scheduled to be received before the end of the month from India, and no cancellations have come thru. Shell is being shipped around Cape of Good Hope.

Columbia execs say that substitutes for the shellac are becoming more common and, as a result, also cheaper. Discoveries have also been made recently whereby the shellac can be diluted and made to go farther. All three wax outfits claim to have big reserves of materials on hand, too. Fact that the warlike execs were able to get around the aluminum shortage by their engineers finding substitute materials has no doubt heightened their hope for beating the rap on other shortages.

Castling about in the future a bit, is in

figured plausible that the biggest policy change which may hit the disk biz after first of the year will be in talent. Diskers may figure that it will be cheaper to stick solely to big names and shake off the smaller fry as the latter's contracts expire. With this policy, wax factories can concentrate on production for top artists and tunes and at the same time expedite delivery to jobbers and distributors. One manifestation of this policy was seen this week at Columbia. Deal was being talked about between the waxer and a semi-name ork, but events since Sunday (7) caused Columbia to halt discussions until after the first of the year.

Patriotic Ditties

Platter producers were swamped this week with the barrage of anti-Axis songs hitting the market, but refused to be swept off their feet by the Tin Pan Alley hysteria. Diskers figure that they'll wait a couple of weeks more before cutting the war stuff, since most of the ditties pointed so far have topical themes that may not hold water long. They feel, too, that the quality of this type of song will improve after the composers cool off a bit and forget about just trying to be the first out with a Jap or Hitler lyric.

That there'll be plenty of patriotic tunes recorded, tho, is a foregone conclusion. Diskers can take the wraps off now as a result of the public's new feeling and also make plans to come into their own as dispensers of morale builder-uppers, as has been done in London.

more havoc among the ranks of the sidemen as the war continues. Boys were also worried about problems that might arise from traveling and the fact that spots along both Coasts might soon become n. g. for dance dates.

Bands with air time were joining with the song pluggers to lament the cutting up of the remotes with news bulletins, a situation which, it was hoped, would soon be alleviated somewhat. Type of music is another headache now confronting the maestri. Leaders figure they will be laying out more coin on their libraries at first, until they can find the range on what the public will be demanding now. Some have said they believe that the terrific jump stuff will be replaced almost entirely by softer, mellower ballads, and patriotic stuff.

Bookers are leaving such problems entirely to the orks. When questioned about a future dearth of good musicians, one office exec said, "So if we lose up, see trumpet man we'll hire a broken-down one, pay him a little more than he used to get, and we're all set." Should the war become a prolonged one, however, the problem may not be solved off so easily. Musicians' union in London recently had to petition the national service office to ease up on drafting musicians, because the ranks were becoming so depleted that many bands were on the verge of folding.

Make More Disks

Orks with recording contracts are already figuring that they will be cutting more disks, and reports from the recording houses seem to corroborate that prophecy. Operators of coin phonographs throughout the country are already reporting that their biz reacted to the war news like a trout to a fat worm. Biz has started flowing thru the slots at an unprecedented rate, they say. Consumption of disks by the automatic machines will be stepped up by the increased play, and the diskers will have to furnish platters at a faster pace.

Operators of the phonos also reported here this week that more locations were opening up to the music boxes—spots that heretofore did not want them. This trend will give the ops a chance to be more choosy and allow them to pick off the better locations. With defense industry workers on a three-shift basis, the beer-tubes will be doing boom biz, and music boxes will furnish much of the entertainment.

Altho predictions are hazardous at this point, first six months of 1942 give promise of being the biggest that the band biz has ever had. Industry will hit least get a terrific 1942 hand-off from the Christmas and New Year's biz, already booked. Before the war broke here, offices were reporting the biggest advance holiday season in many years, and bookers feel that by the time the end of the month rolls around nearly every band in the country will be working those dates.

Attention! Enlisted Men!

The Billboard is desirous of learning immediately the names of those members of the amusement industry, both indoor and outdoor, who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last week.

The enlisted, or some member of his family or a friend, is asked to write immediately to The Billboard, 25 Opera Place, Cincinnati, Day Free-Rate-Collect—the following information: Name of enlisted member, branch of service, date and place of enlistment and occupation in show business.

LET'S GO, AMERICA!!

This will be the theme of next week's issue of The Billboard. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war.



WEEK ENDING DECEMBER 12, 1941

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

Following are the 20 songs with the most plugs over the four major New York outlets (WJAP, WJZ, WOR, WABC) for the week beginning Saturday, December 6, and ending Friday, December 12. The totals are based on reports supplied by Dr. John O. Freeman, Department of Psychology, College of the City of New York, and Director of Office of Research-Radio Division, and cover all broadcasts from 8 a.m. to 1 a.m. daily. The number of plugs for these 20 songs over the independent stations (WJLN, WMCA, WNEW, WOV), covers only the period from 8 p.m. to 4 a.m. daily. Partial choruses and signatures are not included. Plugs for songs designated by an (F) musical comedy tunes with an (M)...

Table with columns: Position, Title, Publisher, Plugs (Major 8 a.m. to 1 a.m., Other 8 p.m. to 4 a.m.), and a secondary column for position. Lists songs like 'THIS TIME THE DREAM'S ON ME', 'MADAME', 'ELMER'S TUNE', etc.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records in the past week: New York City: Center Music Store, Liberty Music Shop, Quality Music Shop, Rabson's Meak Shop; R. H. Macy & Co.; Abraham & Straus, Inc.; Discounter; Condit; Broadway Dry Goods Co.; Whiting Radio Service; Gibson Music Store; Boston: Boston Music Co.; The Melody Shop; Mother Music Co., Inc.; Buffalo: Whitman Song Shop; Broadway Music Shop; Avenue Record Shop; Pittsburgh: Volkman Bros., Inc.; Philadelphia: Wahmanaker's Department Store; Downtown Record Shop; Alex A. Gettlin; Denver: The May Co.; The Record Shop; Charles E. Wells Music Co.; Salt Lake City: S. O. M. I. Record Dept.; Portland, Ore.: Moler & Frank Co.; J. K. Old Co.; Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Walsh's Music City; San Francisco: Schwabacher-Fry; Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros.; Cincinnati: Song Shop; Tulsa: 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; Davenport: DeRose; Wurlitzer's; Ottumwa: Ottumwa Music Co.; Kansas City, Mo.: Music Box; St. Louis: Archibald Co. of Music; Kansas & Barr. St. Paul: W. J. Dyer & Sons; Mayflower Record Co.; Springfield, Mo.: E. L. Lines Music Co.; Birmingham: Nolen's Radio Service Shop; E. K. Forbes & Sons; Monarch Sales Co.; Louisville: Louis Dry Goods Co.; Atlanta: Cox Prescription Shop; Raleigh, N.C.: James E. Thirre; O. H. Stephenson Music Co.; Miami: Richards Koff Co.; Burlingame, Ind.: New Orleans; Louis Ornamental Co., Inc.; O. Schirmer, Inc.; Fort Worth, Tex.: McCrory's Kenzie Bros. Furniture Co.; San Antonio: Alamo Piano Co.; San Antonio Music Co.; Washington, D.C.: E. P. Droops & Sons Co.; George's Radio, Inc.; Louisville, Ky.: Stewart Dry Goods Company.

Table with columns: NATIONAL, EAST, SOUTH, WEST COAST, MIDWEST. Lists best-selling records like 'Elmer's Tune', 'Chattanooga Choo Choo', 'Shepherd Serenade', etc.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week: New York City: Music Dealers' Service, Inc.; Abbey Music Supply Co.; Pittsburgh: Volkman Brothers, Inc.; San Francisco: Pacific Coast Music; Jobert's; Sherman, Clay & Co.; Los Angeles: Morris M. Freeman, Ltd.; Seattle: Orphee Music Co.; Portland, Ore.: Salate Music Co.; Chicago: Lyon & Healy; Carl Fischer, Inc.; Omaha: Hinged Music Co.; A. C. McCallum; St. Louis: St. Louis Music Supply Co.; Kansas City, Mo.: Jenkins Music Co.; Detroit: Orlandi Brothers; San Antonio: Southern Music Co.; New Orleans: O. Schirmer of Louisiana; Atlanta: Cable Piano Co.; Phoenix, Ariz.: Dawson Music Co.

Table with columns: NATIONAL, EAST, WEST COAST, MIDWEST, SOUTH. Lists sheet music best sellers like 'Elmer's Tune', 'Chattanooga Choo Choo', 'Shepherd Serenade', etc.

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in national phonograms. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Office 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 Disk section.

Table with columns: GOING STRONG, COMING UP. Lists leading music machine records like 'I Don't Want to Set the World on Fire', 'Chattanooga Choo Choo', 'Elmer's Tune', etc.

Orchestra Notes

Of Maestri and Men

CHARLES BARNET will have a new manager after January gets under way. **EMILIO CAJARES**, after a season as house band director for a San Antonio radio station, is on the road with his own band again, and is currently playing the Green Mill, Saginaw, Mich. . . . **MUGGSY SPANIER** will replace drummer Don Carter with Russ Mason, formerly with Jan Savitt. . . . **BERNARD BLAKE** is back at her warbling post with Mitchell Ayres at the Peabody Hotel, Memphis, after being out ill for two weeks. . . . **BASIL POMEEN** is due back from Rio De Janeiro January 15 with a batch of new Brazilian material. Also promises some original Latin stuff. . . . **HELOISE CHILDS**, after drawing a flock of holdovers at Hotel Nicolet, Minneapolis, where he opened November 7, finally broke loose and opened for a four-weeker at Hotel Roosevelt, New Orleans, December 18. . . . **HERN SHERRY** just drew his fourth holdover at Paradise Cafe, Brooklyn. **CHAUNCEY GRAY**, who has been furnishing the rhythms at El Morocco, New York's swank sitery, the past five years, is coming out with a disk album of society favorites. . . . **VINCENT LOPEZ** has signed another contract with Hubert Tash, New York, which will keep him in the spot at least until next June. Lopez opens at Loew's State Theater, New York, January 15. . . . **WILL BRADLEY** into Central Theater, Passaic, N. J., Decem-

ber 23. . . . **COUNT BASIE** set for New York Apollo Theater January 9. **GINNY SIMMS** will appear on the Coca-Cola radio show as guest soloist with the Nat. Bandwings org. . . . **BLUE BARON** opens at Aragon Ballroom, Chicago, April 1. . . . **DANNY RICHARDS** and wife, Kay Little, are back singing with Bunny Berigan. . . . **HILDEGARDE HARRIETT HELDT** was born to Mr. and Mrs. Horace Heldt December 7. . . . **TERRY BLAND** replaces, Wally Johnson at Lookout House, Covington, Ky., December 16. . . . **ARTURO** and his Latin group have replaced Pierson That at the Pruf, Cincinnati. . . . **HENRY KING**, Mel Snyder and Bert Fuller orks will furnish New Year's Eve music at Netherlands Plaza, Cincy. . . . **MATTY MALNECK** opens at Dempsey-Vanderbilt, Miami, January 8. . . . **KORN KOBBLERS** broke story record at Henry Grady Hotel, Atlanta, their opening night, December 6. . . . **JAN FREDRICK**, after five years in New York siteries, is now playing theater dates for RKO. . . . **JIMMY DORSEY** will play Palace Theater, Albany, N. Y., opening Christmas Day; then comes into New York Strand Theater January 1.

Atlantic Whisperings

LIONEL HAMPTON will pace the Christmas night prom at Strand Ballroom, Philadelphia, with **CLAUDE HOPKINS** and **MORRIS MOSLEY** on opposing bandstands for a New Year's dawn dance. . . . **JIMMY ROMANO** for the rhythm making at Hi-Hat Cafe, Camden, N. J. . . . **JOHNNY DENNIS** at Al's Cabaret, Lancaster, Pa. . . . **HEALE STI BOYS**, current at Lou's Chancelor Inn, Philadelphia, have been signed to start working for the Oken label next month. . . . **MATT GILLESPIE** and His Men About Town get the call at the Hanover Lodge, Allentown, Pa. . . . **MONK KAUFFMAN** holds over at the Beaver Hotel, York, Pa. . . . **SONNY DUNHAM** and **DICK ROGERS** one-nighting it at the Eastern Pennsylvania ballroom. . . . **STAN PETERS** takes over at the Villa Cafe, Philadelphia. . . . **JIMMY MARTIN**, promoting the Saturday night name band dances at Brookline Country Club, Philadelphia, putting in a KWV radio line, with a possibility of feeding the music to the NBC-Rudnet. . . . **JOHNNY POOL** at the Lehigh Valley Hotel, Bethlehem, Pa. . . . **EDDIE BLUM** making his bow as a band leader at the Lido Venice Cafe, Philadelphia. . . . **JIMMIE GORHAM** gets the bid for the weekly musical tea sponsored by Club Adonis at the O. V. Cotto-Rix's Home, Philadelphia. . . . **BOB CHESTER** the New Year's Eve attraction at Sea Girt Inn, Sea Girt, N. J. . . . **CARL AND BRUNO**, piano team at Ritz-Carlton Hotel, Philadelphia, will soon be supplanted by a regular band. . . . **REN HALLETT** gets the call of Philadelphia's Sunken Gardens.

Pastor Does \$1,600 in N. C.

CHARLOTTE, N. C., Dec. 13.—Tony Pastor drew 1,300 people to the Armory here Tuesday (9), in the first local white dance promotion of the past six months. Gross was around \$1,600, with 400 spectators at 75 cents each, and 800 dancers at \$1.50 per couple (advance) and \$2 per couple (door).
Promoter Carlyle West had to refund \$200 to Charlotte Air Base soldiers the day of the dance. Lads were transferred elsewhere because of war.

Carter Into Famous Door

NEW YORK, Dec. 13.—Benny Carter brought his six-piece org into the Famous Door here Thursday (11), replacing Babe Rusin. Carter, who is booked for two weeks with options, moved into the Dog from Kelly's Stables, just down the street. Frankie Newton took over Carter's place at Kelly's.

Paging Gobbels!

BALTIMORE, Dec. 13.—New high in local dance promotion audacity was reached here this week when operators of the Strand Ballroom flooded the city with handbills heralding the appearance of Lionel Hampton's org., December 26, for a one-nighter.
Billing on the leaflet describes Hampton as "the man who made Benny Goodman famous."

Tin Pan Alley Fires Song Salvo At Axis; Air News, Enlistments And Paper Shortages Might Hurt

NEW YORK, Dec. 13.—Tin Pan Alley's latest outpourings indicate that the war has already been won and it only remains for Uncle Sam's forces to take over and make the thing official. But after the initial excitement wears a little thin and the country settles down to the task ahead, the Alley may be faced with problems such as it has never experienced in its hitherto history.

At present the industry's sole commercial concern seems to center on the unbelievable batch of war ditties which appeared like so many mushrooms within 24 hours after Nippon attacked us. Reliable estimates place the number of tunes at over 1,000. Many of them have found publishers, but it is conceded by the street's best minds that if 10 of the songs ever get anywhere, a high average will be struck. Among the titles are *Goodbye Mama, Put Off to Yokohama, We're Gonna Find a Fellow Who's Very, Very Yellow, and We'll Beat Him Till He's Red, White and Blue; They're Gonna Be Playing Taps for the Japs* and countless others of similar content. Declaration of war on Germany and Italy also has produced a flock of anti-Hitler and anti-Mussolini jingles, 99.9 per cent of which

will never be heard outside of publishers' offices.

Smart songwriters and pubs are concentrating their patriotic efforts on tunes of a less specific nature, and these can be no doubt that the next months will see another *Over There* take the country by storm.

After the war is well under way the pubs expect to find the public receptive to ballads, love songs and torchers as in peace time. They point to England, where songs like *Marie Elena, Duddy and I Don't Want To See The World on Fire* are the top attractions. However, just as *Till We Meet Again* would not have made commercial sense unless there had been a draft law, so there will be little containing references that might be meaningless in peace time.

Right now lads are complaining that they can't get air plugs because of the constant intrusion of newscasts. This situation is likely to prevail throughout the conflict, altho it probably will be less marked as time passes.

The most serious problem which may beset the Alley is the threatened paper shortage, a condition which has been promised for months and undoubtedly will be hastened by the hostilities. It will cost more money to print the ditties, and fewer will be printed as the price rises on sheet music.

With production of all amusement items necessarily tightened, it is possible that phonograph record output will be curtailed somewhat, which will mean lessened royalty volume for the pubs and penmen.

Like all other fields the music biz will be hit by loss of personnel thru enlistment and the draft. Pluggers, writers, publishers will be in uniform—many have already signed up. But the Alley has been thru tough times before and thinks it is ready to pull thru the present lull.

Again, smart pubs and writers point to England, where, despite everything, the music business carries on, attempting to keep conditions as nearly normal as possible, building for the future and, above all, doing more than its share toward maintaining national morale.

Pub Slaps Suit on Leopold Stokowski

PHILADELPHIA, Dec. 13.—Suit to collect \$350 in performance fees from Youth Artists, Inc., which controls the All-American Youth Orchestra directed by Leopold Stokowski, was filed last Tuesday (9) in Municipal Court here by the Klman-Vogel Company, local music publishers. Action charges violation of a verbal contract entered into with Stokowski by Adolph Vogel, vice-president of the music house.

Two Debussy compositions are involved, *Claire de Lune* and *Night in Granada*, which were played by the youth org in this country and on the South American tour. Klman-Vogel firm, owners of the copyrights, say that the \$350 represents a fee which the orchestra should have paid for permission to play the works. As a contribution to youth, music pubs said they made the performance fees very small. Suit is listed to be heard during the June term of the court.

Klman-Vogel firm holds American copyrights on the Debussy items as well as on a number of other major French catalogs. Notification of the restriction placed on Stokowski's performances of the Debussy opuses and other works has been sent to the National Broadcasting System and the New York Philharmonic Orchestra.

Corrections

Orange Blossom Lane, published by Miller Music, was incorrectly listed under songs with the Most Radio Plugs last week. The song was credited with 33 plugs and second place, when it should have appeared in first place with 40 plugs.

The publisher of *Humpty Dumpty Heart* is Southern Music and not Bryman-Vocco-Copp, as listed under songs with the Most Radio Plugs last week.

WDAS Nips Plug On New Platters

PHILADELPHIA, Dec. 13.—Harold Davis, WDAS program director, has placed restrictions on recordings to be used on the station. While some radio stations aim at scoring scoops by airing the week's new record releases, Davis has nixed all new releases for station use. With WDAS playing platters most of the day, station has been a choice outlet for record plugs. However, under new edicts no new releases will be aired.

Davis complained that each week's new releases now bring music unfamiliar to the public. Hereafter the platter selections will not be played until the tunes have shown definite signs of reaching hit proportions. With bands again having open books for their dance remotes, Davis feels that playing new releases only means outright plugs to the recording companies and adds little or nothing to listening enjoyment.

Change in platter policy also includes placement of *Silent Night* and other Christmas carols on the restricted list. Davis feels indiscriminate use of Yuletide carols is not good either for the station or for the carol. Every night will be "silent night" on WDAS unless the artist has an okay from the program department. Absolutely verboten are swing or jazz arrangements of *Silent Night* and *First Noel*. *Single Bells*, however, is okay for five artists.

Jap Bombers May Be Hindrance to Cugat Movie, Nitory Date

HOLLYWOOD, Dec. 13.—Xavier Cugat, scheduled to open at Ciro's here January 15 and then double between the spot and Columbia studios, may not come to the Coast until a later date. Reasons given for the proposed postponement are many, but the war and bombing threats are understood to be playing a major part in the confusion.

Columbia Pictures is thinking of postponing the shooting date of the pic in which Cugat is to be featured. If so, Cugat will not hit this town until a couple of days before the pic starts rolling. Also a major consideration is Cugat's Camel commercial air show. Radio stations out here have been going off the air quite often lately because invading planes are thought to be using their signals as direction beams.

SHREVEPORT, La., Dec. 13.—Jan Carter and org appeared for the initial engagement at Club Coronado, New Spanish night spot in Bossier City, about half a mile from Shreveport. On opening night all of the 800-odd reservations were taken at \$2.50 per person including tax.

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IN NEXT WEEK'S ISSUE (Holiday Greetings Number)
WE MAKE THE "SLEEPERS" JUMP
By Willard Alexander, head of the Band Department, William Morris Agency
DEVELOPING BANDS ON THE FITCH BANDWAGON
By Sam Honigberg
SWING BANDS PAY OFF
By Ernest Byfield of the Sherman Hotel, Chicago
THE YEAR IN MUSIC
Outstanding Events and Trends During 1941

SPA Union Faction Seeks Showdown And Threatens To Form a New Org

NEW YORK, Dec. 12.—A movement is afoot among more militant elements in Songwriters' Protective Association to force a showdown in the org., with a view toward either altering the set-up or breaking away from SPA entirely and throwing full support behind one of the growing tunesmith union-movements.

Couple of weeks ago Irving Caesar, SPA proxy, recognizing sentiment of many of the younger members of his group, referred the question of uprevision to a committee. It was felt at the time that SPA could not conveniently rearrange itself into union dimensions, but all concerned felt that the effort would be worth while. Now, however, the union faction in SPA is growing more restless, feeling that the opposition may use the war as an excuse for calling the whole thing off.

A committee meeting of the unofficial, unnamed body of songwriters, headed by Hy Zaret, which is seeking some sort of democratic solution to the union question, was addressed by an SPA member Thursday and informed that while the

progressive element in SPA is not ready to give up on its own org as a potential barrier for songsmith grievances, it also was not ready to ally itself with any other org. The spokesman said that SPA was planning a meeting for some time in January, at which affair the whole thing would be ironed out. Should the result be unsatisfactory to the union-minded SPA members, they plan to break away and either form a union of their own, join Zaret's group or get behind the American Federation of Songwriters, guided by Robert Darro.

The Zaret outfit is attempting to convince songwriters that it has no ax to grind other than that of the average penner, and feels that since it is set up on a democratic basis, with no definite battle plans drawn as yet, it offers writers opportunity to form an org along lines chosen by a majority. If they can put this point across it is likely that they will succeed in lining up the AFS faction as well as the group which figures to break away from SPA.

Music Items

Publishers and People

STAN BRITTS, leader of the Roen Hobblers, has placed his composition, *See Wee Polka*, with Dixie Publishing Company.

Johnny Long is set to introduce *Chances Are*, the new ballad by Murray Mencher and Jack Meskill. Harry Tenney Music published. Jerry Levitch, Tenney contact man now in the army, is placing the ditty with various service caks.

Hermit Goell and Fred Spielman, writers of *Shepherd Serenade*, have placed two more with Mercer-Morris. They are *Over the Rockies and Run, Run, the Deer is Done*.

During the past month Paul Case, professional manager of Colonial Music, has placed 27 songs with recording firms.

Mills Music is publishing the score of the new Hollywood Trocadero revue. Tapes are by Harold Arlen and Ted Koehler, and include *Let's Hit the Trail on the Road*, *You've Got Na Sista*, *On the Fence*, *Life Could Be a Cakewalk With You* and *The Moment I Laid Eyes on You*.

William Wiemann, head of Wilmark, Harms and Roelck's educational department, has appointed Louk Weipert Eastern sales representative. Weipert has been in the Special Service department for the past several years, and formerly was sales manager of the old Chappell Harms firm.

Songs and Such

MIGUELITO VALDES, singer with Xavier Cugat, has had his latest song, *Letergo*, published by E. B. Marks.

Limbo To Do It, by Max Mitchell, Mack Kay and Roy Harmon, has been published by Crescent Music.

Keep a Lookout, by Jim (Mills Novity) Mangas, will be published by Bell Music, Chicago.

I Hear the Ozark Mountains Calling Me, a standard hill-william, has finally been recorded by the Ozark Boys on Decca-Mills Music publishers.

Nothing Matters Anymore, by Louie Manday, is being published by Chappell Music, Chicago.

Tropical Island, by Caesar Petrillo, Ben

Three Orks Play Auto Hop In Detroit; Gross \$5,000

DETROIT, Dec. 13.—Three-way band engagement shared by Emelio Caecera, Leighton Noble and Frank Day, sold 5,000 tickets at \$1 a head for the Chrysler Girls' Club here. Event, using all available rooms of the Rook-Cadillac Hotel, was estimated to have attendance slightly under the figure of tickets sold because of the physical impossibility of accommodating all patrons.

Alvino Ray drew 2,000 people at \$2 per couple last Saturday (8) at a dance at the Masonic Temple. Sponsored by Alpha Gamma Upsilon Fraternity. Both bookings were made by the Mike Falk office.

Joyce Agency, Philly, To Take On Bands and Booking

PHILADELPHIA, Dec. 13.—Jolly Joyce Theatrical Agency, previously agenting in the night club, theater and club field, is branching out in the orchestra field. While agency has booked bands in the past, acquisition of Alex Bartha and His Steel Pier Orchestra makes it the first time for a band to be taken under exclusive personal management. Bartha has been featured for the past five summers at the Steel Pier in Atlantic City, and is set to return for the 1942 season. Band will be personally managed by Joyce, who also has the Three Peppers, septa swing trio, under his wing.

Chico Marx To Lead an Ork

SAN FRANCISCO, Dec. 13.—Chico Marx, booked by William Morris Agency thru Sam Rosey, will front an orchestra for a unit which plays the Commercial Hotel, Elko, Nev., December 24-31. Acts set are Charles Fredericks, baritone; Eddie Cochrane, magic; Royal Whirlwinds, skaters, and Dick and Dinah, knockabout comics.

and *All Traces*, has been published by M. Wells Music, Chicago.

"Song Hits Magazine" has completed a deal with BMI whereby the mag will be able to print lyrics of all BMI tunes. "Song Hits" also claims to have most of the ASCAP pub lined up. "Song Parade Magazine," which is in the same business, has signed a contract to reprint the lyrics of all Irving Berlin, Inc., Latino Music Corporation and ABC Music Corporation songs.

Philly Pickings

FRANK CAPANO and Jack Ziebler lost no time; exactly 17 minutes after hearing the war declaration they penned *Fight for Your Right, With All Your Might, America*.

Bob Troup, who leaped into fame with Duddy, has joined the writing staff of Tommy Dorsey's Embassy Music Company in New York.

Joe Pasquito, WIP maestro, has placed his *Rope-Me*, written with Billy Hayes and Morty Berk, with Porgy-Debbin-Friedman in New York.

Selling the Band

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

Musette Promotion

HENRI RENE and His Musette Orchestra, whose Standard records hold their own with the Dorsey and the Millers among those who prefer polkas, waltzes and other types of international rhythms, has a problem quite apart from the average dance band in promoting his orchestra and recordings.

For his current *Cuckoo Waltz* platter, Artie Pine, in the publicist's seat, has prepared a special mailing piece to music machine operators throughout the country, tying in with his advertising campaign in *The Billboard*. Further tie-ins are being made with "cuckoo" clock manufacturers, similar to that Pine put over when promoting the "tick tock" rhythms of Gray Gordon. In addition, "accordion" type of mailing pieces are being prepared—carrying out the association with the maestro's instrument—the musette being in the accordion family.

Tony Hill, who is not so tiny either in musical or physical proportions, has gotten up stickers bearing his extra postage stamp amount to tonnage, considering the delicate used. Cut-out serves double duty, for dance dates and waltzes.

Picture-Platter Promotion

IN SELLING the music of Smilla's Thrus, Metro's film starring Jeanette MacDonald, RCA-Victor is selling a special record album of the singing star. Song selections are from the film, and album itself is pictorially attractive, cover sporting a pic of the star in the wedding gown she wears in the film. As a result, the film is a constant advertisement from the record trade standpoint.

Record company has prepared window streamers featuring the album and film, suitable for both dealer and theater display, and the music was reviewed on all stations carrying the RCA Music You Want program. On its part, the film company has advised all its field, personnel, distributors and local managers to check with all neighborhood music shops to co-operate with record dealers for mutual benefit.

An ambitious promotion campaign is being planned by Eddie Heller for a forthcoming RCA-Victor album by Abe Lyman featuring the pop tunes associated with the maestro. A self-addressed card

attached to the album will bring each buyer an autographed photo of the maestro. Arrangements are also being made to plug the package on Lyman's "Walk Time" radio commercials.

Good Dancers Make Good Marchers; So Say Terp Teachers

DES MOINES, Dec. 13.—Ballroom dancing was advocated as a requisite for the soldier to help him march, at the ninth annual normal school for Midwest dancing teachers and members of the Chicago National Association of Dancing Teachers held at the Troman Ballroom here.

Donald Sawyer, New York dancer, suggested dancing for the soldiers, as it greatly strengthens their feet and legs.

He also advised young women to improve their ballroom dancing to enable them to entertain soldiers either in army camps or when the men return home on furloughs.

Basic Proves a Heavy Draw At Philly's Brookline Club

PHILADELPHIA, Dec. 13.—Marking the first time that a Negro band has been featured at the Saturday night dance promotions of Jimmy Martin at Brookline Country Club, and the first time the band has played for a public dance for whites, here, Count Basie last Saturday (8) proved a strong box-office attraction. Pulling the best gate since dance night was switched from Thursday to Saturday, the Count attracted 1,100 dancers at \$2 per pair for a neat \$1,100. In move to curb ill-effects, no single tickets for stage are sold, prons now being a strictly paired event.

CRA Exec Refutes Col. on Disk Deal

NEW YORK, Dec. 13.—Hard feelings were still simmering here this week between Charles Green, of Consolidated Radio Artists, and Monte Sacks, of Columbia Records, over a contract deal with the Muggsy Spanier ork. Green returned to town this week to deny Sacks's assertion that he (Green) had "used" Columbia to spring a year's disk contract out of Decca.

Green's story is that Columbia's verbal contract proposed for Spanier did not jibe with the written one which the record company sent to Green a few days later. Original deal, Green said, called for the ork to have just one Columbia session for the Okeh label as a tester. Contract which later hit his desk, according to Green, called for a six-month option with another for a year after that, and only two more required cutting dates during all that time.

Green said he refused to tie the band up that way, and that meantime Decca came along with a better contract and more money to the tune of \$250. CRA exec said he had actually contacted Decca before Columbia heard the ork, but that they did not get around to hear the ork until after Columbia had.

The Christmas Spirit

SEA GIRT, N. J., Dec. 13.—Last summer, when Bob Chester received his offer to play at the Hotel Astor Roof in New York, the Sea Girt Inn here released him from the remainder of his engagement in order that the maestro could accept the New York job. Chester has had a succession of flattering offers for New Year's Eve, but he will play the date at Sea Girt Inn.

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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.

Wingy Manone

Reviewed at Streets of Paris, Hollywood
FOR the West Coast followers of real Dixieland jazz, the Manone group scores heavily. Maestro fronts and does a top job of trumpet tooting. While Manone has long been associated with this brand of music, the aggregation which opened here stands to convert a number of new fans to the type of music that got its start near the levees in New Orleans. Vocals, what are of them, are handled by Manone in an almost too informal manner.

Manone is definitely the feature of the act, but each of the other five come in for good parts. Maestro points his horn into the bell of the trombone, ably handled by Rolly Furness, to get a doubly brassy tone. Frank Penner does a swell job at the piano, with Jimmy Lynch slapping out rhythm on the bass fiddle. Jo Jo Hoffman presides at the clarinet, with Johnny Brent coming in for some good solo drum work. In addition to the trumpet-trombone work, piano-drums-bass form a section that the Manone group works to advantage.

Band is as listenable as it is danceable, for an extroverted library is on hand. Most of the stuff is the kind suitable to the New Orleans bounce, but now and then a rumba is offered, with Brent shaking maracas against his drum top. Manone carries on a steady chatter when he's not on his horn. Appearance of the men is neat. Musicianship and co-ordination okay. Abbott.

The Korn Kobblers

Reviewed at New Pathway Health Inn, Pelham, N. Y.

THEY wear crazy hats, they sing daffy songs, they own a flock of cockeyed instrumentalists and they look like a St. Vitus epidemic in the observation ward. But they are one of the most entertaining six-piece outfits in the business, and if they don't make you laugh yourself sick, you must be sick to begin with.

In addition to their enormous repertoire of looney novelties, the boys have a full library of standards and up-to-the-minute pops, all treated to produce a very respectable brand of dance music. Nels Leasko is without doubt one of the greatest trumpeters in the country; leader Stan Fritts plays a world of corn trombone; bass man Charles Koenig can pluck with any of 'em; Marty Gold is an excellent pianist, and recidivist Harry Turen and drummer Howard McElroy are okay, too.

Of the novelty tunes Leasko plays something called the "cacophony," in addition to a handful of tin whistles and his wonderful trumpet. Drummer McElroy doubles on vibes and xylophone, pianist Gold plays a Solovox, and Stan Fritts has a fearsome looking hunk of scrap brass called "skootchybutt." Vocalizing is done by the men in en-

semble, with leader Fritts soloing in the split-split fashion. Some of the material is faintly tinged with blue, but the lads get along very well without it and only use it when they are sure their audience is in the spirit of the thing.

Lads have become extremely popular in the hinterlands thru a series of electrical transcriptions. If they stay close to New York in a good location they'll be made, because they've got more on the ball than any similar outfit seen in these parts in many a day. Carter.

Hal Leonard

Reviewed at Trionon Ballroom, Chicago

YOUNG LEONARD (he's 24) has a tough assignment for his first Chicago appearance, as he follows some of the biggest dance band names. But he has a versatile crew and a nicely balanced four-three-three instrumentation, with his trumpet making four brass, and the boys are equally at home with swing and sway. Featured is the triple-tonguing trumpet trio—Leonard and Huck and Bob Andrews. Fred Brocklin stands out as trombone soloist; Jack Olson and his sax give a lift to the rhythm tunes, and Roger Bacon gets in some good licks with his trumpet. The outfit's dance tempos are paced to the liking of the tempo. Bob Andrews does nice work on vocals, especially ballads. Featured vocalist is Helen Hartley, who has sweet pipes and is a lovely youngster. Leonard has a friendly personality and fronts the band nicely. Green.

John E. Sullivan

Reviewed at Turnpike Casino, Lincoln, Neb.

JUST as John E. was strong of arm, John E. Sullivan, from Texas way, is strong on trumpet, with an outfit which fairly melts its rhythm and keeps people dancing. It's not as big a band as it sounds—because racket is its long suite, albeit racket under musical control.

Features of the orchestra are a brass choir, with a total, by doubling, of four trumpets and three trombones; the Three Freshmen, Benny Morrow (trumpet), Bob Sheehan (trombone) and George Mitchell (sax), all able to solo and Morrow doing the novelty; and Margie Lane, girl singer. Morrow's best is the now familiar puppet-trumpet bit, which is being done in some dozen or more orchestras now. Margie sings spottily, sounding okay part of the time but way off others.

Four saxes, four brass and three rhythm in the arrangement, with Sullivan himself as a trumpet mainstay and he's constantly working. On the ballads, and simply handling, he has Al Harmon.

This is a ballroom combination and it would be too noisy for a small ballroom. It's for dancing strictly. Oldfield.

On the Records

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

Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines. Key: FT—Fox Tree; W—Waltz; VC—Vocal Chorus; V—Vocal Recording. By M. H. ORODENKER.

VAUGHN MONROE (Bluebird 11379)

Under Your Window—FT; VC. Lones One—FT; VC.

ONE of the more capable troubadours among the baton wavers, Monroe does a double portion of baritoneing for this disk. Sweet melodies characterize the tune selections, and the maestro makes them all the more pleasing with his piping. The *Window* side is a fitting love serenade, easy flowing melody with an appropriate song story, making an immediate impression. The musical mood is soft and slow, with Monroe in good voice throat. The flipover to S. K. Russell's adaptation of Gabriel-Roger's Latin lullaby, *Desperadamente*. The tempo is stepped up a bit and Monroe's vocal is complemented by the band's rhythmic chorus. It's all forthright fox-trotology save for the band introduction, which has a touch of tango to stamp the song's origin.

The "*Window*" serenade finds maestro Monroe in excellent form throughout. Gives this love song a swell start, and, as it builds in popularity, this side should show added strength in grabbing off the music box play.

MORACE HEIDT (Columbia 36453)

I'll Never Forget—FT; VC. Galsie Mega Mozart—FT.

CHALK up another song discovery for Morace Heidt with the *Never Forget* ballad. Commanding a great deal of commercial appeal, Charles Goodman gives it a voice to make it all the more striking. The Musical Knights are content with a half chorus that is split between the electric guitar and piano, with Goodman's soft baritoneing selling it strong for most of the side. Tune itself is an absolute torch by Leo Chernus, who should profit much from his songwriting sideline in this instance. Composer is head of the Research Institute of America, devoted to financial investments. Plattermate showcases pianist Frankie Carle. Every artist has a field day with Mozart's *Turkish March*, making a highly rhythmic gambol without distorting the classical piece entirely.

Heidt rings the bell with the new torch on the "*I'll Never Forget*" side. Having all the qualities of a hit song, it will undoubtedly be the side having the edge for music machine play.

ANDREWS SISTERS (Decca 4094)

Chattanooga Choo Choo—FT; V. For All We Know—FT; V.

WHILE recording bands have already arrived in Chattanooga, with Glenn Miller unquestionably arriving first, the Andrews girls make a delayed musical journey that stems from the *Sun Valley Serenade* feature picture. For this trip, joined in by Vic Schoen's band, the gala travel in plenty style—a style long associated with them. Considering all the rhythmic punch they pack into the side, both vocally and instrumentally, the Andrews ride this *Choo Choo* in a parlor car. For the mated side, the girls add the voices of a male chorus, and Vic Schoen emphasizes the peppy fiddle section in the orchestral setting. Galsie sugar in their harmonizing, as they did for the earlier *Jealous* disk, to revive the J. Fred Cootes-Sam M. Lewis ballad rage of an earlier decade.

While the girls can hardly hope to overtake the big lead, already piled up by Glenn Miller for the "*Choo Choo*" side, this belated Andrews' entry is unquestionably the second best in the field. Coupled with the strong attraction the girls held among the phono fans, and the fact that there are still plenty of niches in sight before the "*Chattanooga*" special completes its journey, the Andrews' version is a music machine must. All locations where their "*Jealous*" created interest, the flipover is a natural to follow.

SAMMY KAYE (Victor 27704 and 27711)

The White Cliffs of Dover—FT; VC. Madeline—FT; VC.

Nothing I Love—FT; VC. Day Dreaming—FT; VC.

THE stylized Kaye smoothness, in tempo and treatment for lush ballads, is captured on each of these four sides. The soft and modulated tones of the orchestra share with the male voice to make each side complete. The first two ballads are topical and highly tuneful. For the *White Cliffs* side, Arthur Wright and the male choir express heartening thoughts for beleaguered England, while Allan Porter vows vocally that Madeline (27704) will power again in Normandy. Tommy Rynn is the song-writer for the other two sides. The *Love Lullaby* is Cole Porter's tune made from the *Let's Face It* musical, while *Day Dreaming* (27711) is one of the most beautiful song-pictures of the current crop, by Jerome Kern and the late Gus Kahn.

There's no singing out any of these sides. Kaye treats each with equal importance. And each tune is an important one in a potential hit that will get a heavy play in the music boxes. But is "*Day Dreaming*."

GENE KRUPA (Okch 6498)

Violets for Your Furs—FT; VC. Coppin's Piece—FT; VC.

KRUPA proves he can give a light rhythmic touch to ballads to make for a smooth side in *Violets*. The ballad looms big as a musical tidbit, and Krupa is more symphony than ever in etching the tune on wax, band mostly in support of Johnny Desmond's flowery baritoneing. It's a bright rhythmic mood for the plattermate. The tempo is stepped up and Anita O'Day, who puts as much hotness in her harmonica as Martha Raye, adds vocally to the punch of the Kahn and Chaplin ditty. Tune itself is a lyrical play on Harlowe Jay talk, and sounds like so much double-talk unless one can "collar the jive." Roy Eldridge's trumpet provides the instrumental licks.

With the Krupa gang taking on added polish for the sweet ballads, rendition of "*Violets for Your Furs*" is a smoothie for the music boxes. Attention is directed to the "*Coppin's Piece*" side, replete with its free lyrics, for those operators seeking 1942 locations.

(See ON THE RECORDS on page 81)

On the Air

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

By DICK CARTER

Henry Busse

Palace Hotel, San Francisco, NBC-Blue Network, Saturday (6), 12:05-12:35 a.m.

BUSSE has a good radio outfit and makes the most of his other opportunities. Arrangements are exceedingly listenable, featuring a pleasant "humme" rhythm and some excellent vocalizing. The maestro's trumpeting is thin, but there is very little of it.

Shot caught offered four of the day's top pops, a rumba and a couple of currently favored standards. Leo Edwards and Fuzzy Combs shape up as two of the best band vocalists in the biz, selling their stuff with plenty of sock, using few tricks and singing the ditties as they were written. Swell stuff.

Announcements were modest enough and contributed much to listener enjoyment.

This was definitely a Grade A remote and must have made many friends for the maestro.

Val Olman

Billmore Hotel, New York, NBC-Blue Network, Saturday (6), 11:30-12 midnight

ALL very gentle and polite, this slot consisted exclusively of numbers currently popular among the upper crust. There were musical comedy tunes, a couple of discreet Latin rhythms and some promising pops. Music was played in rather mummy fashion, "society" style.

Altho tunes were well chosen, the presentation was too weak to make any but a negative impression on dial twitters. Where the strings have a squeaky quality and the rest of the band is on the haphazard side, no amount of showmanship or clever delivery can salvage a program. The showmanship on this remote was negligible.

Allen Hitchie did some agreeable singing. Announcements okay.

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(Bands are for current week unless otherwise indicated.)

Albin, Vic (Hilbert) Toledo, O.
Alford, Fred (President Atlantic City, N. J.)
Alford, Fred (Chicago) NYC, N. Y.

Alley, Peyton (Wardman Park) Washington, D. C.
Barlow, Hal (Melody Mill) Riverside, Ill.
Barnett, Arno (Harry's New Yorker) Chi.
Baron, Paul (Blue) Houston, Tex.

Cabin Boys (Brown Derby Cigar Bar) Warren, O.
Caceres, Emilio (Green Mill) Berwyn, Mich.
Calvert, Oscar (Casa Maria) NYC, N. Y.

D'Arcy, Paul (Monte Carlo Beach) NYC, N. Y.
Dale, Martin (Ole Henry) Chi.
Davis, Eddie (Katie's) NYC, N. Y.

Feminine Notes Five (Radio Franks) NYC, N. Y.
Fernandez (Embassy) Phila.
Fisher, Lew (Tutwiler) Birmingham, Ala.

Gaines, Charlie (Carroll's) Phila.
Gardner, Dick (Hobby) Newport, N. H.
Gaspard, Dick (Pia) NYC, N. Y.

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

Gordon, Don (Oide Cedar Inn) Brookhaven, N. Y.
Gordon, Paul (La Salle) Battle Creek, Mich.
Graham, Warren (Dexter) Woodhull, N. Y.
Greef, Bob (Savoy Plaza) NYC, N. Y.

Landi, Jules (Ambassador) NYC, N. Y.
Lane, Tony (Canary Cape) Corona, L. I., N. Y.
Lang, Don (Deloitte's) Chi.
Lang, Lou (Belvedere) NYC, N. Y.

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

Jack, Happy (Heldersberg Lodge) Albany, N. Y.
James, Harry (Lincoln) NYC, N. Y.
James, Jimmy (Beverly Hills) Newport, Ky.
Johnson, Bennie (Southern) Lawton, Okla.
Joy, Jimmy (Green's) Pittsburgh, Pa.

Melba, Stanley (Pierre) NYC, N. Y.
Messner, Johnny (Malpian) NYC, N. Y.
Miller, Glenn (Pennsylvania) NYC, N. Y.
Miller, Joe (Fredrick's) Cleveland, N. C.
Miller, Russ (Jack & Bob's) Trenton, N. J.

Bands on Tour--Advance Dates

LOU BRUNSER: Palace Theater, Port Wayne, Ind. Dec. 20-22; Roka Club Kalamazoo, Mich. 31; Palace Theater, Akron, Jan. 9-12; Palace Theater, Youngstown, O. 13-14; Hippodrome Theater, Baltimore, Feb. 6-11; Central Theater, Passaic, N. J. 12-19.
KRSKINE HAWKINS: State-Lake Theater, Chicago, Dec. 20-Jan. 1; Wisconsin Theater, Milwaukee, 2-8; Orpheum Theater, Minneapolis, 9-16; Orpheum Theater, St. Paul, 18-19; Paramount

Theater, Des Moines 20-22; Orpheum Theater, Omaha, 23-29.
ELLA FITZGERALD: Auditorium, Greenville, S. C. Jan. 1; Auditorium, Albany, Ga., 2; Two-Spot Club, Jacksonville, Fla., 3; Auditorium, Waycross, Ga., 6; Booker Auditorium, Macon, Fla., 7; Windsor Club, Port Lauderdale, Fla., 8; Sunshine Club, Orlando, Fla., 9; Cuban Club, Tampa, 10; Harlem Square Club, Miami, 11.
MITCHELL AYRES: Jan. 2 (Indefinite), Congress Hotel, Chicago.

Parfamy, Joe (Belmont Plaza) NYC, N. Y.
Parks, Bobby (Madison) NYC, N. Y.
Pashley, Art (New Yorker) NYC, N. Y.
Pearl, Ray (Claridge) Memphis, Tenn.
Penman, Sidney (Silver Dollar) Clinton, La.

Ramos, Bobby (Chestnut) NYC, N. Y.
Ramos, Robert (Drake) Chi.
Rayner, Carl (350 Anthony) San Antonio, Tex.
Raymond, Nick (Pierre) NYC, N. Y.
Reichman, Joe (Book-Gardiner) Detroit, Mich.
Reid, Harold (St. Regis) NYC, N. Y.

Sanders, Sid (Rainbow Inn) NYC, N. Y.
Sander, Bernie (Grandes) Detroit, Mich.
Sauders, Hal (St. Regis) NYC, N. Y.
Shand, Terry (Lockout House) Corning, N. Y.
Shapiro, Paul (Manhattan) Lakewood, N. J.
Shan, Artie (State) NYC, N. Y.

Tammay, Cornel (Kern's) NYC, N. Y.
Tansgard, Jack (Sherman) Chi.
Tarrace Boy (Gora & Brown's) NYC, N. Y.
Thornhill, Claude (Olen Island Casino) NYC, N. Y.
Thrift, Ben (Harry's Inn) Albany, N. Y.
Tiddell, Bob (Club Paradise) Albany, N. Y.

Ufer, Eddie (Cocacola Groves) Toledo, O.
Valero Sisters (Rainbow Room) NYC, N. Y.
Varello, Nick (Patsy's Venice Cafe) Phila.
Varrill, Tommy (Club Ball) Brooklyn, N. Y.
Vernal, Joe (Palace) Columbia, O.

Walter, Cy (La Martinique) NYC, N. Y.
Woods, Hal (Wm. Ferry) Grand Haven, Mich.
Wolk, Lawrence (Capitol) Madison, Wis.
Woolf, John (Ace of Clubs) Odessa, Tex.
Whitner, Doc (Savoy) NYC, N. Y.
Whitman, Paul (Pleasant Gardens) Los Angeles, Pa.
Williams, Claude (Kelly's Mables) NYC, N. Y.
Wilson, Teddy (Cafe Society Downtown) NYC, N. Y.
Winton, Harry (Congress Club) Chi.

Fio Rito So-So in Pasadena

LOS ANGELES, Dec. 13.—Ted Fio Rito played to a week 1,401 and a fair 3,365 last Friday and Saturday nights, respectively, at the Pasadena Civic Auditorium. Dancers are non-profit, and a year-round tab of 25 cents is charged, regardless of band.

Harold Stokes for Edgewood

CHICAGO, Dec. 13.—First hotel engagement for Harold Stokes, staff conductor of NBC here, and his new club has been set for the Marine Room, Edgewater Beach Hotel, January 3. Stokes will front a 18-piece crew and feature the harmonies of the King's Jesters and the Barry Sisters. Bill Snyder, of the William Morris office here, set the date.

New Plays on Broadway

Reviewed by Eugene Burr

CORT

Beginning Monday Evening, December 8, 1941

GOLDEN WINGS

A play by William Jay and Guy Bolton. Staged by Robert Milton. Setting designed by Wasson Barrett, built by Martin Turner, and painted by Kay Veldin. Costumes designed by Ernest Schnaps and executed by Laver Costume Company. General manager, John Turk. Press agent, Phillip Stevenson. Stage manager, Ned Shugrue. Assistant stage manager, Edmond Stevens. Presented by Robert Milrose.

- Fam.Margot Stevenson
- BeckieValerie Conant
- John, Acting Flight LieutenantLowell Cimora
- Jane, a member of the W.A.A.F.Cathleen Cordell
- Joe, an AircraftmanEdmond Stevens
- Flight Officers—
- GeoffreyHughie Green
- EsbePeter Boyne
- WinksWilliam Ryley
- NormanGerald Savory
- Rex, Flight LieutenantLloydough
- Tom, Pilot OfficerCordon Oliver
- Edith, a Therapist in the Ferry ServiceSigne Hasso
- Kay, a Farmette in the Land ServiceFay Wray
- Wing-Commander ForbesEvan Thomas
- Munt, a Pilot OfficerWilliam Packer
- Newspapermen—
- DillonJ. W. Austin
- KeatonLen Mence

ACT I—The Lounge of the Chelgrove Service Club, December, 1940.

ACT II—The Same. Two Weeks Later.

ACT III—The Same. January, 1941.

The advance material on Golden Wings, the William Jay-Guy Bolton drama that Robert Milton presented at the Cort Theater Monday night, indicated that it was a play about the RAF. It's not. It's a play about stereotyped boy-and-girl situations to which the activities of the RAF serve as an unrelated background. This seems all the more a pity since William Jay, which is the pseudonym of an active RAF officer, really seems to have had something to say.

Mr. Jay appears to have tried to examine a number of different types of English fliers, and present their joys and woes. Unfortunately, he has worked under such a tattered cloak of phony clichés that only occasionally you see flashes—talk of the world that must be made after the war, hopes that ideals will survive the councils of peace, fears of ultimate futility, and realizations that death must continue to be their business until the war is won.

There seems to be a real effort to probe these young men—brave, ardent, sincere, and faced with a dirty task that must be carried out successfully. Even with the painful, hackneyed plot, there is a certain amount of interest until the third act. Then, everything goes to pieces.

Rex, flight lieutenant, is a fine young man who has become a woman-chaser because of the stress of constant danger, feeling that any joy must be grasped by one who may not survive the hour. He dislikes Tom, a flier in his outfit, because Tom constantly talks of what must be done for the proletariat once the war is over. When Tom appears with a Swedish lass in the air ferry service, Rex immediately takes her over, and they spend the night together. Unfortunately, Rex's painfully sweet and pure fiancée picks this moment for a tilt to the service club. She continues in love with Rex, but Rex wants to marry the Swedish Semiramis; and when Tom starts to fight, Rex threatens to kill him.

Tom is killed in the next flight, and in the awful third act Rex is accused of having shot him down. No one, including Rex himself, knows whether in the heat of battle it may not have happened accidentally. There is an effort to prove him innocent, but he knows his phony and rules it out. Just then a terrible ruck occurs and everyone is ordered up except Rex; but someone gets a plane for him too and he goes out, presumably to his death, first clasping

his fiancée in his arms and churchily turning his back on his chance-flicé morsel of smorgasbord.

It's all pretty bad, and it's made even worse by the fact that Rex seldom manages to win any sympathy. You hope that his fiancée will come to her senses and marry a nice young flier who's in love with her; and you hope that Tom will manage to outfox the Scandinavian bedbug back into his own bunk.

Mr. Milton hasn't helped any by his direction, which is as corny as the plot, including stuff like having a character get up in the middle of a conversation, walk around his own chair, and sit down again. The players vary, the few who have anything much to work on. Lloydough, as Rex, is hard-bitten and effective until the last act, when even his excellent playing is thrown by some of the author's ten-twenty-third anachronism. Fay Wray makes the sugar-pie role of the fiancée surprisingly unobnoxious. Gerald Savory offers a lovely performance, quiet, authoritative, and immensely effective, as the other lad in love with her; Cordon Oliver is a pleasant and appealing Tom; Hughie Green offers one of the most stupidly painful jobs of the season as a squeaky-voiced, would-be comic and Signe Hasso, a Swedish actress who looks almost as odd as her own name, plays the joy-babe partly in the she were giving voice to a John Field Jr. drawing of 18 years ago and partly as she were burlesquing a tragedy queen.

JOHN GOLDEN

Beginning Friday Evening, December 5, 1941

ANGEL STREET

A play by Patrick Hamilton. Staged by Shepard Traube. Setting and costumes designed by Lemuel Ayers. Setting built by Vail and painted by Bergman Studios. Costumes executed by Laver. Lighting by Feder. Copy party manager, George Zorn. Press agents, J. D. Proctor and Peggy Phillips. Stage manager, Arthur Ebbets. Presented by Shepard Traube in association with Alexander H. Cohen.

- Mrs. ManninghamJudith Evelyn
- Mr. ManninghamVincent Price
- NancyElizabeth Eastis
- ElizabethFlorence Edney
- RoughLeo G. Carroll

The entire action of the play occurs in a house on Angel Street, located in the Millicote District of London. The Time is 1880.

ACT I—Late Afternoon. ACT II—Immediately Afterwards. ACT III—Later the Same Night.

It must have taken a good deal of courage for Shepard Traube to present Patrick Hamilton's *Angel Street*—which he did, in association with Alexander H. Cohen, at the John Golden Theater last Friday night. The play, a shocker with its scene laid in Victorian London, is as full of holes as a carload of doughnuts, and Mr. Traube must have had terrific confidence in his own directorial ability to feel that he could whip it into shape for effective Broadway presentation. Such confidence, however, was by no means misplaced. As *Angel Street* unfolds, you sit tense, agitated and tremendously excited, thrilled into constant and hair-raising helter-skelter and not until you get out and begin thinking back do you realize the flaws in the play. It's one of the most sensational directorial jobs I've ever been privileged to see.

It is, of course, aided by a number of excellent performances, but the performances in themselves are hardly responsible for the effect. The players carry out assignments superlatively well, but the overwhelming success of the production comes from the pacing and interplay of those assignments, plus a rich background of excitingly imaginative directorial details, some of which—like the old trick of leaving in full view the hat of a character who is hiding—are so beautifully handled that they create some of the most thrilling moments of my play-going career.

The plot concerns Mrs. Manningham,

FROM OUT FRONT

Theater in War

BY EUGENE BURR

WITH United States participation in the war a grim certainty at last, it is all but impossible to think or write of things pertaining to the theater. Pretended passions of imagined men, even tho they be greater than the passions of humans, are flimsy things compared to blood and death, compared to the task that all of us must now wholeheartedly accomplish. The overwhelming majority of Americans wished for peace; but wishes are poor protection against the machinations of evil forces whose only god is power. In any case, all of that is in the past—and is now of utter unimportance. We're in the war; and the only thing of fundamental concern to any American is the winning of it. That being the case, it is all but impossible to think or write of things pertaining to the theater.

Yet such sheering away from daily concerns, the normal, must not be indulged. War is won or lost on two fronts, the military and the home front—and of the two, the latter can often be the more important. German armies were still deep in France when Germany collapsed last time. And so it develops upon every one of us to maintain to the best of our individual abilities the current of national life which, in the long run, will bring victory. While helping the war effort to the utmost of our strength, we must at the same time do all in our power to maintain the flow of national life, to avoid the disruption that leads to panic and hysteria.

If it hadn't been for the small, heroically commonplace signs of "Business as Usual" leaping out from piles of ruins and lips of craters in blitz-battered London, it is doubtful that England could have gone on. Never have three entirely commonplace words served such heroic ends. Without them England's national life might have been disrupted and the dinews of the nation, knotted and cramped by hysteria and utter dislocation, might have become weak and useless.

Now, in such grave and critical times as these, we have no right to indulge a natural tendency to forego daily pursuits, to let everything else fade away before the central fact of war and the efforts we must put forth to win it. We must be—and all of us are—ready and eager to fulfill our wartime tasks. But we must also remember that we have a double duty; and each, to the best of his ability, must also continue, so far as he may, to maintain the fundamental life of our country, undislocated by hysteria or morbidity, as a constant source of solidity and strength.

IN CARRYING out, this task, as subtle and important a task as any of the many that face us, the theater—indeed, all of the show business—plays a tremendously important part. Upon the show business, upon the theater, will rest primarily the duty of providing for a war-torn, embattled, fiercely fighting nation those moments of relaxation and escape which alone can give the people the strength to carry out. It was President Lincoln, in a previous crisis, who said that, with all the pressure and worry that was upon him, if he could not laugh he would die. The same applies now to all Americans, to all of whom the winning of the war is the sole gauge of life.

The theater will do its part. It will bring the laughter and the momentary escape that create new strength and power.

IN DOING that job there must be no lowering of standards. Now, more than ever before, in the midst of buffeting both emotional and physical, must standards be maintained, and ideals be fixed and strong. This applies to the theater, too.

There will be probably a number of bad plays trying to say very good things; these must not be condoned simply because of the messages they bring. They not only remain bad plays; they actually sully and hurt, by their ineptitude, the good things that they seek to aid. Now more than ever before, ideals are too important for us to allow them to be shaken by incompetent presentation.

WITHOUT rancor or petty hate, but with a complete knowledge of the necessity and the magnitude of the job we must do, we must now march together, shoulder to shoulder, into bleak and stormy years. Those years may be long, but we can fortify ourselves with the certainty that we shall march out of them at last into the light of victory.

Meanwhile, it is up to us to see that the march is strong, straight and true.

whose husband seems sadly convinced that she, like her mother, will end in all these years—a view in which she begins to concur, because of the many things she appears to "mislay" and the numerous odd happenings that could have been engineered, says her husband, only by herself, altho she doesn't remember them. The house, incidentally, has been bought with her money, but she has never seen the top floor, which her husband keeps locked off. Only, when he goes out at night, the gaslights after a bit go dim, which seems to mean that another jet has been lighted somewhere in the house. Despite reason, she begins to suspect that Mr. Manningham spends secret time in the forbidden floor.

One afternoon while her husband is out there comes a mysterious but friendly stranger who assures her that she is not going insane and tells her that the house, some 15 years before, had been the home of a woman who had been murdered for her valuable rubies—which, incidentally, had not been found either by the murderer or, subsequently, by the police. From that point you can pretty much fill in for yourself. There is no actual rough-and-tumble action, but there are numerous interludes of blood-curdling suspense, built less upon the pedestrian plotting of the playwright than upon the

brilliant directorial imagination of Mr. Traube.

Vincent Price does a magnificently meaty-mouthed, slyly-ominous job of the harassed Mr. Manningham, and Leo G. Carroll gives one of the very finest of his many superlatively fine performances as the quiet stranger who finally brings peace to the harried lady of the house. As that lady herself, Judith Evelyn, of newcomer-to-Broadway, does early fade-quick work taking Mr. Traube's direction nicely—if a bit woodenly on occasion, she has a tendency to overplay rather obviously, but, fortunately, she and her director have toned it down so that it shows as a tendency and nothing more. Outstandingly fine character sketches are contributed by Florence Edney as a loyal housekeeper and Elizabeth Eastis as a ruttish serving wench.

Lemuel Ayers' setting is magnificent in the mood of the play, and Peter's splendid lighting has further aided Mr. Traube in creating the taut atmosphere of horror and suspense that makes the performance a dread-filled delight. There are plenty of faults in the play itself—but you never notice them as it unfolds. And, even if it had had glaring faults, it would still be praiseworthy as a springboard for acting and direction that create the most effective half-hour thriller seen on Broadway in years.

★ ★ ★ LET'S GO, AMERICA! ★ ★ ★

This will be the theme of next week's issue of The Billboard. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war.

Show Fields Rally for War Effort; Expect Low Grosses To Improve; Prepare to Steady Nation's Morale

(Continued from page 3)

ing previous Hitlerian blitzes, follow a set pattern. After each international crisis box offices dropped, disastrously throughout this nation for about two weeks, after which business bounced back to normalcy. It is believed that the box office will get into shape by New Year's Eve and before that if favorable news is reported on the war.

New Type of War

While government co-operation may be expected, effect of the war upon non-combatants will undoubtedly cause lighter restrictions than those of the last war. Blackouts and curfews are expected to create havoc with box-office receipts. In England frequent blackouts, gasoline and power restrictions, and early curfews have caused theaters to concentrate their business during the day. If blackouts become too frequent in this country, late evening transportation may be tied up and all shows may have to confine themselves to matinees.

There is also a danger of power restriction. All unnecessary lighting may have to be eliminated, with marquees and signs shut down in the evening. This is already in existence in North Carolina, where consumers have been notified to take it easy with lights because defense industries need most of the power output.

Should this condition become prevalent throughout the country, other means of advertising will have to be concentrated upon. Increasing use of billboards, handbills, newspaper and local radio advertising can be expected.

Defense industry areas are looking forward to capacity business. It is likely that 24-hour shifts will be maintained in those sectors. Few curtailments are likely to be clamped down in those districts because of the necessity of keeping spirits up to top pitch.

The sudden Pacific blitz has stranded several American acts in Australia. However, American talent has not been sent there recently in usual numbers because of the ban upon exportation of money. Among the acts there now are Bobby Henshaw, Raymond Blair and Will Mahoney. The latter has been living there for several years. Joan Brandon returned from Australia last month.

Other American acts have been traveling around Singapore, China, Malaya and other Far East spots. Lucille and Eddie Roberts returned several months ago from such a tour, their last date having been at the Imperial Hotel, Tokyo. The A. B. Marcus units found such time very profitable.

NEW YORK, Dec. 19.—In the Broadway sector programs are being outlined for conduct of theaters during blackouts and air raids. The International Alliance of Theatrical Stage Employees, Local 1, met yesterday in the Hotel Astor to issue instructions for emergency periods. Circuits are also to meet to formulate a program on how to take care of audiences during air raids.

The Loew circuit has already forbidden reference to the war from its stages.

The George Hamid office has eliminated Japanese acts from its catalog. Alien acts will also be dropped unless proof of citizenship is given. Hamid said that acts will continue as a stimulus toward better farm output and main-

taining rural morale. Hamid will take a trip around his circuit shortly to talk to fair association heads on the role of sales in wartime. He said that during the last war only two fairs were dropped and 50 others were started.

War Affects Legit

The legit field has had its first casualty. Cancellation of *The Admiral Had a Wife*, has been announced by Producer Jose Ferrer. The play dealt with his links of the Royal colony in Hawaii. The Cherry Lane Theater has canceled *The Mikado* and a touring troupe has also yanked it from its repertory. *Madame Butterfly* may be dropped from operatic repertoires.

In a circular sent to all tenants of Radio City, where many show business offices are located, it was claimed that Radio City, because of its construction, is one of the safest places in New York during an air raid. The tenants of the four top floors of the various buildings will have to go below to other floors when the sirens screech.

CHICAGO, Dec. 19.—The effect which the war situation will have on show business in general in the Midwest cannot be determined for some time, according to bookers, producers and others. During the past week legit theaters, vaudeville and night clubs all have suffered. Shopping crowds in the Loop dwindled, and at night thousands of people stuck close to their radios listening to war news. General opinion is that it will ease off in a couple of weeks.

Night clubs have been hardest hit. Business has been at a low ebb all week, but there is a confident belief that an upturn will come before Christmas and that night club business will be big from then on.

Eddie Ekort, of MCA, says that so far the war has not affected bookings of the office. "It will not be possible to determine what effect the war will have until around February 1," said Ekort. None of the acts handled by the William Morris office have been affected so far, according to Leo Balkin. The Al Bordo office said its units were going along as usual, but would venture no opinion as to what effect the war might have on the launching of new units. Other offices expressed like opinions. Offices contacted were unanimous in the opinion that Japanese acts are completely out of the picture. Feeling against the Japs is so strong that no office would risk booking a Jap performer, and precautions are being taken to prevent Chinese performers from being mistaken for Japs.

In the outdoor field there is little to base an opinion on at this early date; but at the annual convention of the Fair Managers' Association of Iowa, first of the important winter fair meetings, fair men, showmen and bookers were optimistic over the outlook for the coming year. Numerous contracts for revues and acts were signed at the meeting. Basing their opinions on past experience, the fair managers felt the public will be eager for entertainment next summer, and contracts signed indicate that the fairs expect to go along as usual. It was agreed that Jap acts are out. A truer picture of the outdoor situation may be expected from the fair meetings to be held during January.

CINCINNATI, Dec. 19.—If the Japs had shot off a cannon in any of the local theaters or nightclubs this week there is little chance that they would have hit anyone, so scarce was patronage. Business perked a bit Wednesday when the contradictory and repetitious radio flashes began to pall, but declaration of war by Italy and Germany Thursday intensified the war interest and put the customers back at the loud-speakers the remainder of the week.

Business in local film houses hasn't been too forte in recent months, so the war hysteria was keenly felt. Business in downtown houses dropped more than 30 per cent. The Schubert vaude boues, fared a little better, the drop-off amounting to 20 per cent. Despite the slump, the Andrews Sisters and the Joe Venuti orchestra, who closed a week Thursday, grossed around \$12,000. House average is \$8,000.

Morris Zalkind, manager of the Gayety, local burlesque stand, said business on the week dropped 20 per cent. Local nightclubs suffered in like propor-

BROADWAY RUNS			
Performances to Dec. 19 inclusive		Dramatic	
		Opened Perf.	
Angel Street (Golden)	Dec. 3	11	
Archie and Old Lady (Par)	Jan. 10	287	
Jan. 1	Nov. 5	48	
Billie Smith (Morosco)	Nov. 22	65	
Hand in the Wind (Harber)	Dec. 12	105	
Opera in Greek, The (Globe)	Nov. 26/40	488	
Over the Hill (Globe)	Sept. 18	103	
Over the Hill (Morosco)	Nov. 26	22	
Hope for a Harvest (Gold)	Nov. 26	22	
Juvenile (Loyson)	Nov. 18	31	
Lead to Bright, The (Music)	Oct. 28	65	
Life with Father (Warner)	Nov. 11/30	374	
Madam (National)	Nov. 11	78	
My Sister Helen (Biltmore)	Dec. 26/16	402	
Spring Again (Henry Mill)	Nov. 10	40	
Theater (Biltmore)	Nov. 12	58	
With My Heart (Loyson)	Dec. 2	15	
With My Heart (Loyson)	Nov. 19	20	
With My Heart (Loyson)	Nov. 19	20	
Woody, The (Fifth Avenue)	Sept. 16	118	

Musical Comedy			
Best Foot Forward (Henry)	Oct. 1	18	
The Chickadee (Biltmore)	Oct. 31	51	
Lady in the Dark (Madison)	Sept. 2	119	
Let's Face It (Loyson)	Oct. 28	51	
New Happiness (Madison)	Nov. 11	84	
Parade Palace (Loyson)	Oct. 30/40	479	
Sons of Per (Water Garden)	Dec. 1	16	
Starry Eyes (St. James)	Dec. 4	12	

Feagin School Students Offer Oscar Wilde Play

NEW YORK, Dec. 19.—A revival of Oscar Wilde's *The Importance of Being Earnest* was presented by the senior students of the Feagin School of Dramatic Art on Saturday evening (6). Evening performances had also been given the preceding Wednesday, Thursday and Friday, with matinees on Friday and Saturday.

The cast as a whole rates praise for a splendid job, with top honors of the evening going to Don Doherty. His portrayal of Algernon Moncrieff was superb. Doherty handled his lines expertly and played with naturalness and ease.

The rest weren't far behind. George Lewis impressed with admirable handling of the role of Canon Chasuble, and James Byrd was excellent as John Worthing. Commendable also was the fine work turned in by Billie Reid and Vivian Gurin as Cecily Cardew and Lady Bracknell respectively. Phyllis Allen made a fair Gwendolen Fairfax.

After an absence of over a season, Peggy McArthur has returned to the Feagin School and was seen in this vehicle in the role of Miss Prism, the governess. This reviewer, who had caught her in several shows presented by the students two seasons ago, was pleasantly surprised by the really remarkable improvement she displayed.

Arthur Bourbon handled the small part of Lane Moncrieff's manservant, in A-1 fashion. Bob Healy was okay as Merriman, butler to Worthing. Production was directed capably by Grace Mills. Elliott Colfer.

Review Percentages

(Listed below are the decisions of dramatic critics on the nine general metropolitan cities concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted "one-half" per 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.

- "Colden Wings"—17%
YES: None.
NO: Kronenberger (PM), Anderson (Journal-American), Coleman (Mirror), Lockridge (Sun), Watta (Herald-Tribune), Brown (World-Telegram).
- NO OPINION: Atkinson (Times), Waldorf (Post), Mantle (News).
- "Angel Street"—94%
YES: Lockridge (Sun), Anderson (Journal-American), Waldorf (Post), Brown (World-Telegram), Watta (Herald-Tribune), Atkinson (Times), Mantle (News), Kronenberger (PAR).
- NO: None.
- NO OPINION: Coleman (Mirror).

tion, with the Class A spots faring better than the Class O places. Major clubs fell off 20 per cent, and outlying neighborhood nightclubs 30 per cent.

Out-of-Town Opening

"Hoodooed" (Japan) HOLLYWOOD

Negro folk drama adapted from a play by Eugene Henry Hoffman. Produced by H. L. Snyder. Music by Frank Withers. Chuck Bennett, Henry B. May, Carl Yaeger.

Plot structure of *Hoodooed* is none too strong yet it holds unusual attention. It runs only an hour and 40 minutes, with parts where it has been padded strictly for length showing up too conspicuously. Night the show was caught there were 55 people on the stage and 22 chloisters in the pit, and about as many people in the audience—giving the audience the benefit of doubt. Play has \$1.55 top, unusually low for such large cast, yet seems to be having a difficult time getting even this.

Story seems to have been written to bring out the talents of Gladys Snyder, but Lucia Mayhew, cast as her mother, steals the show. Plot is built around a situation caused by the mother going to jail for stealing a shirtwaist which she burned while ironing and destroyed the keep from paying the "white folks." Her daughter and her boy friend have an affair. Because the white folks caught her to be away and unable to look after her daughter the mother puts the hex on the Thidens. To bring out this effect three stages are used, with Lu Hix being on a side stage while a trio beats tom-toms on the opposite one. Show to this point has been straight drama, but Miss Mayhew's dream gives reason for an elaborate jungle dance and tom-tom display. Marie Thidens (Mary Ruth Hall) is taken seriously ill, and the colored girl's mother learns that her daughter has been married for two years. The mother returns to the haunt of the conjurer to get the hex removed and then to a revival meeting to confess her sin. Needless to say, Miss Thidens recovers and everything is all right again.

A choir renders spirituals during intermissions and received thunderous applause. The singing is definitely the best part of the performance. Sam Abbott.

3 Hub Shows Top \$50,000

BOSTON, Dec. 19.—With only three shows in town the Hub's legit gross still topped \$50,000 this week. *Pal Joey* and *Papa Is All* both built over previous weeks. *Opener, Letters to Lucerne*, did okay its first week. Grosses were: *Pal Joey* (Shubert, 1,590 seats; \$3.30 top). Closed tonight with a smash, \$32,000 week for a total of \$54,000 for the two-week stand.

Papa Is All (Waldor, 1,227; \$2.75 top). Ended its extended engagement of three weeks with a nice \$15,500. Three-week total approximately \$44,000. *Letters to Lucerne* (Plymouth, 1,480 seats; \$2.75 top). First week, very nice \$15,500. One more to go.

"Man" Weak in Spokane

SPOKANE, Dec. 19.—The *Man Who Came to Dinner*, starring Taylor Holm, grossed \$1,300 for two performances December 10 at Orpheum (1,372 seats). Matinee attendance was especially disappointing. Evening had \$2,350 top, matinee \$2.30.

Attention! Enlisted Men!

The *Billboard* is desirous of learning immediately the names of those members of the amusement industry, both indoor and outdoor, who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last week.

The enlisted, or some member of his family or a friend, is asked to wire immediately to *The Billboard*, 25 Opera Place, Cincinnati, Day Cross Rate-Collect—the following information: Name of enlisted member; branch of service; date and place of enlistment and occupation in show business.

1941 IN THE
LEGITIMATE THEATER
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HOLIDAY GREETINGS
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OF DRAMATIC ARTS
Founded 1884 by Franklin H. Sargent
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Winter Term begins January 19th.
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CARNegie HALL, NEW YORK

Seattle Biz Being Hurt by Blackouts, But Matinees Okay

SEATTLE, Dec. 13.—With the uncertainty that is sweeping this area, which is being blacked out between 11 and 12:30 each night, theater business is suffering. Matinee biz is fairly good, but houses are practically dead evenings. Downtown houses are doing far better, however, than neighborhood houses, where grosses are now hitting \$10 or thereabouts.

The Palomar, Seattle's only major vaude houses, has been doing a much better evening trade than other film houses in the area. With doubt in everyone's mind as to whether or not the radio stations would be on the air for the President's speech Tuesday evening, the Palomar piped the speech into the house and drew well from it after having announced all afternoon it would do so. All-night third-run film houses are showing little profit.

New Orleans Clubs Raise Budgets for Next Couple Weeks

NEW ORLEANS, Dec. 13.—Selection of Missouri and Fordham for the Sugar Bowl football classic New Year's Day is the signal for the stopping up of budgets by a dozen smaller Vieux Carre night spots. The Roosevelt Hotel continues as sole first-class spot of the city, although four or five lounges are using MCA trips and larger orks for the winter.

Two spots likely to spend for talent this season in the Vieux Carre are Casino Royal, with lower bracket orks and three floor acts, and the Moulin Rouge, with name names, house orks and two other acts.

About three dozen small dance and disc spots of the Quarters are going to use local ork and one of two floor acts week-ends. The Magnolia Room is using Mexican performers.

1st American Band Set for Puerto Rico

NEW YORK, Dec. 13.—Eugene Jelenik's band, which has been touring the South and Midwest for the Stan Zucker outfit, has been booked for the Escambray Beach Club in San Juan, Puerto Rico, opening December 24 for six weeks.

This is believed to be the first American dance band booking into this class spot. Bill Stein, of the Neil Belmont Agency here, arranged the booking. He also booked the Beachcomber Revue into the spot. It opened two weeks ago, with the band spot being held open for Jelenik.

Jelenik, violinist, is carrying three sax doubling on violin and cello; four rhythm, a trumpet and a vocalist, Penny Pennington (formerly Penny Caldwell).

Bar of Music Idea Clicks in Detroit

DETROIT, Dec. 13.—Continuous music and entertainment are clicking at the re-modeled Bar of Music.

A deck back of the bar accommodates two pianos and vocalist. Starts with piano music about 5:30 p.m., running continuous with music and occasional acts till closing. Oklahoma Bob Albright, who produces and emcees the show, is reviving a policy he introduced in Dutch Jake's in Spokane, Wash., in 1910.

Acts at the spot since opening about eight weeks back include Jesse Aquilar, Eddie Goyo and Happy Johnson, Herman Pine and Carl Vincenz, Virginia Mann and Mary Lou Martin.

This is the first of better class downtown spots to book a colored act, Goyo and Johnson.

Bar of Music is operated by Sam Harris.

Mistaken Identity

MIAMI BEACH, Fla., Dec. 13.—Sam Barken stood by the door of his club bowing "hello" and nodding "good night." Business was good and Barken felt tops.

A dignified elderly gentleman approached Barken on his way out. "Grand club you have here," he said. Sam acknowledged the compliment with a beneficent look. The elderly gentleman put out his hand toward Sam. Sam grasped it, preparing to shake it, when he felt a bill being slipped into his palm.

"And you're a good-looking head-writer, too!" added the elderly gentleman to actor Sam, the 5 o'Clock Club owner.

Ghost Shows Grow In Popularity in Southeast Area

MACON, Ga., Dec. 13.—Ghost shows are topping other vaude offerings in theaters in this section. Hundreds were turned away here Saturday (20) when the Dr. Skilmi unit played a midnight performance at the Grand, 1,500 seats. All seats were 39 cents, including tax.

W. A. Baker, manager of unit, said the SRO sign has been out in more than a dozen spots played in Georgia in last few weeks. His brother, Jack Baker, has a Dr. Skilmi unit touring the Midwest to good results. Ghost shows usually start at midnight and run 45 minutes.

Unit playing here had only Baker, his wife as assistant, and an unbilled male introduced as "Frankenstein's Monster's Double." This latter stunt accounted for many chills, an make-up was practically identical to the original "monster" and mannerisms the same.

Climax to show comes when "monster" jumps from stage to orchestra floor, house lights go out, ghostly forms loom over the audience's heads, skulls float thru the air, all to the accompaniment of weird sound effects. This lasts three minutes, but average member of audience thinks it is about 10. Baker tells audience in advance that it is "all trickery" and injects a lot of comedy. The some women faint, audience usually leaves theater in good-natured mood.

Kent, Shayon Again Head Agents' Ass'n

NEW YORK, Dec. 13.—William Kent was renamed president of the Artists' Representatives' Association at a meeting Tuesday. Also renamed was Sam Shayon as secretary-treasurer. Vice-presidents include George Wood, Herman Bernie and Milton Krasny.

Election was made by the board of governors, consisting of Eddie Smith, Jesse Kaye, William Maria, Herman Cron, Charlie Miller, Charlie Allen, Charlie Yates, Al Grossman, Jack Davis, Lester Leden, Wood and Krasny.

New Skyscraper Club for Detroit

DETROIT, Dec. 13.—The Penobscot, new downtown night spot and first local skyscraper nitery in several years, opened Tuesday under management of Lester Orlber.

Ruby and His Orchestra: Carol Gould, vocalist; Marianna Arden, pianist-vocalist, and Barney Greene and Freddy Busch, piano duo, on the opening bill.

Richard Decker Again

MILFORD, Conn., Dec. 13.—The night spot-vaude-restaurant on Post Road here opens this week under operation of Richard M. Decker, who formerly ran the Missa Danterica, New York. Admission will be 25 cents. Meals will be served, including Smokeyard.

Niteries, Vaude, Burly Houses Prepare to Meet War Conditions; Blackouts, Curfews, Power Cuts

(Continued from page 3)

horns, if not safer." Basement night clubs are eager to point out that they are just "like bomb shelters." One local club, Jimmy Bryant's Montparnasse, placed sandbags at its entrance Tuesday night, but removed them the following night because of bad reaction. The Radio City Rainbow Room and Rainbow Grill, on the 65th floor of the RCA Building and the highest night club in the world, is preparing publicly to prove that well-constructed steel and stone skyscrapers are "safer than your own home."

Theaters and night clubs are employing engineers to rebuild lighting, gas, heat and water systems so that a minimum damage will be suffered in case of bombings and fire. The idea is to make their structures as 100 per cent safe as possible for the day when the government may possibly permit only "safe places" among the thousands of amusement spots to remain open.

Theaters and clubs, too, are meeting the public interest in radio bulletins by installing radio sets in wait-off corners for patrons who want to listen in. Cafe Society Updown, for example, has installed a "Radio Room" on its mezzanine floor. Most local clubs piped the President's speech Tuesday night over their P.A. systems. Most patrons made reservations that night "on condition I can hear the President's speech."

Publicity men for all amusements, incidentally, are facing tough times for placing their puff, due to all papers being crowded with war news.

It is believed that neighborhood clubs, theaters and roadhouses will pick up some of the patronage that would have ordinarily traveled to downtown spots. The government will probably encourage decentralization of amusements so as to avoid providing enemy planes with mass targets.

A lot of jobs have already been lost due to the war's outbreak. Private entertainment bookers report cancellations of scores of affairs because various groups believe this is no time for a good time and, furthermore, because increased working hours will make it tougher for many people to attend parties. The Grand National Casino, Havana, has postponed its December 23 opening "three or four days" due to the war, causing the setting back of the opening for Cheena De Simone Dancers and others.

Theaters and clubs are meeting the war temper of patrons by censoring their shows also. The Loew Circuit has inserted a clause in its contracts forbidding war jokes, for example. Five vaude weeks booked by General Amusement Corporation for the Kaitiawa Troupe (Japs) are being canceled. Other Jap performers face the problem of bookers and agents refusing to handle

them and of employers being afraid to book them. An increase of patriotic, military, anti-Axis songs and comedy is already evident in night clubs, and the playing of the national anthem and the liberal use of American flags is already increasing.

The Port Hayes Hotel, Columbus, has changed its Mikado Room to its Mandarin Room.

A talent problem has risen due to the war. Many acts cannot accept out of town dates due to their draft board prohibiting them from leaving town. This has forced several cancellations of locally-booked acts for Miami already.

Night clubs and theaters are already predicting older performers getting a break due to younger men being drafted. A lot of mixed dance teams will be broken up, as this field uses more young men than the singing or comedy field.

Quite a few acts have been caught in the Far East, among them McConnell and Moore, in Honolulu, and Bobby Henshaw, Will Mahoney and Raymond Baird in Australia.

It is expected that Chinese, Hawaiian and Filipino performers will be in demand more than ever before, due to public sympathy with their plight. Chinese performers already are being given applause far out of proportion to their talent. A problem of course is for the employer to make sure his audience really likes performers are not Japanese—as most Americans apparently cannot tell the difference between Japs and Chinese, Filipinos and Hawaiians.

Claim Old-Time Skits Are in Public Domain

NEW YORK, Dec. 13.—Angry to the out of Barney Gerard, veteran burly producer, against Abbott and Costello, Standard Brands, National Broadcasting Company and J. Walter Thompson is being prepared by I. Robert Broder, representing the defendants. Broder's contention is that the bits used in the show which Gerard claims were written by him in 1910 and 1920 are in public domain and not the property of one particular individual.

The skits upon which Gerard is basing his claim were allegedly used in the Chase & Sanborn broadcasts of June 1 and 15. The scenes were based on an airplane ride and a bullfight.

Gerard is being represented by Alfred Beckman, of House, Grossman, Vorhaus & Hemley.

RAY REDMAN, night club and theater boss agent in Miami for years, has joined Universal to do publicity on Hellzapoppin under Sidney Davidson, of New York. New to Chicago Friday to start work.

Minneapolis, St. Paul Claim Lack of Suitable Acts

MINNEAPOLIS, Dec. 13.—The Twin Cities are feeling the lack of suitable performers, local agents say.

One agent declared she has had a more difficult time getting acts this year than at any time in years.

"We are forced to use whatever local talent we can—some good, some fair. We've been buying my outside acts in Chicago, Detroit and lately in Cleveland."

Another booker said that while his offices had not yet suffered a serious shortage, he had found that the draft and defense jobs have reduced the number of good acts considerably, with many troupes and doubles being broken up.

However, business this year has shown a 15 per cent increase over a year ago.

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★ ★ ★ LET'S GO, AMERICA! ★ ★ ★ This will be the theme of next week's issue of The Billboard. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war.

Night Club Reviews

885 Club, Chicago

Talent policy: Show and dance band; floorshow at 9, 11:30 and 2. Management: Joe Miller, manager. Prices: Dinner from \$1.50; drinks from 50 cents; no minimum except Saturday (\$2).

New show measures up to the excellent standard maintained by this intimate niter. It is not easy to frame a program that can successfully perform on the tiny dance floor, but this line-up is highly pleasing.

Hal Monte, emcee, is well known and liked in local night spots. He has a friendly manner, and his singing of old and new goes over big. Especially good was his impressions of various stars singing "Don't Want To Set the World on Fire." Back are the Dancing Dummies, who present novel dance ideas in a pleasing manner. A clever novelty is John To, talking parrot, which has an astonishing repertoire of words and phrases.

Mary Ruth Millan, has a likable personality and sells her torch songs neatly. Johnny Hounert, held over, continues to win plaudits for his small piano specialties.

Julio Garcia and his orchestra, five-piece combo, furnish acceptable music. *Not Green.*

Park Central Hotel, Coconut Grove, New York

Talent policy: Floorshow started by Boots McKenna, at 8:30, midnight and 2; show and dance band; musical intermissions. Management: H. A. Lantier, hotel manager; Bill Robbins, Coconut Grove manager and booker; Ed Wetner, publicity. Prices: Dinner from \$1.50.

This show opened a couple of months ago, but has been revised completely. Caught at dinner-time, it proved to be a pleasing girls affair. The better numbers apparently are saved for the supper show.

Eight chorines and three stately show-girls dance in form-accentuating costumes, which is just what the transient trade here likes. The production routines are colorful, opening with a street-clothes number, following with a Pan-American Joo idea and later with a dream routine (the girls in flowing blue and white gowns) and a jockey number

which leads into the Hobby Horse audience participation finale. Girls are young and like looking.

Bill Russell enters straight and then baritone a couple of standards displaying a pleasing voice and style. Malibo Jordan, a tall, young brunette, has good diction and an interesting singing voice. Does pop and also special tunes by Mike Cliney and Boss McKenna. Rochelle and Jane Beebe do comedy ballroom numbers, the girl, a small brunette, drawing laughs with her impish personality. Their routines are a pleasant mixture of old and new hits. Pretty blond Roberto Ramon is spotted for a toe specialty full of spins. A very pleasant interlude.

Show's feature is Dora Maughan, dignified and handsomely stout, who slips thru her risqué lyrics and gaps. Talks her material fast, without trying to punch the spice lines, and does this so artfully that the double entendre never becomes offensive.

For the late show, Wilson Laing sings a gypsy number. Bet-Dean shows, Carl Heintz comes up from the hotel's lounge and entertains with amusing presentations of standard music tricks.

Buddy Charke's 10-piece band, in its 31st month here, is still doing a fine accompaniment job. Its gawdy dance rhythms are just right, too. Band is slated to air over MBS beginning next week. *Paul Davis.*

The Tropica, Detroit

Talent policy: Dance and show band; floorshow at 10:30 and 12:30. Management: James Rowdy, manager; Sid Balford, publicity; Betty Bryden, booker. Prices: Minimum \$1.50 Saturdays; dinners from 1; drinks from 40 cents.

This is Detroit's newest class spot, with unique Latin American decorations and a three-story layout totally individual here. The Village, with open bamboo boudia, is on the basement level, with orchestra and bar at the far end. Bar above views the floorshow from a balcony, and the dining room proper is another flight up. The variety of entertainment possible in the triple-threat spot, has made it very popular.

Intimate floorshow is presented, with Dol Parker, a chic, vivacious blonde, opening with vocals in rhythmical Spanish, and then straight ballads. She has range and power with a well-controlled contralto. Also does a conga with Vincent Bragale, orchestra leader.

Ravay and Margo fit in with the tone of the spot, with their Latin American dances. They open with an individual authentic Spanish number, with Margo in a white bouffant dress with sequins waist. Then a rumba, with Margo in a striking two-toned golden bejeweled gown. Smooth hip actions Ravay whirling her in some exciting holds. Their next is the Chispasacas, Mexican hand-clapping dance in which the audience joined. Conga was the encore. They are young and pleasing in appearance, and quickly won the crowd.

Bragale leads his five-piece combination with rhythm and nice showmanship. He does vocals and the whole band helps plenty on entertainment. *H. V. Reed.*

Hotel Netherland Plaza, Pavillon Caprice, Cincinnati

Talent policy: Dance band and floorshow. Management: Max Schulman, hotel manager; Peter Maurice, rooms manager; Richard A. Elmer, catering manager; Tom Leflure, sommelier; Jean Bishop, publicity. Prices: Supper from

\$1.50; drinks from 60 cents; minimum weekdays, \$1.50; Saturdays, \$2.50.

The classy room, the only hotel supper club operating in these environs, began its seventh week of the season December 5 with the Gus Arnheim orchestra and a floorshow that stacks up as most entertaining. The opener drew easily the best first-night business of the season. The Arnheim crew, registered handsomely, both with its flashy appearance on the stand and its sound musical output.

Three Ross Sisters, young and pretty, offer amazing acrobatics and contortionistics that won much applause. Highlight is the backbend by one of the girls from a foot-high pedestal to retrieve a hankie with her teeth from the floor and her regaining her original position without use of hands.

Kay Vernon, employing a good voice and an effective style had 'em eating out of her hand. Opened with a swell arrangement of Daddy, and followed with I Guess I'll Have To Dream the Best and I Don't Want To Set the World on Fire. Encored with It's the U. S. A. and Nobody's Baby Now. Had to box off.

Estelle and Letty, ballroomers, perform gracefully in a waltz, a Brazilian Mazur, a rumba, and a conga for an encore. Their routines have originality and are marked with the usual flashy spins and turns. Good wardrobe, an engaging personality and a flair for comedy are assets. Took a fine hand. *Bill Sachs.*

Curly's Cafe, Beachcomber Room, Minneapolis

Talent policy: Show and dance band; floorshow at 8, 10:15 and 12. Management: James Hegg, manager; Jack Potter, headwaiter; Ralph Cosner, publicity; William Morris Agency & Goldie Booking Agency, bookers. Prices: Dinners from \$1; drinks, 15 cents up.

Jimmy Hogk, in his fifth year as emcee, continues to be a hit with his intimate chatter, gags and clowning. He has a good voice and does a commendable job in duets with the-ork canary, Norma Terry.

Bill opens with a fast tap dance by Bonny Gail, localite, returned from New York. Delighted the audience. Miss Terry vocals Night and Day. She has a rather weak voice and is not bad looking. Audience liked her and called her back for two encores, which she did with Hogk.

With "Playboy" and "Stinky," their puppets, featured act of Fernando and Fair takes over for some very funny sketches. The husband-wife team work in the open. They depend upon Dean Nelson and his four-piece ork to furnish the atmosphere, and the musicians are really solid on this one. First number is a drunk skit. One puppet sits down at the midget piano and a chord or two of Hall Hall, the Gang's All Here can really be heard. Miss Fair then manipulates both puppets at once in a terp number. Next, a dog and limppost scene is really funny.

Archdale, exotic dancer, does a "Moorooan Symbol" dance. Very good, and got a strong hand.

Gora Cook holds forth as the Story-teller in the lounge.

When caught hood was practically filled. *Jack Weindberg.*

Club Bali, Miami

Talent policy: Show and dance band; alternate dance band; floor diversification at 9, 12 and 2:30; table graphology. Management: Winy Gruber, owner; Jack Young and Morris Harris, headwaiters; Sam Collins, booker; Brenney Morrow, sets and costumes; Steve Harris, publicity. Prices: Dinners from \$1.50; drinks from 60 cents.

Better than a firecracker is Maya, multi-lingual. She puts a number across with the ease and dexterity of a veteran. Singing in five languages, English, Russian, French, Spanish and Chinese, she brings down the house with her clever translations of I Am an American. Her Chinese girl doing the conga is clever. Did Tuboo, Si Si and Maria Querro in smart fashion.

Brenney Morrow's line of girls (6) do three smart patriotic numbers. Girls are smart-looking, trained chorines in ditty-costumes. Brenney Morrow does an outstanding job.

Barbara and Barry Leslie, dancers, work to begin the Beguine and Tea for Two and to a melody of American folk

songs; Sport a boat, attractive wardrobe and lean heavily on spins and twirls. Scored solidly.

Winnie Mae entertains cleverly with juggling and facial contortions and backs only pig-tails and freckles to stamp her a Judy-Catova type. Did okay.

Bary Davis emceed. A likable young blond chap, he uses good bar pipes to fine advantage. Does well with standard bar tunes and requests. Shows promise.

The show band of Tommy Nunez (6) has been here two years. Nunez recently returned from Mexico City, where he worked on a gig (Sustaining in the Tropics) for MGM with 18 men under his direction. Nunez doubles on every instrument in the band. Other band is Earl Ray Hanson, four pieces.

Harry B. Kind.

Broadway Brewery, New York

Talent policy: Floorshow at 7:30 and 11:45 p.m.; band; intermission entertainment. Management: Fred Selbiger and Emil Alfredge, owners; Duke Leonard, host and emcee; Harry Dell, booker. Prices: Dinner from 95 cents.

Now in its 10th year in the basement of Loew's State Building, this big niter gives patrons a lot of show for his price. Originally the Broadway Hofbrau, it dropped the Germanic atmosphere two years ago and now is strictly American.

Floorshow is a pleasant 40-minute affair emceed by Duke Leonard, who has been here the past eight years—a record for any Broadway cafe emcee. He handles the introductions smoothly, sings a nice tenor, knows how to pace the act. He also sang a couple of tunes, one a comedy special, The Groom Couldn't Get In, and America I Love You. He sold both solidly. Body to the show is provided by six singing waiters who harmonize nicely on the opening Hi Neighbor idea; midway in a Memory Lane number (cherish and cherish) and the finale, Boom-a-de-Dee, which picks up patrons for a bump and a laugh. Dorothy and Elaine are spotted for a pleasant song, Mamee Ogure, and during intermissions sing and accompany themselves on violin and guitar. Good performers.

The three outside acts are Barrin and King, Gloria Leroy, and Frankie Frocks. Barrin and King offer an okay waltz full of spins and lifts and also a stinky, pasty boero climaxed with a fast slung-across-shoulder spin without hold. Good dancer; but routines are conventional. Max Leroy is a long-legged, bright-eyed young brunette whose high kicks, spins and sundry acrobatics hold attention all the time. Has possibilities. Brooks is a show, stocky tap dancer who is above average. His attentional, nimble tapping, full of spins and a variety of movements, punched across definitely.

Bill Abner (violin) leads his small band (piano, drums and sax) for okay show music and pleasing dance rhythms. Abner and his drum man also join some of the singing numbers.

Food and service fine. *Paul Denis.*

Nixon Restaurant, Pittsburgh

Talent policy: Dance and show band; production floorshow at 8:30 and 12:30. Management: Tony Conforti, owner; George Lazard, manager; Joe Miller, booker. Prices: Dinners from \$1.75; drinks from 50 cents; cover, 50 cents.

City's best located, oldest and busiest cafe continues to pack house nightly. With entertainment layout, of four acts in front of Al Marlico's placable mullerow that handles a neat show, too. Added assets are menu and drinks among best in Tri-State. No shortage changing at the bar, and quality still from the kitchen. Bills usually change every three weeks.

Line-up caught opened with the dancing Morgan Sisters, fresh enough looking and with pleasing the unseasonal tap and kick routine.

The jiggling Poug Elgins, filling the novelty act slot, almost standard at the Nixon, were worth their healthy hair.

Lois Hendricks, with operetta, semi-classics and a few pop-tunes, mopped up. For some reason her kind of repertoire always seems to go over with Nixon fans. Almost every bill includes an operatic singer. One such singer stayed in the cafe for almost three years uninterrupted.

Columbus and Carroll are a state enough, ballroom duo, their best effort being the Cavalcade of Dance Steps that displaced a half dozen terp styles.

Bob Carter, emcee, doubles as solo tenor.

Nixon is only important niter in Pittsburgh without press agent. Joe Killel includes publicity chores with booking. *Mort Frank.*

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The HOWARD PAYSEE DANCERS

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Thanks to Al Weiss

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SEASON'S GREETINGS

DARO and GORDA

"Dancing Is Our (Monkey) Business"

JUST COMPLETED

SHOW BOX, Seattle—Booked for One Week—Hold TWO

CAVE, Vancouver—Booked for One Week—Hold TWO

CURRENTLY—INDEFINITE RETURN ENGAGEMENT

SHOW BOX—SEATTLE

Casino Atlantico, Rio de Janeiro

Talent policy: Show and dance band; hours at 12:30 p.m. Management: Dr. Gilde Amado, managing director of the room.

This late seasonal show leans heavy toward dancing, with Eleanor Knight (holdover), Elsworth and Eleanor, and Kay, Katya and Kay, all U. S. turns. Augustin Lara, Mexican composer and pianist, at this spot earlier in the season, returned after engagements in Buenos Aires. He has been teamed with Reva Reyes, French singer, for the current show. Combo is a natural, with Lara at the piano and Miss Reyes vocalizing his compositions. Poor lighting had a tendency to kill possible applause at times. Enthusiastic chorea are divided between Diamantina Gomez and Cataldo Viana.

Eleanor Knight, opening, offered a rhythmic tap, neatly executed. Elsworth and Eleanor, dance team, offered three routines, a classical walk in ballet style, an apache, schism dance and shots, and a classic flirtation dance encore. Gladys dancers: clicked solidly.

Garr Brothers, returning from three weeks at the Grande Hotel Cuzano (Suva), Santos, repeated their success. For encore, boys bring on miss Virginia for comedy bit, pulling good laughs.

Kay, Katya and Kay, neat threesome, offered adagio routine with plenty of peaceful turns, aples and gal toasting, followed with their standard doll routine, the outstanding toe spins of the girl drawing heavy applause. Routines excellently paced.

For closing spot the show band, was augmented by three violins and one trumpet for the appearance of Lara and Reyes. Lara took over bass for Oracion Caribe, a bolero of his own composition. Maestro's work drew heavy response. Miss Reyes, with Lara on piano, offered *Mou Aige*, *Ruseando Te*, *Senora Temacion*. Received fair applause. Encored with *Sofismate*, a bolero by Lara. Both are tops in their line.

Francisco Jose Pereira Filho's band did a fine job on show music, alternating with Louis Chou's band for dances. Floyd Cameron and Gloria Whitney (U. S. girls) doing American pop vocals, and Gomez and Viana dishing out Brazilian samba and marchas.

James C. Neelron.

season, opened with the new show December 2. It's an unusual line, measuring up as two distinct acts. Gave the show an excellent send-off with an assortment of dances, all excellently sold.

The Stedlers register solidly in two spots by combining talent, novelty and laugh material. In their first routine they offer an assortment of dances, as *Minute* and *Mickey Mouse*, and in their second, a rag doll, they mix perfect timing with more good dancing. Pulled snazh hands with each.

Tanner and Swift, males, in neat cowboy attire, combine dexterous larat spinning with faulching hooding. Their persuasive selling won them a sound hitting.

Francis Faye headlines and, despite the handicap of a bad cold and nervousness occasioned by a last-minute arrival, show-stopped with small numbers belittling her zazama style and by her outstanding polishing of *Ironie*. A hard worker. Did *Daddy, I Don't Want To Set The World on Fire* and *Yes, Indeed*, all with original treatment, and then encored with *All That Meat and No Potatoes*, *You Feet's Too Big*, and her own *Well, All Right*.

George Bernard Dancers returned for a satirical schenemas, with Gene McCarthy and Bert Maxwell copping comedy honors with an assortment of original laugh business and dances on a sand-carpel. Bernard adds to the comedy with a burly ballet in Indian prince costume. The girls show off well in the straight dancing. A back finale.

Willy Johnson's ork continues to please dancers and tops any combo the Lookout House had ever had in playing the show's music. Peter Higgins, Irish tap, joined the show after this review was written. Bill Secha.

Marine Room, Trainer, Pa.

Talent policy: Band; floorshows at 10:30 and 1. Management: James Lambros, proprietor Duke Salon, managing director. Prices: Dinners from \$1, drinks from 35 cents; no cover, no minimum.

Newest actery in the Wilmington-Chester area is Jimmie Lambros' Marine Room, which debuted Thanksgiving Eve, with specialties in fine food, sea food and entertainment.

Designed like a ship interior, with red, white and blue motif, the room featured Toby Gillard's orchestra, which came here from the Black Cat, New Castle, Del.

Billy Duval, emceeing, scored with comedy and tap routines, and the Windors, ballroom team, provide the glam of the bill. Mary Norris, tapster; Pauline Page, drum majorette, and Dorothy Palmer, local vocalist, complete the talent.

Booked in Monday (8) by Danny West, of the Buz Theatrical Agency, Philadelphia, are Eddie Lang, live singer; Jack Griffin, emcee; Jess and Anthony, and Babe Roth, tap. Gillard's orchestra continues, with Tom Elms, vocalist.

Marine Room seats about 250, adjoining dining room another 150 and cocktail bar 80. Cuisine is directed by Dr. George. Henry L. Sholly.

Roosevelt Hotel, Patio Grill, Jacksonville, Fla.

Talent policy: Dance and show band; shows at 1, 3 and 11. Management: Charles B. Griner, producer, Harvey Bell. Prices: Drinks from 35 cents; dinners from \$1; cover 25 cents, 50 cents Saturdays and holidays.

Harvey Bell has a great show here. While scant on quantity, it's there with quality.

Buddy Bundy's 12-piece ork opens the show with an interpretation of a small-town band doing its opening concert in the park. Throw in a lot of heck stuff and tomcolery that's good for plenty laughs.

Bert Bertou with his lovebirds scored a big bit. He puts the toothy performers thru wire walking, somersaults, handstands, auto driving, etc. They seem to obey his slightest command immediately. Bertou's rapid-fire gab as he works fits in well. One of the most entertaining novelties seen here.

(Baby) Rose Marie sells a song like a house fire: *Did You Down Youder* in New Orleans, *You and I* and others. Encored with impersonations, her Kate Smith being fair. Crosby not so good. Durants right in the groove.

Paul Remos and his Toy Boys (two young midgets) proved to be a highly entertaining novelty act. The kids dance and do perch work. Remos puts them thru various balancing and acrobatic stunts. The boys' latest

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Jimmy Brink's Lookout House, Covington, Ky.

Talent policy: Dance and show band; hours at 9:30 and 12:30. Management: Jimmy Brink, owner; Howard Smith, manager; George Rahe Jr., publicity. Prices: Dinners from \$1.50; drinks from 40 cents; minimum \$1.50; Saturdays, \$2.50.

This layout doesn't hold the name power of some of this club's recent shows, but in entertainment value it checks up as one of the liveliest offerings seen here this season.

George Bernard Dancers (six girls, three boys); big faves at nearby Beverly Hills Country Club for five months last

comedy; went over solidly.

Jimmy Bigelow, now in his fifth year, conducted a community sing, leading with his banjo.

Buddy's band is composed of top musicians and they back up a floorshow nicely. Sammy Bunyon vocals in very pleasing manner.

Harvey Bell runs the show smoothly and on night caught the room was full. W. H. Colton.

Copacabana, New York

Talent policy: Floorshow production at 8, midnight and 2; two bands. Management: Monte Proser, owner; Jack Entratter and Gus Christa, hosts; Jack Diamond, publicity. Prices: Dinner from \$4.50; \$2.50 minimum; Saturday and holiday even, \$3.50.

After three weeks of Gertrude Nissen as feature, this East Side swank spot has brought in Enya Gonzalez, Filipino soprano, who will be followed by Joe E. Lewis New Year's Eve.

Miss Gonzalez is making her night club debut here and is spotted as closing act to the 33-minute revue. She is a comely beauty who came to this country sponsored by the Philippines president and who has appeared with the Chicago Civic and the San Carlo opera companies. She sticks to Spanish ditties, doing *Estrellita*, *Nortonia* and *El Belcarito*. Originally, she included an aria from *Mme. Butterfly* but dropped it when the Japs attacked us. She is a good singer, and of course her being the only Filipino operatic singer around is a good angle for publicity.

Host of show is a frothy girls affair that opens with the six Samba Sirens, in cunning Miles White costumes, prancing around. Then Alberto de Begoria and Lolita Noya, young Latin loons, whirl around in two lively Latin routines replete with heel clicking, finger snapping and catanet work. The girls return in charming knee-length skirts while handsome Fernando Alvarez sings *Brazil Myrna*. Vivid brunet Estrellita, then sings solo and with Alvarez. (She was



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Just signed by MOM to work in some additional sequences for Panama (Hattie). She is cute and her hotcha! movements are okay, too.
Don Loper and Maxine Barrat, with (See NIGHT CLUB REVIEW on page 22)

Next Week—

Holiday Greetings Issue

Interesting, Informative Special Articles:

BRINGING THE LATIN IDEA TO PHILLY

By Si Kellner, Operator of the Club Ball, Philadelphia

STAGING THE BAND SHOW

By Leo Morgan, Producer of the Strand Theater, New York

THE YEAR IN NIGHT CLUBS-VAUDEVILLE

A Resume of the Year's Important Events and Trends

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

A

Abbot, Merril, Dancers (Pedes Bernora) Mexico City, Mex.
Acuna, Margaret (No. 1 Bar) NYC, no.
Adrian, Lou (Chicago) Chi, L.

B

Baldwin & Bristol (Castle Bar) Lima, O.
Banks, Eddie (Old Roumanian) NYC, no.
Barlo, Victoria (El Chico) NYC, no.

C

Calhoun Sisters (Brown Louisa) 15-23, N.
(Chez Paree) Chi 24-Jan. 3, no.
Carla & Fernando (Maraca-Madrid) NYC, no.

D

D'Arcy, Jeanne (MaAlpa) NYC, b.
D'Avola, Rudolfo (Maana-Madrid) NYC, no.
D'Avora, Franklin (Ambassador) Los An-
geles, no.

E

Eberly, Bob (RKO Keith) Boston, b.
Eberly, Ray (Pennsylvania) NYC, b.
Eddy, Val (Richard Decker Theater Restau-
rant) Milford, Conn.

F

Fancy, Evelyn (Metropolitan) Boston, L.
Faria, Tommy (Singapore) Chi, b.
Fichetta, Jack (Indiana) South Bend, Ind., a.

G

Gale, Ann (Gibby) NYC, re.
Galan, (Humba Casino) Chi, no.
Gardner, Grant (Paris Music Hall) Port-
land, Ore. 15-21, (Ambro Sipper-Club)
Astoria, Ore. 22-28.

H

Haley Dancers (Bismarck) Chi, b.
Hans, Clyde (Diamond Horseshoe) NYC, no.
Hals, Geoffrey (Park Central) NYC, b.

TRAPE FEATURE
Act-Units-Attractions
Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

DeLillo & Marr (Miami Inn) Toledo, O., no.
(Teddy Bear) Detroit 2-8, no.
Dennis & Bayers (Maple Grove) Harrisburg, Pa., no.
Dedimone, Cherna, Dancers (Yacht) Pitts-
burgh, no.

Des, Steven (Weylin) NYC, b.
Jude, The (Chicago) Chi, L.
Jaxon, Bobbe (Old Roumanian) NYC, re.

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

Gale, Ann (Gibby) NYC, re.
Galan, (Humba Casino) Chi, no.
Gardner, Grant (Paris Music Hall) Port-
land, Ore. 15-21, (Ambro Sipper-Club)
Astoria, Ore. 22-28.

Gay, Shirley (Blackhawk) Chi, no.
George & Jaina (Waldorf Astoria) NYC, b.
Gerrill, Julia (Hoppers Cooney) NYC, no.

Haley Dancers (Bismarck) Chi, b.
Hans, Clyde (Diamond Horseshoe) NYC, no.
Hals, Geoffrey (Park Central) NYC, b.

Harrison, Spike (Gay 900) NYC, no.
Harrison & Fisher (Capitol) Washington, D. C.
Hart, June (Capitol) Birmingham, Ala. 1-
18-20, (Paddy Haddock) Pa., 22-24, L.

Advance Bookings

THREE CHORDS: Opera House,
Baltimore, N. J.; Dec. 25-28; State, Hart-
ford, Conn., Dec. 31-Jan. 1.
INK SPOTS: State-Lake, Chicago, Dec.
20-Jan. 1; Wisconsin, Milwaukee, 2-8;
Orpheum, Minneapolis, 9-15; Orpheum,
St. Paul, 16-19; Paramount, Des Moines,
20-22; Orpheum, Omaha, 23-29.

Levin, Ralph (Lexington Casino) Phila., no.
Lind, Della (Diamond Horseshoe) NYC, no.
Lit, Herbie (Earle) Baltimore, no.
Luka, Kra (Jimmy Kelly's) NYC, no.

McCabe, Sara Ann (Rony) NYC, b.
McGee, Clyde (Gower) Kansas City, L.
McDaniel, Mattie (Strand) NYC, b.

McKays, The (Barricade) NYC, no.
McKee, Joe & Jane (RKO Keith) Boston, L.
McNeill, Margd (Coo House) NYC, no.

Mildred & Maurice (Colosimo's) Chi 21-24, N.
Y., no.
Miller, Jackie (Chicago) Chi, L.
Miller, Marion (666) Chi, no.

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Y., no.
Miller, Jackie (Chicago) Chi, L.
Miller, Marion (666) Chi, no.

CHEENA DE SIMONE
DANCERS
Opening Dec. 19, YACHT CLUB, Pittsburgh, Pa.
CHI, 15-19, RKO Bldg., N. Y. C.
De Rio, Diana (Fairmont) San Francisco, b.
Delahanty Sisters (Seven Seas) Chester, Pa.,
18-27, no.
Delino & Elliot Dwight (Yacht) Pittsburgh.

State, New York

Vaudeville Reviews

(Reviewed Thursday Evening, Dec. 11)
Artie Shaw menage moved in here this week with Bob DuPont and the Coltons...

Band suffered from lack of real showmanship, part of which could be blamed on the theater management itself. Piano and music stands were all draped with heavy, brass-colored material...

Show's big crew is not up with 15 strings, seven brass, five reed and four rhythm. Library played included Shaw favorites such as Temptation, Star Dust, Begin the Beguine and his original Concerto for Clarinet...

Besides Shaw's own clarinet soloing, slips horn artist Jack Jenney, Georgie Auld's tenor sax, and Hot Lips Page's trumpet are all heard on specialties. Ork's vocalists Paula Kelly warbles Time Was, I Said No and I Don't Want To See The World on Fire...

Bob DuPont did his standard top job of manipulating the balls, Indian clubs and tambourines. Closed with his appealing routine while juggling a plate and a knife, and had audience pleading for more.

The Coltons stopped things cold with their satirical dances. Polished off three numbers, a la ballroom, Tango and hot stuff. Then had to come back for a speech and some more foolery. A top act for any spot.

Crowd was thin at late afternoon show first day. Pic was second Broadway run of MGM's Shadow of the Thin Man. Bill Regan, Three Sisters and Raye and Naldi will head next bill, with Night of January 10 on screen.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 12)
Martha Raye leads the stage bill made up of five standard acts that have played this territory many times. Nothing outstanding, but excellent entertainment for the holiday crowd...

The Shyettes, two men and a girl with blues, open. Ork is shapely and attractive, and the trio offers all the combined biko tricks and some clever ones of their own...

Jackie Mitze is a likable cusee with a line of chatter that gets the laughs. His stint is a bit lengthy, but his comedy impressions and warbling put him over to plenty of applause.

Ruth Daye, pretty redhead, packs personality plus, and in addition is a clever tapster. Young and full of pep, she offers an entertaining routine of taps and whips, a rumba tap and a Hawaiian number that win her a big hand.

The Cappy Barrn Boys, harmonica artists, have a sure-fire act. Wizards on the mouth organs, they also are excellent vocalists. The Post and Peasant Overture is the best of their offerings, and

they score a show-stopper, finally having to beg off.

Martha Raye, in her usual ebullient mood, gets laughs with her mugging and patter, and her songs among which are There's a Great Day Coming and Mr. Paganini, are put across nicely. Excellent entertainment that garners a good hand.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, Dec. 10)
Nothing sensational about this bill, with Captain Tiedor's seals getting inarquee credit. Week's receipts should be about average. Pictures are Blush in the Night and Lady Scarface.

Al Ligon's house orchestra open with Star-Spangled Banner. Swing version of Libestrum follows, with Bill Morgan, drummer, and Bill Meyers, first trumpet, turning in good work. Ellen Leslie, 13-year-old Hollywood Showcase singer, offers a difficult operatic aria from the pit. Ork has the voice and her stage fright will adjust itself with experience.

Val Setz makes his entry on a unicycle and juggles hat, cane and cigar, then switches to hat, cane and coat. Has a good line of banter and sells his act well. Outstanding trick is hoop rolling on top of parasol while he closes and opens it. In the next spot is Lester Harding, singer, who seems to be a fixture here. He offered Shepherd Serenade and a medley of cowboy tunes, including The Last Round-Up and Wagon Wheels. Scored heavily with Any Bonds Today?

Capt. John Tiedor's seals are entertaining with flin-to-flin balancing. Act is slow and Tiedor does practically nothing to put it over, however.

Paul Winchell, vent, belted with his impersonations of bionic Barrymore and Bonnie Baker. Material is not as sappy and fresh as it could be. Top act is Lorge and Morgner, one with a right leg missing and the other with a left leg missing. They hobble onto the stage as one man with two heads, with large coat concealing them. Hand-to-hand is swell and they give the turn a sock finish, with one of them leaping over four chairs to do more hand-to-hand balancing.

Paramount, New York

(Reviewed Wednesday Evening, Dec. 10)
Orin Tucker and his aggregation provide a tasteful show, but not all exciting one. Supporting acts give it some snap and punch, but the Tucker group attempts in vain to resurrect some song material of the caliber of Oh Johnny, all of it adding up to a lack of variety. Some solidly popular music is badly needed to provide contrast to the Tucker selections.

However, the band's showing is in the best of taste and excellently handled by superb Tucker showmanship. Help in gratifying and smooth, and works himself into audience's likability. His co-headliner, Bonnie Baker of the pipsqueak voice, has slipped a couple of pegs in audience reaction, drawing only whispering applause on all of her numbers.

Chattanooga Choo Choo provided the band with its first spark of life, with the Bodyguards (male quartet) and Sally, Darlene and Mary (female trio) giving the vocal blending, but then fell back into its quiet dream and stayed there. Other numbers included She Don't Want, with Eddie Rice on the vocals; I Owee I'll Here To Dream the Rest, Old Booking Chair's Got Me, and When You and I Were Young Meggie. Miss Baker mixed up a Daddy medley and other vocal work with Tucker and the two glee club groups.

Surefire showmanship was Tucker's quotable notes held up by five of the boys in a darkened house. Number had color, comedy and good audience pull.

As it interpreted the styles of various bands in musical pantomime.

Two other acts on the bill were Walter Long, fast and clever tap dancer, and Walter Dore Wahl, both of whom registered solidly. Long performed with effortless lifts, spins and gliding taps. Wahl's standard act of loose-limbered comedy and slick acrobatic work was so-so.

Pic: Birth of the Blues. House, three-quarters full. Sol Zeit.

Colonial, Detroit

(Reviewed Friday Evening, December 12)
All-colored show featuring Ella Fitzgerald, drew a packed house at the supper show. Show, booked by Sol Zeit, opens with Miss Fitzgerald's band, directed by Eddie Barefield, who blows a hot clarinet, giving out with Studing Around. Band to featured in several numbers between acts and has a jive style that gives plenty of thrills. Plenty heavy on brass, the outfit works with lots of flash and almost every member takes solo passages at the mike.

"Peg-Leg" Baber, opening with some vocals, shifts into spectacular tap work, varying from a smooth gliding skating bit and clever comedy footwork to some amazing leaps that brought patrons to their feet.

Chuck and Chuck, a Matt-and-Jeff team, do well with some comic vocals and fast minstrel repartee. They then offer some speedy eccentric and comedy tap work with the tall boy doing a xylophone interlude. Act has color, and turn is well received.

La Fitzgerald opens with Chattanooga Choo Choo, and is cute in A Ticket, A Ticket. Her range runs as far afield as the blues, and has a stage-filling individuality that the crowd worshipped. Show went off with a bounce, the result of one of the most enthusiastic audience reactions this reviewer has caught in a long time.

Music Hall, New York

(Reviewed Thursday Evening, Dec. 11)
Not much in the way of box-office returns could be expected from this layout. Stage bill is spotty, while film, The Men in Her Life, is an unexciting event that could appropriately be subtitled Madeline Claudet in Tights. Opening ballet displayed several periods of dull, placid movement. Joan McCracken, as grandiose ballerina, failed to provide enough lift to give the routine color.

Nine treatment was given the London-derry Air by the Glee Club. The male voices are augmented by a contingent of females, which gave this number better harmonic effects. Selma Kaye's warbling is effective and helped give this item a good band.

This week a repeat is given of one of the cleverer numbers in the MII standard catalog. These Three Pictures, which includes special lyrics by Albert Stillman, Louis De Milhau, Katherine Warren and Tony Kraber spoof the subject matter of O'Connell's Blue Boy. Whistler's Mother and Hal's Laughing Cavalier. Eunice Realy, in the Mother costume, steps out to do an okay tap routine and got herself a fine hand. The other two pik doff their costume to become Wayne and Marlin, a pair of hand-to-hand balancers. Routine is punchy and the lads get off some difficult lifts from prone and standing positions. Took a solid bow.

Robert Shanley fronts an octet of male singers for a pleasing rendition of Boy Dreaming to provide a prelude for the superb precision hooping of the Rock-ettes. As usual they provide a sock closer.

Strand, New York

(Reviewed Friday Evening, December 12)
Count Basie's band and the all-colored stage show more than make up for a dog picture, Blues in the Night, in entertainment value. The show is alive, sometimes crazy, and full of rich musical imagination and sparkling brilliance.

There is one flaw, Hattie McDonald colored film personality who was working with a bad cold that reflected very heavily in her singing. She's a good worker for going on under those conditions, but that still doesn't account for a lack of material. Renditions of Sinner, Sage Chanson Made and a single encore song, Any Kind of Man Would Be Better Than You, were without

pinch. Stories of Hollywood bleeding up to those songs, were meaningless. She's very badly in need of special material in consistency with her film popularity.

Outside of that, the show beginning with an instrumental version of Siding Low, Sweet Charlie, followed by some lightning tap dancing by Baby Lawrence, that went over big, and Earl Warren's recalling of I Struck a Match in the Dark, had clear sailing.

Instrumental of Basie's Boogie, with the maestro polishing the ivory in matchless style, set the atmosphere for the show-stopping act of the evening. Timmy Gordon and Freddy Rogers, in knockabout singing, dancing, personality (See VAUDEVILLE REVIEW on page 24)

Philly Niteries Face Loss of Biz

PHILADELPHIA, Dec. 13.—Largely because of the early closing hours required for night spots, Philadelphia is faced with the loss of next year's Army-Navy game, which gives the town an extra big week-end each year.

Continuation of the citywide, a 2 a.m. week nights and midnight, on Saturday, has already resulted in the loss of employment to almost 500 persons, including performers, musicians, waiters, bartenders.

Boston Booker Plans Tab Shows

BOSTON, Dec. 13.—A local booker plans to produce 10 tab shows to be toured in and around Boston. A minimum of 14 weeks' booking is being sought.

Several smaller houses are booking flesh occasionally, generally for last half. At least 25 would be employed in each unit, including a six-piece band.

Several acts around town claim they already have been contacted, although the bookers maintain they have approached no one as yet.

Niteries Fights Insurance Co.

MILWAUKEE, Dec. 13.—Chateau Enterprises, Inc., operator of the Chateau Country Club, razed by fire last May, has started suit in Circuit Court here against 18 insurance firms to collect \$25,000 in claims growing out of the blaze. The companies contend that premiums on the fire insurance policies had been permitted to lapse.

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Season's Greetings

ARCHIE ROBBINS

6th Month ROXY THEATER, New York. Management Jesse Kaye-Sam Rauch

Let's Go, America!

Magic

By BILL SACHS

PLATO AND JEWEL, in their fourth week at the Salsa Social Club, Havana, have had their engagement extended to January 9, giving them eight weeks there in all. They recently had the pleasure of entertaining Mr. Donahue, of the U. S. Embassy; the Congress of Intellectuals, which gathered recently in Havana, and Cuban government officials, including President and Mrs. Batista and Vice-President and Mrs. Dr. Gustavo Rubio. Plato and Jewel also recently met the U. S. ambassador to Cuba, Mr. McCreath, and wife and, Sir George Ogilvie-Forsyth, British minister to Cuba.

FRY'S THE MAGICIAN (John W. Fry) winds up his Southern swing just before Christmas and resumes his trek in Virginia January 2. While playing Mobile, Ala., recently Fry and members of his company were visited by Mr. and Mrs. Eugene Fry, who also do a magic turn. It was the first time Fry had met Fry in 12 years. The Eugene Frys are sporting a new home trailer, John W. reports.

RAN JOSE MYSTIC 13 will hold its fourth annual "dinner installation at Hotel Deanna, San Jose, Calif., January 24. Theron Fox will be installed as president on the occasion. All signs are invited to attend.

LARRY CRANE, the "Irish Wizard," will be honored with a testimonial joint meeting of Rhode Island Assembly No. 26, Society of American Magicians, and Rhode Island Ring No. 44, International Brotherhood of Magicians, at the Providence-Biltmore Hotel, Providence, January 12. This is the first of a series of joint affairs planned by the two Providence magic groups in the hopes of attracting various magic greats to town to tell us the local magi on how magic should and shouldn't be done.

E. W. COULS, struttin' around like a peacock these days due to the recent arrival of a new con, pens from Detroit that the town is loaded with magicians and that they're all working.

JARVIS THE MAGICIAN, presently working out of Morgantown, W. Va., informs that he is enlarging his show to play winter dates. He recently caught the Blackstone performance and is laud in his praise of the show.

ALEXANDER, mentalist, opened December 8 at Hotel Gibbons, Dayton, O., for a two-weeker.

CARL ROBERT is in his 13th consecutive week at the Park Central Hotel, New York.

JOAN BRANDON, after vaude dates in Los Angeles, Oakland, Calif., Vancouver, B. C., and Seattle, is on her way to New York. Had an offer to play Alaska last week, but turned it down.

JUDITH JOHNSON and Company, mental turn, recently joined Joe Bauer's Hollywood Revue playing Fox theaters thru Wyoming and Nebraska. Unit hops to Texas this week for several weeks of winter dates.

ROY BENSON has returned with his bag of tricks to Jack Lynch's Wallon Roof, Philadelphia.

PIEN HANNEBMAN has joined the revue at Weber's Hofbrau, Pensacola, N. J., as featured hypnotist.

FRANZ is making his magic at Gruber's Inn, Cantonment, N. J.

DR. FREDERICK KARR, who now has in his agent and personal rip Al Gobel, of the Sacco office, Chicago, opens Christmas Day at the Majestic Theater, Florida, Ill., for a 14-day stand. He describes business as "better than ever" and says he is booked many weeks ahead.

C. THOMAS MAORUM, who has resumed with his magic after recently being released from the army, announces that he has signed with School Assemblies, of Chicago, for 15 weeks of schools, beginning next September with an option for 16 weeks more. The deal may be grabbed, however, by Uncle Sam's calling Magrath back to duty with the armed forces.

CLAUDE H. (RED) LONG, formerly in advance of Blackstone and Will Rock, has signed to serve in a similar capacity with Marquis the Magician, currently playing Schine theaters in Ohio. Frank Gallagher continues as the Marquis company manager. It is reported that Walter D. Holland will join Marquis as press representative after January 1.

John B. Rogers Producing Company is said to be building a magic production around Marquis's company, based on an original idea by Ted Fish and Larry Knowles of the Rogers firm.

WILLIAM BURGETTE, Florida, O. magician, has signed a long-term contract with the John B. Rogers Producing Company, of his home city, to present his magic and

NIGHT CLUB REVIEW

(Continued from page 19)

the girl in a staid blue-purple gown, dance thru several numbers. Display grace and include some cute kiss tricks for the girls. They are big favorites here. Loper works in with the girl ensemble for the final girls number. Brazilian tunes used for this production numbers are Prolito, Carolina and Brazil Morena.

Show as a whole is just right. Not too long, and it is bright and tenuous. Charles Baum, pianist, and band dish out smooth, danceable rhythms, and Frank Martin's Samba Band does its usual stony job.

Paul, Genia.

Biltmore Hotel, Bowman Room, New York

Talent policy: Dance and show band, relief dance band; ice floes on 9 and midnight. **Management:** David S. Mulligan, hotel president; Albert S. Crockett, publicity director. **Prices:** \$1 Fupper cover except nights: \$1.50 Saturdays; dinner a la carte.

Rooms has spread itself this time, upping the budget considerably to bring in an ice show featuring Hazel Franklin and the Heasler Twins along with Val Olman's ork. Ice-Capers revue is built along the lines of a book show, opening with a tricky production number before the top tray is brought out. Line of four girls, *Elle De-Iera*, and the Heaslers go thru a song and dance built around lines of one of the boys being stood up at his wedding because the gal couldn't decide between them.

Songstress Maureen Holmes is used to fill in while floor is changed for the ice work and later again in a song built-up to a production number. *Chrysie It Happened in Sun Valley* and *Moonlight Masquerade* from the band podium.

Four production routines are included, giving Miss Franklin and the Heaslers a good chance to show off their skating wares. Their work is smooth, graceful and spiced with difficult turns. Show is deuced to give each a spot, besides trio numbers. Boys' adagio turns with Miss Franklin and her ice work with the line in the *Masquerade* number are exceptionally good.

Jane Petrie, Marie de Forrest, Paul Starr and Jackie Oately form the line. Gale appear to be a little unsure of themselves in some of the trickier routines, but make a nice flash nonetheless. Costuming throughout is tops and goes a long way toward brightening the revue up generally. Some lightning up here and there could be done to throw more punch into the proceedings. Billy Daniels planned and staged entire production. Costumes were designed by Felipe, executed by Mahieu.

Family item equipment presented show from opening Friday (5), but William Morris' scenery killed the gap for the one night by bringing in *George Jewel*, Bay Bolger, Joe E. Lewis, Bobby Kay and the LeAnn Sisters.

Harold Humphrey.

Follow Up Review

LEON AND EDDIE'S, New York.—Current show here is going into its second week, with emcee Ben Beard making his New York night club debut. His dinner stint consists of straight intro and a song finale in personable style. He carries several song assignments for the supper show.

Other acts, reviewed last week, include Hal and Honey Bee, Marcela Hendricks, Sahil True and Trudy Wilkins, and "Red" Tony. Eddie Davis is the perennial headliner, and Leon Erken attends to the business activities.

Zaff.

Hiller New Barker For Tent 1, Pitt

PITTSBURGH, Dec. 19.—Joe Hiller, booker, has been elected chief Barker of Variety Club, Tent 1.

The Variety club's new directors' list includes Harry Feinstein, Warner's stage booker here; general manager James Balmer, of the Huffle Amusement Company; radio emcee-singer Brian McDonald, and Harry Hendel, who operates the Savoy and Hill City ballrooms.

Hiller show is theater and auditoriums under the Rogers banner.

Review of Units

"Follies of 1942"

(Reviewed at the Columbia Theater, Alliance, O., Thursday Evening, Dec. 4)

This is Jack Sidney's new musical revue, patterned somewhat after his *Succor City Revue* and assembled in Pittsburgh. It still has some rough spots.

Revue abounds with novelty. Band (5) was not yet with it when it opened here, but it should iron out in a few days. Youth dominates the eight-gal line, which is fast stepping, hard working and well costumed.

Line on for fast and well-routined high kicks and taps. Jack Harvey, emcee, with excellent delivery, announces Barth and Maier, who get the show away to a good start with difficult hand-balancing and then teeterboard tricks, with the male jumping from a pedestal to the board, his partner hurtling thru the air into a waiting chair atop his shoulders. "Bucky" McClure, a strapping youth with plenty of personality and a pleasing voice, sings *I Don't Want To Set the World on Fire* and encores with *Tonight I Love*. Very good.

An amusing ventriloquist turn is offered by Sergt. Harry Greene with his dummy, "Private Dooley." It's a swell novelty, Greene working in the audience most of the time. Gets a lot of applause for the dummy's song, *221 a Day, Once a Month*. Hollywood-Winterettes on again for a fast rhythm tap. Vic Paul, lightning cartoonist, is a click from the start. Dashes off several pix with great abandon; winding up with a couple timely ones. Bow on to noisy applause. Hollywood Winterettes back again for a revival of a school days bit which abounds with comedy.

Another bright spot is Dorothy Mayo and Ferdinand (the bull) get plenty of laughs. As good a turn of this type as has been seen here in some time. Miss Mayo packs a lot of personality and looks.

There's a bit of flag-waving in the finale, but it is in good taste. Line comes on for a military toe tap that is something new. Girls demonstrate they can drill. McClure sings *America, I Love You*, and outfit company moves on for a finish to the ork's well-rendered *Any Bonds Today?* House nearly full when caught.

Screen fare, *Moon Over Her Shoulder* (20th-Fox). Rex McConnell.

"Screwballs of 1942"

(Reviewed at the Oriental Theater, Chicago, Friday, December 12)

Show is well named and packs the kind of entertainment that should go well at this time. Nobody is featured in the show which is a succession of novelties and production numbers. The Eve Ross Girls (12) are well trained, the costuming is fair, and the numbers, while little out of the ordinary, are nicely presented. Solly Wagner and the Ambassadors, along with the Fritz Franks and Wilbur Hall and Bence, make up the stage band, which works on the line for a neat hoop number. There follows some tomfoolery a la Olsen and Johnson, with the girls and several of the men invading the aisles and greeting the customers. Loni Fields emcees the show, doing a capable job. His patter, Ted Lewis' impression, pantomime poker game and comedy dance go over for plenty of laughs and applause.

The Four Franks, two boys and two girls, are a versatile quartet. Opening with a sax and trumpet number, they follow with a comedy Egyptian dance, a lively tap session and their familiar comedy jive scene from *Good With the*

Wind, which ties the customers in knots. Wilbur Hall has a clever novelty act that scores a lot of laughs. Playing trombone and viola at same time, two horns ditto, but his comedy bit is his fiddle footing, which gets a great huff. His attractive assistant, Riggs, aids and abets him with good work on the trumpet.

Chick and Lee are nut conglains whose antics keep the customers in laughter. They warm up with a hilariously burlesque, then go into radio impressions, which are very good, and wind up with a very funny Slovak bit.

Charlie Martez closes the bill with novelty drumming. Picture is *I Killed That Man*. Nat Green.

"The Revue of Tomorrow"

(Reviewed at the National Theater, Richmond, Va., November 28)

Early the attraction with this unit is Big Boy, a Siberian-Alaskan brown bear that wrestles, waltzes, carries children piggy-back, eats green peppers and drinks beer. The Stevens Brothers, long-time owners of the act, work well with the animal. Pleased the audience.

In a dull routine patterned too closely after the Bergen-McCarthy style with Jerry Page and his dummy, Wilbur

Ben and Her Brothers form a vocal quartet that kept the patrons asking for more. Their arrangements are unusually good. The Carsons, boy and girl, provide a bit of show promise.

Dorothy Shaefer taps. Peggy Scott does a strip. Pic. *All-American Co-Ed*. Ben Edgington.

BY ROSS, former deputy organizer for the American Federation of Agents in New York, is now with the naval commission stationed on the Atlantic side of the Panama Canal Zone.

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War Knives Philly Takes; Earle Tops 18G; Fay's \$6,200

PHILADELPHIA.—War tension keeping folks glued to the radio has cut deeply into the take at the town's film-theaters. Altho starting off big, combination of Shep Fields' band and John Helen boomed big, until the war monopolized the public attention. In face of circumstances, Erie Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) was plenty satisfied with \$18,200 for the week ended Thursday (11). Marty Bohn and Nancy Lee, the Six Honey's and Ken Curtis from the band rounded out the bill. *Bites in the Night* on the screen.

New bill opened Friday (12) brings Hollywood names for a *Seecher Girl Reversé*, first time this season without a name band on board. Plenty of marquee value in Phil Regan, June Preisner, Peter Lind Hayes, Mary Healy, Anne Nagel, Barbara Pepper, Dick Baldwin, Charles Stuart and Dick Taylor and the Three Kim Lee Sisters. Opened big and unless word-of-mouth publicity sabotages gate, points to a favorable \$21,000. *Glamour Boy* on the screen here.

Fay's Theater (seating capacity, 2,200; house average, \$9,999), in face of the radio competition, held down to \$9,200 for the week ended Wednesday (10). Jean Mode and Isabel Brown made for the double-header of burly queens. The Goodwin Brothers, Edith Evans, Ray Mayer, the King Quintet, Joe Latta and Lynn Bernie, Gae Foster's Roxycytes and Billy Klains' band complete the stage line-up with screen showing *Merry the Boss's Daughter* on the screen.

New bill opened Thursday (11) with Reggin White making for a single burly lead, figures on doing little better. The Watson Sisters, Stanley Brothers, Jane Hydal and Roy Mars and Bobby Baxter on the surrounding bill. *Flying Cadets* on the screen.

Wash. Capitol Weak 12G; 14G for Earle

WASHINGTON.—War declarations caused business to dwindle in downtown area, with particular hardship on theaters. Warner's Earle, showing *Appointment for Love* for week ended December 11, grossed \$14,000. Current film, *Lepia*, for week ending December 18, is not expected to do any better. On stage are Ben Hall, the Stapletons, Keith Clark, the Four Comets and the Roxycytes. *Magical mentalist* is held over for third week of matinee lounge appearance.

Law's Capitol, showing *Confirm or Deny*, did a miserable \$12,500 for week ended December 10. *Design for Scandal*, for week ending December 17, is expected to gross \$15,000. Vaudeville lists Harrison and Fisher, Master and Rollins, Marjorie Knapp, the Great Yacops, Rhythm Rockers and a Patriotic Tablant.

Seattle Pal Ups Prices; Biz Fine

SEATTLE.—With a rise in week-end prices reminding one of the days of Pantages for a neat little stage show, *Glamour Girls of 1942*, the Palomar (1,450 seats) grossed \$7,200 last week for its third best week of the year. Only shows going higher were the two engagements of Polack Bros.' *Clowns* (\$8,500). Weekly average for the Pal is \$8,000.

Acts in *Girls* were the Ramsdell Danco's, Large and Morgan, White and White House, Bobby Henshaw, Jane Brown and Maxine Carter. Al Oles has replaced Meyer Burnett as pit orchestra leader.

Saturday, Sunday and holiday prices jumped from 42 cents after 1 (plus tax) to 50 cents (plus tax). Loges were increased from 65 cents to 75 for evenings.

Vaudefilm Grosses

War News Hits B'way Grosses But Not As Much as Expected; Para Best Biz

NEW YORK.—Altho the war news buffed Broadway b-o grosses, the drop was not as much as anticipated. Outlook for this week is indefinite. A flock of new product came in, but it is not looked upon to provide a b-o. hypo. Evening biz was way off, especially Tuesday when the President's talk kept people to their radios. Stoppage of shows to pipe the address helped somewhat.

The Paramount (3,664 seats; \$37,000 house average) opened Wednesday (10) with Orrin Tucker's band and *Birth of the Blues*. Expected to go to \$50,000. Last week, the third and last session of Harry James' ock, Ray Bolger and Skylerk, pulled out with an okay \$37,000; previous two weeks got \$48,000 and \$44,000.

The Strand (2,758 seats; \$33,500 house average) opened a new bill Thursday (11) with Count Basie ock, Hattie MacDaniel and *Bites in the Night*. Session is counted upon for \$30,000. Last week, the third of Woody Herman's band and *They Died With Their Boots On*, got a satisfactory \$28,000. Previous weeks had pulled \$48,000 and \$30,000.

The Roxy (5,835 seats; \$36,000 house average), now in the second stretch of Archie Robbins, Bobby May, Lucille Page, and Harold Barnes, plus *Rise and Shine*, is moving toward \$24,000. First week got \$37,000.

Music Hall (6,200 seats; \$84,000 house average) with its new bill consisting of Eunice Healy, Wayne and Martin, and film, *Men in Her Life*, anticipated around \$60,000. Last week, the third of *Suspicion* and stage show, pulled \$68,500. Prior weeks did \$105,000 and \$83,500.

Loom's State (3,327 seats; \$22,500 house average) with new bill opened Thursday, including Artie Shaw's band, Bob DuPont and the Colletons, along with *Shadow of the Thin Man*, is hopping along to a good \$28,000. Last week with Billy DeWolfe, Gertrude Neisson, Diamond Brothers, Mill Britton and Honky Tonk snagged an okay \$25,000.

Spokane Biz Great Despite War Slump

SPOKANE.—Biggest gross of the fall season, \$14,000, which was \$200 over average, was pulled December 5-7 by the Post Street with Benito Brothers and Rita, Rosita and Dena, Irish and Leslie, Mickey King, and Maxine Gates, plus *Men of the Timberland* and *A Girl Must Live*. Opening night, which has been building steadily since Mr. Dooley and his Goofy Auction were first used six weeks ago, was good for a big \$625. Saturday night dropped to \$500 and Sunday to \$275, evening attendance being off sharply as news of the Japanese attack spread.

About average business was done previous week-end, November 28-30, by Joe and Eddie Dayton, Bob Evans, Wyoming Dou, Gil Robinson and the Tillmans, with *Sing Another Chorus* and *The Kid From Kansas*.

Business has been down 20 per cent at the Rex the last two weeks. The tab show is featuring Al McEwan and the Smith Sisters. Report got around show was closed, whereas in reality the police had just ordered it cleaned up.

Calloway 18G Kept Down by War Situash

BOSTON.—The war took a hefty slap at Cab Calloway last week, dragging his gross for a full week at the RKO-Boston down to \$18,000. Business at the 3,212-seat house was good until Tuesday, when brass hats called an air raid alarm, begging to inform the public it was merely a test. With the streets cleared and traffic forbidden, Boston looked for a time like a ghost town, and so did the theaters. Pic was *Date With the Falcon*. Expected that attendance will be bad for some time.

Jimmy Dorsey opened full week at the Boston Friday (12), while Gene Krupa and Tony Martin came into the Metropolitan for the second stage offering at that house.

Artie Shaw Breaks Prov. Met. Record

PROVIDENCE.—Artie Shaw and orchestra, headlining Metropolitan's week-end (four-day) bill ended December 7, hung up a house record with a gross of \$11,250. According to Manager Bill Brown, this is top figure chalked up since Associated Theaters instituted week-end vaude films at this house two years ago.

Fay's, week ended December 4, grossed \$6,100 with a bill including Marianna, Elise Cooper and Rhythm Men, Emmett Oldfield, Jack McCoy, Raymond Wilbert, Paul Winick, and Edna Mae, and June Hart.

Springfield Good

SPRINGFIELD, Mass.—Footlights Vaudeville, which closes three days at the Court Square Saturday (6), drew good houses.

On stage were Four Airport Boys, Phil Foster, Baron LaFonde, Jack and Betty Blaine, Jack and June West, Raymond and Ann, and the Seven Vainly Girls. On screen, *Dark of the Dawn*.

War News, Shopping Strangles Buffalo; 20-Century Amazes

BUFFALO.—A tough-to-beat combination of pre-Christmas shopping, coupled with war declaration, crabbid business here last week. Amazing as it may seem, however, one vaudefilm did exceedingly well, despite the crisis, due to timely film dealing with war events. Current week is without flesh, with exception of the Palace where Rose La Rose, burly queen, headlines show, starring Bob Carney and Mary Joyce in burly-vaude layout.

The 20th Century (seating capacity, 3,000; house average for straight pic, \$7,500) has managed to do extremely well at the box office the past three weeks, despite the general drop. The sudden success is credited to some extent to better celluloid offerings and stable newspaper and publicity campaign. The Century hauled in a great \$12,200 for week ended December 10, chalking up one of biggest week-ends in six months. Picture, *Sundown*, dealing with English campaign in Africa, a timely topic, was responsible for the fine draw. Second feature, *Sailors on Leave*, is a poor product.

Century is featuring another up-to-the-minute attraction this week, starting December 11. Spy thriller, *International Lady*, should do around \$9,000. Second feature, *Week-end for Three*, should help some. House interior being redecorated for opening of new vaude policy December 18, with premiere of *Dumbo*.

The Buffalo (seating capacity, 3,500; house average, \$11,000 for pic only) slumped badly last week. Pic, *Skylerk and Night of January 16* were too frivolous for worried John Public, and only garnered \$9,200 for period ended December 11. Current week, ending December 18, offers *H. W. Putham*, Eng., a good film, which should hit around average \$12,000. Added is *Small Town Deb*.

VAUDEVILLE REVIEW

(Continued from page 32) mugging, and arctural horror. Boys were dressed in suits of the sharpest green and yellow with a complementing red vest and red and gray suede shoes to subdue the color, which brought an immediate howl. Boys indulge in some mean taps, fast comedy and hilarious talk routines, ending up with splits on the stage, piano and in the aisles.

Band's version of *Dark Eyes* was sparkling, featuring unusual instrumental work. Jimmy Rushing, two-ton blues vocalist, went over with *Going to Chicago* and *Yes, Indeed*, which was embellished by a heavy blues background from the band.

Keeping the fast pace of the show, Whitey's Lindy Hoppers (four pair) did a well-routined set of crazy dances, with a finale of the entire cast that brought the roof down.

House good. Zett.

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Club Talent

New York:

PAUL DUKE new at the Century Room of the Commodore Hotel. . . . ALMA ROSS set to work in film *Tales of Tahiti*. . . . CONCHITA set for the same pic.

Chicago:

Low Walters, of the Latin Quarter, Miami, last week booked Mlle. Jardinero to open at his spot December 23 and Muriel Page to open January 6. Bookings thru Ray Lyle, of the David P. O'Malley office. . . . LAMB-YOCUM ice show closes Sunday (21) at Colosimo's.

Cincinnati:

SYBIL BOWAN, Jimmy Bao, and the Collette and Barry unit opened Friday (17) at Glenn Henderson, Newport, Ky. . . . JUNE EMERSON and Kay Ballou (Mrs. Gene McCarthy) are closing with George Bernard's Dancers at the Lookout House, Covington, Ky., the former to wed, and the latter to await a visit from that long-legged bird. . . . FRANCIS FAYE held over last week at Lookout House, with Peter Higgins added. . . . JACK AND JILL WARNER opened Friday (17) at Hotel Olsson Rathskeller.

Philadelphia:

GEORGE CLIFFORD, Embassy Club emcee, has left for Miami to manage the Mayfair Club, operated by Lou Cohen. . . . THREE PEPPERS, at Palumbo's set for a 20th Century-Fox flicker for the term of the year. . . . EVELYN BROOKS, new at Embassy Club, to appear in John Murray Anderson's next musical. . . . CANTINE AND BARRY, dance duo at Walton Roof, making soundies for colorated movie machines. . . . PAUL HILDEBRAND returns as Evergreen Casino manager, with Harry Beard, who resigned, considering an offer in Washington. . . . THE BLANCHARDS and ELAINE CONDOS new at Benjamin Franklin Hotel. . . . BEN PERRE new amee at Palumbo's.

Here and There:

HACKER and SIDELL, with Mrs. Hacker back in the act, now at the 315 Club, San Francisco. . . . CLARENCE STROUD set by Ben Kitchuk for army time. . . . THREE HEAT WAVES to the Henry Grady Hotel, Atlanta. . . . DEAD END KIDS started at Muther Kelly's Miami Beach. . . . FRED RONER at the Park Plaza Hotel, St. Louis. . . . JORDAN TRIO at Jimmy's, Miami. . . . SAMMY WALSH opened at El Chico, Pittsburgh, December 3. . . . GENE STOCKWELL opened at the El Morocco, Montreal, December 1. . . . JOHNNY STRONG, emcee, in for two weeks at the Hollywood Cafe, Los Angeles. . . . GRACE PATTERSON has concluded four months at the Statler, Buffalo, and is back to New York. . . . BEYES and ROMERO, Spanish dance team, have returned to New York from Rio Casino, Boston. . . . JACKIE HOLMES current at the Picaresque Club, Baltimore, along with Dolores Raymond, Ben Bonnie, Mark Brown and Mickey Strauss. . . . SUEZMAN BROTHERS AND TESSIE opened at the College Inn, Philadelphia. . . . RAY COLEMAN, formerly of the Victor Charles puppet group, now a private at Camp Roberts, Calif. . . . LEONOR SOLA to the Troika, Washington. . . . DICK and EVELYN BARCLAY followed their Bowery, Detroit, date with the Colonial Theater, Detroit. . . . BILLIE AND BUSTER BURNELL to the Coconut Grove, Boston, December 8. Pearl Robbins in that show also. . . . LEE DIXON, set by Sol Tepper for the Club Charles, Baltimore, December 2 show, with Janine Duval, and Rolson, Morgan and Lunard. . . . GEORGE CHARLES, pianist, is now at La Ruban Bleu, New York. . . . MANOR and MIGNON, dance team, after their Coconut Grove, Boston, two-weeker, ending December 8, opened at the Five o'Clock, Miami Beach, December 11. . . . SHEILA BARRETT opened at the Mayfair, Boston, December 10. . . . ESTELLE AND LEROY open at the Versailles, Miami, January 15. . . . NONCHALANTS start at the Mt. Royal, Montreal, Tuesday (9) for three weeks. . . . PAUL REMOS added for the Latin Quarter, Boston, January 8. . . . JANE ASHLE current at the Casanova, Detroit. . . . DORSAY AND DIANE now at the Chez

Ami, Buffalo. . . . BARRY, PRINCE AND CLARK set for December 18 show at the Club Charles, Baltimore, with Kay and Carol and Janine Du-Val. . . . DEMAY, MARTIN AND MOORE to the Coconut Grove, Boston, December 8, along with Billie and Buster Burnell. . . . COLLETTE LYONS opened at 21 Morocco, December 8, also Charlie and Dupree, and Jerry Vance. . . . LEE NOBLE now in his second week at the Ball, Philadelphia. . . . DON CASANOVA to remain at the Riviera, Columbus, O., until the latter part of January. . . . MCKAYS have moved to the Blitmore, Providence. . . . DUDE KIMBALL has opened at the Casanova, Detroit. . . . THE GUNSETTS have opened at the Edgewater Beach, Chicago. . . . BERT HANLEY now at the Ray Ott, Buffalo.

HERMANOS WILLIAMS opens Christmas Eve at the Latin Quarter, Miami, for 14 weeks. Diamond Brothers open there simultaneously.

EARL AND JOSEPHINE LEACH began a return engagement at Club Royale, Detroit, December 6.

SUZANNE AND CHRISTINE opened December 18 at the Benjamin Franklin Hotel, Philadelphia, for two weeks with options.

MILLS BROTHERS go into Club Lido, Fort Wayne, Ind., for four days beginning December 18.

WALLACE PUPPETS are in for three weeks at the 5 o'Clock Club, Miami Beach, Fla., set by Lou Weiss, with four days at the Olympia Theater, Miami, to follow. December 18-21. . . . ROSE MARIE begins a four-weeker at the Mayfair Club, Boston, January 7, moving from there to the Olympia Theater, Miami, and Kitty Davis's Afriler, Miami Beach. . . . WOODS AND BRAY are held over at Hotel Jefferson, St. Louis, until December 11 and then move to the Hillmore Hotel, Providence, opening December 16. . . . ROTH AND SHAY, recently returned from Mexico, have been headed a two-week holdover at the Duncan Sisters' Music Box, San Francisco, as has Joe Roth, comedien.

ROSE MARIE opens a four-week engagement at the Mayfair Club, Boston, January 7. . . . DORAINE AND ELES wind up a three-week return engagement at Mount Royal Hotel, Montreal, December 27, and on the 31st return to Nicolet Hotel, Minneapolis.

GALE SEXTET working with a USO unit thru Texas and Arkansas. . . . VALLEY AND LYNNE go on vacate dates in Illinois, following their run at the Gibson Hotel, Cincinnati. . . . DORSAY AND DIANE at the Villa Madrid, Pittsburgh. . . . GUIDO AND DREME now at the New Bedford Hotel, New Bedford, Mass. . . . RAVAYE AND MARCO have opened at the Hotel Wolverine, Detroit.

CHARLES AND LEE airing twice weekly from KIRI out of the Congo Room, Sioux City. . . . NILS AND NADYNE out of the Rice Hotel and into the Shadowland, San Antonio. . . . DON SCOTT DANCERS into the Grey Wolf Tavern, Sharps, Pa. . . . FRANCIS AND GREY opened December 8 at the Bowery, Detroit. . . . STIRLING AND RUBIA on a series of dates for Pete Iodice in Detroit. . . . LARRY O'DELL at the Marconi Club, Warren, Pa., until Christmas.

CONNELLY AND RADCLIFFE are finishing three weeks for Hal Lawrence at Tavern-on-the-Green, Waterloo, Ia., and resume for Paul Mary at 100 Club, Des Moines, Christmas week. . . . MARTEZ AND DELITA are holdovers at the Chez Maurice, Montreal.

BROWN AND BROWN set for three months at Dan Montgomery's in Buffalo. . . . TRUE AND TRUDY WILKINS open December 18 at the Netherland Plaza, Cincinnati, for two weeks. . . . BUDDY HAINES, back after a short illness, opens at the Erin Cafe, Philly, for two weeks, starting December 17.

Can't Close This Club

LANSING, Mich., Dec. 13.—Problem of punishing the proprietor of a night club for violations of State regulations has nettled members of the Michigan State Liquor Control Commission. Club, Deck and Tillie's Tavern, was razed in a \$150,000 fire which destroyed 25, including band instruments. Commissioners said it would be difficult now to extract a fine and even more difficult to "close" the club.

Emsee, His Agent, Western Union, AGVA, ARA All in Dizzy Dispute Over Arbitration of Montreal Jam

NEW YORK, Dec. 13.—An arbitration between the American Guild of Variety Artists and the Artists' Representatives' Association, which was decided upon in January, has gone sour and each side is yelling for the other's blood.

The case in question is that of Joe Roth vs. Lew Weiss. Roth, an emcee, was booked at the Chez Maurice, Montreal, at \$125 weekly last January, was canceled after two days and paid pro rata. Roth immediately complained to the consul there, and Weiss as a substitute wired an offer at a similar salary for a Florida spot. There was apparently a delay in transmission, and the telegram was not delivered in time. The ARA-AGVA joint panel subsequently decided that Weiss was liable for the remaining \$183 of the contract but agreed to delay payment by Weiss until a settlement with Western Union was made for alleged failure to deliver the telegram on time.

Reams of correspondence were subsequently passed between ARA and AGVA. Meanwhile, Roth sued the telegraph company on his own, while ARA was also pressing it for settlement. ARA agreed to drop its case against Western Union if Roth would agree to drop his claim against Weiss. This was never carried out. When AGVA started pressing its claim again, ARA demanded that Roth give it a release. This finally came in a signed statement from Roth saying that he dropped all claims against Western Union. Subsequent ARA investigation proved that Roth had already settled with Western Union for \$250. Roth still held that \$183 was due him from Weiss, and AGVA sent a letter to ARA saying that unless this sum were forthcoming immediately Weiss's AGVA franchise would be revoked.

AGVA claims that Roth's settlement of the case with WU was for the loss of two weeks' work in Florida and, as

such, has nothing to do with the cancellation at the Chez Maurice. ARA, on the other hand, says that the Florida engagement was offered both to compensate for the two-week jam at Montreal, and settlement of one automatically settled the other.

The panel which decided the case last January, consisted of Sam Shayan, Herman Citron and Bill Shilling for ARA, and Dewey Barro, Billy Olsson and Emly March for AGVA.

Detroit Nabe Clubs Up Business Due to Defense

DETROIT, Dec. 13.—Increasing the floorshow budget has built business steadily for the Steradolee Club, East Side spot taken over six months ago by Edward Shepherd. In a largely Polish working-class neighborhood, it is typical of better neighborhood spots which have been sharing in the growing national defense spending.

Shepherd upped shows from three to seven nights a week and business has gone up 70 per cent. (Seven people had been booked three week-end nights and three people the other four nights.) Booked by Peter I. Iodice, of Amusement Booking Service.

Richmond Hotel Resumes

RICHMOND, Va., Dec. 13.—Richmond's Marshall Room, Hotel John Marshall, reopened its dance season November 7. Cross was slightly upped from opening week last season.

JANESVILLE, Wis., Dec. 13.—Warren Bambo, formerly at Elmo's roller-skating rink, is now at the new Hammond cocktail organ at the Spa Tavern.

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

HOW MUCH?

UNCLE BENNY

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

Burlesque Notes

(Communications to New York Office)

NEW YORK:

MARJORIE HART to be featured at the City week of January 4, her first East Side appearance since her stay at the Irving.

POLLIES costumes now adorn the chorus in Noble Sissale's army camp unit that opened December 9 in Rockford, Ill.

EDMETT CALLAHAN is busying *Clash by Night*, which opens at the Delacoe under Billy Rose's supervision December 27.

DIXIE SULLIVAN, who left a Hirst unit for a tour of the Empire Circuit as feature strip, played a return date December 5 at the Eltjige, Chicago.

IDA ROSE, producer, turned in her notice at the Star, Brooklyn, December 13. Pat Brandstutz replaced. Ida left to put on units for Bers Smith at the National, Louisville.

OLIVE SHARRON, a new Dave Cobb find as a strip-teaser, made her debut in the East at the Galaxy last week. Was at the 606 Club, Chicago, for 18 months, and is being represented by Sammy Clark.

MARIAN WAKEFIELD enjoyed a birthday celebration December 3.

MACK BARRON and Mickey Stratus are doing novelty bits at the Picoedilly Club, Baltimore, with the former still doubling at the Globe.

SAVOY AND REGINA, hand-balancing team, making their second season's tour on Film Unit 20, which has a new stripper, Vesovo Lovette, recently from Philadelphia niteries.

RENEE ANDRE was featured at the Star, Brooklyn, November 30 week, and at the Republic week following. Then back to the Polines, Los Angeles, where she recently finished a six-month engagement.

MARGIE DALE first-timer in New York and in Polles houses, opened at the Republic November 30 with a Hirst unit as stripper, talker, dancer and singer.

LOU SIMON, jeweler, welcomed at the City last week, had been a hospitalized patient for two years.

HANK HENRY, Bob Alca and Marjan Wakefield to open in Max Wilner's new niterie, the Capital, Albany, N. Y., Christmas day.

DOTTIE ORAY is treasurer of the chorus girls' benefit fund at the Globe, Boston, which derives its principal malignancy from the sale of soft drinks backstage.

DAVE COHN has booked Gladys Fox for the Empire Circuit, opening December 5 in Youngstown, O.

Show-stopping specialties at the Hudson, Union City, N. J., week of November 23 in a Hirst unit included Paul West and Midge Lexing, LaFleur and Manners, Lew Rein and Fran Lewis.

TIRZA and her wife bath fountain extra-attraction at the Eltjige week of November 23; at the Star, Brooklyn, November 30, and the City, December 7, while at the Eltjige, Tirza was visited by Mr. and Mrs. Dave Rosen, of Streamlined Polles, Conny Island, and Ben Leo-

huff. . . LOU DEVTNE, comic, departed suddenly opening day, November 30, at the Republic from a Hirst unit. Hap Nyatt, of the previous show, jumped in to finish the day. Eddie Luina then came in for rest of the week.

BOB CARNEY, comic, exited November 30, the first day of the second week at the City. To fill in, Harry Rose doubled from stage manager.

JEAN MODE opened December 4 at Fry's, Philadelphia, a return.

FRANCES WHITE gifted with a wrist watch and cigarette lighter.

ALLEN OILBERT, Republic's producer, has re-staged, re-costumed and enlarged a former vaude unit. Opened it at the Flatbush, Brooklyn, December 4 with six show girls and 12 dancers.

PATSY ANN, show girl at the 81 Club, promoted to strip principal and opened at the Eltjige November 23 under moniker of Carolyn Biddle.

BILLY PITZER, character-straight man of former burly wheels, now concluding in Mexico City at the Comedy National; to return to the States.

ILKA DECAVA, first time in Manhattan, still another stripper to make her debut in Polles houses here with a Hirst unit. Was at the Star, Brooklyn, November 23-December 9. Played Midwest Circuit last season.

THE WALKER, Harry, occasional, and Margie, chorine, at the Grand, St. Louis, November 24, celebrated the advent of Susan, born that day in St. Mary's Hospital.

SALLIE SAWYER, dancer, recovered from a plastic schizozola operation, returned November 16 to the Hirst Circuit at the Globe, Boston.

PHILADELPHIA:

JOAN RICHARDSON, wife of the former movie star, Frankie Richardson, breaking in a strip act at the Open Door Cafe.

PATTIE KELLY new lead for the burly shows at Twin Cedar Inn, Clementon, N. J. Other burly people at near-by Jersey spots are Sandra Lydell at Chi & Fiddie Inn, Atee; Betty Morris at Murray Inn, Haddonfield, and Ruby White and Dottie Morris at the Smart Spot, Haddonfield.

JEAN CARTER replaces Crystal Ames in the lead at Carroll's.

GEORGIA SOTHERN the first to make a return at the Tree December 14 week.

GLADYS FOX holds over at the Smart Spot, Haddonfield, N. J., with Evelyn Cushman splitting the billing.

PAT BERNARD, from burly, new film producer at Carroll's.

FROM ALL AROUND:

GEORGE B. HILL, comic, and Ella, Leona, Alford, stripper, after a long stretch in Miami niteries, opened on the Empire Circuit at Youngstown, O., December 5.

I. B. HAMP, vet burly comic, and wife, Gertrude Beck, featured woman, during their engagement at the Gayety, Cincinnati, last week hit upon the idea of giving \$120 worth of Defense Bonds as Christmas gifts.

ROY COWAN, formerly burly comic, and wife, Fre, recently visited Mack D. Ferguson, producing straight man, backstage at the Lafayette, New Orleans. The Cowans recently closed with the Wallace Bros. Shows, on which they had the girl show.

CLARENCE MORRISON, ork man at the Fox, Indianapolis, rushed to the hospital recently with a ruptured appendix, is reported greatly improved from a gangrene infection following a blood transfusion given him by Stanley Montfort, house singer at the Fox.

Ex-Hamburg Stand In Detroit Now a De Luxer for Acts

DETROIT, Dec. 13.—The answer to a performer's dream is just about achieved at the 600-seat Haymarket, West Side spot which was a hamburger stand November, 1940, and is now, according to acts who have played the spot, equipped more thoroughly for comfort of performers than any other spot in this territory.

Manager Carl Oglebees started to use one girl Saturday nights, at about \$5 per night, last fall. Then some three months ago he was sold by Jack Davis of the Bryden Booking Office on the idea of floorshow.

He installed 12 dressing rooms in the basement, with mirrors and rugs in each, and separate showers for men and women. A greenroom was also established, equipped with an ironing board and typewriter.

Then Oglebees put in a \$400 a week show, for two teams, two singles, Dave Barbaum, emcee, and Dave Young, singer. The Charmettes, five-piece girl band, furnish music.

Business has built up 20 per cent, according to Davis, since the show policy was established in the summer. One factor is parking space for 3,000 cars.

Defense Bond Drive Committee Set for Show Biz

NEW YORK, Dec. 13.—Show business has been asked to co-operate in helping promote the sale of Defense Bonds and Stamps. Jack Lear, press head of Mule Corporation of America, has been assigned by Vincent F. Callahan, chief of the radio and press section of the Defense Saving Stamps campaign, to line up a committee to further sales.

James O. Petrillo, Gerald Griffin, Paul Dullell and Lawrence Tibbett are among union and guild heads who have received wires asking co-operation.

The wire read, "The Treasury Department would appreciate your co-operation in helping to enlist the aid of all the show world in presenting to the public the urgent need to buy Defense Bonds and Stamps. In this connection appreciate your conferring with us at a committee meeting 2 p.m. Friday, December 19, council room of the Lambs' Club."

The wire then asked that Lear be contacted, as he is acting as chairman of this committee.

Club Owner Recovering

DETROIT, Dec. 13.—Sam Short, owner of Three Trees, night spot, is recovering from severe hand injuries received from a blower in his air-conditioning plant.

"Private Clubs" Hurt Philly Spots

PHILADELPHIA, Dec. 13.—Use of expensive floorshow by the town's private clubs has caused a State Liquor Control Board investigation to determine if these clubs are being run as business propositions.

Liquor board went into action because of complaints of niterie ops that many private clubs are competition, engaging floorshow to attract non-member patrons.

Portland Star Does Well

PORTLAND, Ore., Dec. 13.—Jack Cane, manager of the Star, reports capacity business the last three weeks with two films and burly stock, plus a line of eight girls. Three a day and four (a midnighter) on Saturday. Company includes Tubby Lavelle, comic; Gay Laban, strip; Harry Fox, straight; Dorner and Robinett, specialties, and Barbara Warren.

In the ork are Joe Kelley, piano; Don Farrell, drums, and T. D. Rockwell.

Ex-Burly House Okay

DETROIT, Dec. 13.—The Gayety Theater rates as an air-raid shelter, Survey by the Chief of the City Bureau of Buildings listed some three dozen downtown structures as shelters because of their construction. The Gayety, closed the past two seasons, was the only theater listed. It was built around the turn of the century.

Corio Resuming "Cargo"

DAYTON, O., Dec. 13.—Ann Corio says farewell to burlesque at the Mayfair here week of December 12. Closing in Newark, N. J., December 7, she rehearsed in the East for four days with a White Cargo troupe, then came on to Dayton for her week's engagement. The rest of the cast will continue rehearsals and be joined by Miss Corio when she finishes here.

Arkansas Club Burned

MOUNTAIN HOME, ARK., Dec. 13.—The Manhattan night club was destroyed by fire November 7. Club is owned by J. B. Dodd, who estimates loss at around \$12,000.

Gene Austin in New Club

NEW ORLEANS, Dec. 13.—Gene Austin opened the new Moulin Rouge night club November 14 with Pinky Gerbrecht and His Gentlemen and three-act floorshow.

Galveston Club Enlarged

GALVESTON, TEX., Dec. 13.—The Broadway dinner club has been enlarged. Mel Cook and ork and three-act floorshow open spot.

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CHORUS GIRLS

Long Pleasant Engagement,
Salary, \$25.00.

Write or Wire
DAVID HAMILL
National Theater, Detroit, Mich.

TIRZA
and her Wine Bath
and
ALLAN DUPERT, Manager
extends deepest thanks to
PHIL ROSENBERG
and
LOU MILLER
for successful and pleasant engagements
in their Star Theater, Brooklyn, and Eltjige and City Theaters, New York City.

A MERRY
CHRISTMAS AND A
HAPPY NEW YEAR

**HELEN
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Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Mundee and June Seriously Injured In Auto Accident

MIDLAND, Tex., Dec. 19.—Mr. and Mrs. Connie Mundee, known professionally as Mundee and June, jugglers, were seriously injured in an automobile wreck which took the lives of three other people near Midland Wednesday (19).

The Mundees, who were en route from the West Coast to visit the Harley Sadler Tent Show, are in Western Clinic Hospital here. Mrs. Mundee is recovering, but little hope is held for her husband. Harley Sadler urges that show friends communicate with the Mundees at the hospital.

Mr. and Mrs. Mundee have appeared in vaudeville and with vaudeville tent shows and circuses.

Robinson Tenter In South Georgia

Macon, Ga., Dec. 13.—Robinson's Silver Minstrels, colored tent show, continues operation in Southern Georgia towns, with business reported as satisfactory. Mr. and Mrs. C. S. Robinson, owners, are leaving for Knoxville this week to spend the holidays. Don Dunning will have charge of the show during their absence.

Mr. and Mrs. Robinson will hop into New York after the first of the year to purchase wardrobe for the coming season. Bert Reading, of Chester, Pa., will meet them in New York to assist in mapping the show's route on Northern spots for next season.

Featured with the Robinson tent are "Pot Likker" O'Neil, Zeek Myra, William Earl and Spark Plug, comics. Three new acts are slated to join the troupe in January. Billiken Grimes, show's producer, has gone to Detroit for a visit.

Charles Perkins, boss canvasman, is re-vamping all show equipment, from seats to scenery, for the 1942 canvas trek. "Shorty" Jeramigan continues as bill-poster and advance man.

Fanning Show in Canada

NELSON, S. C., Dec. 12.—Fanning's Show, H. H. Fanning, manager, is playing to satisfactory returns in this section with a ghost and mystery show, Do You Believe in Spirits?, by E. F. Hannan. Show made several Western Canada fairs during the season, to good results, and is now playing halls and schools under auspices. Three people do the show. Fanning is a veteran showman, having been with the old Harris Nickel Plate and other shows of the past.

Hayworth Reports Biz Tops

WILSON, N. C., Dec. 13.—"Sea-Bee" Hayworth, who recently began his sixth consecutive circle season in Wilby-Kinney houses in North Carolina, says that business to date is far ahead of that of any previous season for the same period. The Hayworth unit is set for four extra midnight shows for Christmas and New Year's weeks, Hayworth says.

Art Grandi in Hospital

MUNER, Ill., Dec. 13.—Art Grandi, veteran rep and stock performer who for a number of years had out his own rep organization, is seriously ill at Veterans' Hospital here and is anxious to hear from old show friends. Mrs. Art Grandi is now residing in Fort Wayne, Ind.

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We have the best in 35MM. Sound Attractions at Perfect Prices. Also Posters and Postcards. Don't wait until you need 'em. Write today for our latest list and NEW LOW PRICES. Stock up now while prices are low.

BOX-D-111, Care The Billboard, Cincinnati, Ohio

COMICS! ACTS! EMSEES!

Get one of these cards read through on your next show!—with variety from the Old, Secret, Amusing, Novel, Funny, and Shocking. \$1.00. Cash with order. Make and check ordering that full and complete. Here are the details. Special material by arrangement. Address: JOHN C. FINCH, 422 S. High, Columbus, O.

Attention! Enlisted Men!

The Billboard is desirous of learning immediately the names of those members of the amusement industry, both indoor and outdoor, who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last week.

The enlisted, or some member of his family or a friend, is asked to write immediately to The Billboard, 25 Opera Place, Cincinnati, Day Press Rate-Collect—the following information: Name of enlisted member; branch of service; date and place of enlistment; and occupation in show business.

Rep Ripples

PETERSON SHOW, vaude-picture combination, is playing auspicious dates in Hillsboro County, New Hampshire, to reported good business. E. S. Peterson is owner and projectionist, and Musical Bradley is furnishing the vaude end. Peterson was formerly associated with Billy B. Van, now retired from the stage and busy in radio work and commercial lines in Newport, N. H.

WILBARD HOAGUE has a small vaude-picture trick in Western Connecticut. Mildred Grant, songstress and monologist, furnishes the vaude end. CARL N. BABCOCK, formerly associated for many years with John R. Van Arnam, minstrel and tent showman, is now employed at the State Hospital, Danville, Pa.

JOHNNIE (BOZO) MATTISE, for many years comedian with his own tab on the old Joe Spiegelberg and Gus Sun circuits and well known in Southern tent show circles, is connected with the Private Patrol, a law enforcement agency in New Orleans.

RED HARRIS, blackface comic, is back home in Black Creek, N. C., where he will remain until after the holidays. Harris recently visited the Toby Berry Show in South Carolina and says he found the performance good, with Toby taking the comedy honors.

CLARENCE AUSKINGS, who closed recently as agent for Capt. Al Cooper's Dixie Queen Showboat when the craft tied up in Nashville for an indefinite stock run, is now handling the advance for Roba and Company, magic turn playing schools in Southern Missouri. EDDIE DOYLE, of Eddie and Amy Doyle, well-known rep and tab team, has

opened a theatrical agency in Terre Haute, Ind., while Amy is now operating her own novelty and gift show in her home town of Worthington, Ind. . . . JOE RAYWORTH, son of "Sea-Bee" and Marion Hayworth, and now attending school in Rocky Mount, N. C., will spend the holidays with his parents on their North Carolina circle. . . . EDDIE AND BABE MASON, formerly with the Madge Kinsey Players in Ohio, are now located in Mansfield, O., where they are keeping busy on a promotional idea with the local American Legion Club. In addition, Eddie continues to operate his country store giveaway feature at the Paramount Theater, Middletown, O., on Wednesdays and the Palace Theater, Hamilton, O., Thursdays. . . . CHRIS CHRISTENSEN, formerly for several seasons with the George Roberson Players, last Thursday (11) closed an 18-week run with his orchestra at the Glenn Henderson, Newport, Ky. He will job with his band in the Cincinnati area until another location stand pops up.

THE MUSICAL SHAMES (Edna and Walter) and Chief DeSalle will entertain at the Heart of America Showmen's Club Tucky Party and Dance at the Reid Hotel, Kansas City, Mo., December 30.

FBI TO SUPERVISE

(Continued from page 5) tribution of information are to be sent to papers and radio stations to guard against so-called "pipe-line" and "inside" information which might "give aid and comfort to the enemy." Broad interpretation may be made of such classification, and radio commentators have qualms about dishing out alarming news unless it is contained in the official communiqués of the governments at war. Personal interpretation of war news is expected to be at a premium among many radio commentators when censorship ban is enforced.

Navy, now exercising the bulk of censorship on news from the Pacific, put a heavy lid on early stories from Hawaii and the Philippines. Only incident-rousing comment was recent broadcast by Fulton Lewis Jr., Mutual commentator in Washington, who aired consensus on American losses in Pearl Harbor which he obtained among Congressional members. The Chicago Tribune service asked Navy for permission to print a transcript of the Lewis broadcast, which was refused. The Tribune group, including The New York Daily News and The Washington Times Herald, immediately ran story on Lewis broadcast making broad hints that Lewis was in hot water with authorities.

Mutual commentator burned up over the implications and called Admiral

McBurn at the Navy to find out about the story. He said that the Navy gave him assurances they had found no fault with the program. Nevertheless, other Navy spokesmen stated that the Lewis story had been discussed, but no complaint would be filed because the department was considering early violations as caused by "misunderstandings and bad judgment."

Lewis said The Tribune story was prompted by the paper's desire to point the finger at somebody else since it had run proud of military men over publication of its isolationist "AEP" plans. Now that the Chicago paper had become intensely patriotic and martial in spirit, it was said, it was very anxious to remove its former America First poison from everybody's mind. National Association of Broadcasters advised all stations that foreign language programs should be continued because a shut-down would "tend to demoralize large segments of our population."

Schérhagen Formis Agency; Other Philly Changes

PHILADELPHIA, Dec. 13.—P. H. Seberhagen, recently resigned from Oltz-Marlton agency, has formed his own ad agency, to be known as Seberhagen, Inc. Seberhagen will be president of the new agency. F. C. Flecher Jr. is secretary and D. Mahlon Corson treasurer.

Other major activity on ad agency row has Charles A. Osmid, founder of Oswald Advertising Agency, Inc., withdrawing from active direction because of ill health. He becomes chairman of the board, with Wesley M. Duff elected president and treasurer and Earl W. [unclear] vice-president and secretary.

Reading, Pa., Files

READING, Pa., Dec. 13.—A third radio station is being sought for the town. Application for the airer has been filed with the FCC by the Hawley Company, headed by Hawley Quier, publisher of The Reading Eagle and Reading Times morning and evening sheets. At present town's two stations, WEEU and WRAW, are operated as one. Share time on same dial spot, using the same offices and studios and both operated by the Reading-Berks Broadcasting Company.

WANTED NOW

Real rock novelty Vaudeville Acts. Musical Soloists. Girl Dancers, with a touch very special. Your money and best creative work. Bright and road in the North's Great Shows. Write "SEA-BEE" HAYWORTH, ATTRACTIONS, Carolina Theatre Bldg., Wilson, N. C. N. B. Dorothy Quinn, contact. Cash always available, above people in all lines.

35MM. FILMS

Life of Our Heroes, Alaskan Mining, Uncle Tom's Cabin, White Zephyr, American Head Hunters, Unknown Blonds, Found Alive, Johnny Mack Brown, Part of Hero, Bob Stull, Tom Tyler, The Mayor, Ken Maynard and plenty other subjects from which to choose. For complete list only. Send for our Big FREE Catalog TODAY. BOX B-110, Care The Billboard, Cincinnati, Ohio

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Coliseum Derby Still Rolls With 13 and 1 in Running

CHICAGO, Dec. 13.—Coliseum Derby continues to do its usual okay biz with 13 teams and one solo still on the floor. Jackie Richards presented another contestant revue this week, entitled Circus Nights. Jackie left yesterday to take a producing job in Minneapolis.

Contestants remaining are Phil and Jo-Jo Arnold, Billy and Ruthie Willis, Sammy Allen and Patsy Gallagher, Louie and Chad Meredith, Joe Beck and Jennie Busch, Earl Harrington and Betty Hupard, Bill Harris and Elaine Smallwood, Charlie Loeb and Hazel Dietrich, Rocky Rhodes and Gerry Guertin, Johnny Hughes and Mary Lou Sutphin, Red Johnson and Eileen Ritter, Buddy Jeffries and Norma Jasper and Johnny Henderson and Virginia Beach. Pete Trimble continues to solo.

One Year Ago

LOU STUTZ was making preparations for a show in San Diego, Calif. . . . Nick Winick, former contestant, was managing Mariette Inn on the outskirts of Pittsburgh. . . . RAY PARSONS show in San Francisco was playing to okay business. . . . COLISEUM walks in Chicago was down to 33 teams and 6 solos. . . . FRANKIE AND ALICE DONATO were working in the Jive Room in Miami, where Frankie was crooner, assisted by Alice. . . . CHARLIE RICHARDS, after managing a restaurant on the West Coast for two years, was back in Chicago.

CONNIE REED writes from Kansas City, Mo.: "I read the recent item in the column sent in by Mary Finn, wherein she listed several contestants as her favorites, with Hughie Henderson leading the list. However, I would like to pick a bond with her for not including Stan West in her list of swell contestants. How about Sam Fox putting us in the know as to whether or not he is planning a Kansas City show next spring? The fans here are all looking forward to one."

A HASTY PERUSAL of the Letter List recently showed several prominent walkie names. Better take a look and see if yours is there.

HOW ABOUT SOMEONE shooting in the dope of the outcome of the Albuquerque N. M. show. Last week's info had it in the wind-up.

THE NEW DRAFT age law is going to affect a greater number of you now than the situation has become final. It would be a great help to the column if you would shoot the column a card when and if you join the service.

INQUIRIES WERE RECEIVED last week on Bill Harris, Buddy Jeffries, Jimmy Gable, Frankie Little, Joe Beck, Val Rogers, Tonia Krutze, Boop Clifford, Ruth Roth, Doris Neubert, Georgia Bernstein, Eddie Blessing, Jimmie Griffin and Red Monroe.


TO BALTIMORE FANS—Phil and Jo-Jo Arnold, Billy and Ruthie Willis and Earl Harrington are contestants in the Coliseum walks in Chicago.

You've saved two million lives so far!

SINCE 1940, when the fight began, the tuberculosis death rate has been reduced 75%—by people like you buying Christmas Seals. More than two million lives have been saved.

For the battle against this strange pest we call Tuberculosis will take more people between the ages of 15 and 45 than any other disease.

Yet it is possible to eliminate completely the misery of mankind. Our weapons are Research, Education, Prevention. Coated-made partnership your use of Christmas Seals. Get them today.



CHRISTMAS SEALS

Roadshow Films

SUPPLIES 16MM. & 35MM. EQUIPMENT

World Conflict Ups Demand For Timely Background Pix

NEW YORK, Dec. 18.—In recent months roadshowmen have been reporting particularly heavy interest in films covering the background of events that brought on the current world conflict. The interest has also been keen in pictures showing actual film digests of the world-wide range of events, personalities and conditions confronting the world. Now that this country has been drawn into the war it is expected that interest in these particular films will soar to new high levels.

The world-wide fight for freedom is a topic that has special significance now for the citizens of this country. Schools, churches, clubs, labor organizations and other groups are making arrangements to show the dramatic and authentic portrayal of the events that have brought on the present struggle.

There are many films covering all aspects of the subject, from the early modest beginnings of the Nazi climb to power to exposes of Nazi and Fascist plans for world domination. Some of the motion pictures are presented as fictional features, but the facts they present are no less dramatic, as they re-

veal the program of terror and conquest powerfully and truthfully.

All sides of the crises are presented and roadshowmen report that these film documents are making audiences completely aware of the dictator peril. Some of the films, produced on the spot by eyewitnesses in defiance of official censorship, show what a brave stand was made by certain Central European governments against Nazi force. It has always been claimed that the motion picture is the best medium for handling contemporary history, and the many 16mm. films available, bringing home the truth honestly and without hysteria, are ample proof of this.

Other films that attract attention and which will continue to hold the spotlight are those that show what actually happens to "the man in the street" when modern warfare prevails—air raid precautions, the various civilian auxiliary services and their functions, modernized lighting invasion methods, and similar subjects.

In addition to feature lengths there are many short subjects available, including shots of the historic invasions of Poland, Danzig, Norway, Belgium, France and the other countries in Europe that had to bow one by one to the might of the Nazi war machine. There are films showing attacks on Britain and the reaction of the British people; shots of various naval actions; convoys, etc. All these films, international in scope, give a complete background of the war crisis in all its aspects.

Roadshowmen feel that the demand for these films will hit unprecedented levels now that war has come to the United States.

Attention! Enlisted Men!

The Billboard is desirous of learning immediately the names of those members of the amusement industry, both indoor and outdoor, who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last week.

The enlisted, or some member of his family or a friend, is asked to wire immediately to The Billboard, 25 Opera Place, Cincinnati, Day Press Rate-Collect—the following information: Name of enlisted member; branch of service; date and place of enlistment and occupation in show business.

Cutting It Short

By THE ROADSHOWMAN

Stephen Brealin, enjoying a successful run with his series of Color Classics cartoon subjects, plans to remain in the New York area until May, and will then tour New England and Eastern New York State. He will cover camps and hotels in the Berkshires and Catskills with a program made up of dramas and musicals.

Several roadshowmen have written in to report that there seems to be a definite revival of interest on the part of audiences in song fests. They state that showing of slides featuring standard ballads creates considerable interest in the film program, and the audience participation in the singing brings added enjoyment. Patriotic songs are going particularly well, it is said. Usually the song slides do not run more than 10 minutes. The stereopticon used to project the slides comes in very handy for flashing merchants' advertising on the screen, the roadshowmen conclude.

Television Outlets Depend Largely on Non-Theatricals

PHILADELPHIA, Dec. 18.—Because of the inability of television stations to compete with the motion picture theaters in getting current film releases, the television outlets have come to depend largely upon non-theatrical pictures for program material. It was disclosed by officials at WPTZ, Philco television station here. Since the regular film product made available to the stations are for the most part heavily dated and inferior pictures, making for poor entertainment programs, the station has come to depend largely upon the non-theatricals, using both 16 and 35mm. product, depending upon its availability.

Required by the Federal Communications Commission to provide 15 hours of television programs a week, WPTZ here devotes a third of that time to the showing of motion pictures. For the most part, the feature pictures telecast are non-theatricals and proving highly satisfactory for television purposes. Features used are mostly Westerns because they provide plenty of action, a factor highly necessary for television purposes. Also used to advantage among the non-theatricals are religious features and commercial shorts especially.

Station officials here admit that the non-theatrical films have been the salvation of television stations both here and in New York both from the standpoint of availability and entertainment qualities. And since television officials look upon motion pictures in the same light that a radio station considers phonograph records, the non-theatricals will continue to play an increasingly important part in the development of television as a commercial entertainment medium.

16mm Roadshowmen

Over 2000 Features—Over 7000 Shorts in Our GIGANTIC LIBRARY.

Rentals from \$5.00 to \$20.00 per day. From \$10.00 to \$35.00 per week.

We supply Projectors, Stereopticons, Turntables, Microphones and Screens on small weekly payments. Everything except the Audiences! WRITE FOR OUR SPECIAL ROADSHOWMEN'S BULLETIN.

IDEAL PICTURES CORPORATION

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18 South Third St. Tampa, Fla. 59 Cone St., N. W. Atlanta, Georgia

\$8.95 COMPLETE 16mm. SOUND SHOWS ROADSHOWMEN ONLY **\$8.95** Per Week

How can you afford to miss out on the best of the 16mm. sound shows? Write for our special Roadshowmen's Bulletin today. It contains the names of the best of the 16mm. sound shows, the names of the best of the 16mm. sound shows, the names of the best of the 16mm. sound shows.

MCGULL'S 150 W. 48th St., N. Y. C.

35MM. FILMS & EQUIPMENT

Any kind of Motion Pictures you want. Brand New and Used Prints at prices you can afford to pay. Let us show you the best. For outright sale only. For advertising, send for the FREE Winter Catalog today.

BOX D-138

CINCINNATI, OHIO

16MM. SALE

16mm. Features, regularly priced at \$2.00, now \$1.00. 16mm. Shorts, regularly priced at \$1.00, now \$0.50. Write for our free brochure today! ZENITH THEATRE SUPPLY CO., INC. 930 W. 64th St. New York

DOV SAYS:

Send for our new TODAY for NEW 16mm. feature length shorts, including feature and shorts in 16mm. film. Also short shorts in both 16mm. film and 8mm. film. Write today! DOV ELDERS, Dept. 88-4, 720 Broadway, New York, N.Y.

RELIGIOUS FEATURES

Yours is the Kingdom. Passion Play. Brother From Another Planet (The Life of Christ), etc. Also various and various. 16MM. or 8MM. OTTO MARBACH, 820 Ninth Ave., N. Y. City.

How To Run Profitable Winter Season Free Shows

By JUNIOR CLARK, of Midwest Theaters

WITH the advent of the long winter season, most roadshowmen who operate merchant-sponsored free shows wind up their activity and turn to presentation of regular 16mm. shows thru the usual channels. However, it is possible to continue these showings profitably during the winter months and the plan I outline, tho, it may not be new to many veterans, may be of interest to some of the new blood that has been coming into the roadshow field steadily for the past few years.

It is generally agreed that free shows run into a slump in the winter because the merchants who sponsor the shows do not feel that they get enough out of free show patrons to pay them to run in the winter. On the surface it would appear that their logic is correct, but I have tried out a method that has been doing quite well.

First, I have all the merchants pay an agreed-upon fee, just as they always do in the case of the sponsored free shows. The next step in my plan is to rent a hall in the town and put on a show each week. However, the important point is that I charge an admission of 10 cents. In exchange for this admission charge I give the patrons a ticket worth 10 cents in trade at any one of the sponsors. Therefore, in effect, this is still a free show.

This plan does not affect attendance. As a matter of fact the show draws just as big a crowd as the regular free show. Another very important point is that the shows make more money for the merchants than the usual free show, as each patron already has 10 cents to trade with. This plan draws the crowds to the sponsor's store, and usually the patron will buy much more than just 10 cents' worth of merchandise. Therefore the sponsoring merchant is more than satisfied with results and he develops into a year-round sponsor of shows.

This method of operation has another distinct advantage—this time for the roadshowman. The hiring of a theater right in town keeps the people from traveling far to see a show. Therefore it is possible to show the same film in different sections of the larger towns.

The program material for roadshows follows a certain set pattern and there haven't been any material changes since the inception of these shows. The program is made up of a serial, a cartoon color subject in one reel, and an action picture. The feature picture is almost always a Western, as it seems that these pictures have what it takes to please the rural patron.

ROADSHOWMEN	WEEKLY
COMPLETE 16MM.	\$5.00
SOUND PROGRAMS	\$7.50
1000 To Choose From, Sound Projectors, \$300 Weekly.	\$10.00
Write Now—Start Saving Today	
BOX D 125, BILLBOARD, CINCINNATI, OHIO	

\$19.50 PUTS YOU IN SHOW BUSINESS

We give you everything, motion picture projector, sound equipment, films. Guarantee you to make good. Come see how in film to circuit from the 5,000 short-reel films in U.S.A. Made up to 15-20-25-30-35-40-45-50-55-60-65-70-75-80-85-90-95-100-105-110-115-120-125-130-135-140-145-150-155-160-165-170-175-180-185-190-195-200-205-210-215-220-225-230-235-240-245-250-255-260-265-270-275-280-285-290-295-300-305-310-315-320-325-330-335-340-345-350-355-360-365-370-375-380-385-390-395-400-405-410-415-420-425-430-435-440-445-450-455-460-465-470-475-480-485-490-495-500-505-510-515-520-525-530-535-540-545-550-555-560-565-570-575-580-585-590-595-600-605-610-615-620-625-630-635-640-645-650-655-660-665-670-675-680-685-690-695-700-705-710-715-720-725-730-735-740-745-750-755-760-765-770-775-780-785-790-795-800-805-810-815-820-825-830-835-840-845-850-855-860-865-870-875-880-885-890-895-900-905-910-915-920-925-930-935-940-945-950-955-960-965-970-975-980-985-990-995-1000-1005-1010-1015-1020-1025-1030-1035-1040-1045-1050-1055-1060-1065-1070-1075-1080-1085-1090-1095-1100-1105-1110-1115-1120-1125-1130-1135-1140-1145-1150-1155-1160-1165-1170-1175-1180-1185-1190-1195-1200-1205-1210-1215-1220-1225-1230-1235-1240-1245-1250-1255-1260-1265-1270-1275-1280-1285-1290-1295-1300-1305-1310-1315-1320-1325-1330-1335-1340-1345-1350-1355-1360-1365-1370-1375-1380-1385-1390-1395-1400-1405-1410-1415-1420-1425-1430-1435-1440-1445-1450-1455-1460-1465-1470-1475-1480-1485-1490-1495-1500-1505-1510-1515-1520-1525-1530-1535-1540-1545-1550-1555-1560-1565-1570-1575-1580-1585-1590-1595-1600-1605-1610-1615-1620-1625-1630-1635-1640-1645-1650-1655-1660-1665-1670-1675-1680-1685-1690-1695-1700-1705-1710-1715-1720-1725-1730-1735-1740-1745-1750-1755-1760-1765-1770-1775-1780-1785-1790-1795-1800-1805-1810-1815-1820-1825-1830-1835-1840-1845-1850-1855-1860-1865-1870-1875-1880-1885-1890-1895-1900-1905-1910-1915-1920-1925-1930-1935-1940-1945-1950-1955-1960-1965-1970-1975-1980-1985-1990-1995-2000-2005-2010-2015-2020-2025-2030-2035-2040-2045-2050-2055-2060-2065-2070-2075-2080-2085-2090-2095-2100-2105-2110-2115-2120-2125-2130-2135-2140-2145-2150-2155-2160-2165-2170-2175-2180-2185-2190-2195-2200-2205-2210-2215-2220-2225-2230-2235-2240-2245-2250-2255-2260-2265-2270-2275-2280-2285-2290-2295-2300-2305-2310-2315-2320-2325-2330-2335-2340-2345-2350-2355-2360-2365-2370-2375-2380-2385-2390-2395-2400-2405-2410-2415-2420-2425-2430-2435-2440-2445-2450-2455-2460-2465-2470-2475-2480-2485-2490-2495-2500-2505-2510-2515-2520-2525-2530-2535-2540-2545-2550-2555-2560-2565-2570-2575-2580-2585-2590-2595-2600-2605-2610-2615-2620-2625-2630-2635-2640-2645-2650-2655-2660-2665-2670-2675-2680-2685-2690-2695-2700-2705-2710-2715-2720-2725-2730-2735-2740-2745-2750-2755-2760-2765-2770-2775-2780-2785-2790-2795-2800-2805-2810-2815-2820-2825-2830-2835-2840-2845-2850-2855-2860-2865-2870-2875-2880-2885-2890-2895-2900-2905-2910-2915-2920-2925-2930-2935-2940-2945-2950-2955-2960-2965-2970-2975-2980-2985-2990-2995-3000-3005-3010-3015-3020-3025-3030-3035-3040-3045-3050-3055-3060-3065-3070-3075-3080-3085-3090-3095-3100-3105-3110-3115-3120-3125-3130-3135-3140-3145-3150-3155-3160-3165-3170-3175-3180-3185-3190-3195-3200-3205-3210-3215-3220-3225-3230-3235-3240-3245-3250-3255-3260-3265-3270-3275-3280-3285-3290-3295-3300-3305-3310-3315-3320-3325-3330-3335-3340-3345-3350-3355-3360-3365-3370-3375-3380-3385-3390-3395-3400-3405-3410-3415-3420-3425-3430-3435-3440-3445-3450-3455-3460-3465-3470-3475-3480-3485-3490-3495-3500-3505-3510-3515-3520-3525-3530-3535-3540-3545-3550-3555-3560-3565-3570-3575-3580-3585-3590-3595-3600-3605-3610-3615-3620-3625-3630-3635-3640-3645-3650-3655-3660-3665-3670-3675-3680-3685-3690-3695-3700-3705-3710-3715-3720-3725-3730-3735-3740-3745-3750-3755-3760-3765-3770-3775-3780-3785-3790-3795-3800-3805-3810-3815-3820-3825-3830-3835-3840-3845-3850-3855-3860-3865-3870-3875-3880-3885-3890-3895-3900-3905-3910-3915-3920-3925-3930-3935-3940-3945-3950-3955-3960-3965-3970-3975-3980-3985-3990-3995-4000-4005-4010-4015-4020-4025-4030-4035-4040-4045-4050-4055-4060-4065-4070-4075-4080-4085-4090-4095-4100-4105-4110-4115-4120-4125-4130-4135-4140-4145-4150-4155-4160-4165-4170-4175-4180-4185-4190-4195-4200-4205-4210-4215-4220-4225-4230-4235-4240-4245-4250-4255-4260-4265-4270-4275-4280-4285-4290-4295-4300-4305-4310-4315-4320-4325-4330-4335-4340-4345-4350-4355-4360-4365-4370-4375-4380-4385-4390-4395-4400-4405-4410-4415-4420-4425-4430-4435-4440-4445-4450-4455-4460-4465-4470-4475-4480-4485-4490-4495-4500-4505-4510-4515-4520-4525-4530-4535-4540-4545-4550-4555-4560-4565-4570-4575-4580-4585-4590-4595-4600-4605-4610-4615-4620-4625-4630-4635-4640-4645-4650-4655-4660-4665-4670-4675-4680-4685-4690-4695-4700-4705-4710-4715-4720-4725-4730-4735-4740-4745-4750-4755-4760-4765-4770-4775-4780-4785-4790-4795-4800-4805-4810-4815-4820-4825-4830-4835-4840-4845-4850-4855-4860-4865-4870-4875-4880-4885-4890-4895-4900-4905-4910-4915-4920-4925-4930-4935-4940-4945-4950-4955-4960-4965-4970-4975-4980-4985-4990-4995-5000-5005-5010-5015-5020-5025-5030-5035-5040-5045-5050-5055-5060-5065-5070-5075-5080-5085-5090-5095-5100-5105-5110-5115-5120-5125-5130-5135-5140-5145-5150-5155-5160-5165-5170-5175-5180-5185-5190-5195-5200-5205-5210-5215-5220-5225-5230-5235-5240-5245-5250-5255-5260-5265-5270-5275-5280-5285-5290-5295-5300-5305-5310-5315-5320-5325-5330-5335-5340-5345-5350-5355-5360-5365-5370-5375-5380-5385-5390-5395-5400-5405-5410-5415-5420-5425-5430-5435-5440-5445-5450-5455-5460-5465-5470-5475-5480-5485-5490-5495-5500-5505-5510-5515-5520-5525-5530-5535-5540-5545-5550-5555-5560-5565-5570-5575-5580-5585-5590-5595-5600-5605-5610-5615-5620-5625-5630-5635-5640-5645-5650-5655-5660-5665-5670-5675-5680-5685-5690-5695-5700-5705-5710-5715-5720-5725-5730-5735-5740-5745-5750-5755-5760-5765-5770-5775-5780-5785-5790-5795-5800-5805-5810-5815-5820-5825-5830-5835-5840-5845-5850-5855-5860-5865-5870-5875-5880-5885-5890-5895-5900-5905-5910-5915-5920-5925-5930-5935-5940-5945-5950-5955-5960-5965-5970-5975-5980-5985-5990-5995-6000-6005-6010-6015-6020-6025-6030-6035-6040-6045-6050-6055-6060-6065-6070-6075-6080-6085-6090-6095-6100-6105-6110-6115-6120-6125-6130-6135-6140-6145-6150-6155-6160-6165-6170-6175-6180-6185-6190-6195-6200-6205-6210-6215-6220-6225-6230-6235-6240-6245-6250-6255-6260-6265-6270-6275-6280-6285-6290-6295-6300-6305-6310-6315-6320-6325-6330-6335-6340-6345-6350-6355-6360-6365-6370-6375-6380-6385-6390-6395-6400-6405-6410-6415-6420-6425-6430-6435-6440-6445-6450-6455-6460-6465-6470-6475-6480-6485-6490-6495-6500-6505-6510-6515-6520-6525-6530-6535-6540-6545-6550-6555-6560-6565-6570-6575-6580-6585-6590-6595-6600-6605-6610-6615-6620-6625-6630-6635-6640-6645-6650-6655-6660-6665-6670-6675-6680-6685-6690-6695-6700-6705-6710-6715-6720-6725-6730-6735-6740-6745-6750-6755-6760-6765-6770-6775-6780-6785-6790-6795-6800-6805-6810-6815-6820-6825-6830-6835-6840-6845-6850-6855-6860-6865-6870-6875-6880-6885-6890-6895-6900-6905-6910-6915-6920-6925-6930-6935-6940-6945-6950-6955-6960-6965-6970-6975-6980-6985-6990-6995-7000-7005-7010-7015-7020-7025-7030-7035-7040-7045-7050-7055-7060-7065-7070-7075-7080-7085-7090-7095-7100-7105-7110-7115-7120-7125-7130-7135-7140-7145-7150-7155-7160-7165-7170-7175-7180-7185-7190-7195-7200-7205-7210-7215-7220-7225-7230-7235-7240-7245-7250-7255-7260-7265-7270-7275-7280-7285-7290-7295-7300-7305-7310-7315-7320-7325-7330-7335-7340-7345-7350-7355-7360-7365-7370-7375-7380-7385-7390-7395-7400-7405-7410-7415-7420-7425-7430-7435-7440-7445-7450-7455-7460-7465-7470-7475-7480-7485-7490-7495-7500-7505-7510-7515-7520-7525-7530-7535-7540-7545-7550-7555-7560-7565-7570-7575-7580-7585-7590-7595-7600-7605-7610-7615-7620-7625-7630-7635-7640-7645-7650-7655-7660-7665-7670-7675-7680-7685-7690-7695-7700-7705-7710-7715-7720-7725-7730-7735-7740-7745-7750-7755-7760-7765-7770-7775-7780-7785-7790-7795-7800-7805-7810-7815-7820-7825-7830-7835-7840-7845-7850-7855-7860-7865-7870-7875-7880-7885-7890-7895-7900-7905-7910-7915-7920-7925-7930-7935-7940-7945-7950-7955-7960-7965-7970-7975-7980-7985-7990-7995-8000-8005-8010-8015-8020-8025-8030-8035-8040-8045-8050-8055-8060-8065-8070-8075-8080-8085-8090-8095-8100-8105-8110-8115-8120-8125-8130-8135-8140-8145-8150-8155-8160-8165-8170-8175-8180-8185-8190-8195-820

The Final Curtain

ANDERSON—Peter M., 71, at Mopson, Calif., of injuries sustained when he fell off a bicycle. He worked elephants with the Al O. Barnes Circus, leaving the show in 1895 to work for a restaurant in El Monte, Calif., up to time of his death. Interment in Monrovia.

BENESECH—Charles, 71, retired owner and manager of motion picture theaters, December 10 in Chicago. Benezech formerly operated seven theaters in Chicago.

BROWNLEE—James H., 69, director of Prince Albert (Sask.) Agricultural Society, in that city recently. Buried by his widow, two daughters, two brothers and two sisters. Burial in Prince Albert Cemetery.

BUDNICK—Michael, 48, instantly when he fell backstage at the Mayfair Theater, Bridgeport, Conn., recently. He was superintendent of the theater.

BULL—Clarence L., 42, manager of news bureau at Station WDTA, Batavia, N. Y., December 1 at home in Clarence Center, N. Y. He leaves his wife, three sons and a daughter.

BURG—Carl, 37, showman, in a Springfield, Ill., hospital December 4 after a long illness. He was formerly with the Norris & Castle Royal American, Johnny J. Jones and Rubin & Cherry Shows and at the time he became ill was with Hennies Brothers. Services at the Rose-Heath funeral home, Springfield, La., with burial in Greenwood Cemetery there. Survived by his widow, Margaret.

CLEMENT—George M. D., 63, vice-president of Dewa Amusement Company, operator of rides at Edgewater Park, Detroit, December 3. Survived by a daughter, Mrs. Fred R. Walker, whose husband is manager of the rides. Interment at Suttons Bay, Mich.

DEUTSCH—Oscar, 48, chairman of the Odeon Circuit, controlling 300 British theaters, December 5 in London.

DEVERE—William H. (Skinny), 63, former Columbia (O.) musician, December 5 at Soldiers' Home, Washington. He played with pit orchestras at the Grand, Copasook, Southern and Hartman theaters, Columbus, until three years ago. Buried in Washington.

DUFF—Donald, 38, former actor, December 7 at home in New York of a heart attack. Duff created in this country the role of Janek Prus in Karl Capota's *Metropolis Secret*. As a child he played David in *The Awakening of Helena Bishop*, with Margaret Anglin. He retired several years ago. Survived by his widow.

EWING—Percy S., 85 former correspondent of *The Billboard* and winner of *The Billboard's* Diamond Bronz Emblem

in 1904, in Dequar, Ill., November 30 of a heart attack. Survived by his widow, Elizabeth, and a son, Edward J. Burial in Fairlawn Cemetery, Decatur.

FOURTYE—Coel, 71, composer and author of books on music, December 7 in Bellevue Hospital, New York. He had been with H. W. Gray Company, music publisher.

In Memory of My Beloved Wife

MRS. BOB FISHER

Who Passed Away December 17, 1940.

I miss you, dear.

BOB FISHER

GABLE—Olibert E., 55, who engaged in motion picture production, radio work and publicity, December 2 in Portland, Ore., from acute indigestion.

GRADY—Henry, 67, oldest employee of Steel Pier, Atlantic City, December 4 at his home in Atlantic City. Grady's career at the pier began about 35 years ago. A son survives.

GRATTAN—Lawrence, 71, former actor and playwright, December 9 in St. Luke's Hospital, New York, after a brief illness. He appeared at the age of 12 in a play called *His Lordship* and later was with various stock companies. He also was leading man at the Garrick Theater, Chicago; Vendome Theater, Nashville, and the Southern Theater, Columbus, O. At one time he headed the Lawrence Grattan Players, Chicago. He also wrote and directed vaude sketches, several of which he appeared in with his wife, Eva Taylor. More recently he contributed material to and acted in radio programs. Buried in the Acton Fund of America plot, Kensico Cemetery, Westchester County, N. Y.

KERWIN—Edward, 73, father of Mrs. Nan Rankin, well-known outdoor show woman, December 11 in Chicago of a heart attack. His widow, four daughters and three sons survive. Burial in Mount Hope Cemetery, Chicago. Another daughter, Lillian Wood, is also in show business.

KRATZ—Charles, 37, member of the WLS Dawnbusters, December 4 in Chicago.

LARSEN—Karl, 42, noted juggler and performer, in Springfield, Mo., after a long illness. He was a Shriner and Scottish Rite Mason. Survived by widow, Ruby Hoyt, a stepson, his parents and sister, all of Springfield. Funeral and interment in that city December 13.

LEUSCHNER—Frederick, 37, counsel for RCA-NBC on the West Coast, December 8 in Hollywood of a heart attack. He leaves his wife, Dorothy Page, former radio singer, and a daughter.

MORGAN—Maud, 81, former harpist, December 2 at Prince's Bay, Staten Island, N. Y. She was believed to be the first American to appear on the American concert stage as a solo harpist. She retired in 1933.

In Memoriam

1940—Ed N. McDowell—1941

Your memory is just as sweet today as the day you passed away.

Sadly Missed by His Wife and Pal

Lucy Gover McDowell

OGDEN—William H., 60, stage electrician at the Forrest Theater, Philadelphia, December 4 at his home in Camden, N. J. He was a charter member of Philadelphia Local 8, IATSE. Survivors include his widow, Jennie, and his parents. Services December 8 in Camden, with burial in Fernwood Cemetery there.

OSBORN—Mrs. Gladys, 36, assistant to the radio and night club editor of *The Detroit News*, recently in University Hospital, Ann Arbor, Mich. Survived by her husband; interment in Northlawn Cemetery, Detroit.

PICKHAM—Mrs. Arthur N., assistant manager of the Rhode Island State Fair and director and secretary of the Kingston Fair Association since 1929, December 2 in Homeopathic Hospital, Provi-

dence, following a major operation. Services December 3, with interment at Kingston, R. I.

REID—Lee L., 32, former repertoire showman, reported lost when the U. S. S. Reuben James was sunk October 31. Survived by his widow, Emma; a daughter, Patsy Ruth; a brother, Earl, and his parents.

RICHARDS—Howard E., 55, former drummer, December 1 at his home in Trenton, N. J. In his younger years he was with various bands, most prominently Winkler's Band of Trenton. Survived by his widow, Catherine; a daughter and two sons. Services December 3 in Trenton, with burial in Inlertown Cemetery there.

SHERIDAN—John, 23, dramatic student and son of Frank Sheridan, actor, November 30 in Los Angeles following an accident in the Lockheed airplane plant.

STARKE—Fred, 41, concessionaire the past three seasons with the Stephens Shows, recently of pneumonia in Spickard, Mo. Burial December 6 in Mercer, Mo.

THOMPSON—Cave, 85, blind pianist and music teacher, November 28 in Chicago.

TULLER—Charles H., 70, former musician and vaude performer, December 2 at his home in Beloit, Wis.

WATSON—Hayes, 30, Philadelphia orchestra leader and organist, December 6 when he attempted to board a trolley car while it was moving. His mother survives. Services and burial December 10 in Philadelphia.

WILD—Gottfried, 70, father of Roy Wild, Canton (O.) orchestra leader and musician, well known to circus people, December 9 in Aultman Hospital, Canton. Another son, Charles W., Cleveland, survives. Services and burial in Canton.

WILSON—John Charles, 32, internationally known television engineer, December 5 at home in Bayville, Queens, N. Y., of Hodgkin's disease. He held many patents on television inventions. In 1928 he joined the Baird Television Development Company, London, remaining with the firm until 1935, when he transferred to Ferranti, Ltd. The following year he came to this country and for a while was engaged in assisting CBS, which was then inaugurating a program in television development. In 1937 he joined the Hazeltine Service Corporation, Little Neck, L. I., N. Y., where he continued his work as an engineer and inventor. He leaves his wife.

WOSKY—Edward, 38, musician and composer, from heart attack December 6 in Des Moines. Played with Karl King's and the Ringling circus bands. One of his best compositions was *The Harlequin March*.

YEMM—George, 28, active in the Little

Samuel T. Lyons

Samuel T. Lyons, prominent Broadway and Hollywood agent, died December 6 in his Beverly Hills (Calif.) home of a heart attack.

A pharmacist by profession, he and his brother, Arthur S., president of the Lyons & Lyons agency, started as vaude agents about 25 years ago and represented many prominent performers, including Jack Benny, Leo Caray and Marjo.

He was noted as an after-dinner speaker, pushing in on his heavy dialect, which always entertained his audience.

He is survived by his widow, Joy Lyons, a former stage actress, and his brother, Arthur. Services December 8, with burial in Home of Peace Cemetery, Los Angeles.

theater movement in Philadelphia, December 2 after an operation.

ZANFRETTA—Len, 73, former circus man, December 3 in an Oakkosh (Wis.) hospital.

Marriages

ATKINSON-NORMAN—W. Lynn Atkinson, nonpro, and Ruth Norman, formerly with Snapp's Greater Shows, recently in Las Vegas, Nev.

AUER-HUNTER—Macha Auer, film actor, and Joyce Hunter, radio singer, December 4 at the City Hall, New York.

BABCOCK-KRUM—Carl W. Babcock, for many years associated with John R. Van Arman and at one time manager of the Van Arman Minstrels, and Florence E. Krum, nonpro, November 5 at Frederick, Md.

BAGBY-OLIPHANT—Harry (Doc) Bagby, Philadelphia orchestra leader, and Carrie Oliphant, nonpro, December 7 in Philadelphia.

BEHL-MATTHEWS—Milton Behl, stage and screen comedian, and Joyce Matthews, actress in Beverly Hills, Calif., December 4.

CAPPS-SITES—Erl Capps, former actor and acrobatic dancer, and Virginia Sites, non-pro, December 6 at Port Leonard Wood, Mo.

FEE-ALLWIN—Charles Fee, nonpro, and Alwin, film actress, in Las Vegas, Nev., November 30.

FLINKEY-McNULTY—Ray Flinkey, comedian, and June McNulty, former Broadway actress and sister of Penny Singleton, of the *Blonde* series over CBS in Las Vegas, Nev., November 17.

GLEESON-HUGHES—John Gleeson, hi Station KYW, Philadelphia, and Regina Marie Hughes, nonpro, November 27 in Philadelphia.

GRIER-PAGIN—Jimmy Grier, orchestra leader, and Isabel Beverly Pagin, singer with the Grier orchestra, in Los Angeles November 30.

HAWES-GROES—Howard Hawes, film director, to Nancy Rays Gross, screen writer, December 10 in Pasadena, Calif.

KEENAN-NAGLE—Lieut. James H. Keenan, U. S. Army Air Corps, and Anne Nagel, screen actress, December 4 in Boston.

KLING-COGSWELL—Billy Kling, owner and performer in the Thunderbird, high act, to Peggy Cogswell, artist, in Phoenix, Ariz., November 19.

KOLKER-PEARLMAN—Marty Kolker, saxophone player, with Kolker Brothers' orchestra, to Rosa Pearlman, nonpro, recently in Baltimore.

KOLKER-PEARLMAN—Joseph Kolker, drummer with Kolker Brothers' orchestra, to Tillie Pearlman, nonpro, recently in Baltimore.

OSTRANDER-THOMAS—Ray Ostrander, nonpro, and Audrey Thomas, of Station GELW, Windsor, Oct. 26. Windsor, Eddy.

PETRY-REDDY—Jack Petry, announcer at Station WFFO, Atlantic City, and Norma Eddy, of the same station, recently in Atlantic City.

SCHILLING-DAVIS—Lylo (Duch) Schilling, carnival concessionaire, and Ginger Davis, dancer, recently in Memphis, Mo.

TOMKO-HYLAND—Frank Tomko, musician with Paul Peterson's Yellow Jacket orchestra, and Doris Hyland, November 29 at Spruce, Wis.

WALDE-McADAMS—Sandy Walde, concessionaire on Clark's Greater Shows, and Betty McAdams in Prescott, Ariz., November 18.

WILLIAMS-JOHNSON—Joseph A. Williams, corn game agent on the J. J. Page Shows, and Annie Johnson, concessionaire, October 19 at Orlin, Ok.

Oscar E. (Harry) Wee

Oscar Edward (Harry) Wee, 60, theatrical producer, died December 9 at his temporary home in Cambridge, Mass., after a long illness. He went to Cambridge a month ago with his wife, the former actress, Louise Price.

Wee, known as Harry to his theatrical colleagues, had been in the profession for the past 40 years, mostly as a road show producer. His first theatrical venture consisted of running a motion picture machine between acts of a touring production, a job he received thru answering an advertisement in *The Billboard*. Later he became manager of a series of one-night-stand plays, some of which were *County Sheriff*, *Tom Marshall* and *Girl of the Mountains*.

Wee specialized in out-of-town presentations of former Broadway successes at low prices. Among his attractions were *The Trail of the Lonesome Pine*, *The Cat and the Canary* and *Dracula*. Ten years ago Wee formed a partnership with Jules J. Leventhal, and at one time they had a dozen plays showing at once in 11 cities. The partnership was dissolved in 1939, and Wee became associated with Frank McCoy in the operation of the Maplewood (N. J.) Theater and the road show of *Miss the Boys Goodye*.

Last summer Wee and Leventhal again joined forces and undertook the operation of an out-of-town circuit, offering plays at 81 top. The firm was last active in maintaining its subway circuit in New York, the Flatbush Theater, Brooklyn, and the Windsor Theater, Bronx.

Wee's Broadway productions included *Something for Nothing*, *The Perfumed Lady*, every Thursday, *The Devil of Pei-Ling*, *Nowhere Board* and several revivals.

His widow is his only close survivor. Buried in the Natick Cemetery, Natick, Mass.

Dr. Frank Conrad

Dr. Frank Conrad, 67, radio engineer, who was instrumental in founding station KDKA, Pittsburgh, pioneer broadcasting station, died December 11 at his winter home in Miami after suffering a heart attack on November 6. At the time of his death he was assistant chief engineer of the Westinghouse Electric & Manufacturing Company, Pittsburgh, a position he had held since 1921.

Conrad was often referred to as "the father of radio broadcasting." His conjunction with radio dates back to 1912, when he constructed a crude radio receiving set which picked up time signals sent out at regular intervals by the naval radio station in Washington. After the World War he built a home-made broadcasting station in his garage and soon began broadcasting phonograph records. When he ran out of records he borrowed some from a local music store, and he told his listeners where he got them—the first "sponsored broadcast."

Later his name began putting on home talent programs, including amateur singers. One day a department store advertised radio acts on which could be heard the Conrad program. The advertisement gave Conrad an idea. He in turn gave the idea to the Westinghouse publicity department. Westinghouse got a license from the Federal radio authorities, a new station was erected at East Pittsburgh and commercial radio was launched. He leaves his wife, two sons and a daughter.

PCSA BANQUET DRAWS 800

As L. A. Marks Second Blackout

Event presents formidable dais—WFMA members celebrate

LOS ANGELES, Dec. 13.—While this city was experiencing the second blackout in its history, more than 800 members of the Pacific Coast Showmen's Association and Western Fair Managers' Association attended the PCSA's 20th annual banquet and ball in the Biltmore Bowl, Biltmore Hotel, here Thursday night. Featuring a "20 Years of Progress" theme, event had Abe Lefton, convention committee chairman, as emcee.

Communications from well wishers all over the nation were read, and introduced from the dais were Harry Hargrave, banquet and ball committee chairman; Ed Vollman, president Western Fair Managers' Association; William Caraky, Showmen's League of America representative; Ross Davis, PCSA treasurer; Earl Douglas, third vice-president; Mike Krokos, president elect; Joe Glacy, president; Roy E. Ludington, second vice-president, and H. A. Ludwig, secretary; R. L. (Bob) Lohmar, Heart of America Showmen's Club; Tevis Patbo, secretary WFMA; Jerry Colonna and Tony Cabooch (Chester J. Gruber). Cabooch appeared thru the courtesy of Charles W. Nelson.

Entertainment featured the Biltmore (See PCSA Banquet Draws on page 35)

Butler & Gorrell Shows In Okay Ark. Launching

CULLENDALE, Ark., Dec. 13.—Butler & Gorrell Shows successfully opened a 10-day stand here this week under high school band auspices with 3 shows, 3 rides and 15 concessions. Unit is new thruout and is owned and operated by Arthur Gorrell and L. H. (Whitey) Butler.

Unit plans to play defense towns only and will remain out all winter. Shows have their own light plants and management plans to open the Hope (Ark.) office about March 1.

Lang Gets In, Dakota Fairs

ST. LOUIS, Dec. 13.—Doc Lang's Famous Shows signed contracts in Chicago last week to play All-Iowa Fair, Cedar Rapids; Freeborn County Fair, Albert Lea, Minn.; North Dakota State Fair, Fargo, and South Dakota State Fair, Huron. Noble C. Fairly returned here Thursday after attending the Iowa Fair meeting in Des Moines early this week. Doc Lang, shows owner, successfully underwent a minor operation at a local hospital, where he will be confined for 10 days.

Attention! Enlisted Men!

The Billboard is desirous of learning immediately the names of those members of the amusement industry, both indoor and outdoor, who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last week.

The enlisted, or some member of his family or a friend, is asked to wire immediately to The Billboard, 28 Opera Place, Cincinnati, Day Press Rate-Collect—the following information: Name of enlisted member, branch of service, date and place of enlistment and occupation in show business.



ONE OF THE IMPRESSIVE CEREMONIES at the annual meetings of the Showmen's League of America is the memorial services for departed brothers. Scene above was taken prior to the 1941 services on November 30 in the Ball Tabarin of the Hotel Sherman. Left to right are Dr. Charles Copeland Smith, who conducted the services; Bernard Mendelsohn, chairman of the memorial committee, and Frank R. Conklin, 1941 president of the League. Photo by Alfred Studios.

"Carnivals Are the Berries"

Following is text of an address delivered at the IAFE Concession Clinic by Phil Travis, Tennessee State Fair, December 2 in the Sherman Hotel, Chicago.

This subject, when considered from the standpoint of a fair official, is much broader than the definition given by the dictionary. As a matter of fact, our conception of a carnival is an organization comprising shows, rides, concessions, etc. When set up in conjunction with an agricultural fair it is really a zone for entertainment and forms a component part of the fair. In fact, this area possesses a magnetism which attracts both old and young who are looking for something just a little different from that which is usually obtainable in the local amusement field.

If a carnival does not supply this something then it is a failure and not only hurts itself but the fair as well. The general public is drawn to the carnival lot in search of something and is attracted by the flash of show fronts by day and myriads of lights at night.

Once a multitude hits the sawdust trail it is up to the individual shows to get them inside. That show may have an attractive front, well illuminated and outwardly meeting all requirements, but in order to properly satisfy it must have something behind the fronts. If there is very little in the way of entertainment or it fails to click with precision then the public soon gets wise and the gross fails to mount. And, after all, it is the gross receipts by which the value of shows and rides are judged in the office. Clean fronts, new and attractive signs, a well-studied bally which seems spontaneous and an abundance of lights go to make up the flash needed to attract cash customers.

A carnival is necessary at any agricultural fair, or at least there should be an aggregation of shows and rides. People go to a fair to be entertained and when it comes to entertainment the carnival fits into the picture with its varied features and different atmosphere. (See Carnivals Are the Berries on page 35)

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Chicago, Ill. (Continued Dec. 13, 1941.)

Dear Editor:

From a cynical standpoint the meeting was one of the most successful in years for the Ballyhoo brothers. Altho the meeting has long been over we are still in town. When the writer says we he takes it for granted that the five brothers haven't blown town, leaving us stranded. Due to priority reservations (so the bosses claim) it was impossible for the entire staff to check in at the Sherman. By pulling a lot of political wires (again quoting the bosses) a two-room apartment was reserved for us press agents, the special agent and General Agent Lem Trucklow at the Cattlemen's Flats near the stockyards. As our rooms were only a 30-minute bus ride from the Sherman, we kept in close contact with the office at all times. Altho the convention date is considered

one of high living, we found it more enjoyable roughing it at the cowmen's flats. Five in one bed worked out wonderfully by dividing our convention visiting limits into three shifts. We also had the rare opportunity of enjoying home-cooked food that was well prepared by Lem Trucklow. Knowing how the bosses hated restaurant food, we let them in on the good thing by dallying their meals in shoe boxes three times each day. Only once did we muff their ears and that was before we learned that mulligan stew doesn't ride well in a shoe box unless it is first lined with cellophane.

From out here in cow town we held up our end of the booking and only flopped once, which was caused by our special agent who forgot to deliver the bosses shoes that he had taken home to shine. The shoeless bosses missed an each day. (See BALLYHOO BROS. on page 35)

Elect B. Henderson NSA Ladies' Head; Push Red Cross Unit

NEW YORK, Dec. 13.—At its Wednesday meeting attended by unprecedented numbers, the Ladies' Auxiliary of the National Showmen's Association elected as its 1942 president Blanche Henderson, erstwhile club secretary. Brought to office with her were Marlin Hughes, first vice-president; Magnolia Hamid, second vice-president; Ethel Gross, secretary; Sherry Mopper, recording secretary; Anna Halpin, treasurer; Rose Rosen, assistant treasurer; Lydia Nell, chaplain, and Pearl Meyers, hostess. New members of the board of governors are Midge Bloch, Julia Taffet, Dolite McCormick, Frances Carr, Molly Rosenthal, Frances Fournier and Peggy Holtz.

Plans were discussed to establish and maintain a Red Cross unit for the duration of the emergency, with an all out (See NSA LADIES ELECT on page 35)

Heaton's Carolina Trek Good; Rename Org for '42 Jaunt

GREENVILLE, S. C., Dec. 13.—Johnnie W. Heaton Exposition opened here last week after successfully completing a week's stand in Charlotte, N. C. H. O. Wells, general agent, reported that business in the Carolinas for the organization has been good and that Bruce Heaton would take out the shows in 1942 under the title of Bruce Heaton's Mighty Shows.

Equipment will be stored on Heaton's 22-acre farm here, which comprises two large buildings for truck storage, a general work building and machine, paint and woodworking shops. Present plans call for shows to be enlarged over 1941. General Agent Wells said he plans to spend the holidays at his home in Oakland, Calif., but will return here early in January.

Franks Greater Adds Rides

MACON, Ga., Dec. 13.—W. E. Franks, owner Franks Greater Shows, with quarters here, said this week that he has purchased several rides from N. C. Pettit, who formerly booked rides with the Franks organization. They include a Merry-Go-Round, Chairplane, Loop-o-Made and Over the Falls. Franks said he plans to purchase two more rides this winter and will take to the road in the spring with 10.

Dinty Moore Maps '42 Plans

MACON, Ga., Dec. 13.—A. L. (Dinty) Moore, well-known ride, Penny Arcade and digger operator, announced this week that he plans to operate a Scooter and arcade at Galveston, Tex., beach, and also operate an arcade at the beach in Corpus Christi, Tex. He will play fairs with an arcade with the Bill Haines Shows. Moore, who is spending several days visiting here after attending the Chicago meetings, plans to return to Texas about January 2.

Wade Renews Scheidler

NORWALK, O., Dec. 13.—Sam J. Scheidler, whose World's Assembly of Strange People unit is appearing here, has been re-engaged to present his attraction at W. O. Wade Shows in 1942. It was learned this week. He also will operate his Album of Life and Animal shows on the organization. Elaborate fronts have been planned for both attractions. Scheidler reported a successful season in 1941 and is optimistically looking forward to 1942.

★ ★ ★ LET'S GO, AMERICA!! ★ ★ ★
This will be the theme of next week's issue of The Billboard. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war.

Showmen's League of America



Sherman Hotel Chicago

Ladies' Auxiliary

These officers presided at the December 4 meeting in the clubrooms in the Hotel Sherman. Mrs. Joseph L. Streiblich, president; Mrs. William Carsky, first vice-president; Mrs. Clara Zieger, second vice-president pro tem; Mrs. Midge Cohen, third vice-president pro tem; Jeannette Wall, secretary, and Mrs. Lew Keller, treasurer. Immediately after the regular meeting the annual meeting was held, with Mrs. Joseph L. Streiblich, president; Mrs. William Carsky, first vice-president; Mrs. Anna Doolan, second vice-president; Mrs. Edna O'Shea, third vice-president; Mrs. Jeannette Wall, secretary, and Mrs. Rose Page, treasurer, presiding. Correspondence was read from Daisy Leeb, Sis Dyer, Jane Pearson and Vivian Foster.

Past President Marie Brown is recuperating from a sprained ankle. Sister Mrs. Max Thorek also is ill. A rising vote of thanks was given Mrs. William Carsky, Mrs. Delgarita Hoffman, Rose Page, Mrs. Edward A. Hock, Mrs. Leda M. Brumbeve and Mrs. Marie Brown. President Streiblich thanked all for their assistance at the open-house convention and during the year. Alice Burrows and Mrs. Edna Burrows won the Defense Bonds. Rolling dollar prize went to Leah M. Brumbeve. Sister Clara Zieger left a large donation as a treat for members. The following have set aside one night on which to treat members: Mrs. Al Wagner, Mrs. Abner Kilian, Mrs. Bess Hamid, Mrs. Edward A. Hock and Mrs. Henry Bolden. CNIB donated \$25 to the Ladies' Auxiliary, New York Showmen's Association, for poor orphans. Club also donated \$400 to Dr. Max Thorek for the American Hospital. Many out-of-town members attended the meeting and an adjournment cake and coffee were served.

Club Activities



National Showmen's Assn.

Palace Theater Building New York

NEW YORK, Dec. 13.—Meeting of the board and regular meeting were held Wednesday, with President Max Linderman in the chair.

It was unanimously voted that a testimonial be given in honor of President Emeritus George A. Hamid and President Linderman, and arrangements have been made to hold a beefsteak dinner at Rogers' Corner, December 20, at 8:30 p.m. Affairs is being directed by a committee comprising Ross Manning, chairman; Lew Lange and Mack Kanow. It is a stag event, limited to accommodations for 200, to members only. Tickets are \$2.

Nearly \$200 for the Christmas dinner was raised and there is more to come. This was the first call we have made for this purpose. Secretary Sam Rothstein has charge of the arrangements. Christmas packages will be sent

It was unanimously voted, to purchase Defense Bonds to the extent of \$10,000, and those of our boys who have joined the colors can refer to that our dollars are backing them up.

to our members in uniform and in defense work, by the Ladies' Auxiliary. Dr. Cohen reported that Max Hofmann, club attorney, is ill in Lenox Hospital, New York; Bob Oruber is still in Presbyterian Hospital, Philadelphia. James Davenport is ill at Crown Hotel, New York. Sam Tuffet is ill at home.

New members: Ben Rosenverg, sponsored by Casper Sargent; Harry Lachman, by Phil Beer; Irving Reichenthal and Harry Gold, by Sam Rothstein; Morris Klar, by Arthur L. Hill; Albert Goldstein, by Charles Rubenstein; Jack Agree, by Sam Rothstein; Harry W. Henkes and Charles T. Goss, by Max Linderman; Eugene Gutman, by Sam Rothstein; Albert Goldstein, by Charles Rubenstein.

Birthday greetings to Nick Dobrowolsky, Edward Cohen, Michael Varis, Joseph Landy, Vincent Sirocco, William Scurlan, Sam Nims, Peter J. La Fraico, Ben Abend, Edward Rooney, Harry Hauk, Art Lewis, James E. Strates, Abe Rapp.

Annual election of officers, trustees and the board of governors was held on December 17 and resulted in the following unanimous vote:

Art Lewis, president; Oscar C. Buck, first vice-president; Jack Rosenthal, second vice-president; Frank C. Miller, third vice-president; Sam Rothstein, secretary; J. L. Greenspoon, treasurer; Joseph H. Hughes, assistant treasurer; and George W. Travis, chaplain.

Board of trustees: Max Linderman, 3 years; George A. Hamid, 4; Joseph McKee, 3; Sam Lawrence, 2; Dave Knip, 1. Board of governors: Joe Baake, Frank Bergen, Theonas Brady, William J. Bloch, J. W. (Patsy) Conklin, Louis Dufour, Andre E. Dumont, David Endy, David Epstein, Murray Goldberg, Mack Harris, Arthur L. Hill, Hon. Harold G. Hoffman, Edward A. Hughes, Phil Lange, Harry Kaplan, James Kaye, Johnny J. Kline, Joseph Landy, Lew Lange, Jules Laurent, Jack Lichter, Ross Manning, Alfred G. McKee, Charles (Doc) Morris, Fred C. Murray, Sam Peterson, Fred Phillips, E. Lawrence Phillips, William Rabkin, Bernard Renn, Matthew J. Riley, Harry Rosen, Irving Rosenthal, Charles Rubenstein, Adolph Schwartz, D. D. Simmons, James E. Strates, Elroy E. Sugarman, Harry Susman, Leonard Traube, Sam Wagner, Ben Williams, Jack Wilson, Charles Lewis, Dick Gildford, John Marks, Joe Rogers, W. C. King, King Reid, Sam Prill, Sam Tuffet, Sidney Kahan, Phil Cook, Arthur Fisher and Frank Wirb.

Ladies' Auxiliary

Many members who have been but unable to meet of us attended the recent banquet. Among the out-of-town members were Mrs. Vera LaBrosse, Mrs. Mabel Strates and daughter, Mrs. Orville Jones, Mrs. Lida Koenig, Mrs. Marge (See NSA on page 37)

Heart of America Showmen's Club

Reid Hotel Kansas City

KANSAS CITY, Mo., Dec. 13.—Regular weekly meeting drew a large crowd and was presided over by First Vice-President L. C. Reynolds, with Secretary O. C. McGinnis and Treasurer, Harry Altshuler also present. Several of the members who attended the Chicago meetings spoke in glowing terms of the good time they had. Ticket for nomination of officers was submitted to members, with Brother L. C. Reynolds for president.

Brother W. Frank Delman, who has charge of the Memorial Services said he has about completed the program. All details about the Christmas Tree in the lobby of the Reid Hotel have been arranged by Brothers Hawk and Altshuler. A number of members who attended the Chicago meetings stopped over at Des Moines for the fair meeting there. Banquet and Ball Committee reports all in readiness for the annual event, which will be held on New Year's Eve in the Hotel Continental's Pent House. Ladies' Auxiliary Tacky Party will be held in the Reid Hotel December 30.

Ladies' Auxiliary

Meeting was called to order by President Ruth Martens, and Jackie Wilcox was appointed warden. Nellie Weber, co-chairman entertainment committee, announced the next meeting would be a social night. Club's annual luncheon will be held at Hotel Continental December 30. Elected to membership were Mrs. Gus Linberwitz, Nettie Howell, Helen Holmes, Raynell Golden, Jewell Mellor, Mrs. George Vogstad, Hattie Wagner, Ruth Gordon and Mrs. Ann M. Roth.

Hattie Hawk, banquet committee chairman, asked that all donations be sent to her by December 16. Peggy Chapman is ill at Miami but as soon as she is able will be moved to a local hospital. Members reported the Chicago meetings were a huge success. New members Mrs. Gus Linberwitz and Nettie Howell were welcomed into the club.

Mrs. Myrtle Duncan, nominating committee chairman, submitted this ticket for 1942: Ruth Ann Levin, president; Harriett Calhoun, first vice-president; Elsie Brizendine, second vice-president; Rosa Lee Elliott, third vice-president; Loretta Ryan, secretary, and Helen B. Smith, treasurer. All were pleased to have Peggy Reynolds, Elsie Brizendine, Margaret Ausher and Jean Brunley Garrison with them again. A new davenport, presented by Ruth Ann Levin, was gladly accepted by the club. Night's award, a make-up box presented by Elsie Brizendine, went to Mrs. Leola Campbell. Letters were received from Rilla Burston and Sally Stevens. Billie Bedonie served hot chocolate and cakes in honor of her recent birthday. Jackie Wilcox returned from a 10-day motor trip thru the Ozarks with her parents, Mr. and Mrs. J. D. Jackson, Winthrop, Iowa.

Lone Star Show Women's Club

Campbell Hotel, Dallas

DALLAS, Dec. 13.—Regular meeting was called to order by President Margaret Pugh December 8. New officers include President Annabelle Hobbs, First Vice-President Jean Luma, Second Vice-President Ketta Lindsey, Third Vice-President Hattie May McPartand, Secretary Beritice Sands, Treasurer Helen Ross, Chaplain Inez Shankle. From Representative Helch Westmoreland and Good Will Ambassador Margaret Pugh, Sister Sally Murphy, World of Today Show, came in from Waco, Tex., to visit friends and attend the meeting. Mrs. Eddie Vaughan, who was sudden-

Pacific Coast Showmen's Assn

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

Ladies' Auxiliary

Monday's meeting was called to order by President Foster. All officers were present and after a short business session annual election was held. New slate for 1942 is Margaret Farmer, president; Edith Bullock, first vice-president; Mabel Bennett, second vice-president, and Vivian Horton, secretary-treasurer. All were given a big hand.

Ticket awards to the banquet and ball were won by Bertie Harris, Lillian Schus, Goldie McCoy, Mabel Brown and Betty Lips, Bank night award went to Bertie Harris. Nellie Bowen drove in from Stockton, Calif., to attend the election. Rose Clark provided members with refreshments. Alice Wrightman arrived for the meeting and banquet from Oakland, Calif. Contributions from various shows are in, and a good sum was placed in club's coffers. Last two in were West Coast Shows with \$151 and Bowen's Joyland, \$128.

Grace Motz sent up a baked turkey for members of the board of directors. Florence Webber arrived from San Diego, Calif. Hazel Fisher is in Portland, Ore., recovering from her recent operation.

San Antonio Showmen's Club

216 Soledad St., San Antonio, Tex.

SAN ANTONIO, Tex., Dec. 13.—At Monday's meeting, secretary's report showed that the 300 membership mark had been passed. It was decided to hold a dance and party in the clubrooms on Christmas Eve and New Year's Eve, with everything being served free to members. Rooms have been decorated for the holidays and open house will prevail. Brothers L. E. (Larry) Hogan, Louis Ringol and Chester Arthur all showing improvement after being hospitalized. President Jack Ruback volunteered to pay for the band and floorshow at the New Year's Eve party. Plans for the party are being arranged and a capacity crowd is expected.

The wives, sweethearts and friends of the members of the club have banded together and the formation of a Ladies' (See SASO on page 37)

Season's Greetings and Sincere Thanks to our Patrons and Friends for another successful year of the TILT-A-WHIRL SELLNER MFG. CO., Inc. Fairbault, Minn.

WANTED Show Folks TO MOTORIZED WITH OILS AND FUELS CHAS. T. GOSS STANBARD CHEVROLET CO. E. BILLORE, Inc. New Used Trucks, Semi-Trucks, New-Used, 35000 55000 55000 55000 55000 55000 55000 55000

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"EDDIE" HACKETT with "MAC" McNALLY IMMEDIATE DELIVERY—ALL MODELS LUBY CHEVROLET (and more Florida)

International Showmen's Association

Maryland Hotel St. Louis

ST. LOUIS, Dec. 13.—Largest attendance of 1941 meetings was rung up December 11 when the clubrooms were taxed to capacity. President Doc Lang, Secretary Charles T. Goss and Treasurer Francis L. Deane presided. Elected to membership were Joseph D. Seymour, William Schulman, Nat Lorow, Paul Plunzgan, L. W. Hutchinson, W. E. Thompson and Stanley Blodius. Club voted to give \$5 to Senator Michael Kinney's Christmas Fund, and it was also voted to have the club purchase a sizable amount of U. S. Defense Bonds. The president appointed George Davis, Ruby Cobb, John Sweeney and Herman Knox on the nominating committee to draft a ticket for officers for 1942. Election will be held January 8.

Tom W. Allen and John Sweeney were appointed a committee to arrange for a new lease for clubrooms at the Maryland (See ISA on page 35)

USED TENT BARGAIN No. 1-400—Cable End Back Hip Roof Great Tent, 40x102 feet, 10' eave, 6' 8" sidewall, top made in two pieces to take wind, rope lined floor. Material in two 10 oz. double milled fabric. Material in small 3 oz. cloth. Trim red and blue. Serviceable condition. \$227 Write—Write—Phone

BAKER-LOCKWOOD 10th Ave. at Clay St., KANSAS CITY, MO., America's Big Tent Show. Eastern Representative, A. S. CAMPBELL, 152 W. 42nd St., New York City, N. Y.

TENTS-BANNERS For defense against disappointment place your canvas orders now. O. HENRY TENT & AWNING CO. 4821 North Clark Street, Chicago, Ill.

Watkins and Joe Sily, Johnny J. Jones Exposition.

DAVE COOPER writes from Norman, Ark., winter quarters of Golden Arrow Shows: "Mr. and Mrs. Bert Stalling will leave for Denver for the holidays as soon as they finish overhauling and painting their two rides and give concessions. They will return to the shows next season."

FORMER troopers now in the army and stationed at Headquarters Battery, 1st Battalion, 5th CA (AA) Camp Davis, N. C. are Corp. Harry S. Baegles, of Marice's Marvel Dogs; Pvt. First Class Edward H. Thien, electrician with Rubin & Cherry Exposition, and Pvt. Frank C. Lassar, of Desplinter Bros.

Vacations mean nothing to some showmen who were show train tourists, seeing the country all season.

JACK PRITCHETT, former concession operator, who was drafted last April, is back in Macon, Ga., after his discharge for overage. He went to Macon from Kodiak Island, Alaska, where he served for several months as a private in Company B, 151st Engineers. He plans to troupe again next season.

AFTER 14 years at Riverside Park, Morgantown, W. Va., Ben E. Wallace letters that he will hit the road in 1942 with his Ben E. Wallace Shows. Line-up will include 5 rides, 5 shows and about 15 concessions, and Ben plans to play spots in Maryland and West Virginia. He will also present a free act, and work in Baltimore quarters will begin March 1.

WE LIKE the boys and we like the dogs, but my advice to the lovers of these sports is to hold enough for get-away money in the spring.—Oscar the Ham.

GENERAL AGENT of Scott Exposition Shows last season, R. E. (Bob) Stewart has been re-engaged in that capacity for 1942, he advises from Bluefield, W. Va. Shows closed in Atlanta November 30 and moved into quarters at Southeastern Fairgrounds after playing 20 still dates and 16 fairs. Bob says contracts have been signed to open the shows in Atlanta late in March under Boys' Club auspices.

PHILADELPHIA notes by Edward K. Johnson: Neal Hunter, trainmaster of Cotlin & Wilson Shows, is taking in football games here. Mike Ziegler has been under a doctor's care since storing his outfit at Trenton (N. J.) State Fairgrounds. Mr. and Mrs. Louis Kane are here and Lou is hauling freight with his semi-trailer. Sam Tassell is taking care of his yearly contracts for street decorations. Russell Harms is wintering here after a good year with his brother George on Cotlin & Wilson Shows.

AGAIN, as during the last war, midway showmen will do their bit by enlisting in the armed forces. Many have already seen service with Canadian troops.

"WE concluded a pleasant and successful season with Mighty Sheeley Midway

Physics of Cheer

Season's greeting cards can convey many feelings besides those of good cheer. If a show girl gets one from a boy friend that she kept clipped all season, then it's just squaring that promised Christmas present. If from the G-top operator, then it's a build-up for the next season. If from a manager, then it's a sign that you will be back the coming year. If from the boy who worked for you last year and arrives two weeks before Christmas, then he has given you his present address, where you can send a cash gift. If sent by a competitor who starved you out while he mopped up the "Merry Christmas" is strictly a rub-in. If from a bill collector, it is to remind you that he has you in mind and acts as a merry darning. Coming from liquor stores of night clubs, it's a reminder that good-cheer time has arrived and they will take care of you. New Year's cards from finance companies are usually in calendar form, with the first day of each month printed in red to remind you when that payment is due. To get new calendars, free, is a good idea to keep on buying new cars and trailers. Don't worry about those who forget you. They are probably getting some of the same cards that you are.—Dino Jim Johnson.

NSA Ladies Want To Feed Needy Show Kids

NEW YORK, Dec. 13.—Ladies Anne Hilary National Showmen's Association is readying its annual Christmas dinner for children. This year there will be a new technique followed in that children of needy showfolk in the metropolitan area are being sought for the feed, which will be held December 24 in the clubrooms, Palace Theater Building, Broadway at 47th street, New York. Heretofore groups were corralled from various sources, but now emphasis is upon the profession.

For tickets write or phone Blanche Henderson, secretary (she is president-elect), at the rooms

recently and expect to return to the organization in 1942." Gene and Mary Padgett write from Fort Wayne, Ind. "We operated the Expose Show over there last year and plan to spring a new bingo game next season. Fire destroyed our trailer which we purchased in August. Trailer was replaced by the insurance company, but unfortunately we had no insurance on our personal things. We're starting all over again knowing that it could have been worse."

W. G. WADE, owner of shows bearing his name, returned to his quarters in Coldwater, Mich., last week after attending the Chicago meetings and announced he has purchased a new ride and plans to add another soon. Douglas Wade accompanied him. Wade said his route this year will include a number of new bookings and he will enlarge his midway attractions. He recently took delivery on several new semis to aid to his fleet. A crew of workmen is busy in quarters, while Wade maintains offices in Detroit.

COOKHOUSE diners have it all over local. No worrying about breakfast nooks or white tablecloths. Just flop down on a stool and yep. "With it and for it. No hype."

"VISITED Harrison King's Museum here and found equipment, acts and general presentation good." Fred Sauer letters from Columbus, O. "Shows' line-up includes Robert Paul, popeye; Twisto McCormick, contortionist; John Dunning, sword swallower; Jean Mercer, vent and fire act; Ralph, elephant-skin man; Jack Rony, musician; Determination Eddy; Earl Myers Jr., emcee; Marion, novelties; Leroy and Rony, impolent act; Le Deux, lion tongue act; Jack Donahue, human balloon; Madam Zleeda, mentalist; Edna George, annex, and Earl Meyers, tickets.

MRS. ELEANOR GARNER, co-owner of B. & H. Shows, gave a dinner at Francis Marion Hotel, Charleston, S. C., recently, in celebration of her birthday. Music was provided by Ruth Elwood's orchestra. Guests included Mr. and Mrs. John Hobbs, Vera Hobbs, Ted Ramsey, Mr. and Mrs. Earl Miller, Mr. and Mrs. Stewart Knox, Mr. and Mrs. John Gibbs, Mr. and Mrs. Neil Maasuel, Mr. and Mrs. Bert Simons, Clarence Decker, Vern and Jerry Reynolds, George Kennedy, Chick Tilly, Carl and Alice (See MIDWAY CONFAB on page 52)

Edwards Renamed Prexy Of Eastern Amusements

MACON, Ga., Dec. 13.—Robert G. Edwards, Tampa, was re-elected president of Eastern Amusements, Inc., at the annual meeting of stockholders here Tuesday. Edwards has headed the concern since it was incorporated several years ago and last year managed two of its attractions, Casino and a Cowboy Show, with World of Mirth Shows.

Expansion plans were adopted for 1942 but details were not announced. Last season was the best in corporation's history, it was stated. Mrs. Virginia Young Edwards was re-elected vice-president and secretary, and Fred P. Edwards, son and vice-president.

Clawson Is Hennes G. M.

CHICAGO, Dec. 13.—Ralph Clawson, who has held an executive position with Happies Bros.' Shows for the past two seasons, has been made general manager of the shows for 1942. He left for Birmingham late this week and, after a short stay there, he will make a trip to the West Coast.

With the Ladies

By VIRGINIA KLINE

KANSAS CITY, Mo., Dec. 13.—Hattie and George Hawk have the President's Suite at the Field Hotel this winter and it's about as cozy as any I have seen for some time, altho they say it is somewhat different than when Grover Cleveland slept there. There is a living room, bedroom, dining room, kitchen and bath. On the walls hang pictures of showfolks of all eras and there are plenty of comfortable chairs. Hattie is at Fairyland Park all-summer and when winter comes she relaxes at the hotel, but it must be homelike and she has succeeded in making it that way. Elsie and Jake Brumline are visiting relatives here. They have their dog, Wimple, with them. Tony and Ruth Martono pet and feed all the dogs and look at them longingly since losing their spaniel, Mike.

Sol and Bing, the Wilcox's dog, is the boss of the hotel, as he has even taught my little Chotto that he can't get smart with him. Helen Brainerd Smith is in and out of the hotel getting ready to leave for California to spend Christmas with her son, daughter-in-law and grandson. Helen missed the Chicago meetings this year.

Another regular who missed the Chicago meetings this year was Elizabeth Yearout, who is with her husband, V. J., who is in the hotel business in Portland, Ore. Mr. and Mrs. Leo Eyerly, who started for Florida and Mexico City and reached Tucson, Ariz., have turned about and returned to Salem, Ore. They had planned to have Christmas dinner in Mexico City, but decided home was a better place at the moment. Mr. and Mrs. C. P. Zeiger are expected in town soon from New York, where they went for a short stay after the Chicago convention. Mr. and Mrs. Chester Levin have made extensive changes in their apartment across from the Reid Hotel. It was very comfortable, but has been made more so by new conveniences. Mrs. A. T. Brainerd, who has been on the sick list for some time, was seen shopping today for a formal for the big banquet and ball here on New Year's Eve, so she must be much better.

Elkhart Fair to Blue Ribbon

CHICAGO, Dec. 13.—Joe J. Fontana, lease-operator of Blue Ribbon Shows, last week closed contracts to provide the midway at the 1942 Elkhart County Fair, Goshen, Ind. H. B. Shive reported. Shive, who is currently handling ski tournaments in Wisconsin, will represent shows at Wisconsin and Indiana fair meetings. John Callagan signed his corn game and other concessions with the show for 1942. Shive said that a skeleton crew is at work in showmen's quarters in Atlanta.

EVANS MONEY MAKERS. Amusement Equipment. PADDLE WHEELS OF ALL KINDS PERFECT FOR TURKEY RAFFLES. FREE CATALOG. H. C. EVANS & CO. 1530-1530 W. Adams St., Chicago

ANNOUNCING FORMATION OF THE ROSS MANNING SHOWS

PLAYING SAME TOWNS AS LAST YEAR. POSITIVELY First One In NEW YORK STATE, VERMONT, NEW HAMPSHIRE, MASSACHUSETTS. Ride Men; This is choice ride territory. Top gross for Octopus, Ride-O, Roll-o-Plane, Tilt-a-Whirl or any Ride that does not conflict. Shows: Sild Show, Snake, Fun House, Motorhome, Uabern, Dr. Sprout and Capt. McEwan, please write; also any Showmen that were with me on Id. O. M. Shows last season: Can Place Cook House, Custard, Rat Game, Pitch Tilt You Win, Photo, Milt Camp, Penny Pitch, Cigarette Pitch, Coca-Cola Pitch, Cigarette Gallery, Long Range Gallery, High Striker, Penny Arcade, Darts, Candy Floss, Concession Sold! Wheels, Coupons, Pop Corn, Bingo, Ball Games, Duck Pond, Dillion Dart, Pan Game. Note to Southern Ride Men, Concessionaires and Showmen: There is no shortage of electric power thru this territory and very little likelihood of blackouts.

Address All Communications: P. S. P. S. McLaughlin is not connected with this show. ROSS MANNING, Gen. Mgr. 228 West 42d St., New York City Phone: Wisconsin 7-5176



Loop-o-Plane — Octopus — Roll-o-Plane and Now NEW FOR 1941 THE FLYOPLANE. Top money ride on 20' dia. Midway. Dime modern. Greatest performance. Another Eyerly money maker. EVERLY AIRCRAFT CO., SALEM, ORE. ABNER K. KLINE, Sales Mgr. Eastern Factory Branch: RICHARD F. LUSSE, Oberlin, Bucks County, Pa. European Suppliers: LUSSE BROS., Ltd., Blackpool, Eng.

POP CORN—1941 CROP. Large S. A. Yellow Pop Corn, \$6.50 per 100 pounds. Complete line seasonings, bags, salt. Write today for price list. CONSOLIDATED POP CORN CO. DALLAS, TEXAS

The Treasury Department of the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

Eastern Show Managers Feel Concern Over Rail Movements

NEW YORK, Dec. 13.—It was recalled here that shortly after the United States entered the war in April, 1917, carnivals and other traveling attractions began to feel the impact of hostilities by restricted movements over rails under close government supervision. Situation may be different now in that war has come during the winter, with several months left in which to work out plans for the next outdoor season. It is worth while to cite what happened to one show in early May of the first year of World War I.

On May 6 the Greater Sheesley Shows were forced to ferry from Elizabeth, N. J., to Bridgeport, Conn., owing to an embargo placed against shows and carnivals by the New York, New Haven & Hartford Railroad up to June 1, according to a leading story in The Billboard. Sheesley arranged with a lighterage company to steam its equipment up Long Island Sound early Sunday, with six boatloads

being required to transport the outfit. Inquiry to the railroad brought the information that while there was no special embargo against carnivals, circuses, etc., accumulation of freight over the entire system and the necessity for prompt forwarding of foodstuffs forced an embargo against additional carload transportation.

Railroad show managers counted out here are frankly worried about the situation, especially because they believe every available truckage will be needed for shipments to the West Coast to provide the wherewithal to take care of the battle of the Pacific. In the last war Japan was allied with us against the Central Powers, whereas today she is partner in the Axis.

But as one operator expressed it, "If the country needs entertainment, we'll give it to them by carrying our equipment on our backs."

Shows, was host to many showmen and fair men in his suite. Jack and Lorna Halligan, Conklin Shows, made merry nightly and Jack was called upon to sing ballads at every gathering he happened to attend. Hogan and Bess Hancock, Music Corporation of America, were hosts to many at their suite, which this year was also graced with the presence of Pat Purcell, one of the Musketiers, who signed with that organization during the conventions and will be on the executive staff with Hancock looking after MCA outdoor activities.

Marie Hermann, Conklin Shows, left Thursday after the banquet for Miami, where she will sojourn for the winter. Hazel and Art Martin, last season with Dee Lang's Famous Shows, signed with Denny Pugh; World of Today Shows, Hazel will produce the Hawaiian Show for 1942, while Art will act as assistant to Pugh. Andy Markham, prominent concessionaire, and Bill Stephens took over the Bridge Club on the second floor, where many showmen were nightly visitors. W. R. (Bill) Hirsch, Louisiana State Fair, was compelled to leave Thursday morning for his home in Shreveport because of his health. He was accompanied by his assistant, Joe Monson. Virginia and Abner Kline renewed many acquaintances during the festivities, with Abner's only complaint being the shortage of materials to manufacture riding devices.

(Continued next week)

Chi Convention Notes

By FRANK B. JOERLING

W. D. (Bill) Bartlett took time off from his Cuban interests to make the convention and, as is his usual custom, was the donor of various gifts to his many friends. Carl Byers, co-owner; Jack Edwards, general agent, and H. P. Hill, manager Byers Bros. Shows, cut short a deer-hunting expedition in Texas to attend. Walter Beecher, United Fireworks Company, made a hit with his jumbo match-bobber. Mrs. Marie Beckmann made the long trip from San Antonio alone after her friend Jack Ruback, owner Alamo Exposition Shows, was unable to make the joint at the last minute. Sunny Bernet, Globe Poster Corporation, was host with his bosses, Phil and Mike Shapiro, in the Globe suite. Sunny Junior, midgets who paraded around the hotel with "Sunny Bernet" printed on his cap and uniform, made a hit. Mr. and Mrs. Oscar Bloom came up from Columbus, Miss., with their daughter. Oscar spent most of the time playing bridge, while Dottie mingled with the show women. W. M. (Billy) Breesse was pleased to announce his new connection for 1942.

Ray Marsh Brydon, accompanied by Vaughn Richardson, reported his International Congress of Oddities was doing a big business in the Southwest. Ernie Campbell, Campbell Tent & Awning Company, requested I Don't Want To Get the World on Fire from strollers in the Sherman Hotel's Celtic Bar on many occasions. Victor Coanore, last season general agent of the Mighty Sheesley Midway, reported he would announce a new connection soon. William (Bill) Carky, SIA House Committee chairman, gave the members and visitors many rare treats during the week in the clubrooms. A popular showman present this year was J. Ed. Brown, prominent West Coast outdoor showman. John P. Courtney, ride-builder, promoted carnival men a surprise in riding device which he has patented, as soon as his firm is able to get materials. J. W. (Doc) Clements advised that he sold 22 power units during the meetings.

A. R. (Red) Cohn, Conklin Shows, headed for Florida immediately after the doings. Ma E. Cohen, insurance agent reported that she wrote much new business. Mr. and Mrs. J. W. (Patsy) Conklin and Frank R. Conklin put on an swell spread at their social party at the Penthouse after the banquet.

Hundreds of invited guests attended the party, which lasted until early morning. Mr. and Mrs. Al Baysinger, Al Baysinger Shows, were recipients of congratulations on their recent marriage. Ray and Julie Balzer, out of the carnival business the past two years, signified their intentions of returning to the field next season. Bathes-Carruthers Fair Booking rooms were the mecca for many fair men, with Mike Barnes, Sharpe Carruthers, Sam Levy, Ernie Young and Fred Krosmann as hosts.

For the first time in history, outdoor showmen wintering in St. Louis took a special train to the meetings. Included in the group were Mr. and Mrs. Charles T. Goss, Noble G. Patsy, Mr. and Mrs. Floyd Heese, Mrs. Dee Lang, Cash Wilcox, Mr. and Mrs. John Francis, Mr. and Mrs. Sam Pidge, Marvin (Moon) Laird, Elmer E. Brown, Mack Adams, Mr. and Mrs. George Davis, Francis L. Deane, Charles S. De Kreko and John Sweeney. Jack Duffield did a swell job as chairman of the banquet and ball, and in addition was host in the Tharle-Duffield Fireworks Company rooms, where he was aided by his dad, Frank Duffield; Art Bridge and Ray Anderson. Law Duffour was all-outlined over his new Health Show venture. Mel G. Dodson headed the delegation representing Dodson's World's Fair Shows, which included A. C. Bradley, Mel G. Dodson Jr. and Anthony Pagni. Frank Peltova, accompanied by Glenn Boyd, secretary-manager, Newark Empire District Fair, of which Peltova is president, was among the earliest risers daily and kept on the go continuously all week.

Goodman Wonder Shows, represented by Max Goodman, Joe Goodman, Louis Berger, Ted Cope and Denny Howard, were hosts to many in their rooms, where elaborate lunches and delicious refreshments were always available. John Galligan, last season with Imperial Shows, signed contracts to furnish concessions at some of the leading fairs. Joe Gallier, Buckeye State Shows, enjoyed the festivities immensely, coming up from Mississippi, where his shows are still playing. As usual, Charles T. Goss, Standard Chevrolet Company, had the "match privilege" and his matches could be found in every room, at every booth in the exhibit hall, at every plate at the banquet. Crowning bit of publicity was the lone small match book at the end of a long bull rope suspended in the lobby of the Sherman Hotel, which caused worlds of comment. George (Whitey) Golden and his wife, Raynell, were happy over the fact that they had signed contracts with the Dee Lang Shows for 1942.

James Griffin, president Union City Livestock and Poultry Show, El Dorado, Ark., attended his first convention and vowed he would never miss another. Jack Downe, general agent Snapp Greater

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 13.—Following upon the events which took place at the eighth annual meeting of the association in the Sherman Hotel, Chicago, we are more than ever convinced that the membership has indicated a satisfactory interest in the activities of the association. By reason of plans for an intensive membership drive next spring, present indications are that 1942 will see the association moved forward to greater progress. Present membership totals 56, and since returning from Chicago, we have had some inquiries relative to membership, including one from Lake State Shows.

We were pleased with the outcome of the Chicago meeting and shall be glad to have the reaction of the membership on the same subject. Further appointments of associate counsel are under consideration and will be announced as soon as a definite decision is made.

We have received from the United States Department of Commerce considerable information to interstate trade barriers, miscellaneous matters in relation to railroad transportation, the conservation of electric power and data with reference to lumber prices. All is available to the membership upon request.

- Myrtle Esterlators: Manchester, Okla., 13-20.
 Neil Wooler Workers: Lakewood, O., 17; Geneva 18; Cleveland 19; (Nixon Cafe) Pittsburgh, 21-Jan. 2.
 Flora & Co., Dealer, Mo., 18-22; Malden 23-27; Noel, Dick & Rose (Armory) Charleston, W. Va., 18-20.
 Virgil Magician: Corpus Christi, Tex., 19; Robertson 17; Benavides 18; Albee 19.
 Wessaw, Magician: White Hill, Tenn., 15-22.

ADDITIONAL ROUTES

(Received Too Late for Classification)

- William Margarie (Jefferson Inn) Detroit 15-20.
 My-Gosh (Four Theater) Chihuahua, Va., 18-20.
 Daniel, B. A. Magician: Fort Dodge, Ia., 17-20.
 Derricks & Ellis (Mount Royal Hotel) Montreal, Can., 15-17.
 Garrow & House (Tio-Toe Club) Milwaukee 15-20.
 Jason, Greel & Jerry (Lesterman's Night Club) Cincinnati 15-20.
 La Zella, Arnold (Nice Spot) Dallas, Tex., 15-20.
 Milden, Gladys (Cosmopolitan Club) Akron, O., 15-20.
 Mills, Jimmy (B. & C. Club) Detroit 15-20.
 Roman, Flying: Glenview, Ill., 15-20.
 Robertson, Orlando, Okla. (Club Congo) Detroit 15-20.
 Scott, Jessy (Three Sixes) Detroit 15-20.
 Stoker, Bill (Cafeteria Cafe) North Side, Pa., 15-20. (Orlando Hall) North Side 23.
 Warrick, Leon (Three Street) Detroit 15-20.
 Watkins, Margaret (Club Congo) Detroit 15-20.
 Weeks, Larry (Village Barn) NYC 15-20.

WANTED

Rides and Concessions for Fair Day Week (Can use outstanding rides for others. Middle of Summer Show, Summer Concessions and Shows. Also Gift Hand, Signs and Shows.)
 (1) Rides, Premiums, Pop Corn, Should show up for concessioning and say day week at Camp Shindler, State, Florida, where fifty thousand children are staying. (2) Offer services Victorian Fashion Wear, Permanent Hair and Barber, accessories and recreation items. Come for a week, month or season. Reasonable weekly rate or percentage. Concessions or material. F.M.L. & WITNEY, Box 107, N. W. 34th Street, Fla., or write to Mrs. A. Main 115-47, after 10 P.M. evenings at Camp Shindler, Florida.

WANTED

First-class, reputable General Agent for large Motorized Carnival. Must produce results. Top salary. Address:

BOX D-145

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WANT CIRCUS ACTS

For indoor city playing auditoriums and theaters, requesting below: 1. Gun Race, Dog, Horse, Monkey Arch, Grand Arch, Bar Act, Wheel, Bicycle, Juggling, Acrobats, N. W. etc. that are suitable for auditoriums. 2. Gun Race, Wheelers for street party, Tumbler, Indian Act, Performance given to sold during day. 3. Gun Race, Horse, Monkey, etc. with. Can also be seen during winter for winter. State branch in the West and 2nd floor, FRANK KETHROW, Gen. Del., Texasville, Ark.

WANTED

Shoe Poles to MOTOGREE White Dollars Are plentiful. CHAS. T. GOSS Write to STANDARD CHEVROLET CO., E. 1st, Lincoln, Mo. Used—Trucks, Semi-Trucks, New Used 1933 1934 1935 1936 1937 1938 1939 1940 1941

TRADE SERVICE
Events for Two Weeks

December 15-20
 MO.—Kansas City, Poultry Show, 15-20.
 N. C.—Charlotte, Charity Ball & Frolic, 18.
 W. Va.—Charleston, Police Indoor Circus, 15-20.

December 22-27
 Ill.—Arcadia, Tin Can Year's Home-Corinne 22-Jan. 2.
 Jacksonville, 3000s Charity Ball 22.
 Sarasota, Nat'l Trailer Roundup, 22-Jan. 1.

ROUTES

(Continued from page 21)
 Wood, Kirk (Lean & Eddie's) NYC, Pa.
 Wood, Wapua (Lexington) NYC, Pa.
 Woodie & Betty (Club Trocadero) Henderson, Ky., Pa.
 Woods & Bray (Billmore) Providence, R. I.
 Wyzars & Asquine (Patrol) Omaha, Ne.
 Y
 Yacopa, Orel (Capitol) Washington, D. C.
 Yocum, Rube (Colombs) Chi. Ill.
 York, Ben, Quartie (Diamond Horsepool) NYC, Pa.
 York, Ben, Flings (Beverly's) Hills, Newport, Ky., Pa.

CARNIVAL

Agencies are for current week when on route are given in the instances readily meeting points are listed.

- Arcade: Mansfield, Ia.
 B. & H. Am. Co., Niagara, N. C.
 Concession: Annapolis, Md.
 Cotton States: Hampton, Ark.
 Cudney, Border States: Georgia, Tex.
 Faye, Super Derby: Nacog, Ga.
 Fulford; (Assembly & Derris Sta.) Columbia, S. C.
 Georgia: Newton, Ga.
 Haggis & Gonick: Illinois, Miss.
 Patrick's Greeter: Arawater, Calif.
 Scottin's, Blackland Am.; (Ware & Driscoll) Mill, Jackson, Tex.
 Texas: La Feria, Tex.; San Benito 22-27.
 Towe, Am. Co.; Barnsville, N. C.
 Ward, John R.; Baton Rouge, La., 15-22.

MISCELLANEOUS

- Acheson, Barney & Jimmy (Armory) Charleston, W. Va., 16-20; Beaver Falls, Pa., 21; Akron, O., 22-23.
 Alexander, Metallist (Hotel Gibbon) Dayton, O., 16-20.
 Decloe, Harry, Magician: Marysville, O., 15-20.
 Gordon, Memorial (Ritz) Lawton, Okla., 15-20.
 Green, Magician: Brodheim, Alta., Calif.
 Hodge, R. W.; Fort Saskatchewan: 19-20.
 Hodge 27-27.
 Hutchens, John T., Museum: Joplin, Mo., 15-20.
 Klen's Circus Unit (Armory) Charleston, W. Va., 16-20; Beaver Falls, Pa., 21; Akron, O., 22-23.
 Lester, J. Kay, Hollywood Varieties: Dallas, Tex., 15-20.
 Lucy, Thos., Elmore; North Little Rock, Ark., 16-20.
 Lippincott, Magician: Dallas, Ga., 17; Atlanta 18; Calhoun 19; East Point 20-21.
 Long, Leon, Magician: Lake City, Fla., 17; McHenry 18; Wildwood 19-20; Leesburg 20; Orlando 21.
 Margolia, Magician (Arkina) Ashland, O., 16; (Chicago) Delaware 17; (Chicago) Mt. Vernon 18.

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SCOTT EXPO. SHOWS
 Plans for, Solo—Single Loop-a-Plane, Tri-Wheel, Turbo-Crazy, House, Money Show (complete), Gun Show with 60 feet and hand trails divided in light, acrobats, and handing N.W. Transformers, Rides with or without Tracts, Camp, Gun, New Booking Shows, Rides and Concessions for 1942 season. Opening last night in Beach in Atlanta, Ga.
MERRY XMAS, HAPPY NEW YEAR TO ALL
 ADDRESS: BOX 787, ATLANTA, GA.

Direct from the Lots

Tidwell Modern Midway

Ablene, Tex. Week ended November 22. Location, Sportsman Field. Auspices, Sportsman Club. Business, good. Weather, fair.

With over a \$250,000 pay roll at Camp Barkley turning loose numerous good spenders, shows' annual stand came out with a good gross and all left for their winter homes. Suleide Simon, Willie Wilson and Billie Rosen and their agents went to San Antonio. Sammy and Evelyn George went to Houston, Tex. Williams' concession agents will winter in Sweetwater, Tex. C. L. (Windy) Johnson will become a hotel operator in Abilene, Tex. Bill Reid, secretary, will go to Arizona, and Roy Edsall and family to Dallas. Harry Craig, concession manager, went to Arkansas to visit relatives. Jimmy Lokens, electrician, went to Pampa, Tex., and the writer and Mrs. Lee to Tyler, Tex., where the writer will be editor for a chain newspaper this winter. T. J. Tidwell went to the Chicago meetings. He plans to buy three new truck-trailer outfits and two new rides. Abilene Reporter-News was liberal with space.

Colorado City, Tex. Week ended November 15. Location, Main Street showgrounds. Auspices, American Legion Post. Business, fair. Weather, fair.

Show obtained plenty business here and all shows, rides and concessions did well. Buddy Tidwell's bingo stand reported good play. Twin Ferris Wheels and Tilt-a-Whirl topped rides, with the Hot Spot Revue and Harlan Southern Frolics leading the shows. Colorado Record, of which Walter W. Whipkey, committee chairman, is editor, was liberal with space. FRANK J. LEE.

Funland

Columbia, S. C. Week ended December 8. Location, Devine and Assembly streets. Auspices, IOOF. Business, good. Weather, ideal.

This was one of the best weeks of the season and good weather prevailed. With the monsoons over, numerous soldiers returned to Fort Jackson and packed the midway nightly. Louis Heth's bingo clicked. Mr. and Mrs. T. L. Dedrick left on a business and pleasure trip. General Manager Dedrick advised shows will be enlarged for 1942 and will have their own light plant. Ronald Travis returned to school here. General Superintendent H. L. Travis has all equipment in good shape. Floyd Heth and Joe Sorensen visited recently. Earl Hesser added two concessions to his line-up. Earl Tilgham joined with three concessions and T. A. Bridges added another. Miram Beal also joined. I. Udovitch has recovered from a recent illness. Ben Tash did a good job of laying out the lot. Mr. and Mrs. Charles Sutton visited recently and Johnnie Riddick's Minstrel Show added several performers and musicians. Whitey Davis has the Ferris Wheel in good shape. The Vanities of 1942 joined here. Shows will remain out all winter. RAY SHARPE.

Patrick's Greater

Exeter, Calif. Week ended November 29. Weather, cold and rain.

Poor weather gave shows a blank here. Town was well billed. Ted Ommeltt, Ferris Wheel foreman, left for Seattle for the winter. He was replaced by

Nick Fabian, who recently returned from a Bakersfield (Calif.) hospital. Owner and Mrs. W. R. Patrick spent the weekend in Los Angeles on a business and pleasure trip, leaving show operation to Tom Bailey. The O'Neill Twins with their Freak Animal Show and Captain Van Der Wall, free act, left here to play merchant shows. Vic Davis opened a new turkey concession.

PEGGY BAILEY.

Ohio Engagements Good For Scheidler's Combo

NORWALK, O., Dec. 13.—Sam J. Scheidler's World's Assembly of Strange People opened a 10-day stand at 45 East Main Street December 3 to good crowds and business. Civic Club, which is raising funds for a Christmas party for underprivileged children, sponsored the date. Evening Reflector-Herald co-operated, as did Arthur David, city editor, who devoted much space to news stories on the show and its personnel. Unit came in after a successful stand in Sandusky, O.

Among visitors there were Mr. and Mrs. John A. Himmelsch, Himmelsch, a former rep performer, is now vice-president of the Western Security Bank there. Buck Owens, Western film star, also visited; Owner Scheidler is handling the inside lecturing on the unit and A. H. (Happy) Allen is in charge of the front. Dr. George Marquis, magician, and Mr. and Mrs. Frank Gallagher visited here.

Hutchens Is Successful At Joplin, Mo., Stand

JOPLIN, Mo., Dec. 13.—J. T. Hutchens' Modern Museum chalked up a good stand here recently, with 12 attractions on the main floor, Beale Rameau reported. Unit presents an attractive appearance and business has been good. Show will play store locations until time to join Snapp Greater Shows in the spring.

Mrs. J. T. Hutchens is still under the doctor's care, but has improved sufficiently to take care of the commissary department.

ISA

(Continued from page 31). Hotel. Tickets were distributed by members for the New Year's Eve party to be held in the clubrooms. Tom W. Allen, general chairman, reported that an orchestra and some stellar acts have been engaged. A telegram was dispatched to Brother L. B. (Larry) Hogan, who is ill in San Antonio, wishing him a speedy recovery. Treasurer Deane's report showed that the club had the best bank balance in its history. Secretary Gow read applications from many prospective members. Following the business session lunch and refreshments were served by the club, to which members of Missouri Show Women's Club were invited.

LSSWC

(Continued from page 31). My stricken ill, was rushed to the Baylor Hospital here December 3. She is now resting in her room at Campbell Hotel. Joining the club recently were Alberto Foster, Babe Miller, Barbara King, Billie Willis, Billie Zacher, Daid Mulvoo, Ethel Krug, Evelyn Ward, Hattie Hauck, Helen Runge, Lucille Hirsch, Mary Hope Gau, Margie Thomson, Monteene Beecher, Onita Lake, Peggy Chapman, Phoebe Carkey, Rae Tucker, Rose, Hephiea, Ruth Korte, Ruth Ann Levin, Ruth Moldabon, Velma Ross, Vivian Miller and Wynlena Smith. Don't forget your 1942 dues.

BALLYHOO BROS.

(Continued from page 30). Important engagement with a fair secretary and lost the date. Drawhead Sisters, who shine their own shoes, stole it. That alone proves that when at a fair meeting every staff member should be alert at all times.

Word reached us on Wednesday that because of priority reservations (coming direct from the bosses) no more banquet tables were left. We immediately returned the rented dress suits and re-organized ourselves to a pot of bacon and lima. Knowing our disappointment the management was thoughtful enough to send us four lbs. apiece, and an enjoyable night was spent in the Rosebud Dancing Academy.

From what we learned from the show

competitors we didn't get a route. We judge from the way that the bosses are staying under the ether they must either be celebrating something or drowning their sorrows. We'll stay here until we hear from the owners or until The Billboard comes out so that our general agent can find out where the show is playing. Hope there was no priority demand on the mileage books.

MAJOR PRIVILEGE.

PCSA BANQUET DRAWS

(Continued from page 30). Hotel floorshow, including the Velasco, Latin American dance team; Frank Paris, puppeteer; Robert Shea, singer, and the Duffins, dance team. Show was augmented by Colonna and Forest Tucker, Western film star. Jimmy Walsh's orchestra capably handled the dance and floorshow music.

Past presidents of the PCSA and Ladies' Auxiliary were honored, as were other workers of the organizations. W.F.M.A. in three-day convention here, staged a banquet in the Biltmore's Rose Room Friday night. A ranch jamboree was held tonight at Rancho Cortez, with about 20 acts appearing on the program. More details in the next issue.

NSA LADIES ELECT

(Continued from page 30). effort promised to develop an active first-aid brigade. Probably also that aux will purchase a block of defense bonds, matter being tabled until more time is available for their digest. Next meetings December 17 and 22, latter called especially to work out a program for Annual Christmas dinner to orphans and underprivileged kids.

CARNIVALS THE BERRIES

(Continued from page 30). No two fairs are alike and it is futile for one fair manager to attempt to solve the problems of another fair manager, whether this problem has to do with carnivals or anything else. In Nashville at the Tennessee State Fair our board of directors selects the carnival. I do not even suggest what organization should be given a contract for the succeeding year. However, after the contract has been closed the carnival comes under my jurisdiction. I work with the management and give it all the cooperation in my power. When they open for business they are a part of the fair and their troubles are my troubles. I want them to make good, to please the patrons, to register a good gross each day, and when they tear down we want them to leave with good will, with the idea that they may return another year. We are always glad to have outdoor showfolks pay us a visit and we are never too busy when a carnival official wants to talk things over. If we can help them in any way, we act promptly and do the best we can.

The Tennessee State Fair plays its carnival on a percentage basis. We think this is the proper arrangement. We want them to make good. To illustrate what I mean, we blew our grandstand show at 8 o'clock each night. We do not keep the people in the grandstand till 11 o'clock or longer for the reason that we want to give the carnival a chance. We can see no reason for holding patrons in their seats until they get sleepy and when the blow-off comes they file out to go home. Turn them out of the grandstand early. It will help your carnival and it will help your Horse Show if you have one. We have a very nice Horse Show held in a pavilion erected at a cost of \$200,000.

Our carnival lot is in the infield of our mile track. When you sit in the grandstand you look directly at the carnival. If people go to the grandstand, they get the carnival flash, and when the fireworks are set off at 7:45 p.m. and they file out of the structure, they are reminded that the midway invites them. I doubt if any other fair utilizes its race track infield as we do. Yes, we have harness races, but the carnival goes right on, as we have an underpass thru which the lot may be reached at any time.

What do I think of carnivals? I think they are the berries. I like them and

alho I do not have time to take them in during our fair, I usually visit some other fair and make myself right at home on the midway. I take in almost every show and pay my way, refusing to accept passes, as carnivals cannot move the postboard. How many carnivals have in the United States I do not know, but I do feel that they all fulfill their purpose, be they large or small, and if the fairs are square with them they will be square with the fairs. They are improving with each passing year and the birth of new ideas or the invention of new riding devices will find their place on the carnival lot.

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25 cards, \$3.00; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$6.25; 200 cards, \$7.50; 250 cards, \$8.75; 300 cards, \$10.00. Minimum \$7.00 cards \$5 per 100 for extra only. Markers for daily collection.
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Made in 20 sets or 100 cards each. Played in 5 rows across the cards—root in and down. Light-weight card. Per set of 100 cards, table card, calling markers, \$2.50.
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Automatic Bingo Machine, Real Glass—\$12.50
5,000 Jack Pot Game (100% of 7 numbers).
Per 1,000 cards, \$1.00.
M. W. Cards, 547; White, Green, Red, Yellow, \$2.00 per 100.
5,000 Small Tin "Grownup" Bingo Sheets, 7 colors, sets of 25, size 4 1/2" x 1,000, 1.25
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All above prices are transportation extra. Cards and markers made in U.S. No personal checks accepted. We pay extra for immediate delivery.

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A Review of the Carnival Season of 1941

and
Important Events and Happenings of the Year

Will Be Features of the
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Number

Watch for This Issue
Dated December 27

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 \$6.50 per hundred. Rush your order in now and save at least \$1.00 per hundred.

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Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

James E. Strates

MULLINS, S. C., Dec. 13.—With the return of Manager James E. Strates and rest of staff, things have taken on added activity. Mike Olsen, transportation manager, left for his home in Rochester, N. Y., to spend the holidays with his folks. Capt. Walter Lumpkin erected his steel arena for the lions and is giving the cats daily workouts. Dorsey Froy's infected hand is showing improvement. Nancy Miller info from Pensacola, Fla., that her unit is still being held over at the South Sea night club there. Front for her new Duborn Show is rapidly nearing completion. Work on the Posing Show, and Funhouse is being pushed and will be turned over to the paint crew soon. Eddie Mehan, Whip Foreman, info from Albany, N. Y., that he will return to quarters after January 1. Noah Grant, Merry-Go-Round foreman, info from Canton, N. C., that he will be on hand in time for opening. Clifford Ralye, chief electrician, is re-wiring the six Diesel power plants. Assistant Manager Dick O'Brien returned from a buying trip. Kid Adams, show announcer, is spending a few days visiting quarters with the boys. Visitors at quarters included Steve Lucas, Gus Holloway, Mr. and Mrs. Eugene Stratford, Tutt Hemingway, Phil Lotus, Mr. and Mrs. Charles Plimford, Dug Stoney and Harby Wright. MARK BRYAN.

Crystal Expo

CRYSTAL RIVER, Fla., Dec. 13.—Shows entered quarters here after a satisfactory season. All are busy at their respective jobs and General Agent John Buntz is working the East lining up dates. He also attended the Chicago meetings. Owner and Mrs. Buntz do much deep-sea fishing in their cabin boat. Walter Buntz is in New York looking over two new rides for 1942. Billie Buntz is installing new equipment in the cafeteria. Master Melanio Lee Sullivan is getting the advance cars in shape. Homer Altom, in charge of animals, was brought here for the winter. Louise and Charlie Miller joined in time to take part in the fishing trip staged by Mr. and Mrs. Warren Buntz. Carl C. Lysher, special agent and publicity director, reports that the co-operation of showfolk all year was splendid. CARL C. LYSHER.

Golden Arrow

NORMAN, Ark., Dec. 13.—First Thanksgiving Day in quarters in four years was a pleasant one. All were surprised when Clyde and Fern Morton motored in from Hot Springs, bringing with them a dressed hog, two turkeys and two geese and all the trimmings. Present were Grandama Lindsey, Tom (Dad) Warner, Earl English, Charles Tarbaton, Al Wilkerson, George Miller, Percy Alford; Mr. and Mrs. Charlie Morton and son, William; Mr. and Mrs. Bert Stalling, Mr. and Mrs. D. L. Young, Mr. and Mrs. Joe Steiner, Frank Whalley, Ed Kelly, Cliff Cannon, Fred McDull, Ed Tennyson and Mr. and Mrs. Dave Cooper. DAVE COOPER.

Fuzzell's United

NORTH LITTLE ROCK, Ark., Dec. 13.—Work has started in quarters with a crew of six. All rides and shows will be

painted and new show fronts, built. Scotty Sullivan is in charge of the paint department and Art Temple is overhauling ride motors and trucks. Harry Falder is remodeling and building transformers and light towers. Harold Obrecht, Stanley Miller and Fred Worlein are assisting in quarters. Owner Fuzzell left for the Northern fair meetings. He was accompanied by his two general agents and his advertising man. Concession Manager and Mrs. Roy Goldstone purchased a home in Hot Springs, Ark., and will remain there until March 1. Rebuilding and painting of concessions will begin March 1 under supervision of Frank Stone. Concessionaires who have

signed for 1942 are Mr. and Mrs. Frank Stone, Mr. and Mrs. Al Sanki, Mr. and Mrs. Bill Nozje, Mr. and Mrs. Dale Crockett, Mr. and Mrs. Ed Friend, Mr. and Mrs. J. T. McOmbs, George Clark, A. W. Triplett, El Claborn, Moyd Harvey, Backle McAbee and Mr. and Mrs. T. Neal. Manager Fuzzell and party commute over the week-end to his fishing lodge on Lake Catherine, Hot Springs. The writer and Mrs. Pratt have again signed their popcorn concessions and are at their home in Hot Springs. They will begin painting and repairing after the holidays. Writer will again be the Billboard sales and mail agent. P. W. PRATT.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

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

Twin City Shows To Be Continued

MINNEAPOLIS, Dec. 13.—St. Paul's Winter Carnival and this city's Aquatennial will not be canceled, officials of both events announced yesterday. St. Paul carnival office said their function would serve as a booster for public morale in wartime. Services of 30,000 carnival parade marchers were offered Maj. Gen. Einar A. Walsh, Minnesota military chief, for any capacity he saw fit. Walsh accepted the offer, and carnival officials pointed out that marchers in special garb could be used in home defense work.

Nell R. Messick, president Minneapolis Aquatennial, said the event "definitely is going ahead as scheduled" as a public morale booster. What final shape the carnival will take is to be decided at a meeting within a month. Plans are to make the Aquatennial into a defense program with patriotic spirit rather than a mere recreational entertainment activity.

Merritt To Pilot Salem Fete Again

SALEM, Ill., Dec. 13.—Marion County Reunion Association, comprising Luther B. Easley American Legion Post and J. H. Lakin Camp, Spanish War Veterans, at its annual banquet December 2, re-elected Earl W. Merritt general chairman of the Soldiers' and Sailors' Reunion, held here each summer. Appointment marks Merritt's 13th consecutive year in that capacity.

Merritt, who capably handled the citizen chœurs at the banquet, reported that the Association's net profit from last summer's event, which cost \$8,500 to produce, was slightly more than \$2,000. Concessions brought \$2,000. He said that Beckmann & Gerry Shows providing the midway grossed \$28,000.

War Voids Tarentum Fete

TARENTUM, Pa., Dec. 13.—Tarentum Centennial Celebration, scheduled for next summer, was called off by Borough Council, sponsors, this week with the United States declaration of war just as the celebration was canceled because of the First World War. Council voided plans for the centennial after deciding that "people wouldn't be in the mood to celebrate." In 1917 the borough canceled its 76th anniversary celebration almost on the eve of the opening of festivities.

War Cancels N. O. Mardi Gras and Carnival Parades

NEW ORLEANS, Dec. 13.—The 1942 Mardi Gras and carnival season here, originally set for February 21-23, has been canceled by the sponsoring groups because of war conditions. A record list of 30 balls and 8 outdoor parades had been planned.

KLEIN'S Circus Unit has been contracted to provide entertainment at annual two-day circus for employees of Firestone Tire & Rubber Company at Firestone Clubhouse, Akron. Walt Sheeks, recreation director, is in charge of the event.

A Review of the Sponsored Events of 1941

and

Important Events and Happenings of the Year

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Holiday Greetings Number

Watch for This Issue Dated December 27

Shorts

APPOINTED to official posts for the 1942 Carroll County (Va.) Centennial Celebration at a recent election in Hillsville, Va., were R. E. Cox, president; R. E. Wilkinson, first vice-president; Walter Edwards, second vice-president; Mrs. Roy E. Ryle, secretary, and R. A. Wood, treasurer. Board of directors includes W. B. Olesh, Willard Staneman, Eugene Frye, Mrs. Willie Cruise, Dr. Porter, S. P. Landreth, Betsy Good and Fred Kirby.

ADVERTISING and promotion committees for the annual five-day Chester (W. Va.) Firemen's Fair include Olan Brown, Raymond Gibbs, Lawrence Barrett, Kenneth Hobbs and Lester Wehner. Fire Chief Lawrence Gline is general chairman. As in former years, event will be held on the streets with the usual midway of rides, concessions, free acts and the firemen's parade on the final night.



EARL W. MERRITT, general chairman of the Marion County Reunion Association, was re-elected in that capacity for 1942 at the association's banquet in Salem, Ill., December 2. This year will be Merritt's 13th consecutive one in that post.

WINDOW CARDS

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"Night of Champs" Big in N. Y. Area

NEW YORK, Dec. 13.—Excellent results were reported for the "Night of Champions" unit, a touring show made up of national skating champions sent out by the Roller Skating Rink Operators' Association of the United States and which appeared at 1830A rinks in this territory on November 9-28 to further acquaint skaters with the champions and their work and the accomplishments of the R.S.R.O.A.

On November 13 at White Plains (N. Y.) Rink seven national champions, in addition to Jimmy Lidstone, British champion, appeared before large crowds and were enthusiastically received. In the show were Walter Beckmeyer Jr., Mineola, junior figures; Melva Block, Detroit, senior women's figures; Walter Sukosa and Ann Maston, Detroit, senior pair skaters; Gladys Koehler and George Werner, Richmond Hill, N. Y., senior dance champions, and Robert Ryan, Dayton, O., senior men's figures.

Manager Art Launay and other officials of Bay Ridge Rink, Brooklyn, invited the troupe's performance there on November 17. Melva Block could not appear that night because of a strained leg.

New One Started in Kaycee

KANSAS CITY, Mo., Dec. 13.—Pa-Mor Amusement Company opened a new roller rink here on December 3. It has 25,000 square feet of hard maple flooring with capacity for 750 skaters, \$3,000 electric organ, seven-color fluorescent lighting system and combination ventilation and heating system. It will operate seven nights a week. Besides the new rink the company operates a ballroom, ice palace, swimming pool, bowling alley and billiard hall. Paul M. Fogel is president and founder of the company.

COMET Roller Club staged a party on December 8 in Comet Roller Rink, West Haverhill, Pa. Featured were the Ac-cordien Troubadours.

Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

Minneapolis Fire Loss 76

MINNEAPOLIS, Dec. 13.—Fire gutted the Rollerdomo here on December 4. Firemen battled the blaze for hours before getting it under control. Flames originated in the rink basement and, apparently kindled by coal there, spread to two adjoining buildings. Frank LaJoy, Rollerdomo owner, said loss amounted to \$7,000. None of the burned equipment was insured.

WHIRLING B's, Billy Betty and Bob, were booked for a week's engagement at Rocco's Villa Sunset, Blauvelt, N. J., reported Bob Miller.

SACRED Heart Parish, Dupont, Pa., has resumed skating sessions, having renovated the floor and installed a new heating system. Sessions are held three times weekly for benefit of the parish.

SKATING sessions opened in the American Legion home, Wyoming, Pa., on December 8. Frances Killian is teaching skate dancing. Sessions are held nightly and Saturday afternoons.

SECOND anniversary party of the Roller Skating Club of Chicago on November 25 in Planet Rink was a gala event, reported Owen Ray. There were two waltz contests and a race. Trophies were awarded.

ANDERSON (Ind.), Roller Rink, operating nightly except Mondays and Wednesdays, is drawing increasingly good crowds, reported Manager H. H. Oldham. On November 20 two patrons were married in a public ceremony at the rink before 450 skaters. Elaborate Christmas and New Year's Eve parties are planned by the management.

SENIOR class of the figure skating club of Bay Ridge Rink, Brooklyn, plans a benefit Christmas party for rink employees on December 20, reported Manager Art Launay. Feature attraction will be a formation revue put on by the club with 24 couples participating. New Year's Eve party at the rink will be featured by distribution of novelties.

INTERNATIONAL ROLLOS, Dottie Wallace, Harriet Rollo, Harvey Landes and Rollo recently completed a successful season of fair dates for the George A. Hamid office and opened their indoor season at the Madison Club, Baltimore. They began a two-week date at Sherham Hotel, Washington, on December 8 and are booked for appearances at Southern hotels.

EARL VAN HORN'S, Mineola (L. E.) Roller Rink held its annual silver apple party on December 11, when \$100 in silver hidden in apples was distributed to skaters. Jim and Molly Prampton have returned to the rink with their picture machine. Proceeds of the Christmas night party will go into the employees' Christmas fund. There will be skating exhibitions, special numbers and a longer skating program. R.S.R.O.A. night of champions unit put on an excellent exhibition on November 23.

FRANK GERRIETS, professional at Carlin's Park Roller Rink, Baltimore, recently made Ripley's "Believe-It-or-Not" cartoon for the second time for doing a handstand on a still attached to a skate, reported A. T. Miller, events director. Before going to the Carlin Rink Gerriets worked some of the leading rinks and for years headed the Whirlwind Trio and Flying Devils. He is said to be origina-

tor of the flying trapeze trick and recently created a new dance step, Curlin Swing Tango.

WHITE PLAINS (N. Y.) Roller Rink is offering a 40 per cent reduction in admissions to servicemen. Skating party is planned for December 25. New Year's Eve party is expected to be a big event, with celebrities present; skating, dancing, buffet supper and distribution of novelties. Margaret Cioni and Elmore Van Drell, professionals, report progress is being made with the skaters. Dance enrollments closed on December 7 to permit intensive coaching of students for forthcoming championship contests. Club roster is now near the 400 mark, management having offered six prizes to those bringing in the most new members.

OLD-TIMER Roller Skating Club of Chicago will elect new officers on January 5, reported Bill Henning. Club is growing fast. It will hold its anniversary party at Riverview Roller Rink on February 16 and a dinner dance in January. Joe Laury and Henning plan on celebrating the 54th anniversary of their entrance in the business with a party soon. Henning is still at Riverview Park. He and Laury visited the recent convention of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman and stopped at the booth of the Chicago Roller Skate Company. Old-Timer Club recently visited Atlas Rink, Chester town, Ind. John Carlin Jr., manager of Iceland Rink, Carlin's Park, Baltimore, visited Manager Paul's Riverview Rink on December 2. Carlin's father, owner of the Baltimore park, is a former employer of Henning. George Busby is manager of the Carlin Park Roller Rink. Chicago rinks are having a good season.

"ANOTHER outstanding personality in the roller skating field about whom I must tell you is Walter Stanton, Bournemouth," writes Cyril Beattell, Chesterfield, England. "He was honorary secretary of the National Skating Association of Great Britain during the sport's greatest boom period, 1909-12; a director and part owner of The World on Wheels, our leading roller periodical of the time, and a brilliant performer in all branches of the sport. Altho Stanton did not take up figure skating until the age of 30, he won the national championship four times in five years, first holding the Richardson Cup which goes with the title, in 1909. But Stanton, who opened his career as a skater in 1890 at Olympia, London, had made his mark long before taking honors in international style figures. He had played roller hockey with one of London's crack teams for seven years previously and had also passed the gold medal test of the NSA for speed skating, while as a dancer he was no ordinary performer. Stanton today plays a leading part behind the scenes for all that is best

and progressive in the sport. For years we have exchanged correspondence relative to current developments. Recently I returned to him an autographed picture of that old-time international skater, Johnny Davidson, who died in Brooklyn. I had quite a bit of correspondence with Davidson up to 1938 and found that Stanton and Davidson had been joint shareholders in certain investments 30 years previously, but had lost touch with each other after the first World War. Stanton said I would be glad to learn the whereabouts of Harley Davidson, elder brother of Johnny. Harley won the professional championship race of 1900 in Olympia, London, and received a purse of \$2,000. Mention of this reminds me that Olympia was one of the wonder rinks of all time. It was managed by Charles B. Cochran and had a clear surface of 80,000 square feet. Equipment included 11,000 pairs of skates. It opened in 1890 and was last used for skating in 1912. In boom days a crowd of 10,000 skaters was no uncommon sight."

NSA

(Continued from page 31)

Cecil, Mrs. Sadie Wilson, Mrs. Edith Howard, Mrs. Ruth Karpis, Mrs. Lottie Mae Gilbert, Mrs. Lillian Faber of Rockaway Beach, Mrs. Julia O'Donnell, Mrs. Patricia Lewis, and many others whose names do not come to mind. President Midge Cohen presented life membership to Patricia Lewis and Rose Rosen, announcing that Patricia Lewis will receive the Dorothy Packman award for having secured the largest number of members during the year. Award will be made at installation dinner, Hotel Abbey, January 4. Our organization was represented in Chicago by President Midge Cohen, Vice-President Margaret McKee, Auxiliary Hostess Emma Plink and Sisters Bess Hamid, Leah Green, spoon and Flora Elk, all of New York, and also by Sister Virginia Kijne, who is a member of all of the show women's organizations. Sister Phyllis Alexander, one of our finest members, recently became engaged to Thomas Heffernan, of the men's club. Another of our members, Sister Mildred Williams, will soon become the wife of William Cary.

SASC

(Continued from page 31)

Auxiliary is under way. Membership now totals 51 and it is expected that the group will officially organize and elect officers during the next week or 10 days. At present the women are almost nightly visitors to the rooms meeting in a private room allotted them. Members added during last week included John and Max Loran, Denny Pugh, Joe Murphy, William B. Hirsch, Bob Morion, Frank B. Joerling, Morris Lipaky, Tony Martonia, George Howie, Harry Altshuler, Chester I. (Heavy) Levin, Ed (Slim) Johnson, Hyms Schreiber, Artie Brauner, Abner Kline, Gabo Kaufman, Joe Stevens and Chink Hubbard. Visitors included Sam Gordon, Mrs. Marie Beckmann, Pete Korte, Sam Feinberg, Ed Neville, Frank Miller, Mrs. Maude Jamison, Tommie Stevens, Chris Miller, Bill Aldrick, Tony Kitzmann, Walter Lehman, Larry Mullins, John Graves and James DeBow.

The First Best Skates



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3112-3378 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

FOR SALE

Following Skating Rink Equipment: 206 pairs all sizes A-1 Skates, good stock of Regalia, Wheels, Bearings, Cones, Clamps, Straps, etc. One of the best music and loud speaker systems, including records and all six loud speakers and hanging frame, wiring for the six loud speakers and one microphone. This music equipment is plenty loud enough for building 60x200, or a tent.

FRED SCHWARTZLOW
Ice Road, Wheeling

ROLLER RINK OPERATORS

We will exchange skates with you. Send us 3 of your skates and we will send 3 of ours by return mail.

IDEAL ROLLER RINKS
2828 Louisa St. St. Louis, Mo.

No. 321 DUSTLESS FLOOR DRESSING

Clean the air, protect a rug; slip with less care and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. quantities. 4 gal. approved by the Navy, \$7.25. Terms: P. O. E. Order, 25% with order, balance C. O. D.

CAGAN BROTHERS
444 Second St. Everett, Mass.

FOR SALE

The only skating rink in a small town. With excellent equipment. Skating 5 times a week.

RAY S. WALKER
207 W. Main St. St. Helena, Cal.

Attention! Enlisted Men!

The Billboard is desirous of learning immediately the names of those members of the amusement industry, both indoor and outdoor, who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last year.

The enlisted, or some member of his family or a friend, is asked to wire immediately to The Billboard, 25 Opera Place, Cincinnati, Day Post Rate-Collect—the following information: Name of enlisted member; branch of service; date and place of enlistment and occupation in show business.

"CHICAGO" The Quality Skate

Will Earn More Money for You.

Write for New Catalog

It Will Help Build More Sales, if You Haven't Seen It Yet. Write for Your Copy Today.



CHICAGO ROLLER SKATE CO.
4427 W. Lake St., Chicago, Ill.

Betty Lytle ROLLER RINK SHOES

Display, recommend and sell the shoes that bear her personal endorsement. Genuine Goodyear Welt Construction. 15 other styles in stock.



Write for Catalog

HYDE ATHLETIC SHOE CO.
Design A. R. Hyde Shoe Co. CAMBRIDGE, MASS.

Russell Season Tops Average

Los Quarters Old Selig Zoo

Better biz marks tour of about 12,000 miles in 22 States—crew begins work

LOS ANGELES, Calif., Dec. 13.—Russell Bros. Circus ended its season at El Centro, Calif., Monday (1) and on Wednesday moved here for the winter. Show is quartered at 3500 Mission Road in the old Selig Zoo, more recently known as the California Zoological Gardens. It is a veritable park, 37 acres in area, landscaped and with adequate buildings for the show's stock and property, yet is located within 15 minutes of downtown Los Angeles. Lease of the property from the banking interests now owning it was negotiated with the aid of Paul Eagles.

Mr. and Mrs. C. W. Webb announce plans for opening the 1942 season in March. Accordingly, a large crew is being kept in quarters and work is starting as once on rebuilding and overhauling equipment. Mrs. Webb also announces that booking of the 1942 program will start at once.

The season was one of the longest in the history of the show. Opening at Rolla, Mo., on May 1, the season's itinerary extended from the Middle West to the Atlantic Seaboard and then across the entire breadth of the continent to the Pacific Coast, ranging in the meantime from the Canadian border to the Mexican line.

The tour took in 22 States and totaled slightly less than 12,000 miles. The circus appeared in 190 cities, five of which were two-day stands and all the others one day, making a total of 195 exhibition dates, including 11 Sundays. Performances were lost on account of weather at Lafayette, La.; Denton, Tex., and Clinton, Okla. Shortest move was 8 miles from Elvira to Lorain, O., and longest was 167 miles on next to the last day from Ajo to Yuma, Ariz. Move into quarters was 220 miles.

Long, Strenuous Season

The season was as strenuous as it was long. Show encountered much rainy weather and had many costly wrecks and accidents. Worst catastrophe was the blowdown at Richmond, Va., during the matinee the second day of a two-day stand on August 12. There were no deaths or serious personal injuries, but the show's canvas was riddled. The circus was presented eight of the blowdown and for four days following with side-wall and no big top. A used big top, to serve temporarily was received the following Sunday at Bristol, Va., and at the same time new menagerie, side-show and cookhouse tops were received. Meanwhile, a new big top was ordered but due to delay in manufacture because of defense priorities was not received until October 17 at Lawton, Okla.

Business, due in a large measure to adverse weather, was very spotty, but there were some big days and the season as a whole averaged the best in several years. Best business was in Illinois, New York, Arkansas, Louisiana, Mississippi, Texas and Oklahoma. Banner day was at Schenectady, N. Y.

A souvenir season 1941 folder was issued by Bill Antes, containing the program and personnel.

Scattering of Personnel

Mr. and Mrs. Francis Kitzman, Justus Edwards and Vernon Reaver, of the advance, spent the last two days with the show. It was Reaver's first visit, altho he had been contracting for the show since spring. The Kitzmans are remaining in L. A. Reaver also plans to spend the winter here, while Edwards is returning to his home in Illinois for the holidays. The performing personnel scattered.



CHARLES A. (KID) KOSTER, one of showman's veteran agents, snapped recently in front of his Hollywood home just before heading east to take up the path-finding chores for John Golden's company of "Candida," currently playing Midwest legit houses. Koster was for many years agent and mixer with some of the leading circuses and other outdoor attractions.

CB Barns Active; Plan Innovations

LOUISVILLE, Dec. 13.—All indications point toward an early opening for Cole Bros. Circus, as work in quarters staged much earlier than ever before. Sallmakers have been overhauling canvas for the past week, and Waxie's department is busy making new trappings for Liberty horses and elephants. Training is being pushed in the ring barn, with John Smith and Adolph Delbosq breaking several new Liberty and menage horses, Ruth Nelson working on new pony drills, Jean Allen working elephants and gaited horses, and Joe Belovsky breaking two seals for his act. Zoo attendance, so far is ahead of last year's at this period.

Owner Zack Terrell has approved plans for an elaborate spec for next year's show and has turned production of the program over to Col. Harry Thomas, who will do much of the work handled by the late Rex de Rosell. While the show is not ready to release any publicity on the production, it is understood to be based on a historic event. Wardrobe department, in charge of Mr. and Mrs. Harry MacFarlan, was opened last week. Much new wardrobe is being planned for winter dates and next year's show.

Experts have been consulting with Owner Terrell for a special lighting system for the midway. Harry W. Hanties, of Henries Bros. Shows, was a recent visitor.

McReavy Back With Polack

LITTLE ROCK, Ark., Dec. 13.—Vernon L. McReavy is again on the promotion staff of Polack Bros. Circus and handling the date here. Show will be at Robinson Memorial Auditorium, under auspices of the Shrine, on January 13-15. Mr. McReavy is to handle the office and supervise ticket sale.

The Clarke family returned home at Venice, Calif., and the Acevedo family to L. A. Walter and Ethel Jeweller and Joanne with Buddy, the seal, went to Florida, and Alex and Anna Brock to Huntington, W. Va. Tex. Grace and Alice Orton planned to remain in the West a while before going to the Middle (See Russell Barns in Los on opp. page)

RB Sarasota Display Opens

SARASOTA, Fla., Dec. 13.—Roland Butler, general press representative of the RB circus, said today that the winter quarters here would be open to the public starting tomorrow. Until now the winter staff has been busy storing the show.

A new hippo pool, which will show the big fellows for the first time without bars, has been completed and the modernistic monkey island, with a large moat, will be on display for the first time.

The outdoor training ring will be in operation every Sunday afternoon. Admission to quarters will be 33 cents for adults and 22 cents for children, tax being included. Big attraction will be Mr. and Mrs. Gargy, and there will be an extra fee of 25 cents, tax included, for this.

"Fun by the Ton" A Review

By EUGENE WHITMORE

MANY of the people who have written about elephants in the past knew no more about the lordly beasts than the average person who stands at the menagerie picket lines and feeds them peanuts. That's why a lot of people know a lot of things about elephants which come under the head of "Well Known Facts Which Aren't True."

Now here is a book which is different. It is called Fun by the Ton and is written by a winning combination, Edward Allen and F. Beverly Kelley. As most readers of The Billboard know, Eddie Allen has wielded a kindly bullhook on many a circus. He has guided the big brutes in and out of many a railroad yard, thru many a performance, and on and off many a circus lot. He's seen them good and bad, lazy and lively, in good weather and bad for many a season. Recently, he had charge of the big herd of Cole Bros. Circus. So Eddie knows elephants. And F. Beverly, better known wherever the big show goes as "Bov," knows how to write. As Allen swings a lively bullhook, so Kelley punches a gay and light-hearted typewriter, never stopping a moment to be ponderous, but always making you feel that here is a fellow who loves as well as knows elephants.

Delves Into Circus Lore

Almost any good reporter could have turned in an interesting and readable book after extended interviews with an elephant boss such as Eddie Allen, but Kelley did more than this. He's gone back into circus history, as far as recorded in this country, and dug up the facts about practically every elephant that ever snatched a peanut in any American circus. There's the story of the Lockhart elephants; the world-renowned Junbo; Old Nod, better known by his professional name of Tusk; Black Diamond, Madoo, Old Mom, Old John, Tip, Alice, Rajah, and the well-loved rascal elephant, Billy Sunday, whose "Do you want some beer?" act was so widely known as his nameake's fight on the devil. And more, too, there is a chapter on the bad elephants, another chapter on elephantine-themed events, and much fascinating material about the famed elephant bosses whose patience has supervised elephants to and from the runs in every town, village, city and hamlet in America.

In the book there are some of the most magnificent reproductions of circus elephant photographs ever seen between covers. Many of them are by that old master of circus photography, Harry Atwell. In the second and subsequent editions (See "FUN BY THE TON" on opp. page)

Wolandi Has Defense Idea

CINCINNATI, Dec. 13.—Wolandi, bounding high-wire performer, as his contribution to National Defense, has conceived an ideal plan to aid Uncle Sam in the fight for freedom. "Everybody is a patriot when the returns are profitable," says Wolandi. "Let's be different; let's give something to Uncle Sam." Wolandi suggests that Americans paste a Defense Stamp of a regulation one-cent post card and mail it to "Uncle Sam, Washington, D. C." The sender, Wolandi says, would cancel the stamp by writing his name and address across the face of it, and thus Uncle Sam would realize the full benefit from the sale of the stamp. And Wolandi suggests that Americans send such cards not once but often.

J. M. Cole Scores; Ohio New to Show

NEW PHILADELPHIA, O., Dec. 13.—Playing Ohio territory for the first time, James M. Cole indoor circus had big business during its two weeks in the State. Engagements were divided between schools in Northeastern Ohio and Shea theaters here and in Zanesville, Cambridge, Marietta and Ashabula. Unit folded at Ashabula today and returned to quarters at Penn Yan, N. Y., for re-stamping before starting its second half of season at Dundee, N. Y., February 2. Unit has been out 14 weeks.

Theaters were a new experience for the unit and had their drawbacks for a show of this type, which for the past three years has had much success in school gymnasiums, better adapted for the performance.

Program included: Display (1) Barton's Dogs, (2) Miss Marguerite, web and traps, (3) Chief White Eagle and company, trick shooting and Indian dances, (4) Captain Rudy, elephant, camel and great Dane dogs, (5) Clowns, (6) Billy Barton, cloud swing and muscle grinds, (7) La Form Sisters, double trapeze, (8) Clowns, (9) Barton, principal riding act, (10) Barton, mechanical riding school.

Personnel includes James M. Cole, general manager; George Daniels, general agent; Mike Guy, band leader, Zeke LaMont and Shorty Warr furnished clown numbers. Recent visitors were Walter L. Main; Jack Mills, owner of Mills Bros. Circus; Glen Z. Wagner, Nick Hing, Buck and Ross Steets, Ted Dopplish and Jack Redrow.

Wirth's Me. Date Over Top

NEW YORK, Dec. 13.—Frank Wirth office reported that its sixth annual Elks' Circus, held in Exposition Building, Portland, Me., went beyond last year in gross. Acts were Con Colleau, Christy Unit (Edythe's Elephants, bucking milk, Al Carley and Liberty Horson, Ed Blum and Dobermann Pinsohars), Emil Palkenberg Bears, Great Arturo, Four Flying Siegrists, Sensational Waldors, George Hancford Family and Novello. Five hundred dollars in Defense Bonds replaced autos as door giveaway.

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★ ★ ★ LET'S GO, AMERICA!! ★ ★ ★ This will be the theme of next week's issue of The Billboard. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war.



With the Circus Fans

By THE RINGMASTER

President FRANK H. HARTLESS, W. M. RUCKENBACH, 2820 W. Lake St., Chicago, Ill. Sec. 4. P. O. Box 4. Walter Rosenadel, Editor, "The White Top," care International Printing Company, Rockville, Ill.

ROCHELLE, Ill., Dec. 13.—Color, drama and excitement, combined to make raising of the Pete Mardo Tent in Akron, an occasion long to be remembered. What could have been more thrilling than to be in the home of a newspaper editor on nights of December 7?

Meeting took place at the residence of Mr. and Mrs. Murray Powers. He is Sunday editor of The Akron Beacon-Journal, and the tense situation in the news room downtown was reflected in the Powers home during the evening as war bulletins and flashes were received.

It was an enthusiastic group of fans who gathered for the holiday. Ceremony was opened with playing of God Bless America. Then came a sharp blast from Ringmaster Powers' whistle, and from the record player, came the music of the grand entrance by the circus band.

Fred Work, general manager of the tent, delivered an address, which he announced had been authored by Central Vice-President Tom Gregory. A recorded snappy tune by Marie Evans' Ringling-Barnum circus band completed the ceremony.

During the short business session a telegram of congratulation came from National Publicity Director, Bill Montague. A new office, that of stewardess of the cookhouse, was created and Winnie Gregory was elected.

Fred Work told of his experiences while trouping as a guest with Barnett Bros. and Wallace Bros. circuses for several seasons. For these trips, Work used his house caravan. He had also prepared a history of the Ringling Brothers and their rise in the circus world.

Ted Deppiah, Pan from Canton, screened a varied program of circus movies from his outstanding 35,000-foot library. Entertainment portion of program closed with the national anthem. Then the fans enjoyed lunch prepared by Mrs. Powers.

In addition to all members of the tent, Dea Offinor, of The Beacon-Journal staff, and Mr. and Mrs. Jerome Harriman were present as guests. Harriman, former circus agent, is publicity director for Summit Beach Park in Akron. He paid a nice tribute to the CPA.

Next meeting of the tent is set for January 4 at Firestone Country Club home of Mr. and Mrs. Mardo. Work left on the 11th for his annual winter sojourn in Florida. In the meantime Ringmaster Powers will carry on as chief executive officer.

Private L. W. Pearch, Jr., CPA of Petersburg, Va., writes: "Since joining your wonderful organization eight months ago I was 'taught in the draft' and entered the army October 1. I was sent to Camp Wheeler in Georgia. I would like to correspond with other members of the CPA and 'talk circus'."

RUSSELL BARNES IN LOS

(Continued from opposite page) West for winter dates, Jimmy Hamilton came into L. A. with his stock. The Rodeo Deans returned to their home at San Joaquin, Calif.

Mr. and Mrs. William DeBarrle of the side show came here, as did Ann Robinson and daughter, Margaret Ann, midgeel, and the Omaha Indians.

Various others of the personnel will remain on the Coast, including Mr. and Mrs. Robert N. O'Hara, Mr. and Mrs. William B. Antes, Mr. and Mrs. Joe Ford, Mr. and Mrs. C. R. Reager, Norman Carroll and Alex DeBeere. Charley Oliver, steward, is remaining in charge of the quarters cookhouse. Mr. and Mrs. Chester Felke, of the concession department, are in their home just out of Los Angeles.

Mr. and Mrs. Bobby Worth, who have had the midway lunch stand for the

FREE ACTS WANTED

With my organization for 1942 Fair season—200 South. Thousands of free season, to make your show stand out and literature. The Raymonds Attractions 738 Carlton Street Jacksonville, Florida

Under the Marquee

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

BILLS—in parades.

HAROLD BARNES with his wife, who appeared at the Roxy Theatre, New York, last week and scored solidly.

ELDON J. D'ORIO, drummer, is working theaters, banquets and night clubs out of Detroit.

JIM CURRY is clowning May Stern & Company store, Pittsburgh, thru the holidays.

SPILLER'S SEALS closed a 10-week engagement with E. K. Fernandez' Circus in Honolulu on December 9.

If I ever frame a peanut stand it will be a circus peanut stand.—Grandstand Whitey.

JOE HAWORTH JR., Cole Bros. Circus, is vacationing in Southern California. He will return to Cincinnati soon.

NATE LEON, last two seasons advertising salesman with Dalley Bros. Circus, is vacationing at Hot Springs.

AFTER playing the Columbus (O.) indoor circus date, Dennis Stevens departed for Akron and Chicago.

There is no rest for the agent who does everything that the boss tells him to do.

JOSIAH (JO-JO) BUMSTEAD is clowning in Toyland at Sears-Roebuck store, Brooklyn, his second season there.

JOHNNY STOVER, clowning in Toyland of O'Neal's Department Store, Akron, does not expect to troupe next season.

P. BEVERLY KELLEY, handling radio with the RB show, has been elected treasurer of Delaware (O.) County Agricultural Society.

TIME has proved that you don't have to have a double chin to be a successful circus manager.

"WE are clowning in New York City and Guttenberg (N. J.) department stores for the holidays," write Earl E. Staats and Lester Owens, Staats Bros. Circus.

JIMMY DUGAN, formerly of Downie Bros. Circus, is impersonating Santa Claus in Woolworth's, New Brunswick, N. J.

FRANK B. HUBIN has taken a U. S. Government position as foreman over a large number of men at the new 61,000,000 airport being built at Atlantic City.

ONE of the requirements of a long-winded side-show talker is that he must stop before the entire lip gets into the big top.

DOC WADDELL held services in Columbus, O., in remembrance of Wells Hawks, Rudolph Conley and Linda Jeal, who recently passed on. About 30 show people from surrounding towns attended.

HAMID-MORTON circus will again play Tripoli Shrine charity show in Mil-

last two seasons, also are remaining in L. A.

William M. Moore, legal adjuster, is going to Florida, and George Werner, lot superintendent, to his home at Millstadt, Ill.

Joe C. Webb, brother of C. W. Webb and associated with the show for a number of years as director of public relations, was called to Washington several weeks before the season's close to take over a governmental position.

PHOENIX, Ariz., Dec. 13.—A combination of adverse circumstances resulted in slow business for Russell Bros. Circus during a two-day four-performance stand here. Show officials termed the results somewhat "disappointing."

Several reasons were advanced for the small turnout. First, the show played here on the heels of the Arizona State Fair and not long after Ringling-Barnum was here. Second, its opening here coincided with a community celebration which, marking opening of the Christmas shopping season, made the major part of the community's population Christmas-minded rather than circus-minded, this despite the fact the local press gave show fair publicity.

waukeo. Proceeds will be used for orphan, underprivileged, children and Temple activity funds.

L. C. LANGHART, last season boss lithographer ahead of Wallace Bros. Circus, expects to rejoin the show next year. He has been ahead of circuses 10 years.

IN checking over the routes of the winter opera Santa Claus has thinned them down to Louisiana.

CONTINUED cold weather in Tennessee caused the Poodles Hannonford Troupe to cancel its Southern December dates and return to winter quarters at Kattskill Bay on Lake George, N. Y.

BARTH AND MAIERS, hand balancing and teeterboard, joined Jack Eldroy's Follies of 1941. They will play in army camps and naval bases after the first of the year.

IF circus men had to choose between the loss of time or money—they would part with the currency.

JIM STUTZ, last season with Hunt Bros. Circus, enlisted in Company G, 1st Infantry of Pennsylvania Reserve, for the duration of war. He enlisted after a call for volunteers was made.

ARTHUR A. WRIGHT, side-show band leader with Ringling-Barnum circus, spent a week in Cleveland visiting Mr. and Mrs. P. J. L. Lorey, Cole Bros. Circus.

THE underdog circus always has our sympathy as long as it behaves like an underdog circus.—Underbrush Circus Property, Inc.

RETURNING to the East for the first time in five years, Billy Dale is working his loop walk and cloud swing acts in theaters and night clubs. He was formerly with Yankee-Patterson and Ham and Egg circuses on the West Coast.

E. W. CLARK, animal trainer, with Potack Bros. Circus, was bitten on the left hand, while muzzling a bear for the evening performance on December 9 in Oklahoma City. He was taken to Oklahoma City General Hospital, where several stitches were taken.

DURING World War I boss canvassers, boss hostlers, stewards, trainmasters and other circus department heads who enlisted in the service were quickly promoted. History will probably repeat itself now that quick-thinking and acting officers will again be in demand.

JACK LOVING, former trouper, who has been making his home in Cincinnati since he gave up the road, is in General Hospital, Ward A-1, and would appreciate hearing from acquaintances.

FLYING ROMAS played the American Legion celebration at Camp Stewart, Hinesville, Ga., for the soldiers stationed there last week. That date gave the act its 43th week of outdoor engagements this year.

"FUN BY THE TON"

(Continued from opposite page) lions we hope that Atwell and the other phots get the credit lines they deserve.

Radio Publicity Pioneer

P. Beverly Kelley is the radio publicity man for Ringling Bros. and Barnum & Bailey Circus, the pioneer publicity man of the air waves. He wrote the now-famous story in National Geographic Magazine on the circus, and has contributed circus years to many of the top-rank magazines. Between seasons on the road, when not turning out magazine articles or announcing one of the big air shows for a national advertiser, Bev fills in with operating a furniture store in Delaware, O., and helping to supervise Delaware County Fair. For several seasons he has been ahead of half-shows, beating the drum for Helen Mencken, Judith Anderson and other well-known stage stars. In his moments of relaxation he comes the Democrats, deplores the decline of Republicanism and thinks up tags to poster Frank Braden. Otherwise Mr. Kelley just loaf.

The book is published by Hastings House and the price is \$2.50. Stop lively, count your change, and hold your horses—this book is going to sell.

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

The Corral

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

SRA Maps Plans For Annual Meet

CANADIAN, Tex., Dec. 13.—Annual convention of the Southwest Rodeo Association will be held in Dalhart, Tex., December 17. President James O. Selman, Woodward, Okla., announced here last week. SRA now represents more than 40 member shows located in 12 States. Association was established three years ago to permit contestants living in the Southwest to obtain points to determine winners in the various events as well as the grand champion and to distribute over \$3,000 in cash and merchandise awards.

Officers for 1941 also include Allyn Finch, first vice-president; Scott D. Hamilton, second vice-president, and C. A. Studer, secretary-treasurer. Directors this year were Earl E. McKeandree, Joe Carey, Foy Proctor, Roy P. Evans, Charles E. Coombes Jr., Joe Sullivan, Lynn Boutler, George P. Gilbert, Raymond J. Higgins and Andy Curtis.

Registration is set for 9 a. m., with the meeting "getting" under way at 10 a. m. President Selman will distribute the awards, and officers for 1942 will be elected. Matters concerning the rodeo industry for 1942 also will be discussed. Dalhart is making extensive plans to entertain the convention, and since the city is the home of the XIT Cowboy Reunion, all are looking forward to a successful meeting.

Contestants who are winners of the various events must be in Dalhart in person to receive their awards. Contestants winding up in 1941 and 1942 places also will receive an award.

Sunbrook Show Scores At Jacksonville Date

JACKSONVILLE, Fla., Dec. 13.—Attracting what was reported to be the second largest crowd ever assembled at Municipal Stadium here, Larry Sunbrook's Wild West, Rodeo and Thrill Circus played to 22,510 paid admissions last Sunday, he said. Unit came in for the single day's stand, after a successful engagement in Havana, Cuba, and Sunbrook said the gross totaled \$10,650.40.

Following the local date the combo disbanded for a vacation over the holidays, but all will rejoin Sunbrook in Chicago January 3. Show, according to Sunbrook, was the first to play here in about 20 years. He will spend the holiday days in Cincinnati with relatives—Steve Raines, rodeo director; Al Lopez and Jimmy Warren, stunt men, and Clay Loving, cowboy, joined the army at conclusion of the date here, Sunbrook said.

BEN R. JONES

Will you kindly contact immediately

S. R. RESSLER

2445 Euclid Ave., W. Detroit, Mich

WANT EXPERIENCED PHONE MEN

Chicago's Tribune, with Rock Bridge Circus, Jan. 13 to 16. (Jim Hines, best) and every year 12 to 16. (Jim Hines, best) and every year received. Come on to help!

VERNON L. McBEAVY HOTEL MARION, LITTLE ROCK, ARK. (The Cuban White Ice Cream, 1941)

IOWA TO FIGHT HANDICAPS

Speeches Keyed To War Efforts

Outbreak of conflict casts pull over meeting—showmen pledge all-out aid

DES MOINES, Dec. 13.—Fair men of Iowa will carry on as usual in 1942 despite heavy handicaps unsettled world conditions will impose upon them. It was indicated at the 34th annual convention of the Fair Managers' Association of Iowa, held here this week. As delegates and showmen gathered Sunday (7) at the Hotel Bavery, they were stunned when news of the attack by Japan on United States islands of the Pacific came over the radio.

Silent and subdued, they clustered around the radio in the hotel lobby and listened intently to the portentous news flashes. Between flashes they discussed the serious implications of the news, and throughout the evening all else was forgotten in the anxiety to get every possible bit of information on what was happening. Monday morning the same scene was re-enacted, but as the day wore on the tension eased and everyone seemed to take a philosophic view of the situation. Anger at the dastardly attack by Japan was voiced on every hand, but there was no feeling of panic or apprehension. Confidence in the ultimate outcome was expressed and, quite sensibly, everyone got down to the business for which they had gathered.

War Affects Talks

There was much discussion in the lobby and meeting rooms as to what effect the war with Japan would have on outdoor show business. Many showmen present went thru the first World War, and while they agreed that the present war probably will impose much greater handicaps, they were positive of their ability to carry on. There was a distinctly optimistic feeling evident among showmen and fair men. It was pointed out that fairs and shows play an important part in maintaining morale during times of stress and the general feeling was that even the war might be brought much closer home, the outlook for 1942 is encouraging. "We know," said one prominent showman, "that we face a shortage of help and materials and that there may be transportation difficulties, but the country needs and must have entertainment. We believe the government knows this and will make restrictions on shows as light as possible. Whatever the handicaps, we intend to carry on and do our part."

War influence predominated thruout the sessions, main topics having to do with agriculture's part in national defense and after effects of the war. The serious note also was reflected in the patriotic address of Gov. George A. Wilson of Iowa at the annual banquet which closed the convention. Altogether the convention was a heartening demonstration of the solidarity of the people and the determination to let no handicaps stand in their way.

Peterson Talk Applauded

President J. H. Peterson opened the fair managers' initial session Monday afternoon with a brief announcement in which he called attention to the serious situation confronting the country and expressed his conviction that fair men of Iowa would not be found wanting and would put forth their best efforts for their country. His sentiments were echoed in the resounding applause that followed his remarks. Peterson introduced Henry Brandt, who is taking the minutes of the Iowa meeting for his 28th year, and Nat E. Green, who for 14 years has covered the meeting for The Billboard. The audience then stood and sang a stanza (See IA To Fight Handicaps on page 43)



NORMAN WITTS (left), secretary of Central States Racing Association, presents J. H. Peterson, secretary of Clay County Fair, Spencer, Ia., a plaque—the CSEA 1941 award for America's most modern fairgrounds equipment.

Funds To Rebuild Ark. Stock Show Plant Are Sought

LITTLE ROCK, Ark., Dec. 13.—Arkansas Livestock Show Association voted to ask Governor Adkins for \$30,000 in State funds toward purchase of land and construction of new buildings to replace those lost in the recent fire which wrecked the showgrounds in North Little Rock at a loss of \$135,000.

Immediately after the request, Governor Adkins said he would not call the Legislature into special session to aid the association unless an extremely grave situation arises. He reiterated his support to the show but said he was certain it had enough backers to assure rebuilding of the plant by private subscription.

Fred A. Isgrig, board member, said

Arizona's 30G Net Biggest in History

PHOENIX, Ariz., Dec. 13.—Arizona State Fair of 1941 made profit of \$30,166.56, the State Fair Commission announced on December 6. It marked the first time in history that an Arizona State Fair earned a substantial profit.

Total income was \$103,812.02. Receipts from the nine-day race meet held in connection with the fair totaled \$36,070.90 and included pari-mutuels, \$38,547.42; grandstand admissions, \$12,422.90, and miscellaneous, \$5,100.58. Expenses of the meet were \$44,238.47, leaving a net of \$21,832.43. Of that amount the fair board is holding \$4,532.35 which the tax commission claims should go to the State's general fund which already has received \$14,926.58 thru the 4 per cent pari-mutuel tax on horse races.

Income from the fair proper amounted to \$36,641.12, of which paid admissions amounted to \$23,609.70. Expenditures in connection with the fair proper were \$28,774.99. Legislature appropriated \$10,800 for premiums, policing and ticket sellers and judges, of which \$10,703.05 was spent.

Excellent outcome of the annual fair the fair commission, composed of Z. T. Addington, chairman; Secretary Paul F. Jones, and W. L. Smith, Harry Nace, G. E. McDonald, John Scott, Fay Rabb and Henry Rubenstein, praise from Gov. Sidney P. Osborn. He said the "accomplishment of the commission demonstrated we can have a fair without a big burden on taxpayers and without the all-too-frequent deficits with which the State has been forced in the past."

four semi-fireproof buildings to cost about \$60,000 are planned. He asked that the association first attempt to own land on which the new plant will be located. Mayor Neely assured the association that the city would turn over \$17,500 in insurance collected on the burned arena. City owns 20 acres on which the buildings were located and the association went on record as favoring purchase of this area plus 24 adjoining acres. Plus \$50,000 which might come from private or State support, President T. H. Barton said a federal agency would be asked to furnish the remaining \$32,500 needed.

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

Wis. Junior Rules Changed

MADISON, Wis., Dec. 13.—Russell E. Frost, chief of Wisconsin Junior State Fair, Milwaukee, has announced changes in rules governing the 1942 annual. Each participant will be charged a fee of 50 cents instead of 25 cents, which will entitle him to a season passbook and the right to participate in all activities in which he is qualified and for which he is certified. Livestock stall and pen rent will be charged at the rate of 50 cents per head for cattle, 25 cents per head for sheep and swine and 10 cents per head for poultry. Colt department will be discontinued and booth premiums will be increased from \$20 to \$25 in the blue ribbon group and from \$17.50 to \$20 in the red ribbon group. White ribbon group premiums remain at \$15.

Vermont Gains, Netting 24G

ROSLAND, Vt., Dec. 13.—Vermont State Fair's 1941 profit of \$24,540 was an increase of several thousand over last year, according to report of President Will L. Davis. Total attendance for the six days was 128,413 and gross income was \$103,545. Assets are listed at \$52,368 and there are no liabilities. President Davis and Secretary Carl W. Olney were re-elected.

Selden Incorporates

CHICAGO, Dec. 13.—A. E. Selden, high act known as "The Stratosphere Man," filed incorporation papers at Springfield this week as Stratosphere Man, Inc. Incorporators are A. E. Selden, Harry P. Munns and E. E. Rose.

International Sets Record

CHICAGO, Dec. 13.—International Livestock Exposition, which closed last Sunday, set a new record for attendance. Near-capacity crowds thronged the International Amphitheater all week, and total attendance exceeded 450,000.

Nebraska State Fair, Lincoln, reported that its 1942 dates are September 6-11 and not August 20-September 5. Letter dates were officially reported in the Statistical Directory of Christmas Number and were taken from fair's own answer to questionnaire.

WAPAKONETA, O.—The 1941 Aughize County Fair here was the most successful in 25 years, with profit of \$3,000, reported Secretary Harry Kahn. Paid admissions at night grandstand shows were over 20,000. Fair will operate on Sunday in 1942, with two afternoon grandstand shows and a different night attraction. Plans have been made for installation of a new grandstand roof, remodeling of art and fruit halls, new rest rooms and new drinking fountain.



SHOWMEN'S LEAGUE registration booth in the lobby of Hotel Sherman was a center of interest during the outdoor convention. Assisting League member at the booth was Kathleen Hennessy, of the Chicago Association of Commerce. She is shown seated. Others in the picture, left to right, are S. T. Jessop, Walter P. Driver, Joe Poulos, George Johnson and Neilman Etelman. Photo by H. A. Atwell Studio.

LET'S GO, AMERICA!!

This will be the theme of next week's issue of The Billboard. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war.

Grandstand Attractions

By LEONARD TRAUBE

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

Review of Chicago

A RECORD quota of attractionists participated in the Chicago convention, which itself proved to be a record gathering. From all over they came, these men and women who are responsible for most of the items from the very largest down to the very smallest which are seen before the grandstands of two countries.

Several deals were closed for the 1942 season. These appeared in last issue but bear repeating. Fred's World's, signed the Edmundo Zechini cannon catapult thru the Frank Wirth office.

Put Purcell, for years strictly an outdoor press agent and operator, joined the Music Corporation of America as field man out of the Chicago office, with Hogan Hancock as teammate. WLS Artists' Bureau, supplier of National Barn Dance, drew away from clearing thru a booker and went on its own. Frank Winkley, of Suicide Club and under-while pilot of a Jimmie Lynch Death Dodgers unit, affiliated with the Boyie Woolfolk office in the Windy City and secured the North Central Fair Circuit. John Steinh Racing Corporation of America acquired about 14 contracts, several of them calling for two and three race days. Other deals are continuing.

Go down the list of registrations at the Showmen's League of America banquet and read the big parade of show business, including grandstand participants. . . Oscar and Mike Abraham, Death Driver Thrill Show. . . Walter Hoescher, United fireworks. . . Capt. Kenneth and Viola Blake, high divers. . . Ernie Young, Young Revue. . . George Flint, Woolfolk agency. . . Bill Green, Beary Circus. . . Jack Kalschell and Bill Snyder, William Morris Agency. . . Frank Wirth and Mack Kasso, Frank Wirth office. . . Tommy Sacco, Tommy Sacco Agency. . . J. E. (Buck) Kidd, motorcycle races. . . Bill McCluskey, Station WLV. . . Ullaine Malloy, aerialist. . . Sally Rand. . . Henry Rapp, American fireworks. . . A. E. Seldon, "The Stratosphere Man." . . Gaylord White and Al Sweeney, National Speedways. . . Norman Witle and Ted Horn, Central States Racing Association. . . Ralph Hankinson, Hankinson auto races. . . John Sloan, Aub Swanson and Jimmie Wilburn, Racing Corporation of America. . . Howard Tooley, Tooley Productions. . . Flash Williams, Flash Williams Thrill Drivers. . . Lucky Teter and J. Harrell Powell, Lucky Teter Hell Drivers. . . Frank Winkley, Winkley Thrill Productions. . . Emanuel Zechini, Dodson's Shows. . . Gertrude and Randolph Avery, Avery Productions. . . Mike Barnes, Sharpe Caruthers. . . Fred Krossmann, Rubie Liebman, Jack Klein and others from Barnes-Caruthers office. . . Frank and Jack Duffield, Art Erlson, Ray Anderson and others, Theatre-Duffield fireworks. . . Irving Grossman, Jimmie Hoaglan, Bob Shaw, Mazie Stokes and others, Gus Sun office. . . Irish Horan, George Mason, George Crowder and Jimmie Lynch himself, Lynch Death Dodgers. . . George A. Hamid. . . These were picked off at random—there were scores more rushing hither and yon at what old-timers called the greatest outdoor powwow of all time.

Talk about your versatile boys. . . There's Ken Davis, who did a high pole turn on Virginia Greater Shows during '41. He's now taking the livers of his own organ at the Dabedead Country Club, Orlando, Fla.

While we were away from the desk attending the Chicago meetings a letter came in from Capt. Jack O'Diamonds stating that he underwent an operation for hernia and was resting comfortably in U. S. Veterans' Hospital, Dayton, O. He has been advised by the doctor to refrain from manual labor for about three months. Among his visitors were Fred Kilgore, formerly with Suicide Haysa thrill show; Benny Fox, of the sky dancing duo of Benny and Betty Fox; Lucky Lott, Jack Hogan, Buddy Brian and Jimmie Helms.

Bill Schwartz, operator of Badger Sound Service and booking agency in Green Bay, Wis., has joined Gus Edwards agency in Chi as tour manager. Cousin Bob Schwartz replaced him in Green Bay. . . August Janney, high pole act, who opens a four weeks' stand in South America on December 17, was booked by Charlie Zenater thru John C. Jackel. . . Rubie Liebman, the picturesque character out of Barnes-Caruthers, told us at the convention that he had a swell season—and that as a result the b. is in fine condition. . . While appearing recently with the Hollywood Thrill Circus in Columbus, O. G. (Sky Man) Higgins chewed the fat with such visiting colleagues of the profession as Chuck Barnell, the Elkharts, Pondich and Galtys and Rito and Duma.

Fair Elections

ANDERSON, Tex.—Grimes County Fair Association elected A. Muenker, president; August Oberkamp, vice-president; T. W. Jennings, secretary; Mrs. Hannah Steinhagen, treasurer.

FREDERICTON, N. B.—Fredericton Exhibition Association elected D. W. Griffith, president; W. W. O. Penry, vice-president; C. D. Holder, secretary-treasurer.

SPENCER, W. Va.—O. H. Hardman was elected president of newly organized Roane County Fair Association; W. D. Rhodes, vice-president; Tom Cummings, secretary.

MONROE, Wis.—Green County Fair Association re-named Louis Woloson, president; Roscoe Smith, vice-president; William A. Brown, treasurer; Brooks Dunwiddie, secretary.

ZANESVILLE, O.—O. L. Baughman was named president of Muskingum County Agricultural Society; O. B. McCormick, vice-president; Paul Billogh, secretary; E. E. Baird, treasurer.

NIPAWIN, Sask.—Nipawin Agricultural Society re-elected O. R. Watson, president; J. Baylis Jr. and Mrs. A. Warren, vice-presidents; Mrs. P. Warren, secretary-treasurer.

POSTVILLE, Ia.—E. C. Marston was re-elected president of Big Four Fair Association. Others named were E. M. Cass, vice-president; A. S. Burdick, secretary; Victor Williams, treasurer.

WAPAKONETA, O.—Auglake County Fair Association re-elected E. W. Lutz, president; A. J. Gierhart, vice-president; Harold Katterberry, treasurer; Harry Kahn, secretary.

VIROQUA, Wis.—Jesse Sandt was elected president of Vernon County Fair Association; R. H. Munsell, Elvin Stevens, Evan Fridell, vice-presidents. Secretary Fred Rogers and Treasurer E. A. Schipper were re-elected.

MORTON, Miss.—R. M. Christian was elected president of Southeast Mississippi Livestock Show; B. E. Marler, A. S. Burns, John J. Jones, vice-presidents; R. L. Goodwin, secretary-treasurer.

OSHEKOSH, Wis.—A. P. Schroder was re-elected president of Winnebago County Fair Association; Charles F. Warning, vice-president; Sen. Taylor G. Brown, secretary; George Ryf, assistant secretary; Carl Pugeberg, treasurer.

STURGEON BAY, Wis.—Door County Fair Association re-elected Arthur Weber, president; Sheriff Harry Brann, vice-president; Ralph Jenquin, treasurer; John Miles, secretary; County Agent G. I. Mullendore, assistant secretary.

SUPERIOR, Wis.—Tri-State Fair Association re-elected Ford Campbell Jr., president; N. B. Thompson, vice-president; Max Levine, secretary; Andrew J. Wenzel, treasurer.

Around the Grounds

FREDERICTON, N. B.—Fredericton Exhibition Association reported surplus of \$77,000. Decision was made to invest part of it in a non-interest bearing Dominion war bond.

WEST POINT, Neb.—Cuming County Agricultural Association reported 1941 profit of \$2,468. It was the 18th year the fair closed in the black. Receipts were \$12,838, and disbursements were \$11,070.

COLUMBUS, O.—Bettors pushed \$870,283 more thru Ohio pari-mutuel windows this year than in 1940, the State Racing Commission reported. Wagers totaled \$8,182,550 for 27 running and harness meets totaling 236 days. Compared with \$7,508,287 for 32 meets lasting 257 days in 1940. State taxes last year totaled \$109,701. This year they were \$130,303.

PRINCE ALBERT, Sask.—Net gain of \$4,000, after allowing depreciation (See Around the Grounds on page 49)

A REAL ATTENDANCE BUILDER—NOW BOOKING 1942 DATES

HIGH SWAYING POLE — TRAPEZE — PERCH — BALANCING — ACROBATICS — SLIDE FOR LIFE

WRITE TODAY FOR DETAILS

Sold in THE STRATOSPHERE MAN

Address: Care of THE BILLBOARD, CINCINNATI, OHIO

World's Highest Aerial Act

MAINE AGRICULTURAL FAIRS ASS'N

Annual Meeting Jan. 14-15, 1942, at Norway, Me.

Business Meeting Jan. 14, at 1:30 p.m., at American Legion Building

The Banquet—Jan. 14, 7:30 p.m., at New Norway Building, Norway

Headquarters—Seal's Tavern, Norway

Male room reservations with Stanley M. Wheeler, President, 65, Paris, Me.

The Bureau of State Fair Assn. books STANLEY M. WHEELER, Pres., 65, Paris, Me. J. S. BUTLER, Secy., Lewiston, Me.

WANT

A few more high-class Acts of every kind for the 1942 Fair. Especially interested in acts that are new in this territory. State fair details, send them to date sheet. Contact at once.

WILLIAMS & LEE

408 Holly Avenue St. Paul, Minn.

ALTS WANTED

in THEATERS LEGIT HOTELS PARKS RADIO FAIRS NIGHT CLUBS EXPOSITIONS PRIVATE PARTIES

Acts of all types are wanted to fill these branches of the show business. In how many of them have you worked in the past year? Do you want to get into any of them worked before? Increase your working weeks? There's one quick, sure, intensive way to do it.

Advertise in the one and only all-inclusive show-business news weekly that's read by ALL talent buyers in ALL fields . . .

The Billboard

Meetings of Fair Assns.

Indiana Association of County and District Fairs, January 6 and 7, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Oregon Fairs' Association, January 8 and 10, Imperial Hotel, Portland. H. H. Childgren, president, Molalla.

Washington Fairs' Association, January 9 and 10, Imperial Hotel, Portland, Ore.

Kanana Fairs' Association, January 13 and 14, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Ohio Fair Managers' Association, January 14 and 15, Deahler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Maine Association of Agricultural Fairs, January 14 and 15, Seal's Hotel, Norway. J. S. Butler, secretary, Lewiston.

Minnesota Federation of County Fairs, January 14-15, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

South Carolina Association of Fairs, January 17, Wade Hampton Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

North Carolina Association of Agricultural Fairs, January 19, Elr Walter Hotel, Raleigh. W. H. Dunn, secretary, Wilson.

Western Canada Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Canadian Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Walter D. Jackson, secretary, London, Ont.

Western Canada Fairs Association, January 19-21, Royal Alexandra Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Michigan Association of Fairs, January 20-22, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 188 State House, Boston.

Nebraska Association of Fair Managers, January 26 and 27, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.

Virginia Association of Fairs, January 28 and 27, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Rocky Mountain Association of Fairs, January 28-27, New Florence Hotel, Missoula, Mont. J. M. Suckstorff, secretary, Eldred, Mont.

Pennsylvania State Association of County Fairs, January 28 and 29, American Hotel, Allentown. Charles W. Sweyer, secretary, 522 Court Street, Reading.

Wisconsin Association of Fairs, January 28-30, Hotel Schroeder, Milwaukee. James P. Malone, secretary, Beaver Dam.

Association of Tennessee Fairs, February 3 and 4, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Texas Association of Fairs, February 3-7, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

New York State Association of County Agricultural Societies, February 10, Ten Eyck Hotel, Albany. C. W. Harrison, secretary, 431 North O. W. Avenue, Albany.

Ontario Association of Agricultural Societies and Class B Fairs, February 11-13, King Edward Hotel, Toronto. J. A. Carroll, secretary Ontario Department of Agriculture, Toronto.

Zanesville's Moxahala Is Sold to Nolan

ZANESVILLE, O., Dec. 13.—Purchase of Moxahala Park near here by Tim Nolan, of Nolan Amusement Company, Columbus, O., has been announced. Transaction, handled by William L. Weber, attorney, who represented C. W. Morrison, T. M. Lynn and the John W. Brooks estate; stockholders, involved 37 1/2 acres of land and buildings on the property.

Situated on the land are a swimming pool, refreshment and concession buildings, auditorium formerly used as a dance pavilion and now used as a skating rink, baseball diamond and several utility buildings.

Plans for operating the park next summer involve many improvements, Nolan said. He plans to add several rides and bring his entire carnival here upon completion of its Southern tour. In recent years the park has operated on part-time basis. In its heyday it was one of the most active amusement centers in the Middle West.

Urges A. C. Walking Clubs

ATLANTIC CITY, Dec. 13.—John (Ox) Degross, national director of sports for the "Hale America" program under civilian defense, has urged that Atlantic City's Boardwalk be converted into the "world's largest outdoor gymnasium." He said the resort could gain nationwide publicity if civic clubs and other organizations would form groups to take regular walks along the Boardwalk. Walks would be part of the Hale America program designed to make people more conscious of their physical welfare.

CHICAGO.—Miles Dupont of the Chicago Ticket Company attended the Chicago meetings for the first time, sat in on program sessions and joined The American Recreational Equipment Association.

No Speeches in '42?

CHICAGO, Dec. 13.—"Amusement College of Experience" or "Headache Clinic," December 5 finale of the National Association of Amusement Parks, Pools and Beaches convention here, was so eminently successful that a suggestion was advanced in a peripatetic vein that next year all formal speeches and presentation of papers be dispensed with in favor of the informative and highly serviceable open forum. Clinic was directed by "Deap" J. E. Lambie Jr., Euclid Beach Park, Cleveland, with this "faculty": N. S. Alexander, Woodside Park, Philadelphia; F. W. A. Moeller, Waldameer Beach Park, Erie, Pa.; Fred W. Pearce, Detroit, and Herbert P. O'Malley, Playland, Rye, N. Y.

When Program Chairman Fred L. Markoy, Dodgem Corporation, asked the assembly to express itself on the clinic, there was tumultuous applause. Principal discussions centered around the new admission tax, Social Security, tax responsibility and opening and closing hours.

A. C. Pier Nears Completion

ATLANTIC CITY, Dec. 13.—Reconstruction of suburban Ventnor Municipal Pier here, in progress since early September, is proceeding rapidly and completion is expected about January 15. Special dedicatory exercises are planned. Pier's auditorium was destroyed by fire on August 1 of last year.

MOORE, Pa.—According to announcement by J. Francis Couter, who is assisting the public relations department of Rocky Glen Park here, the mother of the first child born in Lackawanna County one minute after midnight, January 1, will receive a baby Defense Bond. Provisions are that expectant mother must register with the public relations department, at the time of birth a certificate from the attending physician must be presented and the mother must grant the managing director of the park permission to be present at baptismal ceremonies as the child's godfather.

20G Blaze at Mich. Resort

GRAND HAVEN, Mich., Dec. 13.—Music Box, dance hall and roller rink in Recreation Park at Mona Lake near here, was destroyed by fire on November 10 with estimated loss of \$20,000. It was owned by Mr. and Mrs. Glen Wurta, who had an apartment in connection with the building. Firemen believed the blaze started near a furnace in the front section of the frame building. Receipt improvements had been made on the structure and new furnishings were added. Strong winds accompanied by rain did much to aid firemen in saving near-by cottages.

Babies Bend Bait

NEW ORLEANS, Dec. 13.—Harry J. Batt, manager of Pontchartrain Beach, recovering from a crack-up in his car near Madisonville, Tex., failed to lose his sense of humor while spending some weeks in Baptist Hospital here.

Within a few days after announcing that he would start a bank account of \$1 for each baby born in the hospital while he was there, Harry was out \$12. "I had to get well in a hurry because if the babies had continued to arrive at the over-increasing rate they did, I'd have gone broke," he said.

With the Ladies At the Banquet of the NAAPPB

By VIRGINIA KLINE

CHICAGO, Dec. 13.—Annual park men's banquet on December 5 was preceded by several gay cocktail parties. The William Wendlers, Mr. and Mrs. A. W. Ketchum and Mr. and Mrs. George A. Hamid sent the diners to the banquet with fully whetted appetites and the banquet was, as usual, perfect as to food, entertainment and good fellowship.

Many visiting celebrities and co-workers were introduced; and the ladies got their share of glory. Mrs. Frances

Schmeck was sincerely lauded for her efficient work in preparation of the evening. Mrs. Midge Cohen, of the Ladies' Auxiliary of the National Showmen's Association, took a bow for all auxiliaries.

Mrs. Schmeck wore an unusual costume with black fitted bodice and full-ruffled flounce of white lace. Mrs. Midge Cohen wore a cloud-blue cover-up formal with epaulets of gold sequins. Mrs. (See With NAAPPB Ladies on opp. page)

NAAPPB Banquet Registrations

The following filed out registration cards for The Billboard at the annual banquet of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on the night of December 5.

Mr. and Mrs. Arthur W. Abbott, Playland, Rye, N. Y.; Arnold Altman and John C. Allen, Philadelphia Toboggan Co., Mr.

and Mrs. Ray Anderson, Thermo-Duffield Fireworks Co.

Lenore Baker, Elitch's Gardens, Denver; Mr. and Mrs. George J. Baker, Playland, Rye, N. Y.; Mrs. Liz Batt, Lark Cotton Mills; Richard J. Batt, Pontchartrain Beach, New Orleans; Mr. and Mrs. Daniel E. Bauer, Acushnet Park, New (See Banquet Registrations on page 47)



APPROXIMATELY 200 PEOPLE attended the annual banquet and ball of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman, Chicago, December 5. The party brought to a conclusion the five-day convention of the association.

LET'S GO, AMERICA!!

This will be the theme of next week's issue of The Billboard. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war.

The Pool Whirl

By NAT A. TOR

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

Effects of War

Everything seems so unimportant these days except the current crisis. Park and pool men were just about ready for a series of typical hot-stove discussions about subjects brought up at recent NAAPPB confabs in Chi when war broke out and naturally all one heard among the swim fraternity was the same thing one heard in hotel lobbies, bars and other spots where crowds gathered last week. And that one thing was—"What can I do to help?" followed by "How will the war affect aquatic biz?"

This is a marvelous country when business men and amusement ops think of their country first and personal properties next. Not one pool man encountered by this correspondent was primarily worried about his private enterprise. It was always "What can I do to help?" And that, brother, is a wonderful sign.

Naturally all of us in amusement trade wonder what effect war will have on biz. Here, however, opinions vary. Some feel patronage at amusement parks, pools and beaches will go sky high, while others are just as insistent that biz will take a sharp decline.

It is conceded that all forms of amusement will feel reaction during the first few weeks of war. That means that indoor pools will suffer just as theaters and night clubs. But after we become accustomed to the idea of being at war, feeling is that indoor pools and other amusements will be taxed to capacity from a populace anxious for escape from realism.

They tell me that was the procedure abroad during the first few months of England's battle with Germany. Therefore a great many owners of outdoor parks and pools are of the opinion that by the time their season rolls around the public will be crying for such entertainment. All of which all us hope comes true.

Blackouts May Hurt

Still there's one thing to mar the picture and that is the question of blackouts. Amusement parks do their biggest biz at night, that is the majority of their do. And likewise the majority of amusement parks use a great many lights. Blackouts will undoubtedly hurt, if not curtail biz completely. On the other hand indoor pools, especially those in cellar localities, won't be affected at all.

Swim pools bare for some time now been the biggest money-makers at parks. The average swimmer, more than ever, notwithstanding will help parks, men pay their bills. For, while blackouts may cause cessation of night biz, in all probability swimming will be encouraged by the government as a necessary relaxation for defense. And unless repeated air raids cause a ban on all public gatherings, H-2 or lamps should do terrific best season.

Whatever happens, don't get panicky. Remember this: this war affects all businesses and we're all in the same boat. Most important thing is to co-operate with government to the fullest extent. As purveyors of a brand of entertainment and diversion, you can do your part by keeping up morale of your citizens.

Conventional Notes

Glad to see that Irving Rosenzweig, of Palladium (N. J.) Park, was made a vice-president of NAAPPB. He is a very hard worker and has done considerable for the National Showmen's Association. He hasn't had too much interest in NAAPPB matters and perhaps this official post will get him to devote his expert ability for that org.

Am I wrong in believing that the slogan "Keep 'Em Happy" which was the theme of the park and pool men's conclave, is the brain child of George A. Hamid? This pillar understood that Hamid originated the slogan for his own biz and then suggested it as an association theme! At any rate it's a honey and should be widely publicized.

Call for Lifeguards

Applications for New York City Lifeguards are now available at Application Bureau of Municipal Civil Service Commission. Father Knickerbocker pays his lifeguards five bucks a day, there are about 500 to 600 vacancies each season. Age limit is 19 thru 27, and what with the draft, it's going to be plenty hard for lots to get that many this year.

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

In the belief that many readers of this department might be interested in such work, I made inquiries concerning requirements for the job: One season full-time paid experience as lifeguard, swim instructor or position of a swimming nature in an established swim pool, bathing beach, school, club or equivalent; or a B.S. degree in physical education from an accredited university with special training in lifesaving or jetmanship on high school or college swim teams. A severe qualifying medical physical test is also given. Minimum height 5 feet 7 inches.

WITH NAAPPB LADIES

(Continued from opposite page)

George A. Hamid wore a floor-length gown with detailed designs of sequins for ornamental pockets. Peg William Humphrey wore a shirtdress frock with greyed blue yoke. Mrs. Pauline Mason wore black crepe with rows of tiny gold beads in star pattern. Mrs. Henry Holden wore a black and silver gown with rhinestone ornaments. Mrs. Emma Fink wore aqua blue with silver slippers and evening purse. Mrs. Arthur Abbot wore white with gold, the bodice of the formal soft jersey silk and the bouffant skirt of sheer white net. Mrs. A. W. Ketchum wore a tailored white formal with the new neckline. Mrs. William Schmidt wore the season's popular red with a yoke and cap sleeves of crimson black bow. Mrs. Margaret McKee wore a frosted ice-blue gown that was crusted with puffed-out of silver. Mrs. L. A. Friedrichs wore white crepe with gold beading around the neckline. Mrs. Mary Rooney wore a school miss model of soft tulle with square neckline ruffled with tiny ruffles of red. Mrs. Florence Russo wore black crepe applied with gold flowers. Mrs. Ruth Schmitt wore red lace with four-fitting jacket buttoned down the front. Mrs. Irene M. Roe wore white with gold shoulder straps and sequins.

Mrs. Eddie Batten wore blue-black with jet trimmings. Mrs. Kaythe Conklin wore a black cigarette thin model with long, full skirt of alternate rows of val lace and net. Mrs. Herbert O'Malley wore black silk jersey formal with white gardenia. Mrs. Frank Conklin wore a freecolor red formal with vertical rows of brilliant nail heads in gold. Mrs. Herta Briene wore a Chinese blue dinner gown with blue sashette slippers. Mrs. Genevieve Margry wore a sheer evening blouse of palest blue with a floor-length skirt of black. Mrs. Rex Billings Jr. wore a pleated gown of greyed blue in crepe. Mrs. William Wendler wore a Schrapell model of black with a turned down collar of pearl and gold detail that was matched on the separate pouch pockets. Mrs. Jack Greenbaum wore a black sheer lace gown with rhinestone parrot belt and silver slippers. Mrs. Hogan Hancock wore a black costume with an evening hat topped by a tall red coque feather and carried out that color blend, with red gloves and red jersey draped scarf. Mrs. Roy Eaton wore dull black with tiered rows of gold nail head trimmings. Mrs. John Davies wore a black satin frock with yoke and band down the sleeves of patterned sheer cloth. Mrs. Richard Hart wore a dinner dress of blue and faced collar of burgundy.

After dinner and dancing in the Bal Tabarin the crowd moved to the Crystal Room, where the Pent House Club had entertainment and cocktails. There was some fancy stopping and a general good time until a late hour when several parties were formed to go on and take in the late show at the night club. Finest night, Lizzie and Dick Batt

having an ice cream soda before retiring. Most graceful college dancers, Mrs. Kaythe Conklin and Paul Huedophol. Cleverest at organizing the group dancing, Mrs. George A. Hamid and Mrs. Emma Fink. Most useful attendant, Mrs. Herbert O'Malley giving good advice to numerous folks with colds and sore throats. Funniest story told, by Paul Huedophol, which I did not hear.

IA. TO FIGHT HANDICAPS

(Continued from page 40)

of America, after which Dean H. H. Kildoe, of the State agricultural college at Ames, read a paper on Agriculture's Part in National Defense in which he gave some enlightening figures on Iowa's production of livestock and agricultural products and told what is expected of farmers in 1942. There will be huge demand for meat, dairy products and eggs during the coming year, Dean Kildoe stated, and with more than 25 per cent of the country's Class A agricultural land located in Iowa, the State may be depended upon to produce ample supplies of needed products.

J. S. Russell, farm editor of The Des Moines Register and Tribune gave a forceful talk on After Effects of the War on Agriculture. He made pertinent suggestions as to how farmers can do their part to prevent a depression when the war is over. "We must use our smarts and ingenuity to meet the challenge of peace," he said. After appointment of committees the meeting adjourned to allow time for group meetings of secretaries.

Monday Night Get-Together

Second annual get-together was held Monday night in the clubroom, where 6 o'clock dinner was held. Last year's event was free to all, but because of the heavy cost to the association a charge of \$1 for dinner was made this year. About 140 were in attendance. There were no speakers, but prominent guests were introduced and all agents and attractions representatives were given opportunity to state their name, business and room number. An everyone was anxious to get back to the radio to hear latest war reports, there was no general discussion as had been planned.

Federal Taxes Discussed

Annual address by President Peterson, Spencer, opened the Tuesday morning session. After reviewing the year, which he said was one of the best Iowa fairs have ever experienced and calling attention to the responsibility facing fairs, he made some pertinent quotations from articles by Claude R. Ellis, of The Billboard; U. S. Secretary of Agriculture Wickard, and Canadian Minister of Agriculture Gardiner that appeared in The Billboard's Cavalcade of Fairs supplement in the Christmas Special. He then quoted Abraham Lincoln's remarks on the value of fairs as morale builders.

Kirk Fox, editor of Successful Farming, gave some excellent advice on Keeping Young People Interested in Our Country Fairs. Fairs, he said, have tremendous opportunity to build morale, and he urged that they be kept on a high moral plane. Some interesting colored motion pictures of Buchanan County Fair, Independence, were shown. Principal speaker was G. A. Kenderline, chief of miscellaneous, Federal Tax Department, Des Moines. He gave a thorough explanation of federal taxes affecting fairs and at the conclusion of his talk answered questions asked by fair men and showmen. Many points with regard to taxes on admissions are still hazy, he said, federal men in different states interpreting the law differently, and this has given rise to some confusion and misunderstanding. On all points at issue, Kenderline suggested that rulings be asked directly from Washington.

Cares New President

Following community singing, Harry Rodman, Monticello, led off the Tuesday afternoon session with a paper on Better Business Methods Applied to Fairs, giving many helpful suggestions. T. P. Rheolodier, Rock Island, Ill., spoke briefly on the shortage of paper, silk, metals and other materials that are

used in advertising matter and explained why it is difficult to obtain these materials. Lloyd B. Cunningham, secretary of Iowa State Fair, Des Moines, then presented gold pins to past presidents who have served the association from 1913 to the present time. Past presidents so honored were J. P. Mullin, 1919; H. C. Leech, 1914; Joe Martin, 1915-18; H. S. Stansbery, 1919 and 20; Carl Hoffman, 1921; E. S. Estel, 1922 and 23; M. E. (Pat) Bacon, 1924 and 25; Walter Light, 1926; H. S. Bucknell, 1927; E. A. Phillips, 1928; Lyle Hall, 1929; O. J. Ditto, 1930; Clara S. Miller, 1931 and 32; H. M. O'Neil, 1933; C. D. Moore, 1934; C. Dalley, 1934; Jack Myers, 1935; W. P. Peller, 1937; G. Jay Hayes, 1938; Howard T. Power, 1939; William Campbell, 1940, and J. H. Peterson, 1941.

Secretary E. W. Williams reported on the Social Security question, which has given fairs considerable trouble, and announced that all available information on the subject would be mailed to all Iowa fairs. Election of officers resulted in the choice of B. O. Gates, Independence, as president. Gates served as vice-president during the past year. Harry Rodman was elected vice-president, and E. W. Williams was re-elected secretary-treasurer. L. W. Hall was re-elected director from District No. 3 for three years. There was no nomination for director from District No. 2 and the board of directors will fill the vacancy.

The Banquet

Capacity crowd of over 500 filled the Vestibule Room of the Savoy Hotel Wednesday night when the annual banquet was held. So great was the demand for seats it was necessary to place about 50 people at tables on the mezzanine floor outside the banquet hall. The affair was probably the biggest and best the association has ever held. It was in charge of Secretary Deak Williams, who worked untiringly to make it a success. Art Buzala, manager of Savoy, supervised preparation and serving of the meal, a splendid turkey dinner, and saw to it that everything was handled with smoothness. J. H. Peterson, retiring president, was toastmaster and kept things moving briskly. After introduction of 4-H Club boy and girl champions Arthur Brayton, secretary of the convention bureau of the Des Moines Chamber of Commerce, welcomed fair men. He was followed by Governor Wilson, who made a stirring patriotic address that drew rounds of applause.

(Continued next week)

DESIGNER • BUILDER • OPERATOR
Amusement Parks & Devices
JOSEPH E. DRAMBOUR
416 SOUTH ST. BROOKLYN, N. Y. 177 MAIN ST. WINGO, MISS.
★

COMPLETE
PARK PLANNING
SERVICE
POOLS • COASTERS • ICE RINKS
ROLLER RINKS • OLD MILL S
ACKLEY, BRADLEY & DAY
ARCHITECTS & ENGINEERS
3744 BLDG. PITTSBURGH, PA.
EST. 1912

LARGEST MANUFACTURERS OF MECHANICAL
SHOOTING GALLERIES
PARKS RESORTS SPORTS CLUBS
CATALOGUE FREE
W. F. HANCOCK CO. CONEY ISLAND, N.Y.

ARLINGTON PARK
New building Rides and Concessions for season 1942.
Millions in business started; only park within 100 miles.
100,000 to draw from. Open April 1st, 1942 until November 1st.
ARLINGTON AMUSEMENT COMPANY
12 Winwood Mobile, Alabama

IT'S
Lusse Auto-Skooters
AGAIN
THIS SEASON
AUTO-SKOOTERS get the crowds, and you get the CASH when you operate them.
LUSSE BROS., INC. 2809 N. Fairhill St. Philadelphia, Pa.

AT
PARKS, FAIRS AND ON CARNIVALS
Write today for complete information without cost.
LUSSE BROS., LTD.
Barnhill House
20 Leadenhall Lane
London, W. C. 2, England

AT
PARKS, FAIRS AND ON CARNIVALS
Write today for complete information without cost.
LUSSE BROS., LTD.
Barnhill House
20 Leadenhall Lane
London, W. C. 2, England

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati

(25 Opera Place)

Thursday for Following

Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this expense. Therefore when placing the cost of publishing your advertisement kindly add 25c for the forwarding of mail.

AGENTS & DISTRIBUTORS

AGENTS - KEEP POSTED ON NEW SALES items, plans and money-making opportunities. Your name on our mailing list of over 50 firms only 10c per year. W. B. FOX, Brunswick, Mo.

BOOKS, JOKES, CARTOONS, NOVELTIES - Large assortment, \$1.00. Lists 10c. New Comic folders, \$1.00 hundred. BONAQUA, 345 Buhrwick Ave., Brooklyn, N. Y.

EARN WHILE TOURING - SELL IMPROVED, Original, Changeables; Religious, (Blue Stock Signs, cost 3c, retail 25c.) KOEHLER'S, 333 Coates, St. Louis, Mo. de27x

FLORIDA SAILFISH PLAQUES - HAND Painted, 28 kinds miniature fish. Ocean assortment, \$1.50. Sample, 35c. BREWER ART SERVICE, New Smyrna Beach, Fla.

"HELL WITH HITLER" - ALSO "JAPS ARE Saps." "Goo Em Hell, America!" 10c Whip shield stickers. Sweeping America like wild fire. Samples 10c; 50, \$1.00. SOUTHWEST SALES, 799 Collage, Beaumont, Tex.

KEY CHECK STAMPING OUTFITS - 810 profits stamping Checks, Memo Plates, Social Security Plates. THE ART MFG. CO., 701 Degray St., Brooklyn, N. Y. de27x

LOCAL AGENTS WANTED TO WEAR AND demonstrate suits to friends. No canvassers. Partial payment plan. Up to \$1200 in a day. Experience unnecessary. Valuable demonstrating equipment, actual samples free. PROGRESS TAILORING, Dept. Z-207, 500 Throop, Chicago.

AGENTS & DISTRIBUTORS WHO MAKE TOP MONEY READ THE MERCHANDISE SECTION OF THE BILLBOARD EVERY WEEK. -DO YOU?-

MEXICAN FEATHER, STRAW PICTURES - S. de Tabasco, etc. Quick sellers! 10c. 50% profit! Free particulars. Samples 10c stamps. MARQUEZ-BA, Apartado 1176, Mexico City.

WHERE TO BUY AT WHOLESALE 100,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. de27x

WINDOW SIGN LETTERS - NEW "ROMAN" style. Large sizes, Penny each; absolute beautiful. Free samples, new catalogue. ATLAS, 7941-L Halsted, Chicago. de17x

SALESMEN WANTED

ING MONEY DAILY - SELL SOCIAL SECURITY Forms, Business Stationery, Advertisements, Book Matchups, Greeting Tapes. 700 other necessities to stores, offices, professional men. 13 1/2% profit paid daily. Biggest, best line of its kind. Experience unnecessary. Outfit free. WILLENS, 2130 Gladys, Dept. 512, Chicago.

INSTRUCTIONS BOOKS & CARTOONS

IMITATE MUSICAL INSTRUMENTS - LEARN how in one easy lesson, no budgets. Send 25c in coin to YOUNG'S NOVELTY CO., B. O. Box 1193, Baltimore, Md.

YOU'LL ROLL 'EM IN THE AISLES WITH OUR Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oakbrook, Wis. de20

WE CAN SUPPLY ANY BOOK - NEW OR second-hand. Out-of-print and hard-to-find books quickly supplied at lowest prices. We issue frequent Bargain Catalogues which are sent free upon request. Write OLD PROF'S BOOK SHOP, 916 Arcadia Court, Pontiac, Mich. de27x

BUSINESS OPPORTUNITIES

ATTRACTIONS OF MERIT AT PRICES THAT you can afford to pay. 35MM. Sound only. Get our new list. BOX C-282, Billboard, Cincinnati. de27

FOR SALE OR LEASE - FULLY EQUIPPED Skating Rink in downtown Chattanooga, Tenn. Other interests out of State reason for leaving. Also sixty pairs of Chicago Skates for sale. A. W. HACKSTEDT, Dalton, Ga.

HAVE SPACE FOR UP-TO-DATE PENNY Arcade - New building, good location (Cincinnati-Pho-Lakel, Reasonable rent. PAUL JANSEN, North Ridge, Geneva, O.

INVESTING - INVESTIGATE PROMPTLY, your bought-on the spot. Plastics Putty-Gum, pat. No. 2,220,119, for sale. T. PASANEN, Franklin Mass, Mich.

OUR NEW WINTER CATALOG NOW READY - Any kind of Motion Picture you want. Billed new prints also used, at prices you can afford to pay. 35MM. Talks, for outright sale only. Buy now before prices go up. Late releases. Free advertising. Large stock to choose from. Send for your free catalog today. BOX C-278, Billboard, Cincinnati. de27

PERSONALS

CAN MAKE IT WORTHWHILE FOR PARTY furnishing information regarding the present address of Mae Smith, Chas. Evans and Rose Conello, mitt readers and horse traders. D. W. SMITH, Rock Hill Road, Webster Groves, Mo.

MISCELLANEOUS

CAN I BUILD ELECTRIC SIGNS? - YES! THE Electric Logo Sign Will. Send 25c for sample "W" and particulars. LORD BROTHERS, Mechanics, Ia.

PRINTING

HAMMERMILL LETTERHEADS, ANY COLOR, paper, ink; 300-812811, \$1.58 postpaid; 32 styles type. Free particulars. WOODRUFFS, 217R Lewis, Duluth, Minn.

NOTICE - HUBBARD SHOPPRINT, MOVED Mountain Grove, Mo., now larger plant completed. Customers note changed address. Window Cards, two colors. \$3.00. de27

100 CARDS, 14x22, THREE COLORS, \$3.50; 4x1/2x12 Hand-Bills, 5,000, \$6.50; 10,000, \$10.00. Cash with order. MAIN SHOW PRINT, 17 North Downer, Oklahoma City. la3x

100 FINE LETTERHEADS (8 1/2x11) BOND, AND 100 6 1/2x11 Envelopes, \$1.00 postpaid; Hammerrill, \$1.25. BENVILLE PRINTING, 907 W. Roosevelt, Philadelphia, Pa.

COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELECTIVE Candy Bar Vending Machines. Also 1c Candy, Gum, and Peanut Machines. Bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

A-TWO LIKE NEW 5c JENNINGS CHIEFS, with crates, \$15.00 each. Also used Jennings, Wallings, Paces. NATIONAL AGENCY, Columbus, Ga.

ABOUT 150 PEANUT VENDORS, \$2.25 EACH. Healthy 1c, 5c Vendors, \$2.00 up. Northwestern, Selmer. Lowest prices. NORTHSIDE SALES CO., Indianapolis, Ia. la3x

ALL KINDS OF VENDING GUMS - ALL SIZES. CIGARETTES, Stick and Tab. AMERICAN CHWING, Mt. Pleasant, Newark, N. J. np-1a10x

FOR SALE - PENNY VENDING MACHINES, 3 columns with stands, good condition. Buret and Snack, \$3.00 to \$4.00 each. On location, \$7.00 each. E. MCCORKILL, 6 N. Hamlin Ave., Chicago. Van Buren-8200.

FOR SALE OR TRADE - 15-KEENEY ANTI Aircraft Gums, black, \$32.50 each; 4 Bally Bull's Eye, \$45.00 each. All machines in perfect condition now on location. Will trade for Bally Rapid Fire and Seaburg Chute Chute. WINSTON DIST. CO., 2036 Montross Ave., Chicago.

FOR SALE - 50 GROETCHEN GOLD AWARD Sparks and Champions, penny or nickel, \$17.50 each; 5 Liberty Bells and 8 Mercurys, penny, \$11.00 each; 15 Groetchen Sparks, without 72d Award, penny or nickel, \$9.00 each; 5 Halls Vest Pockets, green, \$22.50 each; 4 Bally Toys, \$4.00 each; 20 Groetchen Gold Award, new payout Columbia, high serial, like new, \$52.50 each; 5 Groetchen Chromo Bell Columbus, used two weeks, \$55.00 each; 2 Groetchen Super Kings, \$40.00 each; 11 Evans Lucky Lucre, fruit rods, nickel slots, \$145.00; 10 Pace Saratoga Srs., payout and free play combination, checks included, \$175.00 each; 5 Pace Saratoga Jr., cash or check payout, checks included, \$89.50 each; 3 Bakers Paces, with check separator and checks included, \$215.00 each; 1 Evans Dominos, old type head, \$95.00; 1 Evans Augustus and 1 Evans Roulette Tray, \$42.50 each; 1 Bally Favorite Console (with same nice coin slot as on Ray's Track), \$49.00; 1 Jennings Cubes Comets, \$125.00; 20 Dime Blueprints (Serial around 400,000), \$49.50 each; 2 nickel and 1 dime Mills, Cherry Bells, \$77.50 each; 1 Evans Lucky Lucre with sport reels, nickel slots, check separator and checks, used one month, \$225.00; 36 Chicago Metal Safe Strands, \$5.00 each. One-third deposit with order, balance C. O. D. STANDARD SCALE COMPANY, 1201 Commercial Ave., Cairo, Ill. de27

MILLS MELON BELL, \$45.00; 1c BLUE FRONT, \$30.00; 2c Extraordinary, \$35.00; 5c Extraordinary, \$30.00; 1c Q.T.'s, \$17.50; Vest Pockets, \$20.00; Deways, \$25.00; Steel Call-ins, \$12.00; Stands, \$5.00. ROCKPORT NOVELTY CO., Rockport, Tex.

NICKEL DIME QUARTER SILVER MOON COINERS, \$39.50; Jumbos, C.P. \$97.50; Double Sides, \$39.50; Unlimited Stands, \$45.00; lot 15, \$75.00. COLEMAN NOVELTY, Rockford, Ill.

"SPECIAL" - 50 STEWART MCGUIRE MUT, \$2.45; Trackers, 25c; 90 3-Column Trackers, \$2.95; 25 Burets, \$4.95; 63 Advance Nut (No. 1), \$1.95; 25 2-in-1s, \$2.95; 10 3-Column 11d Cigarette Vendors, Stands, \$6.95. CAMCO VENDING, 402 W. 42d, New York.

VENDING MACHINES - VARIOUS USED AND discontinued models; limited number. State your requirements. Have you used Advance for sale? ADVANCE, 629 Tenth Ave., New York.

WANTED - GOTTLIEB GRIPS, NORTHWEST - on 39 Bells, Master Novelty Vendors, Bernath Targets, Flip Signs, 1c Amusement Games. E. TUNKLE, 1210 N. 11th Ter., Birmingham, Ala.

WANTED - ROLASCORES, BOWLETTE (RS), Rockoff Jr., Target Roll (rs), either Skoe Ball Affects. Name lowest price. L. BILLOW, 2512 Irving Park Rd., Chicago. de27

WILL BUY FOR CASH - ALSO NOW SELLING Sky-Fighter, Air Raider, Defender, Rapid Fire, Shoot the Chute, Western Baseball, World Series, Hockey, Basketball and all others of this type. Good deals either way. SEABOARD SALES, 619 10th Ave., New York City. de20x

WILL TRADE JUMBO PARADES, SLOTS, VEST Pockets, for late Model Pk, Gottlieb Crapes or Arcade Equipment. MARION COMPANY, Wichita, Kan. de20

WILL TRADE - 8 USED MILLS THROUG OF Music excellent shape; 5 Bally High-Hands (cash payout). Can be sold from new. Will trade for used Free Play Tables and Combs; what will you? SOUTHERN MUSIC CO., Orlando, Fla.

3 U-SELECT-IT 54 BAR CANDY MACHINES, almost new, material, \$40.00 each. M. L. HALL, 415 Missouri Ave., Peoria, Ill.

12 GROETCHEN COLUMBIAS, REAR-PAYOUTS, late models, like new, \$49.00 each; 3 Cross the Boards, straight payouts, \$20.00 each; 3 Select-a-Vue Picture Machines, like new, \$20.00 each; 1 Piles Peak, like new, \$15.00; 2 Tanglewax, \$15.00, each; 1 Bally Club House, \$25.00; 7 Keehey 1937 Tracklines, \$35.00 each; 3 Kentuky Clubs, \$50.00 each; 3 One-way-Three cash payouts, \$25.00 each. One-third cash with order, balance sight draft 8/1 attached. T. O. T. NOVELTY CO., Box 441, Williamson, W. Va.

42 MORRIS MASTER NOVELTY COLLECTION Vendors, \$3.95; either makes, \$2.00 up; 2 Naco Jr. Scales, \$16.00. M. S. COLE, Marion, Ind.

FOR SALE SECOND-HAND GOODS

ATTENTION, ROADSHOWS AND CIRCUIT Operators - We have the best \$39.94. Sound Attractions. Also Posters and Equipment. Get our new list. BOX C-284, Billboard, Cincinnati. de27

BEAUTIFUL JEWELRY SETS REMOVED FROM rings, etc. 200 assorted, \$2.00, LOWES, Box 525, Chicago, Ill.

CORN POPPERS, CARAMEL-CORN EQUIPMENT, Aluminum Galvalume Popping Kettles; Bunchers, Tanks; Long-Eaking Bunch, Creter, Dunbar, NORTHSIDE MFG. CO., Indianapolis, Iowa. de27x

FORD 1 1/2 TON PANEL TRUCK; NEW PAINT, good condition; Rat Game, Pan Game, Penny Pitch complete; \$300.00 takes everything immediately. FITZE, 821 W. Adams, Jackson-ville, Fla.

IMMEDIATE DELIVERY - VACABOND TAIL-OR-ME, Alma 90, Birch Interior, Alma 10, with rollers, No winter payments. We do business by mail elsewhere. SELLHORNS, East Lansing, Mich. de27x

NO. 5 (L) WHEEL, SMITH & SMITH CHAIR, plane, 24 1/2 ft. Motor-Go-Round, 35 KW/light Plant on trailer; other show equipment. Cash only. Box 2401, Beaumont, Tex.

PLENTY OF BARGAINS IN OUR NEW CATALOG of 35MM. Motion Picture Films! 10,000 stock to choose from. Any kind of roadshow attractions you want. Low prices. New and used prints. For outright sale only. Late releases. Grand National Pictures and others. Plenty of Action Pictures. BOX C-290, Billboard, Cincinnati. de27

PORCORN CRISPETTE MACHINE, CARAMEL Center, Wet and Dry, Poppers, Potato Chip Machine. LONG BAKING, 1976 High Alt., Springfield, O.

TWELVE CAR HOLIDAY, CHEAP; ALSO AMUSEMENT Park. G. F. RINHARD, Eastwood, Pa. de27

WATCHES - FIVE USED RUNNING POCKET and Wrist Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 525, Chicago, Ill. de27x

2 RINGS - WHITE, GENUINE DIAMOND cut, 3 for \$1.75. - Blue or brown, \$1.25 per karat. B. LOWE, Box 525, Chicago, Ill.

FOR SALE - SECOND-HAND SHOW PROPERTY

ALL AVAILABLE MAKES POPPERS - CABINET Model, All Electric, Popping, \$45.00; Twelve quart heavy leakproof Popping Kettle, \$14.50. CARAMEL-CORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

BIG SALE OF MOTION PICTURE FILM - 35MM. Sound on Film. Late releases. New and used prints. Free advertising. Plenty of stock to choose from. Life of Our Service Uncle Tom's Cabin, White Zombie, Port of Hato, Jungle Pictures, Abraham Lincoln, Amazon Head Hunters, Found Alive, Unknown Island, Ingal, Johnny Mack Brown, Bob Steele, Tom Tyler, Tim McCoy and Ken Maynard Westerns. Plenty of Serial and Action Pictures of every description. Send today for our big free catalog. For outright sale only. BOX C-281, Billboard, Cincinnati. de27

FOR SALE - COMPLETE EQUIPMENT AND Chairs from 700 seat theater. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 So. Wabash, Chicago. de20x

ONE 1936 MODEL NO. FIVE BIG BELL FERROS - Wheel, white seats, newly painted, A-1 condition, complete. (R) Ticket Box and Lamp Power Unit. RALPH W. FORTYTHREE, P. O. Box 222, Boulder, Colo.

PORTABLE RINK - 42x84 NO. 1 MAPLE Floor. Test with 10x27 annex. All equipment. Needs little repair. Stored in Colorado. Cheap for cash. BOX C-292, Billboard, Cincinnati.

TENTS, SLIGHTLY USED - PRE-INVENTORY sale. Concession, 10x12, 10x16, 70x20, 14x24, Carnival, 20x30, 20x40, 70x30, 80x40, 40x70, 50x80, Stands and Counter. Curtains, KERR MFG CO., 1954 Grand Ave., Chicago. de20

WESTERN ACTIONS, COMEDY AND SENSATIONAL Features at give away prices; also two reel Staple Comedies. Elish, BOX C-285, Billboard, Cincinnati.

PHOTO SUPPLIES DEVELOPING-PRINTING

A LARGE STOCK OF 35MM TALKIES MOTION Picture Film for outright sale only. Cartoons, Westerns, Staple Comedies, Expedition Pictures, Roadshow Attractions, Gangster and Horror Pictures, Serials. Free advertising low prices. New and used prints. Catalog free. BOX C-279, Billboard, Cincinnati. de27

ASK FOR BIG NEW MARVEL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Free file sale and profit makers. Send for free catalog today. MARKS & FULLER, INC. Dept. 891, Rochester, N. Y. de27x

GIWE PHOTO OUTFITS CHEAP - ALL SIZES. Better drop in and see them. All the latest improvements. Real Bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. de27x

FEATURES AND SHORT SUBJECTS - 35MM. Sound only, at bargain prices. Send for new list and our new low prices. BOX C-283, Billboard, Cincinnati. de27

ROLLS DEVELOPED - TWO PRINTS EACH and two free Entertainment Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SHER'S STUDIO, Urbana, Mo. la10x

START A PROFITABLE LIFETIME BUSINESS - Latest brand new Double Photo-Outfits, complete, \$95.00. GLOSSICK MFG. CO., 205 Cass St., East Peoria, Ill.

4 FOR 10 SUPPLIES. DEEP CUT PRICES. Complete line of equipment and supplies. Patriotic frames of beautiful colors. Backgrounds. Free Catalog. HANLEY'S PHOTO COMPANY, 1207 Grand Ave., Kansas City, Mo. de27x

COSTUMES, UNIFORMS, WARDROBES

A-1 BARGAINS - EVENING GOWNS, WRAPS, Suits and Marquardt Costumes, bargain prices. Mixed Burlesks, \$1.00. CONLEY, 310 W. 4th, New York.

ORCHESTRA COATS, JACKETS, \$2.00; DOUBLE Breasted Blazers, \$14.00; Emics, \$10.00; Chorus Costumes, beautiful-Smoking Gowns, \$25.00. WALLACE, 2416 So. Halsted, Chicago.

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Interest in Bingo Games Up in Cincy

CINCINNATI, Dec. 13.—As the year draws to an end the popularity of bingo here shows no sign of diminishing. Activity during the pre-holiday season is said to be at record levels. The latest figures released by Police Chief Eugene T. Weatherly show that there has been a steady rise in attendance and number of games held for the past three months. Tho the nation is at war, the public needs relaxation, observers argue, and bingo games will give countless thousands escape, for a few hours at least, from grim war news.

Most of the games in this area are sponsored by churches and various clubs. Promotional activity is well planned, thus contributing to larger audience attendance. Novelty versions of bingo and use of inexpensive giveaway items have been effective in creating interest, it is claimed.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS

By BEN SMITH

OUT OF THE MALLBAO . . .
W. M. Jr., of Brockton, Mass., writes: "Recently I sent for a copy of 'Sales-board A. H. C.' and it has helped me a lot. Now I wonder if you could tell me on what percentage a deal should be worked or whether it is best to sell the board and merchandise outright to the location? I have been a reader of *The Billboard* for years and enjoy reading it very much."

Operators seldom place deals on a percentage basis. The customary procedure is to lay a card or board with the understanding that the worker of the card or board is to receive one of the major awards for his efforts. Occasionally deals are sold outright to the location. When this happens the transaction is completed as soon as the sale is made, the operator having included his profit in the selling price.

J. W. C., of Washington, writes: "Please advise where I can procure salesboards, 20 holes, 1c to 25c, with a \$5 to \$5.50 take. I am going to use these on a Christmas deal and want the cards with a blank head. Supply houses here only have regular boards. Thanks for the copy of 'Salesboard A. H. C.' and best wishes for continued success of your Deal Department."

The above information was forwarded on to J. W. C. and is available to anyone else interested.

G. W. S., of Warwick, N. Y., writes: "Will you please mail me the name and address of M. J. H., Grand Rapids, Mich., mentioned on Page 68 of the November 29 issue of *The Billboard*? This person is interested in buying some items I offer for sale, and as I am an advertiser I believe I am entitled to this information. I would like to send him my sales literature."

G. W. S. has received this information and other distributors who have similar items can have this also by dropping us a line. And, while on the subject we would like to remind distributors who have complete deals in stock for operators use that we would be happy to add

Military Toys, Patriotic Items in Greater Demand

NEW YORK, Dec. 13.—The unprovoked Japanese attack against the United States, bringing this country into World War No. 2, has stimulated interest in military toys and patriotic items, it is reported. These numbers already had a strong demand, and the consensus of opinion in informed merchandise circles is that new high record sales would be chalked up this year.

The merchandise field has kept its toes in the matter of anticipating public demand, and bingo and salesboard operators, store demonstrators, pitchmen, direct sellers and all other premium users have stocked up on mechanical toys with war themes as well as patriotic items along with substantial supply of staple items.

Informed opinion is that as a result of the forethought by merchandise men they are in a position to reap a golden harvest by the end of the year. This is added proof that the merchandise field is fully capable of keeping abreast of current events and capitalizing on them. It is believed that there will be no let-up in demand for war toys even after the holiday season. As a matter of fact, there are reports that pitchmen are planning to feature these items well after Christmas.

There is an infinite variety of toys with a war motif including toy tanks, army trucks, machine guns, anti-aircraft guns, planes, etc. While admittedly the interest in war toys is very keen, this does not mean that all other lines will suffer. Staple toy items for girls and boys are also selling well, according to reports, and the general picture at this point is that there's plenty of money in all toy lines and merchandise men are raking in the profits.

The annual large number of Christmas shoppers on the street has been a boon to pitchmen and has swelled their receipts, according to word received from various cities. A number of pitchmen state that shoppers hurrying by can always be stopped by top pitches—and particularly with war toys.

With the coming of war manufacturers will soon be swinging into mass production of patriotic and war motif items for the home and personal use. The public has shown continued interest in the red-white-and-blue merchandise, and with the stimulus of war this particular merchandise will see an influx of new and varied items.

At this time merchandise users are concentrating on the patriotic items

their names to our list of deals distributors. No obligation.

There are probably any number of items hidden away on some distributor's or jobber's shelves which, if rediscovered by operators, might answer the cry for something new to work when nothing really new is available. These items may be gathering dust not so much because they did not have the basic appeal to move but because they were introduced at the wrong time.

The next time you visit your source of supply, instead of looking only at what is new, make it your business to inspect the entire line. Even go so far as to ask that old novelties be shown which for some reason or other did not move so well. One of these items may develop into your next big producer.

HAPPY HOLIDAYS.

that are already available. These include lapel pins, brooches, rings, banners and pennants. The V for Victory pins and emblems will also share in the upsurge of interest in patriotic merchandise.

With the government moving rapidly to augment its armed forces, the military market will reach tremendous proportions. The men in training will offer all branches of the merchandise field an opportunity to cash in by offering them required merchandise and novelties.

BINGO BUSINESS

BY JOHN CARY

BINGO GAMES draw heavy attendance even when no incentive is offered to players, for the popularity of the game continues unabated. But when added features are offered, they not only boost attendance but also create a lot of good will which cannot be secured in any other way. The tendency on the part of operators is to have some form of entertainment tied in with the games.

The extra entertainment features are used effectively throughout the year, but just now, in the pre-Christmas season, many operators are making a practice of offering some form of appropriate entertainment. The programs do not have to be long drawn out—just enough to prepare the audience for the main event of the evening—the bingo game.

Operators have reported good audience reception to such extra programs as showing of Christmas short film subjects, recitations and plays with Christmas themes, and one of the best ideas is the song fest, with the audience participating in the singing of Christmas carols. According to reports, bingo operators have gotten into the spirit of things and their games reflect the holiday spirit.

THIS NATION is finally at war and the President has warned the people that it will be a long struggle, but that ultimate victory will be ours, in the trying days that lie ahead bingo operators will play an important role in bringing entertainment to the public. The die has been cast. This country is resolved to see it thru and the bingo operators will be doing a definite service to the country by continuing their games. A nation at war needs entertainment, and bingo, as one of the important entertainment mediums, is expected to do its share in offering amusement to the public.

MORRIS MANDELL'S offer to jobbers to supply catalogs with their imprints met with considerable success, he reports. The plan has been approved by bingo jobbers all over the country. It is said, Mandell reports that the catalogs, imprinted with jobber's name, are offered free for the asking. Incidentally, Mandell received news mention in a Canadian newspaper as a result of his recent purchase of 1,500 tons (35 carloads) of newspaper for bingo sheets, cards and specials.

Jerseyites' Ire Is Roused by Ban on Bingo

UNION CITY, N. J., Dec. 13.—Bingo playing has been banned in Union County, N. J., and a loud cry has come up from the local citizenry, with many barbed remarks being made against the officials who have said that the ancient and honored pastime can no longer be indulged in within the county limits.

Mayor Blertumpel has taken up the cudgel in defense of bingo and is the leading force in a movement by an aroused citizenry to restore the game. The mayor stated vigorously that bingo plays an important part in the life of the distaff side of Union Township and there is no legitimate reason for denying them the simple pastime.

"These women do not go to movies," thundered Mayor Blertumpel. "They do not play cards. With one voice we say, 'Bring back bingo.'"

The "one voice" reference by the mayor is the Bring Back Bingo, an active organization formed to protest the ban on Union City's favorite pastime. The organization is working without let-up to restore the game to local fans.

Madelaine Ellis is chairman of the committee which will pay a call upon Union County Prosecutor A. J. David. The committee intends to present facts and figures on the subject of the good accomplished thru bingo games.

Xmas Boom Noted By Store Demis

CHICAGO, Dec. 13.—According to reports received from variety, chain and department stores through the Middle West, independent store demonstrators are doing a thriving business. It is said that this year the boys are moving huge amounts of merchandise in the stores, and indications are that an all-time high record is in the making for the holidays.

Many of the demonstrators work their own merchandise on a percentage basis. The unusual activity is giving them out of the best breaks of recent years and their pockets should be lined with heavy cash when the season ends.

All types of merchandise are being pushed by operators, with heavy demand being encountered with such staple gift items as ties, shirts, hose, handkerchiefs, belts, jackets and similar wearing apparel lines. Combination sets are also going over well, it is reported.

Additional merchandise being turned over for obvious gift use, in city and suburban areas, includes many standard and practical items. Among the leaders in the field are the various pen and pencil combos, household utensils, cases and lighters, pipes and smoking accessories, razors, blades, and shaving kits are also popular.



LET'S GO, AMERICA!!

This will be the theme of next week's issue of *The Billboard*. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war!

Bingo Scoop of the Year!

DON'T BUY ANY BINGO SPECIALS UNTIL YOU HAVE READ THIS

Then consult us for price in lots of 25 cartons and up. The newspaper clipping on the right tells the whole story.

GREETINGS FOR 1948
INCREASE YOUR PROFITS FOR
THE COMING YEAR BY DEALING
WITH

MORRIS MANDELL
1123 Broadway New York, N. Y.

MANDELL BUYS 36 CARLOADS OF CANADIAN NEWS PRINT

Ontario, Canada:—It is reliably reported that Morris Mandell and Associates of 1123 Broadway, New York, bought 4500 ton of news print paper confiscated by the Canadian government.

The sale of 36 car loads of paper is not so unusual, but the purpose for which the paper was purchased makes it very hard for us to understand our Yankee neighbors.

Mandell bought enough paper to wrap up the world and a few other planets, and intends to use the paper to print Bingo sheets.

In the United States, Bingo sheets, known as Bingo Specials, are printed in seven colors. This purchase will leave the entire colored stock of news print in the hands of Mandell.

ELVIN GRUEN \$2.95 BULOVA

Take advantage of these re-conditioned, water-tight, over-hood watches in new 41-42 case. Each is smartly styled and guaranteed as good as new! **FREE CATALOG**, illustrated with the latest numbers.

STAR WATCH CO.
Wholesale Jewelers
124 S. 8th Street, PHILA., PA.

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.

Christmas Balloons

The holiday season is made more festive by the balloons offered by the Oak Rubber Company, the firm claims. The firm states it has a wide variety of timely numbers, with appropriate yuletide messages and designs that get top money from holiday shoppers. Featured this year are new Christmas circular stripes which are said to be favored by the public. Complete information about the holiday line is available on request.

workers handling this merchandise have been making good profits. The firm now has available a limited quantity of Zephyr Electric Shavers at close-out prices. The razor has been nationally advertised, it is claimed, and is one of the precision electric shavers. Each razor comes packaged in a gift box which has plenty of flash appeal. The firm's new 1947 bingo catalog is also offered at this time.

FUR COATS

Get the million uses you get before. **ALL GENUINE FURS**—Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superb styles and quality. Satisfaction guaranteed or money refunded in 30 days. Present delivery. Write for **FREE CATALOG** just off the press. **LOWEST PRICES!** H. M. I. FUR CO. 150-B West 24th St., N. Y. C.

BINGO CARDS

COMBINATIONS UP TO 3000
NO 2 CARDS ALIKE

Buy your **Bingo Specials** DIRECT FROM THE PRINTER

ST. MARKS PRINTING CORP.
80 FIFTH AVE., NEW YORK

Comic Xmas Folders

A line of comic Christmas folders has been introduced by Jockey Novelties and is said to have met with good public response. The line includes cartoon series, semi-de luxe, poetry folders and post cards. Firm also offers Christmas glove folders, do lunch glove folders and 10 new Christmas comic gifts. A new bulletin, listing these and many other items, is available on request. A new item, the firm's announcement concludes, is a series of comic wall plaques on enamelled plywood.

Hones

Pitchmen are cleaning up with the Rex Hone, according to reports received.

BINGO SUPPLIES

JOBBER'S WRITE FOR FREE CATALOG

- Floor Model Bingo Displays
- Electric Microwiring Viewers
- Table Model Bingo Blowers
- Rubberized Bingo Check Cards
- Electric Flash Boards
- Rubberized Throw Ball Caps

Get every other item jobbers want and need — the most complete Bingo line!

"If It Is Bingo Equipment or Supplies — **Metro MUST Have It!**"

METRO MFG. CO. 26 W. 16 St. NEW YORK 14

MECHANICAL TOYS

WRITE FOR COMPLETE LISTING AND QUOTATIONS ON OUR LINE

Samples of 17 numbers for \$2.25 postpaid

O-U Dogs, Kango, Tumbling Clown, Dancing Caprins, Penguins, Concoited 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

LEVIN BROTHERS
Established 1886. Terre Haute, Indiana

Electric Shaver

There is a definite trend toward the use of electric shavers, reports Mills Sales Company officials, who add that

NEW . . . COLORFUL BINGO 1500 Series Specials

- 7 Attractive Color Combinations
- Fool Proof
- Tamper Proof
- Accurate
- Reasonably Priced

WRITE—WIRE—CALL FOR SAMPLES AND PRICES

We Manufacture a Complete Line of Bingo Supplies.

SUNSHINE LITHO, INC.
51-53 Wyckoff Street, Brooklyn, N. Y.

LADIES' WATCH

Very Flashy YELLOW GOLD COLOR

Fine quality with coral with brocade. White enamel face on case. 3 1/2" case size. Quartz, art and jeweled movement. Gift boxed. Looks like a \$10.00 watch.

B3898—Each \$3.65

See Catalog now ready. Get your name on our mailing list.

When Ordering Give Your Radio Certificate Number or Blue Line of Payment.

RONDE-SPENCER
223 W. Madison Chicago

★ Latest in PATRIOTIC and NOVELTY BROOKERS, Lapel Buttons, Insignias. Send \$1 for Sample Assortment.

XMAS Wraps, Inlaid, Big Box 40c doz.

News Paper, 48¢ Doz., The Bulbs, 100 for \$1.40. (Includes Droops and Postage.) Free Catalog—Write.

★ XMAS GOODS & CANDY DEALS

- KNIVES & PENS: Medals, Patec, Mians, Hunting, Jackstones.
- POCKET LIGHTERS: (Gowitts, Beale, New Arts Oiler. 12 to deal. Per Doz. \$1.88.

DRUG ITEMS, NOFONA, LOROTONS, EXTRACTS, CARBID, GOROD, SIBLIME WOOD, GLOORS.

CHAMPION SPECIALTY CO., 814-V Central Street, Kansas City, Mo.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS.

BIG MONEY MAKER!

Flippy

MILITARY STRIP-TEASE CIGARETTE CASE



Don't wait. Send for details about FLIPPY, Today's most sensational money-making item. Beautiful four-color display merchandiser in selling tens of thousands on sight. An avalanche of repeat orders rolling in daily. Get 'n' Display 'n' Don't put off. Write at once.

EVANS NOVELTY CO.

Division of Premium Sales Co.
Dept. L-3, 800 W. Washington Chicago

ATTENTION SALESBOARD OPERATORS

5 New FLIPPY salesboard deals to choose from. Every one a pocket! Get details now!

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

PITCHMEN Closing Out All Mechanical Toys. Write for Listing and Prices.

WIS. DELUXE CORP. 1902 N. Third St. MILWAUKEE, WIS.



by Rex-Hono Manufacturers. The firm states that its hone is a fast-cutting abrasive stone of good quality and is particularly adapted to sharpening all makes of safety razor blades. Each hone comes packed in a flashy silver box and item is ideal for the Christmas gift-giving season, the firm concludes.

Compacts

Snuff-box-type compacts are offered by Joseph Hagin Company in assorted enamel colors and designs. It is said the compacts are manufactured in this country and that they have particular appeal during the holiday season. Size is 2 1/2 by 3 1/2 by 1/2 inches. Each compact comes with double velour puff, mirror and mirror. The firm is also featuring at this time as a premium item a salad spoon and fork set made of natural wood. Both items are 10 inches long, have a smooth finish and flat-handled.

MIDWAY CONFAB

(Continued from page 33)

Baker, Mr. and Mrs. Ralph Wilkins, Harry (Pop) Frazier and Freddie Wright.

TO the tune of "Angle Bells" being played over a loud-speaker a concessionaire dressed as Santa Claus regally operated a doll wheel on a winter show. Two colored kids attracted by the flash dropped nickels on numbers. Leaning over the counter, the phony St. Nick cracked out of the side of his blazer, "Nix! Nix! Scram away from here. Old Santa doesn't play to punks."

DR. AND MRS. J. E. SHUGART, owner-managers of Shugart Shows, were tendered a surprise luncheon in celebration of Shugart's birthday recently in Paris, Tex. Outlets included J. E. Shugart Jr., photo gallery; Jimmie Land, ride superintendent; Ray Berry, Ferris Wheel; Bull Whip Shorty, Mix-Up; Bob Foster, Kiddie Ride foreman; Betty Koefke, cat rack; Phoeby Foster, milk bottles; Red Anders, penny pitch; Mrs. B. M. Beck, pitch-tilt-you-win; Ed Wynman, bingo; Jim Walker, Robert Stufflebeam, peanut and popcorn stand; Paul Mark, cookhouse; B. M. Beck, snow cones; Mary Speas and James Strickland, Shugart recently purchased new quarters near Paris.

AFTER a flying trip to New York and St. Louis in the interest of the Art Lewis Shows, Superintendent Howard Ingram and wife, Laska, are vacationing at Majestic Hotel, Hot Springs, until December 23, when they plan to head for their home in Sarasota, Fla., where they will remain until February 4. Ingram advises that work in Norfolk (Va.) quarters will get under way early in February, when three new fronts and numerous wagons will be built. Equipment, wheels, lumber and irons have been purchased and are being assembled in quarters. Two large wagon sheds have been completed in addition to the three buildings already on the grounds. Several new rides and shows will be added. Ingram says, along with all new electric equipment and light plants, which Owner Art Lewis purchased some time ago. Trainmaster Frank Seiger is at quarters handling the arrival of equipment.

NEW AMERICAN MADE Patented Master Brand DANCE CHECKS



Men's Strip Check (Illustrated Above)
Easy To Attach
Hole No. 1 fits over Metal Strip No. 2. Then Metal Fastener No. 3 fits over hole No. 1 and No. 2 to lock check securely. See illustration above.

Wide Variety of Designs and Colors. Send for Free Copy of Our Big 1943 General Catalog Which Shows Complete Line of Checks at Low Prices.

GELLMAN BROS.



A POPULAR HOLIDAY PREMIUM SPECIALLY PRICED

8 Pz. Chrome Plated Cocktail Set, stainless steel, consists of 8 Pz. Cocktail, 7 1/2" Tray with curved handles and 8 Chrome Plated Cocktail Glasses. A business stimulator. Limited stock, available at this price.

HAIR—F, O, B, Chicago, Each \$3.95. 20% discount reserved on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail.

JOSEPH HAGN CO.

Wholesale Distributors Since 1911
217-223 W. Madison Street CHICAGO

MECHANICAL TOYS

LARGE SIZE TUMBLING CATS
Doz., \$2.35
Gr., \$27.00

LARGE SIZE CIRCUS MONKEY
DOZ. \$1.85; GROSS, \$21.00

Complete Line Hats and Noise Makers
Write for List

SOUTHERN PREMIUM

Dallas, Texas

HOOPS FOR DARNING-OUTFITS

Bright Silvery Metal, Three Inches in Diameter, with Smooth, Rolled Edges
LOW QUANTITY PRICE PROMPT SHIPMENTS
WRITE FOR FREE SAMPLE

THE GIBBS MANUFACTURING CO.
CANTON, OHIO

KLEVER . . . KOMIC XMAS FOLDERS

24 Carton Series	3.75 & 1.00
24 6x9" Oc. Lino	3.25 & 1.00
24 Party Folders	3.00 & 1.00
24 Postcards (letters)	3.00 & 1.00
24 Xmas Glow Folders 50¢ each	2.50 & .80
24 Xmas Glow Folders 1.00 each	1.00 & .30

NEW COMIC WALL PLAQUES (Honey) 1.25 each
JACKASS CIGARETTE DISPENSER 2.75
HOT SELLERS
Loaded Dice . . . 25
Explos. Match . . . 25
Solid Whiskey . . . 25
Comic Whiskey . . . 25
HOPE CHEST . . . 25
No. 1000 No. 1.50
Money for Jack . . . 25
JOE KEMER NOVELTIES, 120 Park Reg. Bldg. Ypsilanti, Mich.

Buy U.S. Defense Savings Bonds and Stamps

Look! Joe Hay, Ark., writes: "Rigged up booth with lights. GROSSED \$39.20 SATURDAY." Zeller, Miss., says: "OLD \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."

FACTS ABOUT THIS AMAZING ONE-MINUTE PHOTO MACHINE

Requires no film or dark room. Making prints Positive (inside eye or night, indoors or outdoors, also 3 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making fine photos.

Write Today
P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-12, Chicago, Ill.

P.D.Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker

Takes and Finishes Black and White or Sepia Photographs IN ONE MINUTE.

Complete outfit costs about \$80. That's all you require to start this big money business.

BIG MONEY MAKERS FOR THE HOLIDAY SEASON

COMPLETE LINE OF HOLIDAY GIFTS AND PREMIUMS, XMAS AND NEW YEAR'S DECORATIONS, MECHANICAL TOYS, DOLLS, ETC., ETC.

Send Today for Our Latest Catalog—Just Out!

Always Featuring the Newest Items for the Novelty, Premium and Specialty Men.

ACME PREMIUM SUPPLY CORP.
3833 LINDELL BLVD. ST. LOUIS, MO.

RED HOT 25¢ Seller! PACIFIC WAR ZONE MAP!

Shows Pacific, Islands, Mainlands, Distances. Etc. Large 20x28 Inches. Full Color. Shipped at Once!

Prices: 25 for 2.50; 50 for 4.50; 100 for 8.00, or 2 Samples for 25¢. PREPAID to you AT ONCE! Cash With Order.

AMERICAN POSTER, 1012 Pacific, Dallas, Tex.

ELGIN, WALTHAM, BULOVA

Guaranteed **MEN'S WHISKY AND POCKET WATCHES** \$3.95
Wholesale Jeweler Since 1914.
SEND FOR FREE CATALOG.
LOUIS PERLOFF
228 Walnut St., Philadelphia, Pa.

PAPERMEN

The well-known NATIONAL stationery and business supply store. Write for listing, prices.
50 HUFF, 2410 PULASKI, Dallas, Texas

No Charge

SALESBOARD ABC'S
for this excellent reprint from The Billboard. Article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, and experienced operators, too, will find it practical. Supply is limited, so write for your free copy today!

DEALS, The Billboard, 1564 Bowry, N. Y.

BENGOR DELIVERS THE GOODS

Ready for Immediate Shipment

10 CIGLES—Flashy Box—Gr.	\$2.75
XMAS TREE DOLLS—Or. 100 Dolls	1.25
XMAS TREE SETS—Light	3.00
Golden Card—25 Notes. Per 100	1.50
Golden Card—50 Notes. Per 100	2.00
Golden Card—100 Notes. Per 100	3.00
Opposite Salesboard—1000	.70

FREE! Xmas Catalog and 1942 General Catalog. Theaters of Sensational Values. Write for Them Now!

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

HAWAIIAN LEIS

Japanese and Domestic. Big Item for Clubs, Dances, Cabarets, Taverns, Hotels.

UNGER SUPPLY CO.

527 Harrison St. CHICAGO, ILL.

WANTED TO BUY FOR CASH SOCIAL SECURITY PLATES

Let us know quantity you have and lowest cash price you will take. Send sample of each. If possible, THE WATERMAN CO., Drawer G, Greenlawn, N.J., Jersey City, N. J.

Ring Promotion!



Cultured Pearl Sterling Ring No. 2R55 \$3.95 Dozen

Very Attractive Sterling Silver Ring set with genuine Cultured Pearl. Priced for special promotion. Take advantage of this big offer for Jewelry Demonstration.

Harry Pakula & Co. 5 No. Wabash Ave., Chicago

PITCHMEN

A Department for Pitchmen, Demonstrators, Moving Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

CHRISTMAS SPIRIT is in the air.

ONE OF THE BOYS... members of the tribes and kelater fraternities celebrating at the Jefferson Hotel in Spokane: Bob and Winifred Langford, Babe and Sam Wipond, Hank and Ted Durham and Lester and Lois Roberts.

TIME WILL TELL—What?

RED STEELE... and Coal Oil Johnson are working shops around Portland, Ore., to good takes. Steele is purveying rubbing oil; while Johnson is obtaining his lucre with combs and knife sharpeners.

WORKING... the glass cleaner to successful turns at the big public market in Portland, Ore., is Annabel Culver.

SHOW US a live town and we'll show you a pitchman in it.

VERN BRADFORD... and Grant Hedden opened at the Main & Frank Department Store in Portland, Ore., December 10. They will remain there until after Christmas.

STANLEY NALDRETT... recently concluded his seventh week in the I. L. Green Store in Charleston, S. C., to successful turns. He says that John O'Donnell, ace peeler, juicer and glass knife worker, visited him there while passing thru the town recently.

FERRY THE JAMMER SEZ: "Merchants wait on buyers while pitchmen are sellers and demand creators."

YOU CAN AFFORD... a card or letter. Write the letter only at Christmas time.

"WORKED FRANKFORT, IND.,... recently and enjoyed a visit with Peggio Balinbetti and her father," letters Ray Hobers from Indianapolis. "Peggie was on the Penn State shows last season. Hoosier capital is fair but nothing to

write home about! Plan to jump to Cleveland until after the holidays and then expect to finish up in Florida for the winter. Would like to read pipes from Bill DeBarrie."

THE LIVE-WIRE pitchman usually starts work in a town by selling first to an official who won't grant a working permit.

"WELL, IT'S CHRISTMAS... time again and I haven't been out of Portland," writes T. De (Senator) Rockwell from the Oregon city. "I'm working blades in the big public market on Front Street; in fact, I'm working two spots. R. Guild Stewart lost his voice several days ago because of a growth on his bronchial tube. It must be terrible for a pitchman who can't talk. So, I'm working his coal stand and my blinds stand. I hear that Mary Ragan, of the Crystal Palace, is taking a month's vacation from the pitch stand down in San Francisco. Plan to leave here in January for Seattle and Tacoma and will then go to Los Angeles for about a month."

Next Issue LIST NUMBER

Will feature the Following Lists: WINTER FAIRS, COMING EVENTS, DOG SHOWS, POULTRY SHOWS

Order a copy from your news-dealer NOW or mail 15¢ in postage or cash to

The Billboard Circulation Dept., 25 Opera Place, Cincinnati, Ohio

OAK-HYTEX SQUEEZE-ME DOLLS Hey Squeal When Squeezed Mickey Mouse and Peter Rabbit now ready and getting big money. Strong latex rubber, coated with combination valve and squawker.

NEWEST, FAST SELLING JEWELRY FOR ENGRAVERS, PAINTS, MILITARY STORES, RESORT PRODUCTIONS, etc. MAJESTIC BEAD & NOV. CO. 267 Fifth Avenue New York, N. Y.

ELGIN & WALTHAM REBUILT WATCHES \$1.75 Wholesale Only

STARR PEN CO. His Another Jack-Pol FOR YOU in creating the WINCHESTER PEN

GET IN THE BIG MONEY! WALKIESNAP CAMERAS BASS CAMERA CO. 170 West Madison St. CHICAGO

MEDICINE MEN Write today for new Wholesale Catalog of Tissues, Oils, Balms, Soap, Tablets, etc. GENERAL PRODUCTS LABORATORIES

Engravers' Jewelry Demonstrators! Complete Line Engraving Jewelry Write for Catalog

Here's a REAL BARGAIN! FAMOUS \$15.00 GENUINE.

ZEPHYR ELECTRIC SHAVERS In most attractive quality gift box. CLOSE-OUT OF 4250 PIECES

Attention! Enlisted Men! The Billboard is desirous of learning immediately the names of those members of the amusement industry, both indoor and outdoor, who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last week.

DR. WRIGHT'S ELECTRO-LINIMENT CENTRAL SPECIALTY CO. 524 Delaware Street Kansas City, Mo.

WHOLESALE CATALOG FREE SPORS 4000 MONEY-MAKING OPPORTUNITIES

WANTED FOR MURDER! (Buttons) BADGEBOARD WORKERS Add at once - get your winter's bankroll!

RAP THE JAP HOT VICTORY NUMBERS FAMOUS V BANNER VICTORY LABEL EMBLEMS

BIG WAR-TIME SELLER! Lustrous Silk-Satin Banner, Nylon Cord and Tassel, Gilt Spaced Stick, Attractive Colors. Sample 9x12, 25c - 12x18, 35c

SWEET WRITERS Wanted—Can Place Immediately the Art Substitution Men on Sport Magazines. King, Sportsman's Wild Life Exhibit

COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. NURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

The American Way: Fight To Win

Everybody is busy adjusting his mind and his plans to the reality of war. The first duty of every American is to renew his pledge of loyalty to the nation and to keep that duty uppermost in his mind until the war is won. Industries also have a duty to arouse a collective spirit of patriotism among their members and to give expression to that spirit in every possible way.

The coin machine industry has been "stirring" up its members in many practical ways in behalf of national defense and it goes without saying that the loyalty of the industry will now be greatly quickened by the advent of actual war. Our editorial work will be devoted as much as possible to expressing the fervent spirit of the industry as a contribution by the industry to help America win.

To put up a good fight it is necessary to stir up the fighting spirit. Every hillbilly knows that, so it becomes the duty of every individual to help raise the national spirit to the point where Americans will live up to their fighting reputation. The militaristic dictators have the idea that the democracies have produced a soft generation that will not fight. That makes it necessary to show them a thing or two. The soldiers and sailors of Australia, Canada, England and other allies have been giving a wonderful account of themselves, and the United States will have to do even better if possible.

The best fighters are those who can calmly weigh the odds of war and what needs to be done in order to win.

In modern warfare it seems that civilians must play a part even greater than the armed forces. That is where every member of the coin machine industry comes in to do his part—if he is not called to serve in uniform. America has been even more neglectful in organizing its civilian defenses than it has in its military preparations. So an immense task faces the nation of getting its civilian forces organized and trained for specific duties. The calls for civilian services will be many and urgent during the next few months.

Observers of the present war also say that if the democracies are to win they must recognize that this is a dirty war and begin to fight fire with fire. Observers of the battle in Crete were impressed with the fact that the English tried to fight like gentlemen while their enemies had no regard for the rules of warfare or any other human considerations. These observers were sure that the English could have done better had they forgotten to be gentlemen. It will not help matters any, in case of final defeat, to say that we fought according to the rules and our enemies did not.

While adjustments are being made to war conditions, it is the duty of industries and businesses to carry on with true American courage and aggressiveness. Official orders will decide the course that many industries have to follow, and

at the same time the home front must be kept up, civilian morale maintained, revenues furnished to the government and in every way possible keep the business system going. All of this is a part of all-out war against the enemies of freedom. It is a difficult problem to adjust a great nation to the conditions of modern war and for that reason every citizen must be ready to make adjustments as best he can. At the same time the nation must be kept going.

A lot of time has been lost in getting ready for war. Now that war exists it will be necessary to make up for lost time and redouble all efforts for the carrying on of the war. The majority of us are guilty of failing to realize the certainty of war and hence contributed to many delays in getting ready. That imposes a heavy responsibility upon the nation to try to gain time and also to make war against powers that had made long and careful plans for actual hostilities.

It becomes the urgent duty of those organizations and those newspapers that spent much time and effort in obstructing defense preparations to get into the thick of the fight and really do something. Unfortunately, it may turn out that such newspapers as the Hearst papers, The Chicago Tribune and others will be telling "how to win the war" and making other criticisms of the American fighting machine that will tend to discourage rather than help. These are discouraging possibilities that must be anticipated as thinking Americans go into the war to beat hell out of the militaristic regimes. The least that could be expected, it seems, from those organizations and papers that obstructed defense preparations is that they get in and fight and go slow on criticism.

Our leaders anticipate a long war. That is all we can do, for it would be foolish at the present time to plan for a short war. But it is well to keep in mind all the time that the sooner the American nation gets itself in fighting trim, gets its spirit at fever heat, gets its industrial machines to turning out top production, the sooner we can expect victory. Anything that delays our plans adds to the costs in lives and time and money. The situation calls for full speed ahead insofar as good judgment and leadership will allow.

To those who are called to serve in the armed forces, or in auxiliaries, those of us serving in the great civilian army will wish them good luck. The war is really a war against those regimes that have made militarism a religion, and the world cannot be at peace until militarism is defeated and destroyed. It is extremely unfortunate that peace-loving peoples have to fight against those who make war a religion, but that is the case, and every American must bring himself to hate militarism with all the bitterness that it is possible for human beings to feel until the militarist regimes are driven from the face of the earth.

★ ★ ★ LET'S GO, AMERICA!! ★ ★ ★

This will be the theme of next week's issue of The Billboard. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war.

Coin Machine Industry Gets Ready for War Work as OPM Sets New Production Schedules

Graduated machine schedule given for December, January, February

Big arms pool plan to be tested in Chicago — 3,000 plants participate

Coin machine industry has already set up organization to get arms contract

CHICAGO, Dec. 13.—On Wednesday (10) the Office of Production Management, Priorities Division, issued Production Curtailment Order L-21, cutting the production on all coin machines, excepting vending machines, to various percentages for the months of December, January and February.

The immediate curtailment ordered for December, effective until the end of the month, was 25 per cent on phonographs, weighing machines and pinball games and 50 per cent on gaming devices. The curtailment orders for January and February are carried in the actual order and in the boxed chart accompanying this story. Percentage of production allowed is based on production for 12 months ending June 30, 1941.

The February orders continue thru 1942 until further notification by the OPM. An interesting section of the definitions offered to clarify the order is that the order will take in games similar to those "customarily coin-operated." Definitions also cover attachments and auxiliary equipment.

The order was signed by Donald M. Nelson, Director of Priorities.

Official Release Statements

Official news release for the OPM carried these pertinent paragraphs: "The order also prohibits immediately use of aluminum in any form in the manufacture of the listed machines.

"Besides steel, the industries affected in the order use substantial amounts of copper and its alloys, nickel, bakelite and radio tubes. They employ skilled and semi-skilled labor, together with highly ingenious engineers, and it is believed by the Division of Civilian Supply that these men will be employed more advantageously in defense work.

"The manufacturers of cabinets for the automatic phonograph industry have facilities to produce wooden case goods, such as files and lockers, for which there is now a large demand and an insufficient supply.

"Later the Division of Civilian Supply will deal with problems resulting from the manufacture of other coin-operated machines, such as cigarette, food and soft-drink dispensing devices.

"Before deciding upon the curtailments set forth in the order, the division held several conferences with industry representatives and officials of various government agencies."

Arms Pool Test for OPI Almost to the-day of the OPM or-

How OPM Order Affects Production

Definitions:
 "Automatic Phonographs" means all phonographs, customarily (although not necessarily) coin-operated, equipment for phonographs and auxiliary equipment.
 "Weighing and Amusement Devices" means those devices customarily (although not necessarily) coin-operated, including (but not limited to) so-called "pinball machines."
 "Gaming Machines" means those gaming machines or devices customarily (although not necessarily) coin-operated, including (but not limited to) so-called "slot machines."

PERCENTAGE PRODUCTION ALLOWED BASED ON PRODUCTION FOR 12 MONTHS ENDING JUNE 30, 1941

Type of Device	Automatic Phonographs	Weighing and Amusement Mchs.	Gaming Machines
Production Allowed to December 31	25%	75%	50%
Production Allowed January 1 to 31	50%	50%	25%
Production Allowed February 1 until further notice	25%	25%	0

Figures and definitions from OPM priorities division limitation order L-21

Cancel 1942 Convention...

When the board of directors of Coin Machine Industries, Inc., voted at a call meeting this week to cancel all plans for holding the 1942 Coin Machine Convention, they were acting in accord with the true patriotic sentiment of the industry. Convention plans had been going forward favorably, but the advent of war created grave conditions for the nation and also for all industries.

The convention management acted quickly and officially and expressed the desire of the industry to co-operate with the government in every possible way.

Three important reasons were given by the directors for calling off the convention:

1. War had been declared and everybody in the industry wanted to turn their attention toward helping win the war.

2. An order curtailing the manufacture of coin machines had been issued shortly after the declaration of war, which would have severely limited exhibits at the convention.

3. Many factories have government orders, and visiting at these plants is placed under very strict rules. Hence operators would not be able to visit the factories as they usually do when attending the annual convention.

The latter reason was given special attention as the coin machine factories turn their attention to co-operating with the government in every possible way.

Official CMI release.

Under the pool system 100 small manufacturers will serve as prime contractors on munitions manufacturing. Around these 100 central units will be grouped as many of the estimated 2,900 remaining small Chicago manufacturing plants as are needed to produce a composite piece of armament, such as a tank, an anti-aircraft gun, an anti-tank gun, and

the like. Each manufacturer would make those parts for which he is equipped to make. The work would be let to sub-contractors on a cost-plus plan.

Coin machine manufacturers have already set up their own inter-industry pool to secure war orders. Some time ago government agents contacted the manufacturers and suggested that they form a group to secure arms orders. They were told at this time that curtailment of production on their usual products was

imminent and advised that they set up a member as prime contractor with the rest in the capacity of sub-contractors. Accordingly there was organized the Allied Automatic Industries, Inc. Elected as president of the group, J. H. Keeney, head of J. H. Keeney & Company, Chicago, has been actively working on this suggested program.

With the framework already erected, it is expected that coin machine manufacturers will shortly have portions of their plants being turned out munitions and armament items.

OPM Production Order (File for Reference)

TITLE 32—NATIONAL DEFENSE CHAPTER IX—OFFICE OF PRODUCTION MANAGEMENT Subchapter B—Priorities Division PART 1020—Automatic Phonographs and Weighing, Amusement and Gaming Machines Limitation Order L-21 To Restrict the Production of Automatic Phonographs and Weighing, Amusement and Gaming Machines.

WHEREAS the demands of national defense have created a shortage of iron, steel and other materials used in the manufacture of automatic phonographs and weighing, amusement and gaming machines, action has already been taken to conserve the supply and direct the distribution of such materials to insure deliveries for defense and essential civilian requirements, and the present supply of these materials will be insufficient for defense and essential civilian requirements unless the manufacture of automatic phonographs and weighing, amusement and gaming machines is curtailed and the use of critical material for such manufacture thereby reduced;

NOW, THEREFORE, IT IS HEREBY ORDERED THAT:

1020.1 General Limitation Order (a) Definitions. For the purposes of this order:

(1) "Automatic phonographs" means those automatic phonographs customarily (although not necessarily) coin-operated and includes the following attachments or equipment for such phonographs: (i) Telephone operation attachments, (ii) remote control adapters, (iii) microphone equipment, (iv) auxiliary speakers, (v) remote control boxes, (vi) impulse stoppers, (vii) step receivers, (viii) music transmitters, (ix) wireless systems, (x) other auxiliary equipment.

(2) "Weighing and amusement machines" means those weighing and amusement machines or devices customarily (although not necessarily) coin-operated, including (but not limited to) so-called "pinball machines."

(3) "Gaming machines" means those gaming machines or devices customarily (although not necessarily) coin-operated, including (but not limited to) so-called "slot machines."

(b) General Restrictions. (1) Manufacturers of automatic phonographs and weighing and amusement machines. During the period beginning December (See Coin Machine Industry on page 63)

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendant; very little weekly servicing. PROVEN a steady money-maker; investment without obligation.

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MUSIC MERCHANDISING

TRADE DIGS IN FOR WAR

Accepts Production Curtailments Willingly; Eager To Do Its Part

CHICAGO, Dec. 13.—A willingness to accept any sacrifice wholeheartedly was manifest by the manufacturers of automatic phonographs this week upon receipt of orders from Donald Nelson, prior chief of OPM, ordering production of phones and all auxiliary equipment to be cut 25 per cent during December, 50 per cent in January and 75 per cent February 1. Order also curtailed immediate use of aluminum in any form in making machines.

Immediately upon receipt of the order, the Automatic Phonograph Manufacturers' Association issued a statement on behalf of its members that the industry would comply wholeheartedly with the order.

Statement also explained that the automatic phonograph manufacturer now has a double duty to perform in the interests of Uncle Sam. First, in making available all facilities needed for war work, and second, in applying the remainder to the production of morale. "Without ships, tanks, planes and munitions we cannot win the war," statement read, "but it is also true that we cannot win it without songs. Automatic phonographs carry inspirational and patriotic songs to the people in locations wherever they gather.

"Our engineers are skilled in precision work and our plants can be adapted to the production of many items of equipment for both army and navy. Many of our facilities are already being used in making signal corps, air corps and ordnance equipment.

"We hope to keep our organizations intact during the war so that we can discharge our 'double duty' efficiently. We know we shall have the full co-operation of the OPM's Labor Division so far as it may be

necessary in retraining our workers for defense jobs."

Reactions among distributors and operators paralleled those of the manufacturers. Opinion in general was that experience of operating under wartime conditions would follow the pattern already set in Canada, where play on machines and sale of used equipment and parts has boomed during the past two years, and where military and civilian officials alike have hailed the phonograph as doing an important job in maintaining military and civilian morale.

Opinion amongst some operators was that more locations will soon be available and that competition for choice spots will lessen. Only four advanced by operators was that of getting records fast enough, especially when the avalanche of patriotic songs now being prepared is unleashed.

RCA Contest Seeks Substitute For "Juke Box" Tag; \$150 Prize

CAMDEN, N. J., Dec. 12.—A contest open to all phonograph operators to select a new name for the automatic phonograph to take the place of the opprobrious "juke box" has been announced here by the RCA-Victor Company.

Firm has put up a \$150 credit for Victor and Bluebird recordings as a reward for the contestant submitting the best name. Credit will be good for one year in purchase of records from his local distributor. A small group of writers and other authorities in the coin-machine field will serve as judges. Their decision will be final.

All entries must be sent to the "Editor, Photo-Graphic, RCA-Victor Company, Camden, N. J." Contest closes Monday, January 5, 1942. Names of judges will be announced shortly. Entries will be judged on the basis of the most suitable and ingenious name, preference being given to one that is not now in general use.

In announcing the contest RCA executives point out that "it is an important

event for all operators, as the discovery of a standard tag for the machines will supplant the many confusing and dialiked titles that are now being used. Many operators have expressed their dislike for the tag 'juke box.' Here is their chance to eliminate it in the right manner—by finding something better to supplant it.

"RCA-Victor is starting the ball off on this idea, but it will benefit every operator and publication in the industry. RCA has no selfish designs in presenting this contest; it's a common cause for a common good."

Cleveland Phono Assn. Traces High Points of Year

CLEVELAND, Dec. 13.—Members of the Phonograph Merchants' Association held their December meeting Thursday (11) at Hotel Cleaveland. It was well attended. President Peter Lukich briefly reviewed the outstanding events of the year and stated that the co-operation of the association with the RCA-Victor Dance Caravan was the most important in his estimation.

He reported that the executive board had voted to double the size of the advertising campaign during 1942 and had been assured of full co-operation by the record distributing companies. The present year's campaign had been so successful that it was felt it would be a wise move.

It was suggested that when buying equipment, members get together and pool their order because of the better price obtainable when larger quantities are purchased.

The three additional directors Andy Werner, Lester Bieber and Sanford Levine, whose three-month term has expired, were given a vote of thanks. Their predecessors are Hank Hs, Alfred Atchewill and Phil George. They will serve for the next three months.

It was decided that each member of the executive board would act in the capacity of a captain of a group of five or six members, keeping them informed of all association activities and thus saving the time of the officers and staff.

James Klivans, head of Burt's record department was a guest, and played recordings of the program on the company's "Amated Hour" on which Tommy Dorsey and Shep Fields appeared.

On the eve of his departure for California, members presented Jack Cohen, vice-president, with a traveling bag as a token of their appreciation.

Phonographs for Victory

No longer can "Phonographs for Defense" be a slogan for the automatic phonograph industry. The bombs that rained down on Pearl Harbor changed all that.

Now it must be "Phonographs for Victory."

Now it has a really big job to do!

To the amusement industry the government already has given the charge of maintaining public morale during this war. It's a tremendous job. It calls for keeping all 132,000,000 of us pepped up all the time, keeping a song on our lips and that "let's-kick-hell-out-of-them" gleam in our eye.

The 400,000 unit automatic phonograph network stretching from Coast to Coast is one of the most powerful voices the amusement industry has to do this job. It is to the automatic phonograph that the bulk of America people—especially those toiling long hours on war work—will turn for the solace, the strength, the surcease from war worries that music always provides.

That charge of maintaining morale now calls for patriotic records in every phonograph. It means this industry, like all others, must roll up its sleeves and pitch in for Uncle Sam with the cry "Let's Go, America! Onward to Victory!"

Wolandi, Wire Performer, Has Stamp Idea To Aid U.S.

CINCINNATI, Dec. 13.—An ideal plan to aid Uncle Sam in the fight for freedom that fits in well with the coin machine industry's Defense Bond and Stamp drive has been conceived by Wolandi, circus high-wire performer.

Wolandi suggests that Americans paste a Defense Stamp on a regulation 1-cent post card and mail it to Uncle Sam, Washington, D. C. The sender, Wolandi says, would cancel the stamp by writing his name and address across the face of it, and thus Uncle Sam would realize the full benefit from the sale of the stamp. Wolandi suggests that Americans send such cards not once but often.

"Everybody is a patriot when the returns are profitable," says Wolandi. "Let's be different; let's give something to Uncle Sam."



GILSTRAP'S DRIVE-IN CAFE, Longview, Tex., offers Wurlitzer music to customers. Picture shows placing of phono so that it may be seen by drive-in customers. Outdoor Wurlitzer wall boxes are provided for their use. (MR)



LET'S GO, AMERICA!!



This will be the theme of next week's issue of The Billboard. It will tell you, as a member of the Amusement Industry, what you can do to help your country win this war.

WURLITZER 16 Record MARBLO



Complete, Ready to Operate, Money-Back Guarantee... \$89.50

- 61 Wurlitzer Couster \$ 79.50
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- 660 Wurlitzer 139.50
- 500 Wurlitzer 164.50
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With its changing colors and beautiful quality of tone, mounted on the wall opposite the record player, will INCREASE YOUR INCOME in any good location.

Our money back trial offer must prove this to your satisfaction.

Write for free information regarding "ATMOSPHERE OF MUSIC"

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USE ADJUSTIBLE **Fulton** PHONOGRAPH COVERS

Cannot be surpassed for tone life and general use. Fits any phonograph and gramophone.

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25 locations, 70 Bar and Wall Places, 75% new equipment. All located in one town. Making big money. Owner must sell quick. Some terms can be arranged. Write

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To pay more is to waste money. **Miracle Point Needle.**

TALENT and TUNES ON MUSIC MACHINES

A column of trade information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By HAROLD HUMPHREY

News Notes

Biggest news of the past week, of course, was—and no doubt still is—the war. Music business is already reacting in many ways. A rash of novelty songs such as "You're a Sap, Mr. Jap," etc., is starting to flood the tune market, and many are set to be recorded soon. The coin phonographs will soon be reflecting more and more the tenor and tempo of the times, which will be recorded in these columns as they develop.

Andrew Sisters have had their coming three-week date at New York's Paramount Theater postponed again. Gals were supposed to open there the end of this month, but decided to answer the call of Universal to make another film starting January 5. . . . Johnny Long's band opened at the Meadowbrook in New Jersey Friday (12) with the usual thrunk of air-tunes. Maestro is also scheduled for two Decca recording sessions during his four-week stand there.

Connie Bowell was selected as the All-American vocalist to sing with the All-American band to be featured in the RKO picture "Symphonie." . . . It is rumored that Lucky Strike is contemplating a radical change in the "Hit Parade" air show, substituting a string of name bands similar to Coca-Cola's new band show. Competition from Coca-Cola and the Fifth Bandwagon show are the reported reasons for the coming change.

Monk Sachs, of Columbia Records, says that when the 1941 record sales totals are tallied up they will come to 120,000,000 disks. . . . Two Broadway spots are featuring record displays out front to plug their current artists. Hurricane Club has a layout of Decca records by Mildred Bailey, and Bluebird disks of Ivy Carroll's band are blown up in a display at Jack Dempsey's Broadway Restaurant. . . . Old Style Brewery, of Wisconsin, has given away 5,000 album Koblers disks as a promotion.

Patriotic Songs

Up to now patriotic themed tunes have not met with too much success on the coin phonographs, but from here on in operators without such disks on their machines will without doubt be very much behind the times. Standard Phonog already reports that its recording of *Lo-Lo-Life (The Girl Friend of the Army)* has proved so popular with the soldiers throughout the country that the USO has requested from Standard that recordings of it be sent to each army camp for the music machines.

Release Provues

Decca has just waxed the Mills Brothers' version of "The Window Washer Man." . . . Dick Kuhn's latest session at the Decca studios included "Rings on My Fingers," "Down Among the Sirely Palms," "Put Your Arms Around Me, Honey" and "Under the Bamboo Tree." . . . Bluebird label will soon carry Vaughn Monroe's cuttings of "Tick-a-Tea," "Last Night I Said a Prayer," "Guess I'll Be on My Way," "I Don't Want To Walk Without You, Baby" and "Somebody Else Is Taking My Place With You." . . . Hand Rene's latest studio session for Standard had the maestro coupling "Rencher's" and "Beschermer." . . . "This is No Laughing Matter" has been disked by Jimmy Dorsey for Decca.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites in addition to the national leaders listed in the Record Buying Guide:

DETROIT:

Sail Boat in the Sky. - Guy Lombardo. A hitting waltz knocked off here by the Lombardo crew has all the airplay corn which goes to make up an ultra-commercial recording. It's the No. 1 hit at the moment on the machines here, so perhaps operators in other cities had better give it a try. The Lombardo name is still a big pull in many locations, and a waltz is always a welcome addition in the pop music diet.

BURLINGTON, VT.:

Hi, Neighbor. - Orrin Tucker. "Tune has been around for some time

INDIANAPOLIS:

Orange Blossom Lane. Glenn Miller. Any Miller item is worth a checking today, as the maestro is again a hot name on the coin phonographs. The Orange Blossom recording is already a hot coin-puller in this Midwestern city, and operators' reports here list it as fifth in the "Going Strong" line-up. Might be worth a try in other sections.

CHARLESTON, W. Va.:

You Can Depend on Me. Art Jarrett. It's an old, old tune but a modern version by the Jarrett band. Charles-tonites have picked it up fast and are pounding in the nickels for this recording of it. Revivals of oldies are always good for at least a couple of weeks' play by those who remember them, so the operators have little to lose by occasionally putting a few of 'em on the phonographs.

NEW! BRILLIANT! BETTER! DIFFERENT!

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ZEPHYR SPEAKER CABINET

MOST BEAUTIFUL WALL CABINET YOU'VE EVER SEEN! MOST GORGEOUS TONE YOU'VE EVER HEARD!

Created by one of Hollywood's outstanding designers! A triumph of Buckley's acoustical engineering craftsmanship. THE BUCKLEY ZEPHYR SPEAKER CABINET is far ahead of anything on the market—both in beauty and marvelous tone. That's not a claim—it's a FACT! Accommodates any size speaker. Brings EXTRA PROFITS by enhancing the beauty of your installations . . . and providing finer, more richly and evenly diffused tone!

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BUCKLEY TONE TOWER

NEW! and already it's so popular that you need to get one! BUCKLEY TONE TOWER is the best investment! INVESTIGATE IMMEDIATELY!

BEST BUY OF THE MONTH

25 Seaburg 20-Button Wireless Wallmountable Wallboxes in perfect condition, with all the latest improvements and Marbled Covers for . . . \$22.50

5 "Universal" Single Discs to use in Seaburg Phonographs for Wallmountable Boxes at . . . 20.00

4 Model "G" Electric Selectors for Seaburg Phonographs at . . . \$22.50

2 Model "H" Electric Selectors for Use on "Big Standard" Seaburg . . . 22.50

2 Phillips or Sylvania for Seaburg . . . 25.00

25 Seaburg Bar Grackets 25.00

3 Seaburg Shot-the-Clubs, Ray Gun . . . 40.00

FREE PLAY PIN TABLES

2 Deaphney \$22.50	1 Majors 5.00	1 Gold Star \$18.50
3 Ducky 12.00	4 Mills 1-2-3 37.50	1 Oh Johnny 22.50
1 Locomotive 10.00	2 Mr. Olson 12.00	2 Fox Hunt 37.50
1 Home Run 12.00	1 Colonel Galt 17.50	1 Snow Card 37.50
3 Varsity Club 24.50	1 SummerTime 15.00	1 Ten Best 42.50
1 Bang 10.00	1 Cadillac 25.00	1 Sport Parade 42.50
1 Big Time 69.50	2 Hoop 0.50	

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Bluebird**

**HOLIDAY HIGHLIGHTS
For Top Nickel Take**

Another Victor-Bluebird "profit classic" hot on the heels of the famous Piano Concerto — Glenn Miller presents a shimmering version of Beethoven's best-known masterpiece

"MOONLIGHT SONATA"



with
"Slumber Song"
(Glenn's Closing Theme)
Glenn Miller - B-11386



—And here's Artie Shaw
with a new nickel nabber—

"I ASKED THE STARS"

Recent 'Hit of the Week'
in Puck Comic Weekly—
reaching 5,759,173 po-
tential nickel-spenders
throughout the country.



Artie Shaw - 27719

★ **Plus This Star-Studded** ★
Program of Steady Spinners

★ "Big and Fat and Forty-Four"
Doc Wheeler - B-11389 ★

★ "I Said 'NO'"
and
"Deep in the Heart of Texas"
Alvino Rey - B-11391 ★

★ "By-U, By-O"
Freddy Martin - B-11293 ★

★ "Autumn Nocturne"
Shep Fields - 11325 ★

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tor Co., Ltd., Montreal

RECORD BUYING GUIDE—PART 1

**Records and Songs With the Greatest
Money Making Potentialities for
Phonograph Operators**

Records listed below are based on a canvass 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

- SHEPHERD SERENADE** **BING CROSBY**
HORACE HEIDT (Harry Cotton-Fred Lowery-Glee Club)
Not only does this fine number take Going Strong ranking this week, but it picks up enough momentum to pass most of the other tunes in the category. It is without doubt one of the two or three best coin-phono attractions in the land, and is still on the upgrade. Crosby and Heidt are garnering the majority of nickels right now, but another artist or two might break into the list next week.
- I DON'T WANT TO SET THE WORLD ON FIRE** **HORACE HEIDT** (Harry Cotton-Bonnie and Her Don Jaram)
(13th week) **INK SPOTS**
TOMMY TUCKER (Amy Arnell-Vocal Triolet)
- CHATTANOOGA CHOO CHOO** **GLENN MILLER** (Ray Benbow-Medcalf-Lewis) (10th week)
- ELMER'S TUNE** **GLENN MILLER** (Ray Eberle-Medcalf-Lewis) (7th week) **ANDREWS SISTERS**
DICK JURGENS (No Vocal)
- PIANO CONCERTO** **FREDDY MARTIN** (No Vocal) (6th week)
- THIS LOVE OF MINE** **TOMMY DORSEY** (Frank Sinatra) (3d weekly)

COMING UP

- THE BELLS OF SAN RAQUEL** **DICK JURGENS** (Harry Cost)
GLENN GRAY (Kenny Sargent)
This melodious ballad made great progress during the past week and had little trouble grabbing the lead over a pretty weak pack of competitors. The Jurgen's version is most popular at this time, with two or three other bands and artists close on the heels of Glenn Gray's disk. This tune might make the grade. All it seems to need is another week or two at its current speed.
- WHY DON'T WE DO THIS MORE OFTEN?** **KAY KYSER** (Harry Babbin-Ging-Simm)
FREDDY MARTIN (Eddie Stone)
ANDREWS SISTERS
Altho this ditty joined most of the others here in taking several strides backward this week, it managed to come out in second place again. Its chances for reaching the top are slimmer than before, and unless it reverses its field during the next week it will find itself on the last mile as far as the machines are concerned.
- THIS TIME THE DREAM'S ON ME** **WOODY HERMAN** (Woody Herman-Ensemble) (4th week)
GLENN MILLER (Ray Eberle)
- This sweet heartthrobber has settled down into what might be called a rut. Isn't losing much ground, but isn't gaining much, either. The battle now will be against time. As soon as the picture *Blues in the Face* gets around to the nation's smaller theaters the song should grab hold.
- BY-U, BY-O** **WOODY HERMAN** (Merle Lane)
FREDDY MARTIN (Clyde Rogers-Quartet)
KAY KYSER (Harry Babbin-Tredy-Jack-Max)
The public gave a little more attention to the lilting "Louisiana Lullaby" this week, and sent it up a few notches. Continued interest by the nickel spenders may result in a Going Strong term for the number. Certainly in a better condition than it was last week at this time. Definitely in its favor is the extraordinary weakness shown by most of the other disks in this section.

- THE WHITE CLIFFS OF DOVER** **TOMMY TUCKER** (Amy Arnell-Don Brown-Vocal Trio)
KAY KYSER (Harry Babbin-Glee Club)
SAMMY KAYE (Arthur Wright-Choir)
- There is a large crop of good new songs on the disk market, but this one, with its beautiful melody and the hope for the future expressed in its lyric, has taken the play away and landed in here after only a few days on the machines. All three versions listed are strong. Looks like this tune had the real stuff.
- B-I-BI** **HORACE HEIDT** (Donna and Her Don Band)
KING SISTERS (Rhythm Ravi)
- Battling valiantly, the double-talk novelty is being forced to the end of its tether, and may not be around much longer. It is still ranked Going Strong in some locations, and in on most of the nation's machines, but the meter readings are falling away. Were the rest of the bunch any good, B-I-BI might be out of things by now.

THE WHISTLER'S MOTHER-IN-LAW **BING CROSBY** (Harry Cotton-Fred Lowery-Woodchoppers)
Took quite a fall this week, but retains enough locations to stay here. Should not be counted out yet, and may come back. This week will tell the tale.

JEALOUS **ANDREWS SISTERS** (Male Chorus)
Reports very spotty this week, but still has a chance.

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-Melton O'Connell)
(10th week)
Holds on and isn't much worse than some of those above.

Names in **BOLD** ITALICS indicate vocalists. Double-numbered records are especially singled from this column.

PART TWO of the Record Buying Guide appears in the "Phonographs and the Week's Best" column on another page in this department.



they're sure - fire hits
for your coin machines
on **Columbia**
and **Okeh** records!

**THIS IS NO
LAUGHING MATTER**

Eddy Duchin—Columbia 36457
Charlie Spivak—Okeh 6458

MADELAINE

Eddy Duchin—Columbia 36454
Dick Jurgens—Okeh 6499
Jack Leonard—Okeh 6519

**(THERE'LL BE BLUEBIRDS OVER)
THE WHITE CLIFFS OF
DOVER**

Kate Smith—Columbia 36452
Kay Kyser—Columbia 36445
Tommy Tucker—Okeh 6487

and get set for a big pay-
off with these numbers
by 2 outfits that are
going places.

SWEET VIOLET BOYS

OKEH 06482 **LET'S ALL GET COOO AND DRUNK**
Novelty For Dance with Singing
**MY HEAD WENT ROUND AND
ROUND**
Vocal by Allan Crockett with
Hot String Band Acc.

THE KORN KOBBLERS

OKEH 6497 **DON'T GIVE ME NO GOOSE FOR
CHRISTMAS, GRANDMA—E.T.**
Vocal Chorus by Ensemble

SHEATIN' ON YOUR BABY—E.T.
Vocal Chorus by Stan Fritts and
Ensemble

OKEH 6500 **FRIENDLY TAVERN POLKA**
Vocal Chorus by Nels Leason
and Ensemble

**WHEN IT'S HOG CALLING TIME
IN THE VALLEY—E.T.**
Vocal Chorus by Stan Fritts

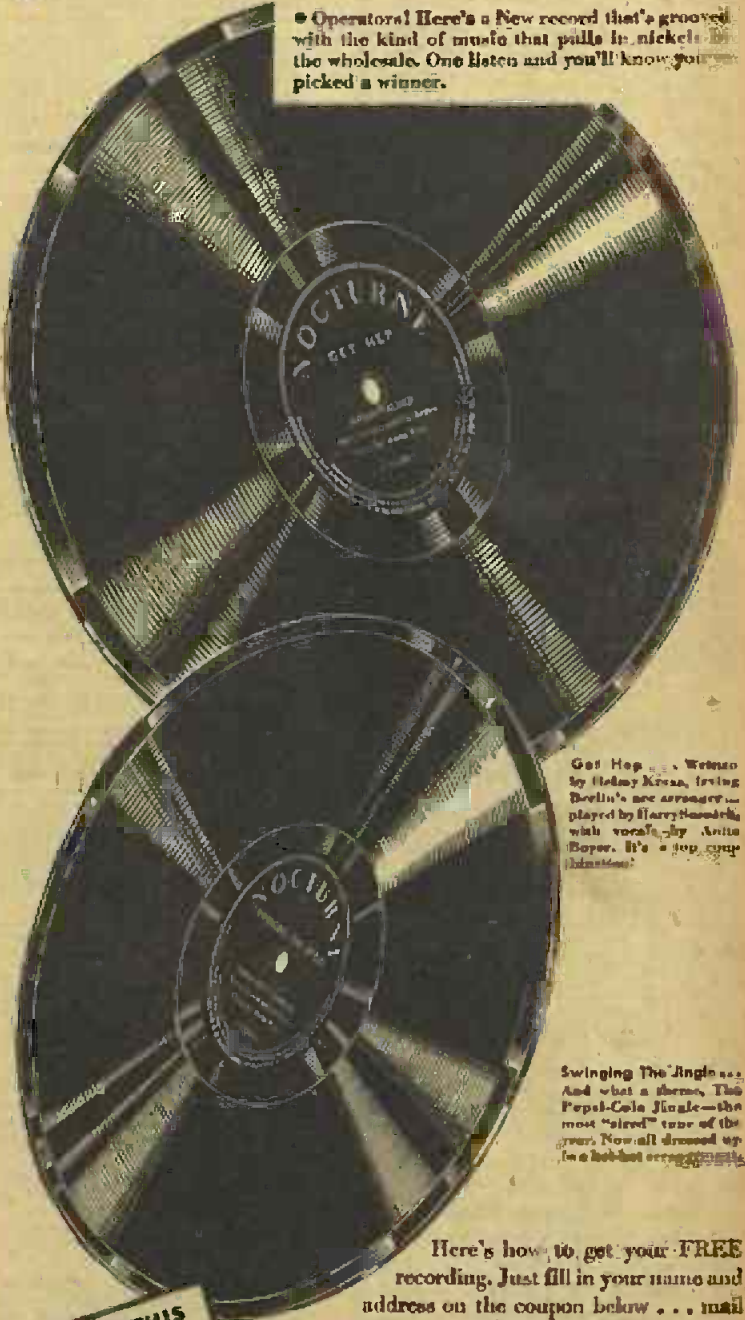
Trade Marks "OK"
"Ok"
"Ok"
Reg. U. S. Pat. Off.

**AT YOUR
Columbia
DISTRIBUTOR**

TRADE SERVICE FEATURE
**PICTURE TIE-UPS FOR
 MUSIC MACHINE OPERATORS**

RED HOT AND FREE!

Operators! Here's a New record that's grooved with the kind of music that pulls in nickels at the wholesale. One listen and you'll know you've picked a winner.



Get Hep... Written by Sidney Kamin, Irving Berlin's new arrangement played by Harry Belafonte, with vocals by Anita Baker. It's a top copy!

Swinging The Jingle... And what a theme, The Pepsi-Cola Jingle—the most "sired" tune of the year. Now all dressed up in a hot-hot arrangement!

Here's how to get your FREE recording. Just fill in your name and address on the coupon below... mail today—and we'll shoot you the recording.

SEND THIS NOW!

Listed below are: (1) films to be released within the next two weeks which feature tunes that have been or are scheduled to be recorded by recording companies; (2) the national release date for each film listed; (3) the recordings of the film tunes, as well as the artists and labels.

Title Change
 From Universal comes the announcement that the motion picture built around the music machine industry, 50,000,000 Nickels, has been tentatively re-titled *Juke-Box Jenny*. This will come as a disappointment to operators, manufacturers and distributors of music machines, who have battled long and legitimately against the ugly cognomen "juke-box."

If Universal expects to get co-operation from the trade, and the exploitation tie-ups would be as remunerative as appropriate, another re-titling move would seem to be in order.

The film, to be released after the new year, will feature Charlie Barnet and his orchestra, Wingy Manone and his orchestra, the Mill North Trio, the King's Men, and Burtiel Hilliard for the feminine vocals. Tunes include *Fifty Million Nickels*, *Swing It Mother Goose*, *Then You'll Remember Me*, *Give Out and Macumba*.

"Hellzapoppa" (UNIVERSAL)
 When and Johnson-Martha Raye
 Release Date: December 26, 1941

RECORDINGS:
 "Watch the Birdie"
 Sonny Dunham (Columbia)
 Gene Krupa (Okeh)
 The Merlins (Columbia)
 "You Were There"
 Charlie Barnet (Bluebird)
 Gene Krupa (Okeh)
 "Waiting for the Robert L. Lee"
 Louis Jordan (Orchestra) (Decca)

"You're in the Army Now" (WARNER BROTHERS)
 Jimmy Durante-Jane Wymann
 Release Date: December 26, 1941

RECORDINGS:
 "Sweet Georgia Brown"
 Bill Brown & Brownies (Decca)
 The Fourtoms (Decca)
 Benny Goodman (Bluebird)
 Erskine Hawkins (Bluebird)
 Earl Hines (Decca)
 Sammy Kaye (Okeh)
 John Kirby (Columbia)
 Gene Krupa (Okeh)
 Mills Brothers (Decca)
 Quartet, Hot Club of France (Decca)

"My Wild Irish Rose"
 Jan Garber (Okeh)
 Jan Garber (Decca)
 Glen Gray (Decca)
 Morten Downey (Columbia)
 Ray Noble (Columbia)
 Old Timers Orchestra (Bluebird)
 Ben Pollack (Decca)
 Phil Rogan (Decca)
 Justin Ring (Decca)

"You're in the Army Now"
 The Jesters (Decca)
 "By a Waterfall"
 Leo Reisman (Victor)
 "Home, Keep Your Tail Up"
 Freddy Fletcher

"Sweater Girl"
 Operators may be interested in the prospective tie-up between Liberty magazine and Victor Records on the song *I Said No* from the soon-to-be-released film *Sweater Girl*. Connection with the publication is based on the last line of the tune, which reads: "That's how I subscribed to Liberty magazine." The exploited Victor disk will be Alvino Rey's recording, featuring the King Sisters.

"Cadet Girl"
 Scheduled for recording in *Uncle Sam Gets Around*, from the 20th Century-Fox film *Cadet Girl*. Featured as the finale melody, *Uncle Sam* was well received by film critics, and, judging by the tempo of the times, may make excellent material for the machines.

"Playmates"
 Getting plenty of radio plugging, *Rumpy Dumpty Heart*, as predicted some time ago by this department, seems headed toward hit rating. Tune is from the RKO film *Playmates*, starring Kay Kyser and John Barrymore. Recordings, besides Kyser's Columbia waxing, have been made by Bing Crosby and Lou Breese on Decca and Art Jarrett and Glenn Miller on Bluebird.



MARTIN & LINDELOF DISTRIBUTING COMPANY, Chicago, is proud of this installation of 22 Buckley Illuminated Music Boxes in the Waukegan (Ill.) store of the chain of Ford Hopkins drugstores. (A.R.)

Attention! Enlisted Men!

The Billboard is desirous of learning immediately the names of those members of the coin machine industry who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last week.

The enlisted, or some member of his family or firm, is asked to wire immediately to The Billboard, 25 Opera Place, Cincinnati, Day Press Rate-Collect—the following information: Name of enlisted member; branch of service, date and place of enlistment and occupation in the coin machine business.

PEPSI-COLA COMPANY
 Long Island City, N. Y.

Please send me a free recording of GET HEP and SWINGING THE JINGLE.

NAME.....

ADDRESS.....

CITY..... STATE.....

I operate..... machines.

* Fill in number of machines operated

IT SOUNDS BETTER ON



TOP MONEY-MAKERS
IN ALL YOUR
LOCATIONS

- ★ ★ ★ ★ ★
- BING CROSBY** God Bless America
The Star-Spangled
Banner 2400
- DICK POWELL** He's My Uncle
America, I Love
You 3458
- DECCA BAND** God Bless America
My Own United
States 3367
- ★ ★ ★ ★ ★
- BING CROSBY** Shepherd Serenade
Anniversary Walks
..... 4069
- JIMMY DORSEY** Moonlight Mas-
querade
Wan't It You?
..... 3991
- WOODY HERMAN** 'Tis Autumn
I Guess I'll Be on
My Way... 4095
- ANDREWS SISTERS** Chattanooga Choo-
Choo
For All We Know
..... 4094
- INK SPOTS** Notin'
Someone's Rocking
My Dream 'Boat
..... 4045
- GUY LOMBARDO** Sailboat in the Sky
Easy Street... 4066
- WOODY HERMAN** This Time the
Dream's on Me
Blues in the Night
..... 4030
- BING CROSBY** Do You Care?
Humpty Dumpty
Heart 4064
- LUCKY MILLINDER** Big Fat Mama
Trouble in Mind
..... 4041
- JIMMIE DAVIS** Won't You Forgive
Ma?
I Loved You Once
..... 5999
- JAY McSHANN** Hold 'Em Hootie
Dexter Blues. 8538

Decca Defense Special
ANY BONDS TODAY?

JIMMY DORSEY ★ ANDREWS SISTERS
4044—On One Record—4044



DECCA RECORDS, INC., N. Y.
Canadian Distributors
THE COMPO CO., LTD.
Bichin, 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 were 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.

I'LL NEVER FORGET..... **MORACE HEIDT** (Charles Goodman)
Several weeks ago, before the tune was recorded, we listed it here as a sure-fire possibility. Heidt's record does much to strengthen our original opinion of the ditty. With Goodman doing a great vocal job on the sweet lyric and catchy torch melody, the disk looks like a future ace. Other records are due shortly from other top bands, but the Heidt disk will have the advantage of a head start.

DAY DREAMING..... **GLENN MILLER** (Ray Eberle)
Modernaires)
HARRY JAMES (Dick Haymes)
Eyes in a lovely ballad from the pens of Gus Kahn and Jerome Kern. Song is getting plenty of attention from radio bairns, and, while at first glance it might not seem to stack up as a phono item, it would be well to remember that Stardust would never have been considered a phono item at first, either. The song is worth a whirl, especially in the treatment given it by the two bands listed.

HE'S 1-A IN THE ARMY AND HE'S KING SISTERS (Rhythm Boys)
A-I IN MY HEART..... **HARRY JAMES** (Helen Forrest)
This peppy tribute to a soldier boy is more appropriate than ever now. Got a couple of mentions here when it first appeared, and deserves another try now that its lyrics have added significance. King Sisters do a wonderful job, and so does the James band with Helen Forrest. Incidentally, the James record is back-to-back with Day Dreaming, making for a double-barreled disk bonanza.

EVERYTHING I LOVE..... **GLENN MILLER** (Ray Eberle-Choir)
The Cole Porter love song merits another mention here, if only to warn all the operators that here is the potential ballad hit of the year. It's getting excellent air plugging, which is always an important consideration. Those ops who have not investigated its possibilities will be making a mistake if they don't slap it onto their machines right away. The Miller disk is best for phono purposes right now.

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.

UNDER YOUR WINDOW..... **VAUGHN MONROE** (Vaughn Monroe)
Mnastro Monroe takes a position under the window and sings a beautiful serenade that packs plenty of hit potentialities. It's an easy-flowing melody with an appropriate set of love lyrics. Strictly in the sweet and smooth side. It's practically all Monroe in the role of troubadour.

I'LL NEVER FORGET..... **MORACE HEIDT** (Charles Goodman)
Another new ballad with all in its favor to attain the heights of hit parade company. Written by an unknown, it's a Heidt tune discovery that catches on, with the first listen. Charles Goodman's romantic harmonic clinches the impression.

CHATTANOOGA CHOO CHOO..... **ANDREWS SISTERS**
The girls will have to go far to overtake the head start of Glenn Miller on the phono. However, the vocal punch they pack into the number with their standard rhythm style makes it impossible to ignore the possibilities of their belated entry. The tune is geared to catch plenty more nickels and the mere existence of an Andrews Sisters' record goes far toward assuring a lengthened life. Attention is also directed to the plattermate, in which the girls duplicate their Jealous formula on another oldie. For All We Know.

DAY DREAMING..... **GLENN MILLER** (Ray Eberle)
Modernaires)
Originally introduced on wax by Bing Crosby, this number shapes up as a coming smash. Miller's vocal contingent handles practically the entire side, and in great style. Plattermate also holds promise for operators. For the first time in months Miller cuts an instrumental rhythm tune. It is called A String of Pearls and it's a typical stomper.

HE'S 1-A IN THE ARMY AND HE'S A-I IN MY HEART..... **HARRY JAMES** (Helen Forrest)
Because of the sudden turn in world events, this rhythmic ditty, which originally appeared as a drafted song, takes on new significance. From the start it showed some power on the machines, but now it should really prove to be coin magic. Harry James' entry helps give it a fresh start, all the stronger because of Helen Forrest's swell singing.

SWEETHEARTS OR STRANGERS..... **LAWRENCE WELK** (Rayno Walton)
This hillbilly song promises to take its place in phono fame along with You Are My Sunshine. Welk's highly commercial style is particularly suited to the country ballad and he builds it, strongly, not only with Miss Walton's vocalizing, but also with the instrumental treatment.

Names in parentheses indicate specialists. Double-meeting records are purposely omitted from this column.

PART ONE of the Record Buying Guide showing records which are being Strong and Certain by Music Machines appears on another page in this department.

N. J. Phono Men In Annual Banquet

NEWARK, N. J., Dec. 13.—The annual banquet of the Phonograph Operators' Association of New Jersey was held Sunday evening December 7 at the Top Hat, Union City, N. J., with more than 400 Jersey music machine operators and their friends attending.

All branches of the industry were represented, including manufacturers, distributors and operators. Officers of the organization who worked to make the affair a success included Robert Welles, president; Humbert Beil, vice-president; August Herkot, treasurer; Benjamin McFarland, director; Norman Halperin, secretary, and James Hammond, executive secretary of the association.

The affair was a success both financially and socially. Music was furnished by Carl Hoff and his orchestra, with the Murphy Sisters and Al Noble featured. Some of the top recording artists present included Vaughn Monroe, Harry Wood, Dinah Shore, Irv Carroll and Linda Lark.



— bringing you
The Sweetest Music
THIS SIDE OF HEAVEN

- on these **DECCA** records
- WINTER WONDERLAND
 - 294 WATER UNDER THE BRIDGE
 - 4066 SAILBOAT IN THE SKY EASY STREET
 - 4021 B-I-BI YOU'RE DRIVING ME CRAZY
- On the Air—for Chicago, Wash. Post, every Saturday 4:30 P.M. CBS—Come to Coast In Person—Hotel Roosevelt, N. Y.

MUSIC CORPORATION OF AMERICA
1500 Broadway, New York, N. Y.
Phonograph Operators' Association of New Jersey

In the *Night* picture, wherein Joanne D'Arcy sings a boy-belle duet with the orchestra, male ensemble voices assist Manning with the vocal chorus. *Lollypop Song* (4083) is from *Week-End in Havana*. The two novelty numbers make up the No. 4086 label.

Little here to stimulate interest among music box players, save for the picture tunes when tied in with the neighborhood music house.

TEDDY POWELL (Bluebird 11380)
How About You?—PT; VC. *Hoe Down*—PT; VC.

Taking two from the score of the forthcoming *Dukes on Broadway* picture, which features Mickey Rooney, Teddy

Powell gets a broad start on the record. Entry introduces Peggy Mann with the band for the song selling, an arrangement also so capably fitted for Larry Clinton, and her lyric projection for the *How About You?* ballad blends expertly with Powell rhythms modulated to smoothness. Song stacks up on the strong side, and Powell goes far in putting it in a bright light. *Hoe Down* is an application of the heavier rhythmic beats to the baryard prosa. Powell gives the rural riff a decided kick. Miss Mann manages the wordage, tho' it is not particularly agreeable to her vocal style, which shows up so much stronger for the ballads.

The "How About You?" picture-song is of sure-fire proportions in reaching hit heights. Powell gives it a smooth dressing and his disk is a cinch to draw the coins.

EDDY DUCHIN (Columbia 36458)
Madeline—PT; VC. *Tis Autumn*—PT; VC.

This mating of two tuneful ballads is a perfect set-up for Duchin. And for each side the vocal charms of Larry Taylor is shown to fine advantage. The stylized Steinwaying of the piano opens the *Madeline* side, while for Henry Mancini's seasonal song beauty, muted trumpet, of Lou Sherman, attended by syncopated rhythms, charms the opening refrain with Duchin.

For the clear tenders, where Duchin's appeal is strongest, either of the sides gives more than the money's worth.

JUDY GARLAND (Decca 4081)
Blues in the Night—PT; V. *The End of the Rainbow*—PT; V.

Taking the theme song from the screen show with Sammy Cahn and Saul Chaplin's *Rainbow* ballad, the cultured singer creates a similar impression on wax. David Rose directs the orchestral assistance.

Miss Garland's voice is plenty appealing, but this disk is designed for home consumption rather than the requirements of phonoparasites.

POPULAR ALBUMS

Music operators catering to the demands for smarter rhythms at the smarter spots have much to select from in two Columbia albums—*A Night at the Stork Club* (C-78) and *The Music of Vincent Youmans* (C-77). Latter package is of particular interest because it brings to the records for the first time the exclusive music-making of Meyer Davis, long restricted to the society circles. The Youmans music is patterned along symphonic lines, and both the tunes and their interpretation make for lasting listening pleasure. Eight sides, all instrumentals, include *Tea for Two*, *Ballad of a Fool*, *Time on My Hands*, *Cocoon*, *I Want to Be Happy*, *I Know That You Know*, *Without a Song* and *Great Day*. The *Stork Club* set, dedicated to New York's famous oasis for swells, features the sparkling rhythms of Sonny Kenton, incidentally a protégé of Meyer Davis, and until recently the *Stork Club* maestro. With an enlarged band styled for the discriminating musical tastes of patrons at the smarter supper clubs, and paced by the leader's own piano twinkles,

the eight sides represent the song favorites of the Broadway columnists. Include both show and pop overtones, with Sonny Kenton giving romantic bary voice to each B side. Package includes *Stardust*, *I'll Hold You*, *A Pretty Girl is Like a Melody*, *Digo Digo Do*, *My Blue Heaven*, *Stumbling*, *My Buddy* and *You're the Cream in My Coffee*.

Also mixing the topical grandeur of the concert organ, Fred Weibel makes the most of the tone qualities of the Novachord to give Columbia an album of Novachord Solos (C-78). Package is of limited interest to the phono operators, save for locations where the machine is called upon to provide incidental music. Bave for the Tommy Dorsey theme song, selections are all show tunes, played in free tempo style. Titles are all familiar, including *Tea for Two*, *My Heart Stood Still*, *Smiles Gets in Your Eyes*, *I Want to Be Happy*, *Night and Day*, *Rock Around*, *I'm Grinning*, *Sentimental Over You* and *One Alone*. Except for the change in song structure, hearing one side is hearing them all, unless the Novachord happens to be one's favorite instrument.

The same element of sameness, which borders on monotony unless one happens to be a devoted fan, also characterizes the Victor album of *Plano Accordion* with Joe Reichman (P-91). The song style of the maestro, depending upon the drum, bass and guitar to lay down the rhythmic beats, overlaps for eight familiar piano rippings in *One Hour With You*, *I Got a Kick Out of You*, *Mexican Rose*, *Love in Bloom*, *A Pretty Girl is Like a Melody*, *Apple Blossoms*, *I'm in the Mood for Love* and *The Very Thought of You*.

To meet the seasonal demands for the yuletide music, Bluebird has inexpensively packaged and priced a medley of 18 Favorite Christmas Carols (BP-2), designed to make community singing all the more inviting. The medley covers six sides, sung by the Carolers, mixed voices, with brass quartet and organ.

There will be a strong sentimental attachment for many folks in the Helen Morgan Memorial Album (Victor P-102). It's a collection of show tunes many identified with the departed songbird, and originally cut when her name blared in the bigger lights. Victor's record chief, Len Joy, who conducted practically all of her record sessions, made the selections. And the voice and memory will linger on for a long time with such show standards as *Bill, Tell My Love*, *Don't Know Why I Don't Love You*, *Don't Ever Leave Me*, *Body and Soul*, *Something to Remember You By*, *More Than You Know* and *Give Me a Heart to Sing To*. Her bitter-sweet song laments are designed primarily for over-the-counter sales. However, music operators with locations where showfolk congregate will find good commercial possibilities in this album, especially in the first two titles.

JOHNNY LONG (Decca 4078)
The Anniversary Waltz—W. VC. *The Time to Sing*—PT; VC.

This youthful maestro has been cutting fancy figures in the orchestral whirl and bandst, at the stage where recording efforts mean as much as a radio remote wire. The relaxed rhythms of Johnny Long make for dancing and listening delight, and with a more discriminating song selection for the waxes, he is bound to increase enthusiasm for the band. In a slow and dreamy tempo, the waltz side shows off the baritone voice of Bob Houston. Sing aids with Helen Young giving good voice to the lyrics, is a typical show rhythm tune, this one stemming from *Hot Chickens*. While the appeal is limited according to the more commercial standards, Long gives it a rhythmic and biting setting.

Singing of Bob Houston makes the "Annie's" side one of the better versions of this sentimental waltz. And if the song means anything to the music boxes, Long's version should mean much.

POLKAS

Standard record label has three complete of polkas designed primarily to meet the demands of the music machine operators servicing locations of an international character. All six of the sides have the bonus of shiftable tune titles to make them all the more attractive to the tap and tavern trade, and all highly melodic. Smoothest is *On the Cuff*, by the Bene Molino Orchestra, a folk melody paraded by the Minette accordion pushings of Benji Moustie. To make the item complete, *Allegro in Pace* the Pochmann (P-2006). Highly acceptable is the *Cosmopolitan Orchestra* (see *On the Home and Birthday Kid* (T-3038)). Two more polka parades are up by Joe's Merry Maids in *Silly Dilly Polka* and *Witch-Blow Polka* (T-3037).

BIB's Gale and the Globe Trotters, standard-bearers for polka rhythms on the Columbia label, come forward with a most timely pairing in *Sleigh Ride Polka* and *Modern Design Polka* (12247-P). Particularly promising for the music house because of its seasonal appropriateness is the *Sleigh Ride* side. It is a medley of the more familiar Christmas cheer songs, set to the lively rhythms of the polka dance. The *Modern Design* is polka treatment for the familiar radio announcement originally interpreted by Sammy Kaye in the popular version. The Globe Trotters give it all the "on the air" musical sound effect, and still gets in its melodious moments.

Jolly Jack Robel on the Decca label is also musically true to the polka tradition with a rhythmic and luring *Dog House Polka*. And with one misstep just as gay in spirit but the tempo slowed down for schottische stepping, he mates it with *Schottische Schottische* (4002). Of particular interest to music machine operators is the *Found Your Table Polka* (*One More Chorus*) on the same label's popular dance list by Lawrence Welk. The accordion-playing maestro and his musical men are old hands in making the polka an invitation to dance. There is also much vocal strength in the side by Jo Ann Hubbard, Jayne Wartin and the male trio. The *Alpover*, *Waltz of the Straw* (4080), is a particularly pleasing barnyard bit.

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

4080
STRUTTING IN THE STRAW
FOUND YOUR TABLE Polka

4096
ELMER'S TUNE
SWEETHEARTS OR STRANGERS
... AND JUST RELEASED
4100
THE BAND BEGINS TO PLAY
I'M THINKING TONIGHT OF MY BLUE EYES
Now on Theater Tour

Exclusive Representatives
FREDERICK BROS. MUSIC CORP.
NEW YORK - CHICAGO

"America's Outstanding Guitars!"

HIP HIP HOO REY!

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ALVINO REY

HIS GUITAR AND HIS ORCHESTRA

Grooves at your machines are cheered for ALVINO REY checking for his smooth BLUEBIRD RECORDS — here are the tracks — get them today.

- I SAID "NO"
- IDAHO
- SKUNK SONG
- AROUND AND AROUND

MUSIC CORPORATION OF AMERICA

OPERATORS! ATTENTION!

YOU AIN'T HEARD NOTHIN' YET—

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TO MAGNETIC VOICE OF

VAUGHN MONROE

Singing

"ONE FOOT IN HEAVEN"

KEYSTONE MUSIC CO. 1419 Broadway NEW YORK

MR. MOVIE MACHINE DISTRIBUTOR

STOP MOVING MACHINES — KEEP PRESENT LOCATIONS

Here is the most important accessory yet introduced. Boxes that can be used both on bars and booths in conjunction with all types of movie and sound machines, keep machines on locations longer.

Operators from all parts of the country are responding as with orders. Complete wiring instructions supplied with each order.

CASH IN ON THOSE EXTRA DIMES, NOW!

All boxes equipped with modulation reading "MOVIES 10c." This box also available with 5c unit and musical emblem for music machines.

Write Immediately for Details to

MODERN SCALE AND AMUSEMENT CO., INC.

736 BLUE HILL AVE., DORCHESTER, MASS.

NEW YORK OFFICE—7 HUGENOT ST., NEW ROCHELLE, N. Y.

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Wishing you a good

Old-Fashioned

Merry

★ ★ Christmas ★

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-PERMO PRODUCTS CORP.

The World's Oldest and Largest Manufacturers of Long Life Phonograph Needles.

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VICTORY BOND PHOTOS



• Coinmen and Phonos Boost Sales •



↑ TWO OF CHICAGO'S PRETTIEST MODELS aid bond and stamp sale in the lobby of Chicago's Stevens Hotel, where guests kept Seeburg Milano-Mon phono playing steadily.



↑ DUSH DISTRIBUTING COMPANY, Des Moines Wurlitzer distrib, reports 100 per cent bond subscription by its staff. Front row: Penny Robben and Cora Mae WARD. Back row: Henry Hoffmayer, LaVerne Rippemroop, Oakley Pgarl, Ossie Trussman, Ken WILKS, Bert Hickey and Al Dieckhizing.



↑ JIMMY PASSANANTE, G & J Novelty Company, refers to the RCA dog in connection with sale of bonds at coinmen's "Dance for Defense." Back of the dog is Barry Wood, "Any Bonds Today?" recording star, flanked by Sam Caramitara and Al Hunter, of G & J.



↑ GROUP MEETING OF COINMEN at the showrooms of Shaffer Music Company, Columbus, O., where Ohio State Administrator McSweeney told the group how to aid war effort by selling bonds and stamps.



↑ WOLF SALES, DENVER, boosted bonds, as shown on the firm's new building. Wolf Retzler, president, says "Wurlitzer music merchants are really behind the "Any Bonds Today?" drive.



↑ Haskin Music Company, Atlanta Wurlitzer distrib, has done its part in the bond drive. Morris Haskin, firm head, erected this booth in Haskin salesrooms, with result that many bonds have been sold.



↑ FRANK NOVELTY COMPANY, Atlanta, also subscribed 100 per cent to bonds and stamps. Booth set up in Frank's showroom.



↑ EVIDENCE THAT THE PHONO INDUSTRY'S "Any Bonds Today?" drive is successful is pictured above. Frank McNichols, Graham Distributing Company, Cincinnati, Wurlitzer distrib, and Tommy Dorsey, noted musician, hear the record and each buys a bond.

Built For Operating!
DEPENDABLE! PROFITABLE!

That's why most experienced operators say it pays to buy

Northwestern

BULK VENDING EQUIPMENT
Nine models to choose from! Same payments! Trade-ins while for details.

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Write for details. See a list of the features of the new models and how they compare with other machines.

THE NORTHWESTERN CORPORATION
1435 ARDENWOOD STREET CHICAGO, ILLINOIS



Conducted by **E. M. HAMMAN**

Communications to 125 North Clark Street, Chicago

NCA Launches New Program

CHICAGO, Dec. 13.—Research, consumer education, public relations and amplified merchandising and informational services constituted the basis of an enlarged program of the National Confectioners' Association as approved by the board of directors at a mid-year meeting held in Chicago, December 8-7. Altho the meeting adjourned only a few hours before reports of the bombing in the Pacific, the board again pledged its co-operation to the government in the emergency. Its continuing and enlarged program is drafted and redesigned to be of greatest service to the industry in meeting new problems during these critical times.

One phase of the research program will include studies on the use of in-

between-meal supplements of food, particularly for those engaged in severe muscular exercise, and the use of confections as a guard against fatigue.

The studies proposed will be carried on by an independent, impartial agency and will be technical and scientific in character.

Consumer education about the nutritive values of candy will be emphasized. False and misleading conceptions will be attacked by the presentation of scientific data. The increased importance of candy as a food and the nutritive value of its raw materials will be emphasized. For instance, it was pointed out that molasses, one of the ingredients of candy, includes more iron than spinach.

Emphasis will also be placed upon the nutritional value of other ingredients, such as dairy products, nuts and peanuts, fruits, gelatine and eggs, as well as the value of sugars and corn syrup.

Much of this will be tuned into the defense situation, the maintenance of civilian morale and the furtherance of

practices which will enable workers to meet the stress and strain of a war-time economy.

Defense problems, particularly with respect to raw materials and supplies, were considered. After lengthy discussion, a statement was issued on the raw material situation.

The subject of wrappings and containers, with particular reference to paper products, cellophane, lead and tin foil, was discussed. Reports indicated that some companies had been forced to close down for a few days because of the lack of supplies.

VENDER SUPPLY NOTES

Confectionery manufacturers view the raw material situation with anxiety but not with alarm. Announcement by the National Confectioners' Association says that after studying numerous government and private reports, it summarizes the situation as follows:

The increase or decrease in the price of raw materials such as sugar, corn products, dairy products, eggs, nuts and peanuts, which represent basic agricultural commodities, is largely dependent upon government policies.

Changes in the government's agricultural program will affect the quantity of materials produced and, in turn, the price at which confectioners make their purchases. Also affecting the raw material supply and price situation are the undetermined amounts which will be exported under the Lend-Lease program.

While it is impossible to look very far ahead, most observers do not anticipate actual shortages on the basic items during the first six months of 1942, altho numerous special ingredients may not be available in adequate amounts to supply consumer demand.

The NCA, in commenting on the sugar outlook, said: "Adequate sugar will be available to satisfy domestic requirements for the next six months if supply or demand factors do not change appreciably, according to the government reports."

It is reported by NCA that its new educational leaflet entitled *Candy in being favorably received. Up to December 1, 4,070 individual requests had been received from school teachers, home economists and nutritionists for 130,421 copies. Copies have been forwarded to every State in the Union, Canada, and several foreign countries.*

In Lexington, Ky., December 11, the

TAX FREE SILVER KINGS
For Profit
\$5.50 Each
In Lots of 10 or More
SAMPLE \$6.50
Send for list of complete line. Liberal trade in. Immediate delivery on all models.

TAX FREE TARGET SKILLS
BIG GAME.....\$34.50
MODEL F..... 34.50
CHALLENGER.....29.50
Immediate Delivery—Liberal Trade-In.

1/3 Depn. Required With Order. Send for list of New and Used Vending Machines. Wanted—Vending Machines of All Kinds.
RAKE 2014 Market Street PHILADELPHIA, PA

It's the 1942 Wonder!
And it's the best VICTOR MODEL V VENDOR
Complete and ready for business **\$13.50**
1/3 Dep. Bal. O. O. D.
EASTERN 350 Mulberry St. NEWARK, N. J.

REBUILT LIKE NEW!
3-COL. SNACKS Sample \$7.50
Lots of 5, \$7.50 ea.
With for complete bargain list of Conter Games, Pin Games, Merchandise Machines and Music Boxes.
4-COL. EVER-READY Sample \$4.50
Lots of 5, \$4.50 ea.
I. L. MITCHELL & CO. MACHINES AND SUPPLIES
1141 DEKALB AVE. BLYDEN, N.Y.

Venders Render a Singular Service to War Goods Workmen

The handiest, best all-round timesaving device in war goods industrial plants today is the vending machine. It is not only a timesaver, it is a morale builder. War work now is keyed up to a terrific pace, and to keep up with it workers must not only keep in good physical condition; they must also keep their spirits up. No man can do his best hour after hour without a lull now and then, a let-down which slows up his production. The lull he needs is provided in a great many of the country's plants by vending machines.

Candy, nuts, gum, apples, soft drinks and cigarettes are thus made available to workers quickly and cheaply. No additional labor is needed in the person of some one to sell these items to them.

Contented Workers

The psychological effect of having vending machines around a plant is the satisfied feeling it imparts to workers. They know the machines are there for their use, that if they get a notion they want a little candy or nuts, all they have to do is to put a nickel in the machine. In England and in some other parts of the world, the afternoon tea habit serves the same purpose the afternoon candy bar does to the American worker. Studies and tests have proved that efficiency is increased and fatigue postponed by the afternoon snack, or by taking a little nourishment at any time when tired.

Candy is one of the fastest producers of energy known. A chocolate bar is said to increase body heat and energy noticeably within 20 minutes. High on the dieticians' list of foods which should be included in a well-balanced diet are nuts and apples. These three items are to be found in venders in increasing numbers of war plants daily. Chewing gum acts as a nerve tonic, as do cigarettes. The easy attainment of these products help keep defense workers happy, and a happy man works better than a gloomy one. The value of these nickel merchandise machines in war industries cannot be questioned.

Another Helper

Another type of vending machine is also playing an important part in saving time for government workers. That is the automatic mail box which prints a metered stamp on letters inserted in it and then deposits them in a container to await collection. Since metered stamps require no post-office cancellation, use of the machines is said to facilitate handling of mail and expedite delivery.

The postage stamp vender is the answer to the prayers of countless drug and other store owners, especially those near army camps. Mail must be kept going to relatives and friends of the boys at camp, but the time spent by the storekeeper selling stamps and making change is so great that many of them would have stopped handling postage altogether if they had been unable to get stamp vending machines. One druggist told us that often he would be in the rear of his store when he would have to walk up front to sell a stamp; would just get back to the rear of the store when someone else would come in and want a stamp. He said that he spent most of his time walking from the back to the front, usually to sell a stamp. He installed a stamp vender, thus saving his time for more pressing duties and enabling him to give better service to his customers.

The nationwide picture of vending machines is one of the silent little servers on duty day and night doing its part to save time and step up production.

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. Shows "play" like a magnet, and that means a "big haul of pennies" on "collection day."

ORDER THE NEW \$2 VIEW-A-SCOPE NOW. You'll get IMMEDIATE DELIVERY!

ONLY \$24.50 Each, includes 5' Films—Nude Race, Bubble Dance, Fan Dance.

Get Your Order Off In a Early Mail!

TORR 2047A-SQ. 68 PHILA., PA

Fla. Supreme Court Decides in Favor of Amusement Games

Test case—games legal under 1941 law—enjoin interference

TALLAHASSEE, Fla., Dec. 13.—A case of State-wide importance to the coin-machine industry was decided here early last week by the State Supreme Court. The court held that a coin-operated amusement device was legal under the 1941 Florida occupational license law which authorizes coin machines for amusement.

by this order shall keep and preserve for not less than two years accurate and complete records concerning inventories, production and sales.

"The machine described can be used as a means for gambling on an unpredictable result," the court said, "but as long as it is not used for that purpose but merely as a matter of amusement for those who play it, we think the Legislature has made its use lawful by the phraseology used in the 1941 statute."

Priorities Information

The priorities order L-21, issued by OPM December 10, mentioned phonographs, games, etc., but did not mention vending machines. In a news release sent to newspapers by OPM on the same date, however, the following comment on vending machines was made:

"Lately, the Division of Civilian Supply will deal with problems resulting from the manufacture of other coin-operated machines, such as cigarette, food and soft drink dispensing machines."

Scales are included in the order L-21 and their manufacture will be restricted 25 per cent for December, 50 per cent in January and 75 per cent on February 1.

COIN MACHINE INDUSTRY

(Continued from page 55)

1 and ending December 31, 1941, no manufacturer of automatic phonographs and no manufacturer of weighing or amusement machines shall produce any type of such equipment in an amount greater than 75 per cent of the monthly average of units of such type equipment produced by him during the 12 months ending June 30, 1941. During the period commencing January 1, 1942, and ending January 31, 1942, no manufacturer of automatic phonographs and no manufacturer of weighing or amusement machines shall produce per month any type of such equipment in an amount greater than 80 per cent of the monthly average of units of such type equipment produced by him during the 12 months ending June 30, 1941. Thereafter, and until otherwise ordered, no manufacturer of automatic phonographs and no manufacturer of weighing or amusement machines shall produce per month any type of such equipment in an amount greater than 80 per cent of the monthly average of units of such type equipment produced by him during the 12 months ending June 30, 1941.

(2) Gaming Machines. During the period beginning December 1 and ending December 31, 1941, no manufacturer of gaming machines shall produce any type of such equipment in an amount greater than 50 per cent of the monthly average of units of such type equipment produced by him during the 12 months ending June 30, 1941. During the period commencing January 1, 1942, and ending January 31, 1942, no manufacturer of gaming machines shall produce any type of such equipment in an amount greater than 25 per cent of the monthly average of units of such type equipment produced by him during the 12 months ending June 30, 1941. Thereafter, and until otherwise ordered, no manufacturer of gaming machines shall produce any type of such equipment in an amount greater than 25 per cent of the monthly average of units of such type equipment produced by him during the 12 months ending June 30, 1941.

(3) Restriction on Use of Aluminum. From the date of issuance of this order until otherwise ordered no manufacturer of automatic phonographs, weighing or amusement machines, or gaming machines may use aluminum in any form whatever in the manufacture of such products.

(c) Avoidance of Excessive Inventories. Manufacturers of automatic phonographs and weighing, amusement and gaming machines shall not accumulate inventories of raw materials, semi-processed materials, finished parts or assembled automatic phonographs, or weighing, amusement and gaming machines in quantities in excess of practicable minimum working inventories.

(d) Records. All persons affected

by this order shall keep and preserve for not less than two years accurate and complete records concerning inventories, production and sales.

(e) Audit and Inspection. All records required to be kept by this order shall, upon request, be submitted to audit and inspection by duly authorized representatives of the Office of Production Management.

(f) Reports. Each manufacturer to whom this order applies shall file with the Electrical Appliance and Consumers' Durable Goods Branch of the Division of Civilian Supply of the Office of Production Management a monthly report on Form PD-182, and such other reports or questionnaires as said Office shall from time to time specify.

(g) Appeals. Any person affected by this order who considers that compliance therewith would work an exceptional and unreasonable hardship upon him, or that it would result in a serious problem of unemployment in his community, or that compliance with this order would disrupt or impair a program of conversion from non-defense work, may appeal by a letter directed to the Director of Priorities, Social Security Building, Washington, setting forth the pertinent facts. The Director of Priorities may thereupon take such action as he deems appropriate.

(h) Violations or False Statements. Any person who violates this order, or who willfully falsifies any records

which he is required to keep by the terms of this order, or by the Director of Priorities, or otherwise willfully furnishes false information to the Director of Priorities or to the Office of Production Management may be deprived of priorities assistance or may be prohibited by the Director of Priorities from obtaining any further deliveries of materials subject to allocation. The Director of Priorities may also take any other action deemed appropriate, including the making of a recommendation for prosecution under Section 35A of the Criminal Code (18 U. S. C. 80).

(i) Effective Date. This order shall take effect upon the date of the issuance thereof and shall continue in effect until revoked by the Director of Priorities subject to such amendments or supplements thereto as may be issued from time to time by the Director of Priorities.

(P.D. Reg. 1, Aug. 27, 1941, 6 F.R. 4489; O.P.M. Reg. 3, March 8, 1941, 6 F.R. 1596, as amended Sept. 12, 1941, 6 F.R. 4866; E.O. 8620, Jan. 7, 1941, 6 F.R. 191, E.O. 8675, Aug. 28, 1941, 6 F.R. 4483; Sec. 2 (a), Public No. 871, 76th Congress, Third Session, as amended by Public No. 89, 77th Congress, First Session; Sec. 9, Public No. 783, 76th Congress, Third Session.)

Issued this 10th day of December, 1941.

(Sgd.) DONALD M. NELSON, Director of Priorities.

ation's big three tobacco companies— Reynolds, Liggett & Meyers and American—and 13 officials were denied a new trial on the price fixing and monopoly convictions in the U. S. District Court, and fines of \$15,000 each were assessed.

One of the big problems facing the tobacco industry is what it will use to replace tin foil for wrapping cigarettes. Research department of the R. J. Reynolds Tobacco Company has been studying kinds of paper to use instead of tin foil for wrapping. "In the first World War it was necessary to wrap cigarettes with paper instead of foil," the company says. "It is contemplated that this company's inventory of foil will be used up by March 15."

It is said that after the first of the year about half of the 10,000,000,000 books of matches used in this country will take part in the waste paper conservation campaign by carrying messages to the public; inside covers, as follows: "Warning: Do not strike these matches to burn paper. Waste paper is urgently needed. For conversion into boxes for defense. Save It! Sell It!"

Lend-Lease sales superimposed on a short market, and the immediate diversion of substantial stocks for seed purposes on a greatly increased acreage, are just two of the factors which have caused increased prices on nuts and peanuts. The confectionery industry consumes nearly \$30,000,000 worth of peanuts annually and is by far the largest single consumer. Prices of peanut candy, salted peanuts and peanut butter have not been advanced to the price levels in other competitive products.

Inasmuch as the confectionery industry uses \$3,000,000 worth of coconut, largely imported from the East, future supplies will be determined by the Eastern situation and the availability of space for import shipments.

Markets in Brief

NEW YORK, Dec. 11.—Refined Sugar: Trade quarters report a mild rush of consumer demand for refined sugar which, in turn, has increased wholesale demand, although the OPM has asked that refiners limit sales to immediate shipments and maintain their present price levels. Retailers are said to be trying to meet this consumer movement by a number of expedients, including the substitution of 5-pound bags of sugar for the 10-pound and larger packages usually placed on display.

Raw sugar: There were no new developments in raw sugar.

Peppermint oil: New York dealers up to December 11 had advanced the price of peppermint oils as much as \$2.50 a pound, in view of war conditions surrounding the menthol market. Dealers are now quoting natural oil at \$7.25 to \$7.50 a pound, an advance of \$2.25 over the previous price, and U. S. pharmaceutical at \$7.75 to \$8 a pound, an increase of \$2.50.

NOTES

CHICAGO SPOT MARKETS PEANUTS

Virginia and North Carolina	
	Cents per lbs. in bags
Jumbos	7.60 @ 7.75
Fancies	7.15 @ 7.35
Extra large	10.00 @ 10.25
Mediums	9.75 @ 9.85
No. 1 Virginia	9.70 @ 9.75
No. 2 Virginia	8.00 @ 8.25

Southern

No. 1 Spanish	9.25
No. 2 Spanish	7.75 @ 8.00
No. 1 runner	8.00 @ 8.25
No. 2 runner	7.50

Tests

No. 1 Spanish	9.00 @ 9.25
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M. F. Burger, NCA, Resigns

CHICAGO, Dec. 13.—Max F. Burger, on the staff of the National Confectioners' Association since 1933, recently submitted his resignation.

The board of directors expressed unanimous appreciation of his services to the organization, and the industry and extended, on behalf of the industry, their best wishes to him.

Burger has moved to Phoenix, Ariz., where he has purchased property, including a citrus grove, and later may engage in the practice of law.

MONTH OF DECEMBER Clearance Sale!

NORTHWESTERN VENDING

Deluxe 4 & 6 C. Pans	\$8.95	200 Drill 12 Pans	\$7.95
Standard 4 & 6 C. Pans	6.45	250 12 Pans	6.95
Standard 12 Drop Slot Pans	2.95	253 Ball Gum 12 Pans	4.95
Model 37 Peanut 12 (factory recommended)	4.80	Tri Selector 4 & 6 C. Pans	18.95

EXPERT NORTHWESTERN SALES & SERVICE RECONDITIONED

12 Gum 12 Vender	8	12 Selector 1 1/2 Pans	\$6.45
12 Col. Mach. Perfect Slot	8	12 No. 1 2-1/2 Vender	2.95
Proof. Mach. Perf. 12	81.05	12 BUREL 8 Col.	7.05
12 4 Col. Model 8 Adams	8	12 Selects 9 Col. King Selector	6.05
Gum. Blimproof	8.25	Blender-McQuinn 1 1/2 C. Pans	Reconditioned, New Locomot 3.45
24 Columbus Peanut	1.25	Markers 4 & 6 C. Pans	6.25
12 Advance Bulk Gum	2.05	SILVER-KING 12	3.25
12 Harvey Ohio	5.95		

COUNTER GAMES

12 Criss-Cross 12	94.95
12 5 Top Ball Gum	8.95
12 5 Top Target	9.95
12 Sp. 12	8.95
12 A.S.T. Challenger	13.95

1/3 DEPOSIT, BAL. C. O. D. SEND FOR COMPLETE PRICE LIST

BALL GUM GLOBES - BRACKETS - STANDS - CHARLES - Pops King Pan Confection Candy.

NORTHWESTERN SALES & SERVICE CO.

589 Coney Island Ave., Brooklyn, N. Y. 58 Fredrickson Ave., Newark, N. J.
BUckminster 4-2266 BRIDGE 3-2560

BALL GUM—Finest Quality

3/4" or 5/8"—Write for Samples and Prices

U. G. GRANDBOIS COMPANY—Kalamazoo, Mich.

West Coast News Notes

By SAM ABBOTT

Of The Billboard's Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Dec. 13.—The affect of the war on coin machine business in this area, which has the largest Japanese population on the West Coast, is being discussed in nearly every firm that has any dealings at all in this field. Government has taken over areas in the vicinity of defense plants which will slow coin machine business in those sections. On the other hand, production of defense materials is now on a seven-day basis, making for larger pay rolls. During the week blackouts made it hard for servicemen to get around and some spots went dark cutting the revenue from the machines. Operators are confident that people will adopt themselves to blackout rules, and as they adjust themselves to the present situation, business will pick up. Used equipment is moving at a good pace.

Clayton Ballard, in Hollywood

Clayton Ballard, Pacific Northwest district manager for the Packard Manufacturing Corporation, was a visitor at the Packard Western region office in Hollywood, where he and W. E. Simmons outlined plans for the future. . . . J. P. Blackwell, Denver, is back in the West following a visit to the Packard factory in Indianapolis. . . . Jack Gutshall is thinking of going in for winter sports in a big way. . . . Charles Fyge, who has candy machines in defense projects, reports business good. . . . West Coast coin machine men continue to buy bonds and are helping in every way to make life in army camps enjoyable. . . . Harry Rowling, of County Games, is out after being ill, but still under the doctor's treatment. . . . Max Kraut, of Western U-Need-A-Pak office, reports business is good in drive-ins. Kraut recently opened a new office on Venice Boulevard. . . . Louis Salter was in town Monday to make arrangements for his table at the banquet of the Pacific Coast Showmen's Association. . . . Another coinman to attend the banquet Thursday night was Walter Hillig, of the Penny Arcade in Virginia Park, Long Beach. . . . M. A. Olson, of Phoenix, Ariz., was in town looking over coin machines and doing his Christmas shopping. He is still praising Southern California weather.

Mac Mohr Optimistic

Mac Mohr has returned from a trip thru his territory and reports things on the upswing. Mac recently spent several days in the section south of Los Angeles, where defense plants are located. Mohr is the Pacific representative of Daval, Baker and Evans lines. . . . Claude Lechman, Long Beach scale operator, was a recent visitor here and at West Pico. . . . Mario Casagrande, of Technipress, has called his staff together for a conference, which means that this firm will start shooting on an elaborate schedule after the first of the year. . . . Spike Jones, who heads the City Slickers, has been signed for more records. He spends his spare time contacting and talking to music machine operators to see what kind of music is getting the nickels. . . . Harry Kaplan and his manager, Jimmy Jones, of Southwestern Vending Machine Company, are still discussing that successful party they had to mark the fifth anniversary in business. . . . Jack Weaver, popular Ormand coinman, was in the city to see what is new. . . . Fred Gault, of Trojan Novelty Company, is being kept busy by the demand for used equipment. . . . Tony Parina, of R. & A. Parina & Company, Du Grand dealers, reports that the demand for cigarette machines is on the up. . . . Leon Silver is making a drive on gum machines and reports good results.

Gershman Adds Machines

Harold Gershman has made additions to his cigarette machine route. . . . Joe Nolo, of Operators Exchange, San Francisco, is expected in Los Angeles sometime after the first of the year. Joe was in this area not so long ago and liked it so well that he's coming back. He has many friends in this area. . . . W. A. Shorey continues to make regular visits from San Bernardino to Los Angeles in the quest of something new for his Inland Amusement Company business. . . . Bob McClain, Lake Arrowhead operator, was in the city recently. . . . Clark Shaw came up from Long Beach to have a look-see along the Washington coin row. . . . Herb McClellan is hoping that Christmas will afford him a new supply of truck gauds. . . . Tom Wall, of California Games, is hoping that it doesn't

Bud Parr, of General Music Company, will spend the Christmas holidays in the city, but is mapping trips to take after the first of the year. . . . L. B. McCreary, branch manager of the E. T. Mapee Music Company, continues to burn the midnight oil. . . . Geraldine Douglas is doing a good job as office manager of the Los Angeles Mapee office. . . . C. T. Prosser, of San Diego, made a flying trip to Los Angeles recently to see what is new in music machines. He reports that Topsy's drive-in cafe and cocktail spot continues to do good business. . . . Louis Kaplan, son of Harry Kaplan, is enjoying Christmas holidays from his studies at UCLA. . . . Recent announcement that Mallo Simon, secretary to Curley Robinson, of AOLAQ, would notarize all papers gratis has proved a big service to coinmen. It is only one of the many services offered by this organization. . . . According to M. S. Wolf, of California Amusement Company, the phonograph business in the San Diego region continues strong.



SUCCESS OF BUSH DISTRIBUTING COMPANY as Wurlitzer distributor is known throughout the Middle West. Maintaining two offices, one in Des Moines and the other in Milwaukee, Bush is doing a bang-up job, say Wurlitzer officials. The picture above is of the Des Moines quarters of the company. (MR)

BRIEFS OF THE WEEK

Deaths

Fred Brindle killed in an auto accident at Lovell, Wyo., December 5.
Thomas W. Barnhill, 69, pioneer phonograph distributor, in Philadelphia—December 4. Had been retired the past 10 years.
E. W. Neyland, Louisiana music machine operator and owner of the Neyland Novelty Company there, December 11.

Marriages

Dorothy Dohba, secretary at Houston Decca branch, and **L. R. Kennedy** November 25.

Births

A boy, **Gary Edward**, to Mr. and Mrs. Walter Janitz December 5. Father is a Denver operator and secretary of Independent Association of Coin-Operated

Photograph Operators of Colorado.

A daughter to Mr. and Mrs. Don Leary. Father is head of Automatic Sales Company, Minneapolis, and a well-known association executive.

Personnel

Wallace D. Bryant has been named manager of the Wichita (Kan.) branch office of the W. B. Novelty Company. **Murray M. Kirschbaum**, Minneapolis, has become district representative for Standard Records.
Irving Schonberger has joined the Bow Music Company, Detroit, as a partner.

In the Army

Herbert Zimmerman, Premium Sales Company, Chicago, December 1.

Firm Changes

Jackson Automatic Music Company

Jackson, Mich., has dissolved, according to announcements by Michigan Corporation & Securities Commission. Photographers, Inc., Buffalo has suspended manufacturing operations on its movie machines.
John M. Welch has taken over U-Need-A-Pak Sales, Detroit, headquarters now at 14246 W. Warren Street, Detroit.
Ryman Shier has bought out Harry Olson, R & L Vending Company, Detroit, headquarters moved to 3031 Pasadena Avenue, Detroit.
Louis Markovich has bought out his partner **Julius Kingston**, in the new York Vending & Coin Company. Moved to 9390 Holmer Avenue, Detroit.

New Firms

Variety Vendors, Inc., Milwaukee, filed articles of incorporation in Wisconsin. Incorporators are **Elmer I. Winter**, **Reddy Kaplan** and **Marion Helman**.
Western Distributing Company, 2710 Live Oak Street, Dallas, Principals are **R. O. Burns** and **H. J. Davignon**.
Northern Illinois Canteen Company, 10 North La Salle Street, Chicago, granted charter of incorporation December 7. Incorporators are **P. H. Anderson**, **W. Leverone** and **W. E. Swanson**. Will deal in vending and arcade using machines.
D. Lowy, Inc., New York, granted a charter of incorporation December 10. Principals are **David Lowy**, **Boydmore J. Schlesinger** and **Betty Matter**.

In Chicago Last Week

Henry W. Seiden, Seiden Distributing Company, Albany, N. Y.
E. O. Baker, Automatic Coin Machine Corporation, Springfield, Mass.

In New York Last Week

John Christ, sales manager of Exhibits Supply Company.

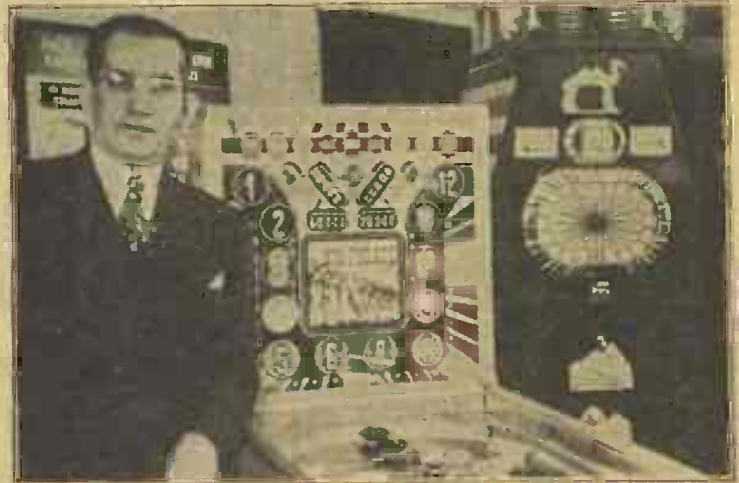
E. W. Neyland Is Killed

CINCINNATI, Dec. 13.—E. W. Neyland, owner of the Neyland Novelty Company, Alexandria, La., and one of the largest music machine operators in that State, was killed Thursday night, according to a wire received at The Billboard here yesterday from A. C. Hughes, of Electric Bell Company, Dallas. Hughes fails to say how Neyland was killed; funeral services were to have been held today, according to Hughes.

Attention! Enlisted Men!

The Billboard is desirous of learning immediately the names of those members of the coin machine industry who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last week.

The enlisted, or some member of his family or firm, is asked to wire immediately to The Billboard, 35 Opera Place, Cincinnati, Day Press Rate-Collect—the following information: Name of enlisted member, branch of service, date and place of enlistment and occupation in the coin machine business.



MIKE NUNVES, OF MIKE NUNVES CORPORATION, New York, stands alongside Exhibits Supply Company's Big Parade. Nunves also handles Exhibits complete arcade line. (MR)

Information Provided

"To the Editor: Again The Billboard demonstrates the value of its excellent news sources. We received earlier this year a copy of the recent L-21 order establishing priorities on coin machines but were unable to do so. Even the local OPM office was not able to help us. Then, as you know, I phoned your office and learned that you had a copy.

"I am sure the industry will give The Billboard all credit for this extra-edited service.

"HERB JONES,
 Advertising Manager,
 "Bally Manufacturing Company."

SPEEDING DEFENSE WORK

Manufacturers Meet To Allot Production Jobs

Plants rapidly being adjusted to defense work—trade asked to cut visits

CHICAGO, Dec. 13.—Member firms of the Allied Automatic Industries, Inc., held an unusual session today for the purpose of getting started on defense orders. The AAI is a pool of coin machine manufacturers recently formed in accordance with steps being taken by all industries for the purpose of doing defense work. At the session heads of factories, their engineers and government men gathered to discuss what was needed and what materials the factories could make. The entire week has been a busy one for coin machine manufacturers as they began adjustments to the actualities of war.

The meeting today came as a climax to a busy week and manufacturers declared they were going in for full co-operation with the nation in winning the war. Factories will take on defense orders as fast as arrangements can be made. Meetings will be held at frequent intervals since the entire program calls for close co-operation among manufac-

turing firms as well as with the government.

Will Carry On

Reports this week indicate that some plants have already taken on important defense work and all other plants are getting started as quickly as possible. The government has requested that details of the work being done in each plant be published as little as possible. But it is known that the coin machine manufacturing industry is giving the fullest co-operation to the government. This was evident in the cancellation of convention plans this week and also in the defense meeting today.

Ask Co-Operation of Trade

Manufacturers announced they would continue to co-operate with the government to the fullest extent. Manufacturers also expressed the hope that the trade-at-large would co-operate with the manufacturers on this program. Due to the work of adjusting factories to defense work, the manufacturers are requesting that no agitation for meetings or conventions of any kind be planned to meet in Chicago during the next month or so. All plants, it is said, will be busy adjusting machinery and plans to the new program, and also the government requires that strict regulations on visit-

ing apply to plants that are doing defense work. Manufacturers have decided not to hold any special entertainment for visitors during the next few months and they say that the trade at large can help them immensely by not visiting the plants unless it is necessary.

Buffalo

BUFFALO, Dec. 13.—Acme Coin Machine Exchange, headed by Boris Stew, has moved into new offices at 894 Main Street, along coin machine row.

Bob Miller, chief serviceman for Jim Blakeslee, Iroquois Amusement Company, is hunting deer for a few days in nearby Wyoming County.

Phil Rich, American Cigarette Machine Company, was on the sick list several days recently after a dentist broke his jawbone in extracting a tooth.

Jim Greenville reports that business on music machine routes is good at present, especially where remote-controls are installed.

Jim Blakeslee, Iroquois Amusement Company, is at present busy re-cataloging his library of over 3,000 records, which he prices highly. He finds them invaluable when new releases are hard to get, or the new stock looks a little meager, and often puts many nickels with an older on the right locations.

Automatic Ice Cream Vending Company, headed by the three Hilling brothers, recently took on the exclusive distributorship of the Ideal Beverage Vender. This new addition has necessitated employment of four new persons on the staff.

Lou Hyman, General Coin Machine Company, was in Chicago this week on business, after recently spending a few days in New York.

Chippewa Amusement Company has moved from Main Street to Niagara and Rhode Island streets, and also acquired a new office head, Joseph Di Carlo, in place of Joseph Anzalone. The latter is planning to leave the Queen City shortly to move to San Francisco.

Pictorettes, Inc., which had offices on Allen Street here for some time, has been disbanded for the time being, due to lack of manufacturing materials and sufficient funds to carry out original plans for promotion. Machines were along the movie machine lines.

W. Bergman Company is now handling the distribution of Concertone records here with Dick Levy in charge.

Sam Taran, Mayflower Distributing Company boss, had to cancel the planned visit in Buffalo when his mother-in-law passed on suddenly last week.

Theo B. Phillips, well-known cigarette machine operator and secretary of the Frontier Cigarette Machine Operators' Association, recently added a retail liquor store to his enterprises, but continues strong in the ciggie field nevertheless.

Harry Kelly, Seeburg district sales manager, was back in Buffalo for a brief stop.

Natchez, Miss.

NATCHEZ, Miss., Dec. 13.—Coin machine business is looking up in this area, with an oil development in the offing and with considerable leasing and drilling operations under way thruout this section of the State.

The Mississippi Vending Company, a branch of the Northwestern Music Company, Philadelphia, Miss., is one of the leading distributors of the South. W. S. Reid, firm head, is a native of Mississippi. Reid says that the phone business is good with his company, and he is also much interested in movie machines.

F. A. Blacklock, of Jackson, Miss., owner and operator of the F. A. B. Amusement

European Banker in U. S. With Health Device From France

FORT WORTH, Dec. 13.—Boarding a small sailing boat belonging to a Banque peasant, several wealthy Dutch refugees fleeing embattled France paid the peasant to take them across the Bay of Biscay from Bayonne to Oporto, Portugal.

As they were about to begin the dangerous journey another passenger arrived. The Dutch refugees were amazed to see that he brought no baggage but, with great care and difficulty, lugged a large white steel chair.

The baggageless passenger was Captain Maximilian Foret-Mautner, a former Vienna banker and member of the Imperial Guard of the late Emperor Franz Josef of Austria. More recently he had been a captain in the French Army, attached to its information office in Paris, where he had gone after being ransomed from a Nazi concentration camp at the expense of all his money and valuable collection of paintings. Seeing that French resistance was about to collapse, his superiors in the army had urged him to hurry to Portugal; but he fell into the hands of the Nazis a second time.

Chair Is Invention

The steel chair he carried was part of a new coin-operated invention to which Captain Foret-Mautner had acquired the American rights several months previously. With the coin-operated device he envisioned a means of making a livelihood in the New World. He had heard of the American passion for coin-operated vending machines, and felt that the new invention, a device for taking the customer's blood pressure automatically, would catch the public fancy. His one big job before him was to get to America with his machine.

Storms battered the small craft, and when it put into the port of Santander, in Northern Spain, the newspapers there published a story about the rich Dutch refugees. Thereafter, German submarines searched for the sailboat and sank a similar one which was following it. A group of Polish refugees aboard the second boat lost their lives. However, Capt. Foret-Mautner finally arrived in Portugal with his coin-operated device. His journey started in June, 1940, and in August he was in New York.

He could speak very little English, which enlarged his difficulties in this country. Last spring he wrote an old friend in Fort Worth, and was advised by his friend to come to Texas. He arrived in Fort Worth last June, and began seeking financial backing for the promotion of the machine. To demonstrate it, however, it had to be assembled by skilled mechanics, and the instructions telling how to operate and assemble the device were in French, which necessitated several weeks of hard work to get the machine going.

Operating in Fort Worth

The machine went into local operation in Fort Worth recently under the supervision of Miss Lou Burdick, whom the captain had trained to read the gauges, which are in French. The blood pressure of many is being taken daily. In cases where the blood pressure is abnormally low or high the individual is advised to see a physician.

Fifty-seven units were in operation in Paris before the Nazis took over the city, according to Captain Foret-Mautner. At first the medical profession objected to the machine and sought unsuccessfully to ban them. Soon, however, the physicians noticed an increasing number of patients were coming to them for advice on how to correct abnormal blood pressure, and all objections to the machines were disbanded by the department of health at the request of the doctors.

Company and Wurlitzer distributor for Mississippi, Louisiana and neighboring States, was a recent visitor. He says that the sale of Wurlitzer phonos was never better.

Coin machine ops. of this section are getting the true Christmas spirit and machines now have yuletide records.

IMPORTANT! NEW RULING ON COUNTER GAMES . . .

BUT..

THE NEW, NOT COIN OPERATED, MARVEL AND AMERICAN EAGLE ARE THE ONLY REEL TYPE COUNTER GAMES THAT ARE TAX FREE!

AND ONLY . . . \$37.50 EA.
BALL GUM MODEL, \$2 EXTRA.

IN ACCORDANCE WITH THE LATEST RULING BY THE CHIEF OF THE INTERNAL REVENUE DEPT. IN WASHINGTON, D.C., ALL COIN OPERATED REEL TYPE COUNTER GAMES . . . WHETHER THEY OFFER ANY PAYOUT OR NOT...ARE NOW SUBJECT TO THE \$50.00 PER YEAR USE TAX!!!

FOR ONLY \$10.00 YOUR PRESENT MARVELS AND AMERICAN EAGLES COMPLETELY CONVERTED TO NEW, EA. NOT COIN OPERATED, TAX FREE MACHINES.

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MOHR CO. 2916 W. PICO BLVD - LOS ANGELES, CALIF.

FREE PLAY CONSOLES

Super Bells. Write for Price
Jumbo Farades . . . \$79.50
Jungle Camps . . . 79.50
Waffling Big Games . . 79.50
Pace Saratoga . . . 79.50
Jennings' Fast Time . . 79.50

Jennings' Silver Moon
Totalizer . . . \$97.50
Mills Free Play Mint
Vendors . . . 75.00
Jennings' Modern Free
Play Mint Vendors . . 57.50

★ COUNTER GAMES ★

Imps, Cubs, Bingo, Aces, Cent-A-Packs, Lucky Packs, Tokettes, Square Shooters and Imperials, \$4.50 each or \$50.00 a dozen

Sparks and Champions Almost Like New, \$17.50
Klix, Daval 21, Yankees, Heads or Tails, Zooms, Wings, \$9.50
American Eagles and Mercuries, \$12.50
Ton Brand New Mercuries, \$19.50 Each; Vest Pockets, \$24.50

Above offered subject to prior sale. Rush one-third deposit with order. All prices subject to change without notice.

AUTOMATIC SALES CO. 203 SECOND AVE. N. NASHVILLE, TENN.

NEW YORK, Dec. 13.—The United States is at war—the news came to this nation with dramatic and shocking suddenness. The reaction of local coinmen was no different from that of any single individual or group throughout the country. It stopped all thoughts of business for the first days. Groups gathered, at distributors and jobbers; and the one subject of conversation was the sneaking, underhanded blow dealt by the two-faced Japs.

In the midst of all the excitement New York had an air-raid alarm Tuesday. We were on coin row at the time and from our observations the industry's executives and employees deserve considerable praise. There was no hysteria. All conducted themselves calmly and sanely.

The coin machine business was born of adversity, and through the many years of its existence it has had more than its share of grief. There have been legal difficulties, competition, bad equipment and many other adverse factors to contend with, but there was never a time that the industry lost its head and sense of balance. It will not do so now! Conditions are bound to tighten—all concerned are aware of this. Factory outputs will be cut down in every type of coin machine manufacture, and it is up to the men in the industry to realize that we have a war to win. However, the important point that should not be overlooked is this: The coin machine business will continue to function!

We make this statement not on theory but to jump false courage into our readers. . . . We have absolute proof. England has been at war over two years and its machine industry carries on! Before England entered the war the English coin machine trade paper, The World's Fair, carried about five pages devoted to the industry. Since then the paper has carried two pages. The column devoted to editorial matter is exactly the same. The advertising, while it has admittedly been cut down, is only slightly under the number of concerns represented. There are good-will ads, used machine ads and want to buy ads.

One of the leading columnists in the city, discussing war conditions and their effect on the trade, claimed the industry is handicapped by not having a precedent to follow from the last war. He mentioned other industries that went thru the 1917-18 conflict and claims they at least know what to expect and how to conduct themselves. That, in our opinion, is very poor reasoning. This is a different war—no industry can follow a precedent of 23 years ago.

BUT THE COIN MACHINE PEOPLE HAVE A PRECEDENT—THE ENGLISH COINMEN HAVE SET IT FOR US—AND WE KNOW THAT AFTER TWO YEARS OF THE Toughest KIND OF WARFARE THEY ARE STILL ACTIVE!

The spirit that should be an inspiration and a guide to the American coin machine trade was amply demonstrated last June by Hymie Secher in London. Most of the coin machine companies were digging themselves out of the aftermath of a bombing. Hymie sent the following message to The World's Fair: "We have not gone down for the blitz count. We have resumed operations at a new address."

Operators' Banquet

The banquet to be held by the combined operators' associations Sunday evening (21) is expected to be the largest gathering of coinmen to ever hit the city. Joe Fishman informs that the operators and those in affiliated industries have reserved large blocks of tickets.

It's a Must

Buy Defense Bonds.

Here's an Idea

Some of the leaders in the industry have been handing out Defense Stamps

ATTRACTIVE PRICES

On Used Machines

- THISTLEDOWN\$30.00
- DEAD HEAT\$30.00
- WINNING TICKET\$40.00
- GRAND NATIONAL.....\$55.00
- SPORT KINGS\$75.00
- SANTA ANITAS\$75.00

1/2 Deposit, Balance C. O. D.

AUTOMATIC COIN MACHINE CORP.
340 CHESTNUT ST.
SPRINGFIELD, MASS.

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

as tips in restaurants, taxis and for any and all reasons. Coin machine men should follow this practice.

Engaged

Ethel Fishman, daughter of Joe Fishman, became engaged to Charles A. Blumenfeld, of Jamaica, L. I., November 28. Blumenfeld is in the Army Air Corps and left immediately after the engagement party for duty in the West. Ethel has joined the Air Raid Warden Corps. We also hear that Hilda Schwartz, switchboard operator at Manhattan Distributing Company, has been secretly engaged several months to a service man and that a wedding is imminent, as the boy friend expects to be sent out of the locality.

War Discussion

Sergei Joe Hirsch, who served in the last war, spent some time on the islands now under fire. Joe sat in his car on 10th Avenue listening to the radio reports, then added supplementary information by describing the terrain and some of his experiences in the islands to a group of coinmen.

End-of-Week Pick-Up

When the shock wore off Thursday and Friday, jobbers and distributors showed great pick-up in sales. Some of the concerns claim a rush for equipment is developing.

Irv Mitchell, of I. L. Mitchell & Company, has been bombarded with requests for the cleaner he offered to operators as a good-will Christmas gift. Irv says he still has a quantity of cleaner left and will take care of all additional requests that come in.

Sick Leave

Al Simon, of Savoy Vending, confined to his home the latter part of the week because of illness. Murray Simon pitched in and did double duty in connection with Chicago Coin's new skill game, All-Star Hockey, which Savoy is displaying. Murray states he has received many favorable compliments from the trade. George Poner was forced to remain in bed the better part of the week nursing a cold.

Coming and Going

Local coin row was visited this week by John Chrest, sales manager of Exhibit Supply Company.

Dave Margolin returned to the city after a trip south.

Lou Cantor left for a trip to Cleveland and St. Louis Friday and will return next Wednesday. Lou then plans to remain in the city until after the Christmas holidays, when he will return to the Middle West for a week.

"Bip" Glasgow, DuGreiner sales manager, was out to Detroit and Cleveland last week with Joe Snow, the firm's representative there, and just managed to scramble for the last seat in a plane returning to New York.

Phil Shorin, Topps Chewing Gum executive, back in town from one of his frequent business trips.

G. S. Ray and C. G. Hilligoss, Long Beach, Calif., operators, dropped in on Max Levine at the Scientific Machine Corporation plant to say hello. They operate a string of X-Ray Poker tables.

Fast Flashes

Bert Lano, Seaboard Sales, reports that sales of Genco's Victory table a spurge a few days after the war began. Bert claims the name of the game trips operators get additional play.

Murry Sandow, of Weston Distributors, carries a complete line of Exhibit's parts on his premises, making it easy for the operators to secure whatever they need immediately.

Dave Robbins has volunteered as an air-raid warden, and his son promptly appointed himself as first assistant.

Stanley Paszkowski, mechanic at Seaboard Sales, has joined the Marines.

Dave Simon, of Simon Sales, doing a good job with Koentz's Submarine.

Charles Litchman claims he will have a surplus for the trade in about a month. . . . The annual get-together of the New Jersey phone operators was held last week at the Newark Top Hat

Club in Union City. Club was filled to capacity and the affair was a success both financially and socially.

Sam Sacks expects to have his new brain child on display in the Acme Sales showrooms this week. It has a phone tie-up, of course.

Walking into the International Auto-scope showrooms is like walking into a glorified Penny Arcade. Amusement devices manufactured by the firm are arrayed invitingly around the spacious room, and the temptation to play them is almost irresistible.

Here and There

Tony Gasparro, of Weston Novelty, whose brother conducts a coin machine business in London and whose family lives there, was the calmest coinman on coin row this week.

Gottlieb's Five and Ten was displayed on Pomer's floor this week-end, and Seymour Piltch reports an unusually heavy demand for immediate shipments.

Charlie Fleischmann enthusiastic over reception given by operators to the Standard Uniform Location Agreement offered by his firm, the Baltimore Sales-

book Company, Charlie originated the agreement form to remove many of the headaches operators now have in obtaining and holding on to locations.

Jack Barry has received a rush call from Chicago to turn out a Panoram film to be ready the first of the year. Barry sent out John Gramham and Robert Snody to sign up the best talent in the city. Johnny claims this strip will be the best ever turned out for the Soundies machine.

Buy Defense Bonds!

Washington

WASHINGTON, Dec. 13.—Improved sales of coin machines was noted during the latter part of November, according to distributors.

Blockman Distributing Company, Wurlitzer distributor, continues to register a steady climb in sales of music machines and remote-control units.

General Vending Service Company reports a marked improvement in sales of new and used games during the latter part of the month.

Hub Enterprises report good demand for Rock-Ola music machines and remote-control units, including the Mystic Music System. They also report a brisk demand for Genco and Chicago Coin machines.

William Bykora, service engineer, has joined Hub Enterprises.

Roy McGinnis, distributor, states fine sales are being recorded on all pinball games, both new and used.

VICTORY FOR AMERICA!

ORDER NO. 4438 VICTORY

GARDNER & CO. 2303 ARCHER CHICAGO, ILL.

Look To The GENERAL For LEADERSHIP!

Lucky Luck \$140.00	Special, Close Out!	Jumbo, F.F. or P.O. \$89.50
'30 Colloping Downon \$9.50	Brand New	'40 Pace Finish, P.O. 99.50
Kentucky Club 69.50	Dave Counter Games!	'40 Pace Finish, P.O. 99.50
'36 Travel Time 69.50	Lucky Snacks	'40 Seaboard, General, 115.00
Triple Easy 115.00	Amusement Flip	Jockey Club 95.00
Pauline 185.00	Records	Gold Cup, F.P. 29.50
Square Ball 89.50	10¢	Record Time, F.P. 75.00
'39 Seaboard, P.O. 69.50		Blue Grass, F.P. 99.50

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, MD.

ESTABLISHED 1925—GROWING STEADILY EVER SINCE!

PRICES RIGHT—EQUIPMENT GUARANTEED

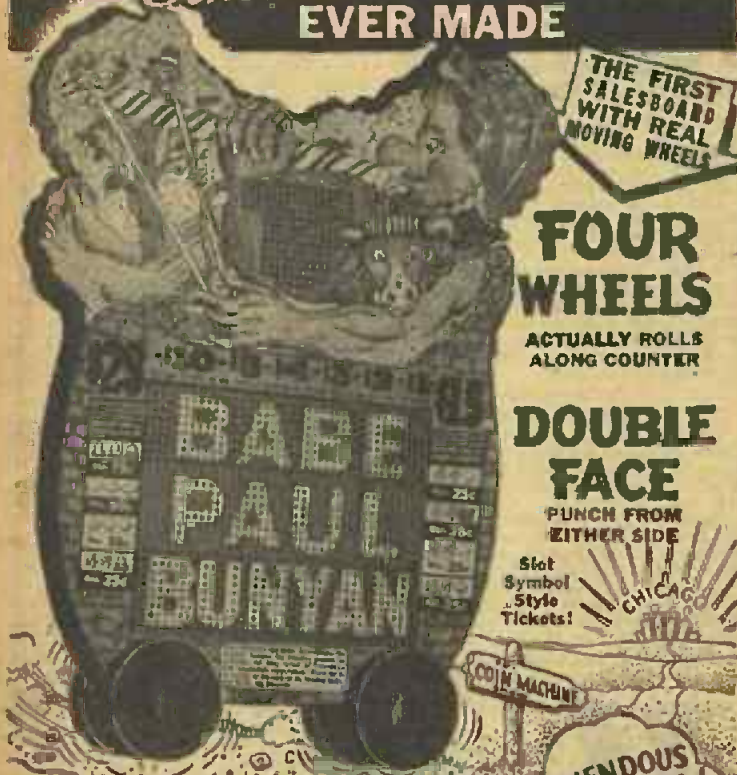
ADD Booter \$62.50	FIVE BALL FREE PLAY GAMES	ONE BALL GAME
Bean Toss 27.50	Amusement 59.50	Big Price \$94.50
Hi Sweepers 27.50	Star Amusement, 42.50	Gold Cup 29.50
Leporetores 30.00	Star Machine, 49.50	One-Two-Three 89.50
	Star Game, 49.50	Blue Grass 104.50
	Star Game, 49.50	

Charles Morse \$75.00 | Four Balls \$29.50 | Lucky Luck \$125.00

1/2 Write All Orders, Balance C. O. D. Write for Complete List Today.

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

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!

TREMENDOUS PLAYER APPEAL!

SUPER DIE-CUT
Board Takes in 1200 Holes @ 5c..... \$60.00
Pays out @ Jackpot Punches, Average..... \$12.42
Consolation:..... \$15.40
Total Payout..... \$27.82
PROFIT (Average)..... \$32.18

GAY GAMES, INC., MUNCIE, INDIANA
MANUFACTURERS OF THE INDUSTRY'S BEST RANKING SALESBOARDS AND COUPON GAMES



LAWRENCE WELF, BAND LEADER; Les Martin, Mills distributor; and Jack Marku, Mills Novelty Company coin machines sales department, discuss automatic phonographs and records. (MR)

Plan To Place Machines in Big Super Bowling Alleys

Have you noticed the many bowling alleys being erected all over the country? Never has there been such a terrific impetus behind bowling as during the past year. Garages, office spaces, basements—all are being renovated to provide space for the sport, which is indulged by more citizens of the United States than any other form of sport. Not only are the exteriors usually ornate, but the interiors of these new alleys are generally modern, with the finest fixtures, locker rooms, lounges, lunch counters and amusement sections offering entertainment other than bowling.

ing entrepreneurs will change their mind, but there are those who are too dazzled by the immensity and glitter of their super establishments to allow coin machines.

What operators should do when they discover a new bowling alley being erected is to approach the builder with an eye to including a special niche for the coin machines. In one case where this was done a fine space was laid out for the machines and resulted in a better installation than could have been had if the machines were placed after the alley was completed.

Ahi Coin Machines
And with this mention of entertainment we come to the reason why bowling alleys are ordered to coin machine operators. It is a rare bowling alley that does not have coin machines—not only penny vendors and scales but the costly legal machines.

There is some truth in the argument that coin machines disrupt the appearance of bowling emporiums. If all is planned for and the coin machines are left to be placed in aisles interfering with traffic and the harmonious layout of the alley, there is no doubt that alley owners are justified in refusing to allow the placing of machines. Happily, most alleys have a little space here or there which can be converted into a playroom offering the entertainment of coin machines.

A survey of alleys in the Chicago area finds approximately eight out of every 10 alleys featuring coin machines. Alleys provide an ideal location for coin machines because of the continual crowds in them. It is seldom that an alley may be found where there is not an overflow of players awaiting their chance to play. Spectators line row after row of seats. Many of them fill out their visits with a turn about the coin machines which line the walls and special rooms in the bowling emporiums. Many bowling alleys open early in the morning, and it is a poor alley that has less than 25 to 50 persons in it during the morning and afternoon hours.

The placing of coin machines in a bowling alley does, of course, depend on the individual alley. It is true that it may be advantageous to place machines in some of the very places which we mention as objectionable. However, no one will deny that if grouping of the machines in an area especially set aside for them is the best possible bet for operation in bowling alleys.

Women may be credited with much of the impetus given the sport. They have adopted bowling as a healthful and entertaining way to exercise. Bowling alley operators tell that the number of women's teams reserving regular time on the alleys almost equals the number of men's teams.

Phonographs, Too

Phonographs complete with speakers and wall boxes also are found in bowling alleys. However, most phonographs are installed in lounges adjoining the alleys. Appia vendors are especially well suited for bowling alleys. Scales, vendors of peanuts, candies and gum; pinball games, horoscope machines, foot vibrators, beverage vendors and consoles are well represented.

That all these machines are profitable is attested to by the fact that most of the machines are of the latest make. Many operators having bowling locations give them the first run on new games and legal machines.

Pros and Cons

All alleys having machines find that they are profitable and that their share of coin box returns more than compensates them for space occupied by the machines. But a few of the larger and more ornate bowling alleys are without coin machines because their owners feel "that the machines take up too much space—and who wants coin machines anyhow when they can bowl." Show the profits of the machines, many bow-



SKILL-A-RETTE

NEW — LEGAL — SKILL —

The latest counter game sensation. Large stock for immediate delivery. Write for details and price NOW.

STANDARD COIN MACHINE CO.
1207 N. WESTERN AVE. CHICAGO, ILL.

McCALL NOVELTY CO
McCALL'S RECONDITIONED COIN MACHINE BARGAINS

FREE PLAY GAMES	BY KEY	Grand Stand \$22.50
AN..... \$32.50	Good Ball..... \$7.50	Bally Grand Stand \$22.50
Roller Top..... \$7.50	Boat Parade..... \$2.50	Bally Console \$175.00
Big Chief..... \$5.00	Boat Pool..... \$2.50	Bally High Head..... \$75.00
Double Play..... \$5.00	Bunkum..... \$2.50	Kooper Truck Trip (1938)..... \$15.00
Monocycle..... \$5.00	Amusement..... \$2.50	Kooper Trip (1933)..... \$5.00
Leader..... \$5.00	David..... \$2.50	Amusement Moon (Cash Model)..... \$5.00
Masters (1941)..... \$5.00	DeLuxe Mirror..... \$5.00	Amusement Ball..... \$5.00
Miami Beach..... \$5.00	Very Popular Boy..... \$2.50	Amusement Parade (Cash Model)..... \$1.50
Peak American..... \$5.00	1 BALL AUTOMATIC..... \$22.50	Amusement (Cash Model)..... \$5.00
Playful..... \$5.00	1 BALL AUTOMATIC..... \$22.50	Amusement (Cash Model)..... \$5.00
School Days..... \$5.00	1 BALL AUTOMATIC..... \$22.50	Amusement (Cash Model)..... \$5.00
Sea Hunt..... \$5.00	1 BALL AUTOMATIC..... \$22.50	Amusement (Cash Model)..... \$5.00
Sea Up..... \$5.00	1 BALL AUTOMATIC..... \$22.50	Amusement (Cash Model)..... \$5.00

Terminal One-Two
WE BUY, SELL AND EXCHANGE.
314 LOCUST ST. ST. LOUIS, MO.

BADGER'S BARGAINS
SPECIAL 1941 MILLS ORIGINAL CHROME BELLS LIKE NEW—SERIALS 450,000 \$119.50

FREE PLAYS	PHONOGRAPHS
Bally High Heads, 118¢ each..... \$100.00	Rock-Ola Super Recording, Acceptor..... \$249.50
Free Records, 1041..... \$125.00	Rock-Ola Gramophone, Blue, Cabinet..... \$249.50
Amusement, 1041..... \$100.00	Rock-Ola Gramophone, Blue, Plain..... \$149.50
Bally Blue Grid..... \$100.00	Rock-Ola Super Walnut..... \$194.50
Bally Junior Parade..... \$99.50	Rock-Ola Gramophone with Amuser..... \$199.50
Bally Opera House..... \$99.50	Whittier 5001..... \$199.50
Bally Record Tissue..... \$99.50	Whittier 6001, Operator Keyboard..... \$149.50
Bally Sport Parade..... \$99.50	Rock-Ola 1930 by Lull..... \$149.50
Western Big Prize, 6 Coin Machine..... \$99.50	Mills 1940 Three..... \$149.50
Gotch Track Odds..... \$99.50	Mills 1938 Three..... \$139.50
Bally Gold Ops..... \$99.50	Whittier Opium..... \$139.50
	Rock-Ola 1920 Standard..... \$139.50
	Whittier 24..... \$109.50
	Rock-Ola 1940 Beattie Operator..... \$99.50
	Rock-Ola 1939 Operator, Plain..... \$99.50
	Whittier 1401, Keyboard & Front Grid..... \$99.50
	Rock-Ola Operator 24..... \$99.50
	Whittier 991..... \$99.50
	Rock-Ola Rhythm Water and Rhythm..... \$99.50
	Rock-Ola 191 and 192..... \$99.50
	Rock-Ola 191..... \$99.50

Terminal 1, 2 Cash Deposit With Order, Balance C. O. D.
Write Today for Our Big, 32-Page Catalog; Hundreds of Bargains.
BADGER NOVELTY COMPANY
314 N. 30TH ST. MILWAUKEE, WIS.

"Greatest Console of all time!"
IS NATION-WIDE VERDICT ON

Billy CLUB BELLS

CASH
CHECK OR
REPLAY



Announcing **PIMLICO**
MULTIPLE REPLAY 1 OR 5 BALL GAME
WITH DOUBLE RESERVE



Packed with pre-arranged features... plus perpetual attraction of DOUBLE RESERVE (one Reserve always hit enough to insure continuous repeat play). Order PIMLICO from your distributor today!

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO • ILLINOIS

**CAN USE QUANTITY
STONER'S TICKET TURF CHAMPS**

Write best price, condition, quantity in first letter,
BOX D-144, Care The Billboard, Cincinnati, O.

A Price List can be worth less than the paper it's printed on UNLESS it features the machines YOU NEED at the prices YOU CAN PAY! We feel we've got the kind of Price List YOU WANT! WRITE FOR IT TODAY!!

LEADER SALES CO., 141 N. FIFTH ST., READING, PA

1 PHOTOMATIC	C. P. Series	\$450.00
1 PHOTOMATIC	W. F. Series	\$50.00
These two machines have been refinished and reconditioned with new preflectors, new wiring, new curtains, etc.		
1 PHOTOMATIC, L. F. Series (18 mo. old)	4 DRIVE MODELS	Write for Price
2 NIGHT BOMBERS	11 BATTING PRACTICE	Write for Price
	5 TEXAS LEAGUES DELUXE	\$24.50

ROBINSON SALES CO.

1100 GRAND RIVER DETROIT MICH.

NOTICE!

DUE TO CONDITIONS BEYOND OUR CONTROL, ALL PREVIOUS PRICES LISTED OR QUOTED OF OUR USED EQUIPMENT ARE NO LONGER IN EFFECT.

WRITE FOR NEW LIST

SOUTHERN AUTOMATIC MUSIC COMPANY

"The House That Confidence Built"

547 S. Second St. LOUISVILLE, KY. 251 N. Capitol Ave. INDIANAPOLIS, IND. 212 W. Seventh St. CINCINNATI, O. 428 Broad St. NASHVILLE, TENN.

Attention! Enlisted Men!

The Billboard is desirous of learning immediately the names of those members of the coin machine industry who have enlisted in some branch of armed service in either the United States or Canada since America was forced into the World War last week.

The enlisted, or some member of his family or firm, is asked to wire immediately to The Billboard, 23 Opera Place, Cincinnati, Day Press Rate-Collect—the following information: Name of enlisted member; branch of service, date and place of enlistment and occupation in the coin machine business.

Chi Coin in New Field; Hockey Game

CHICAGO, Dec. 13.—The first machine of the first run of Chicago Coin's new skill game, All Star Hockey, came off the production line at the factory here last week. "It was an important day for us," said Sam Gensburg and Sam Wolberg, Chicago's Coin officials.

"In All Star Hockey we have a game that is packed with intense interest and amusement. It is the form of diversion that can be enjoyed by almost small cost. One hundred per cent skill, the player's ability determines the score.

"All electric in play, the player has complete control of all movements. By turning the control handle he protects the left or right side of the lower or upper goals. The control lever manipulates the protecting goalies in front of each goal. All balls are automatically delivered to the playing field and are timed at regular intervals. A clever scoring system has been worked out. The game may be adjusted so that extra balls may be awarded for a determined number of balls hit into the opponent's goal.

"Our All Star Hockey," said Sam Gensburg, "has been made with an arcade type cabinet. Beautifully decorated and made of well-matched woods, All Star Hockey can be placed in the finest of locations and arcades, and is now being shown by Chicago Coin distributors from Coast to Coast."

Royal Music Co. Is "V" Distrib

NEWARK, N. J., Dec. 13 (DR).—Royal Music Company has been chosen as distributor for the new V counter game by Planet Manufacturing Company, Detroit, according to Barney (Shug) Sugarman, Dave Pirestone, sales director for Planet, stated that operators who have seen the V game have been impressed and remark that it will be one of the best penny play counter games of the year.

"The action and appeal of this machine is unique and the patriotic tie-up is also important, as it appeals to location owners and players," Pirestone stated. "I am sure that Barney and all the other Royal men will find that the V game will please their customers, bring in profits and remain on location indefinitely."

Barney explained that Herman Perlin will visit operators in Jersey with a sample machine.

Mandell Claims Pinch-Hitter Hit

NEWARK, N. J., Dec. 13 (MR).—Moe Mandell, of Northwestern Sales & Service Company, reports he has started production of a new counter game called Pinch-Hitter. It is a novel game and has caught on rapidly, Mandell said.

"We thought the operators needed a good counter game, so we went ahead and made one," Mandell explained. "It is a simple affair with good features. For the past few weeks we have had several machines on locations and they have earned far more than expected. The games are available now and we are filling orders promptly."

Wichita Falls

WICHITA FALLS, Tex., Dec. 13.—Coin machine operators report they are enjoying an excellent increase in business, due to the construction of a large aviation mechanic training school here.

Southwestern Coin Machine Company, headed by R. E. Green and Barry W. Langford, have moved into new offices at 607 Ninth Street. They are now proprietors of the Wichita Record Shop, housed in the same building.

Stress Quality of Reconditioned Machines

CHICAGO, Dec. 13 (DR).—"It's quality that counts whether it be soap or ships. In coin machines it is important that machines are perfectly reconditioned. We scrutinized every minute detail to insure complete satisfaction. In other words, any shipments from us can be guaranteed and placed right on location." The speaker of these words was Al Stern, of Monarch Coin.

He reports a large assemblage of reconditioned machines. "We have a tough job keeping merchandise in stock," he concluded.

It Pays To Play the Game, Says Distributor

CHICAGO, Dec. 13 (DR).—"When we first opened," says Sam Kleinman, head of Allied Novelty Company, "we were caught unprepared by our first customer. He cleaned us out—of all four machines. Now he is a prominent operator and has continued a staunch supporter. Recently, intending to spend several hours with him, I spent four days transacting business.

"He told me that he was buying every thing from Allied and not consulting any others. His reasons were our thorough businesslike way of doing business. I believe, from this, that it pays to play the game—regardless how large or small the customer."

IMPORTANT TAX INFORMATION

SCIENTIFIC BATTING PRACTICE NO LOCATION TAX

Write for Specific Information.
SCIENTIFIC MACHINE CORP.
21 Scotch St., BROOKLYN, N. Y.

OLIVE'S BARGAINS IN

ALL A-1 RECONDITIONED MACHINES
PAYOUTS (COINSHOTS)

Good Luck	\$30.00
Jumbo Parade (High Head)	37.50
Jumbo Parade Combination	150.00
Blue Book (1940)	45.00
Track Time (1938)	75.00
Silver Moon	75.00
Blue Tail	75.00

PAYOUTS (ONE BALL)

Fast Game	\$18.00
Good Stand	45.00
News Sheet	40.00
Long Shot	50.00
Scoring Goal	50.00
Thuddee	40.00

LEGAL EQUIPMENT

Air Raider	\$27.50
Anti Air raid (Light Gun)	35.00
Say Pick (Floor Game)	107.50
Rapid Fire	50.00
Evans Ten Strike (Low Ball)	25.00

Terms 1/3 Down, Balance O. O. D.
WRITE FOR OUR COMPLETE PRICE LIST ON ALL TYPES OF GAMES.

OLIVE NOVELTY CO.
2428 LUGG AVE. ST. LOUIS, MO.

WANTED FOR CASH...

Bowl-a-Score, Baseball Machines, GMP Tables, Violators, Roller, Phonograph, Night Bombers, Rapid Fire, Air Defense, Air Raider, Say, Flight's Pictures, Dishes and everything in Arcade Equipment! We accept orders! Write your list today!

MIKE MUNVES CORP.
593 10th Ave., New York, N. Y.

Hits Anti-Pinball Drive

San Diego Herald Says D. A. Is Hurting Defense

(From San Diego Herald, October 30, 1941)

In this city and county, we have had screwball deals in the past that challenged comparison with the best that any insane asylum could turn out, but the present drive of the district attorney's office, on orders of the attorney general's office, against pinball machines defies explanation and makes the ordinarily sane-minded turn tip-tops and scream for mercy. The federal government wants money for defense. In pecking up a dollar here and a dollar there to help pay for battleships and such like, it has taxed pinball machines. The district attorney, at the attorney general's insistence, steps in and says he is not going to allow pinball machines to run.

But the government says that machines in existence and operation on October 1 shall pay the tax.

It also says that if the owner of the machine does not pay, the merchant who has them is liable.

So the merchant or the owner is going to pay a tax on a machine, that he cannot use—probably because the district attorney has confiscated it.

The Herald submits even to the official record that this situation is screwy.

Evidently the government thinks the pinball machine is legitimate—because it is not going to tax anything illegitimate.

Who Is Screwy?

But also evidently the attorney general

thinks that the government is nuts—so he puts the pinball machine out of operation.

The owner and the merchant then must think that the government and the district attorney and the attorney general are screwy because they are going to be taxed on property that they haven't got.

And if any reader of *The Herald* can tie that he gets a diamond-studded mustache cup!

And the tax is due and payable this Friday night—\$7.50 for each pinball machine and \$37.50 for slot machines with pay-offs. This tax is due again July 1, 1942, when it will be \$10 on pinball machines and \$50 on slot machines.

Who is going to pay the tax on the machines that have been seized by the district attorney? The owner who has been deprived of his property is not going to pay if he thinks he can get out of it—and Uncle Sam is not a petty thief.

So what will happen will be as funny as a funeral—and 10 times as interesting. And what about the little merchant? Well, times have not been good with him. High prices and lack of goods have made him scratch for a living even in this so-called boom town. A pinball machine or two would take the edge off his rent—probably pay it for him, even if he had to pay the high tax.

And we forget the city license of \$5 a month against each machine—or \$60 a year—who is going to pay that, or will the city simply lose it—or what the hell!

Pinball Helps Merchant

Well, as we were saying, the little merchant has found the pinball machine liked as an amusement device and as a revenue producer and he has been able to help his business materially with them. In steps the local government and smacks the business man right over the head—and why our petty local governments have to move continually against the business man and the taxpayer we cannot figure out!

But we have been accustomed to it—this continual interference of petty government with business—but we never before knew local government to drive against the federal government and in the vital matter of defense money. Yet that is exactly what is being done—and it is being done with such a lack of rhyme or reason that one becomes a little dizzy just trying to write about it.

And now to bookmaking. By the use of stool pigeons and in a campaign that has been just as screwy as the campaign against pinball machines, the city's crime prevention detail—which has nothing to do either with crime or the prevention of it but is familiar to all of us as the old vice squad—has made a number of arrests, including three or four women, and one poor guy who couldn't possibly be a bookmaker because he cannot read or write, and now the squad wants to abate the properties in which these establishments have been set up in the silly idea that simply moving a bookmaker out of one room into another is going to put him out of business.

Much To Do About Little

The result of all this is that the daily papers are carrying enough petty vice news to fill *The Police Gazette*—and not one line of it is worth the ink taken to print it. The police department is not so expert about crime—it is not so good about traffic—but when it comes to chasing a chippy down an alley or putting the handcuffs on a citizen who

has been so low-down as to think he can pick a winner in the fourth race at Tanforan or Caliente, it is doing a fine and very expensive piece of work.

And now comes Governor Olson with some sort of a scheme to destroy prostitution. Yes, sir, we are going to have more screwy action and the odds of all professions is going to fold up and disappear from California forever—or at least for the duration.

If it doesn't disappear it is going to land right in the governor's backyard. San Francisco has put the lid on controlled prostitution, with the result that uncontrolled prostitution is to be found in every corner of the city, and police officials are wondering what in the name of everything holy they are going to do about the evil conditions which have resulted.

So the situation—the financial situation—so far as San Diego is concerned is not very bright. A year ago we said that things could not possibly be worse. But they got worse, and six months later we said that they could not possibly be worse. We didn't know what we were talking about. A month ago we said they could not be worse—and today they are the worst in the history of this city.

Nobody Prospers

And the bad part about it is that nobody prospers, nobody is contented, the money we should have here is going in great gobs into Tijuana; soldiers and sailors are being driven into the border city on the quest of amusement, and the city, which in this war effort should be the nicest and most prosperous city in the United States, is lousy.

But in some ways it is amazingly lousy. We saw in the papers this week, for instance, a photograph of the district attorney with one of his "deputies," the deputy being none other than the highest representative of legalized gambling in San Diego County, Bill Quigley, manager of the Del Mar race track. It made us laugh—but the bookmakers who watched the district attorney in his box at Del Mar when the track was running and returned home only to find that his deputies had raided their establishments and confiscated their property didn't laugh, and they didn't laugh this week when they saw him photographed alongside Bill Quigley in ticket-selling stunt for a Halloween party.

The idea of a controlled city designed to keep its dollars at home has not entered the heads of our local politicians since the day we allowed P. J. Benbow to arrogate to himself the prerogatives of government and to surround himself, by virtue of his money and the indifference of the citizens, with a 350-man government, the like of which we never experienced since Father Horton started to sell building lots.

Yet that kind of a city should not only be an idea, it should be a fact. Our business men and taxpayers are forced to compete daily with Los Angeles on the north and Tijuana on the south. The attorney general is knocking us galley-west every time he gets a chance and he is leaving the rest of the State severely alone. In fact, police officers from other counties have been sent into San Diego recently to satisfy themselves that the reports they have about us and the way we are being rocked are true. They can't believe it until they see it. At the very time when everybody in San Diego should be making money we are dissipating our profits in Mexico and Long Beach—and it just doesn't seem right of our elected officials, whose salaries are paid by us taxpayers and who if they had to look to Los Angeles or Tijuana for their salary warrants would be dead the first week from starvation.

Federal Tax Bulletin

We still have a supply of the second printing of *The Billboard's Summary of the U. S. Revenue Act of 1941*, which contains the Federal Excise Tax Law as it applies to coin machines.

Thousands of these bulletins have already been sent to coinmen. If you desire a copy, or any amount up to 25 copies, write immediately to W. W. Hurd, Coin Machine Editor, *The Billboard*, 153 North Clark Street, Chicago.

Double Talk

I played the tigers and you played the hippos and after the panzer payout here you get twice as many nickels as me. Then I played the elephants and you played the lions but the machine monkeyed and we both got the same. Who can say what is the meaning of life? I can, for on this machine you always get what the Bell would pay you anyhow, but if the reels stop on lions and you played lions, you get twice as much for the lions as the guy who didn't play lions. And the only exception to this double up feature, is when you play the Jackpot and the machine Jackpot, then instead of paying double, good ole Four Bells pays triple. Money talks, don't it? Well, Four Bells talks double. Order one on the double quick from any Mills Novelty Distributor. I played the tigers and you played the hippos and after the panzer payout here you get twice as many nickels as me. Then I played the elephants and you played the lions but the machine monkeyed and we both got the same. Who can say what is the meaning of life? I can, for on this machine you always get what the Bell would pay you anyhow, but if the reels stop on lions and you played lions, you get twice as much for the lions as the guy who didn't play lions. And the only exception to this double up feature, is when you play the Jackpot and the machine Jackpot, then instead of paying double, good ole Four Bells pays triple. Money talks, don't it? Well, Four Bells talks double. Order one on the double quick from any Mills Novelty Distributor.



OH! DOCTOR



Who's a NURSE! And What a BOARD! "Doctor's Orders" were never easier to take. Pulls new life in any location. A gorgeously colored litho-art Die-Cut. Double step-up with \$20.00 top award. 45% payout. Order now! Immediate shipment.

DOCTOR'S ORDERS
No. 11414 5¢ Play 1080 Holes
Takes in \$54.00 Avg. Payout \$24.56
Average Gross Profit \$29.44

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HARLICH MFG. CO.
1415 W. JACKSON BLVD. CHICAGO, ILL.

MILLS PHONOGRAPHS
BELLS TABLES
Distributor CONSOLES
KEYSTONE NOVELTY & MFG. CO.
20th & Kensington Sts., Philadelphia, Pa.
Wholesale Office: 1117 Broadway, New York, N.Y.

Keeney's SENSATIONAL

SUBMARINE

THE GUN THAT'S SMASHING ALL PROFIT RECORDS!

A FACT Not A CLAIM!

J. H. KEENEY & CO., INC.
1430 S. ASHLAND AVE. CHICAGO, ILL.

Filling orders as fast as we can for
SUPER BELL Two Way SUPER BELL & Four Way SUPER BELL Consoles

MEN MACHINES

Conducted by C. H. STARK
 Communications to 155 North Clark Street, Chicago

Let's Go, America

Everyone who has the chance to write for publication will have written about the stab in the back by the time this little piece appears in print. Nevertheless, everyone who does write a little piece wants to take his turn at saying: "Let's Go, America."

Not only do we say "Let's Go, America," but our memory keeps harping back to that forceful statement of Time magazine: "Why the yellow bastards!" We second the statement.

But calling them names will not get the revenge that every American is crying for. It will take work and sacrifice; we will all have a harder road to follow. And we will be called upon to do more and more.

This column is about the men of the coin machine industry. Let's keep track of common sense in this column. No flattery, war work and everything else that is done for our country—let's record them in this column. Drop a line today. And by the way—next week's issue of The Billboard is the "Let's Go, America" issue. Don't miss it.

The Biggest Take! \$17,060 From One Phone

Someone or other we can't seem to get off the subject of the Japs. We see by the St. Petersburg paper, The Times, where a Jap location's phone gave out to the tune of \$17,060. That's a fancy take and we hope they spend it on a torpedo!

Here's the story. In the round-up of Japanese and closing of Jap places of business at St. Petersburg officers raided a place called Nikko Inn. Only a small amount of money was found in the till, and having information that much money was secreted somewhere, officers questioned the owner. When he was told that his place was shuttered for keeps, he finally led them to the automatic phonograph, reached in, and handed over \$10,000 in \$5, \$10 and \$20 bills. Some take!

Torr-in-the-Sun

Boy Torr postcards from Jacksonville, Fla., where he is vacationing from his hometown Philadelphia distributing business. Torr strikes a sour note, however, sending a card portraying a grume of the ripe grapefruit. Sardonically remarks Torr: "This is fine—if you like grapefruit."

Congratulations

Bud Lieberman currently is celebrating his 20th anniversary in the coin machine business. The writer is a newcomer to the business compared to old-timer Lieberman but can touch that Lieberman has been really active during those 20 years. Throughout the editorial files of The Billboard, back thru the years, Lieberman's name is prominent.

Today Lieberman is a Chicago distributor having a fine layout which includes showrooms, offices and extensive reconditioning equipment. To celebrate, he is holding a special sort of open house showing what he terms "some small equipment which will be snatched up by operators quick for many of the usual reasons—they're well buys."

His business space on Superior Avenue, Ill. and Mrs. Golden recently visited their son and daughter, students at Wisconsin University, and while there Harry broke one of his fingers. He reports business ahead of last year. The company presented Larry Kramer, old-time employee, with an RCA-Victor combination machine on his recent marriage.

Leo Dixon Jr., whose dad is head of Triangulo Music Company, visited his folks for a few days, having been given leave of absence from the Canadian Air Force, where he is in training.

William Preisfeldorf, of Aron Lake, Ohio, has sold his phonograph business to Peter Luchak of Cleveland.

Unsung Heroes

Not very often heard of are those unsung heroes who are responsible for many of the advertisements you see throughout The Billboard, men who are responsible for their preparation. All too often they are on the short end when

we start pulling that deadline cannot be violated "and if that ad isn't here in 40 minutes it isn't going to run." Yes, the advertising agencies men are often in the middle—but they always come thru.

Such a fellow is Charley Rose, more formally known as Charles E. Rose this week we that he has opened a new company, the Charles Edison Rose Company. He formerly was partner in the Frankel-Rose Company.

Rose is widely known in the industry as a pioneer advertising man. He can tell you that the agency business today is easy compared to the early days. Rose is said to have originated many of the terms now commonly used to describe coin machines and their features. For he: "for 15 years I have served many factories and distributors. I recall the early days of Spiral Baseball, Baffle Ball and a host of others. In the early days many thought this business was a flake in the pan, but our faith has been justified by the size to which the industry has grown. Actually, the industry received its impetus during the height of the depression, and it is my conviction that despite the present national emergency the industry will do its share in every respect and come thru with flying colors."

Adding Record Service

Upping the number of coin machine distributors who have taken on the distribution of phonograph records, Acme Novelty Company this week announces that Murray M. Kirschbaum had made the record service he has offered for some years with the Acme Novelty Company. "This will give all music merchants a far superior service, as you will be able to maintain larger and more complete stock than ever before," declared Larry Lockhart, manager of the Minneapolis concern.

"Smokes for Our Boys"

Frank Pierce, one of the night watchmen at the D. Gottlieb & Company plant in Chicago, thought up a nice gesture—he set up a large empty carton near the time clock in the plant on which he posted a sign: "Only 14 more days until Christmas. Let's send our boys in the camps some smokes. At last report the box was overflowing."

Gottlieb men now in service are Charles Schmidt, William Rajduk, Walter Maluchnik, Thomas Raulman, Arnold Inglet, Ted Kopyta, James Ravel, Adolph Carlo, Henry Zonar and Ernest Marino.

"Ready To Serve" Says Grand National

"Now, more than ever, Grand National's stock of reconditioned games of vital importance," declares Al Roberts, firm head. "As manufacturing facilities more facilities to war work operations will need ample supplies of reconditioned machines. We have made adequate preparation to keep pace with operational needs. We're ready to serve—call on us."

SIMON SALES 437 WEST 42ND ST. NEW YORK, N. Y.

KEENEY'S
 Newest and Greatest of All Gun Ideas!
"SUBMARINE"
 * Actually Shoots Ball-Bearing Bullets!

We Are the Exclusive Distributors in the Following Territories:
 Greater New York, Westchester, Long Island, Northern New Jersey; Eastern Part of N. Y. State, including Ulster, Binghamton, Schoenectady; State of Connecticut.

WRITE OR WIRE FOR PARTICULARS AND SPECIAL TIME PAYMENT PLAN!

Cleveland

CLEVELAND, Dec. 13. — The Amster Kirtz Company has bought out the Monarch Cigar Cigarette Service Company of Akron and Canton.

Officials of the department of taxation have started a drive against tobacco jobs in Cleveland who have been selling cigarettes in locations where there are signs of vending machines installed. The Ohio law specifically forbids this practice, and several jobbers have already been convicted.

The Cleveland Phonograph Merchants' Association has decorated the walls of its meeting room with photos of many hard workers. Orrin Tucker and several members of his band visited association headquarters, recently, and discussed with members the advisability of adding choral arrangements for certain records.

Jack Cohen, head of the J. C. Novelty & Music Company and vice-president of the Phonograph Merchants' Association, left Thursday for Los Angeles and other California points. Mrs. Cohen accompanied him. They expect to be gone a month.

Ed Clary, of the Clary Music Company, suffered two broken ribs and an injured hip in an auto accident recently at Lodi, O. Following treatment in that city, he was removed to his home in Cleveland. His wife is now looking after his business.

Jimmy Pavy, who moved to new quarters at 6715 Rapid Avenue.

Harry Golden, head of the Golden Cigarette Service Company, has tripled

TERRIFIC FOR 2 BIG REASONS



1 THRILL-FILLED "VICTORY FEATURE"

2 SENSATIONAL NEW "U. S. A. FEATURE"

NOT IN 5 YEARS HAS A HIT LIKE "VICTORY" COME SMASHING THROUGH! AN OVERNIGHT SENSATION FROM COAST TO COAST... SURELY THE GREATEST GENCO GAME OF ALL TIME! YOU NEVER MADE A NICKEL COMPARED TO THE BIG DOUGH YOU'LL COLLECT FROM "VICTORY"! EVERYBODY'S DOING IT! ORDER PLENTY — BUT FAST!

VICTORY

GENCO
WINDS GREAT GAMES
2621 N. ASHLAND AVE. CHICAGO, ILL.



BERT LANE SAYS

WE'RE 'ALL OUT' FOR

VICTORY!

SEABOARD SALES, INC.

610 10th Ave., N. Y. Wisconsin 7-5658

★★★ NATIONAL VALUES ★★★

6-BALL FREE PLAY GAMES

A.B.C. Bowler	45.00	Silver Star	45.00
Spot Foot	45.00	Scottie Parade	45.00
Zip Leg	45.00	Steeplechase	45.00
Columbia Kid	45.00	Zemba	45.00
Ten Good	45.00	All-American	45.00
Snappy	45.00	Atterdon	45.00
Major '41	45.00	Big Chief	45.00
Son Beas	45.00	Madro	45.00
Four Rows	45.00	Parade	45.00
Repeater	45.00	Card Whirl	45.00
Seven Up	45.00	Leader	45.00
Mills Free Play Stalls	949.70		
Mills 1-2-3, P.P. '30	27.00		

PHONOGRAPHS

Rockola 1940 Super Walnut & Adapter	\$225.00
Rockola 1940 Super Rockola	195.00
Rockola 1940 Super Walnut	185.00
Rockola 1940 Junior Console	105.00
Rockola 1938 De Luxe	149.00
Rockola 1938 Standard	137.50
Wurlitzer 500 Flange Model	185.00
Wurlitzer 500 with Adapter	175.00
Wurlitzer 600 D	122.50
Wurlitzer Model 24	95.00
Wurlitzer 81 Coupler Model	140.00
Wurlitzer Classics	140.00

CIGARETTE MACHINES

Thoroughly Reconditioned

DeCramer, Model W, 5 Column	\$69.50
DeCramer, Model S, 7 Column	47.50
Rowe Imperial, 8 Column	47.50
Rowe Imperial, 6 Column	42.50

BIG BARGAIN LIST

WRITE TODAY!

ARCADE EQUIPMENT

Keeley Anti Aircraft	\$ 48.00	ADT Challenger	\$ 35.00
Rockola Ten Pin	49.50	Ray Fighters	180.00
Bally Rapid Fire	104.50	Lucky Strike	49.50
Yacas Looper, 1/2 Pin	37.00	Dural Burster Bowling	29.50
Air Raider	109.80	Villuzer Floor Samples	69.50
ADT Target Ball, Blue	16.50	Rockola World Series	54.00
		Event Top Strike	69.50

PAYTABLES

Grand Stand	\$72.50	Sport King	\$115.50
Grand National	\$5.00	Santa Anita	105.50
Sport Panel	12.50	Thru-downs	48.50
Jennings Good Luck Com.	57.00		

IMMEDIATE DELIVERY All New Games. TERMS: 1/2 Dep., Bal. C.O.D., F.O.D. Chicago.

NATIONAL COIN MACHINE EXCHANGE

1411-15 DIVERSEY BLVD. CHICAGO

★ FOR SALE — OVER 500 FREE PLAYS ★

All Thoroughly Reconditioned. Write for Our List and Prices.

GRAND NATIONAL SALES CO.

2300 West Armitage Avenue (All Phones, Humboldt 3420) Chicago

GUNS & LEGAL EQUIP.

Rapid Fire	\$34.50
Defender	30.50
Ball's Eye	34.50
Air Raider	30.50
Chicken Gun	34.50
Anti Aircraft (Brown)	37.50
Prize Post	12.50

FREE PLAY GAMES

Beary	\$27.50
Polo	24.50
Vacation	24.50
Ballon	24.50
Leader	29.50
Apple	22.50
Progress	10.50

FREE PLAY GAMES

Record Time	\$79.50
Air Force	64.50
Wild Fire	44.50
Theme Up	47.50
Big Time	41.50
Top Beat	44.50
Play Ball	38.50

AJAX NOVELTY COMPANY

14 SPROUT ST. DETROIT, MICHIGAN

RECONDITIONED AUTOMATIC CONSOLES AND 1-BALLS

Bally's Factors, New	\$160.50
Bally Dice	37.50
Bally High Hand (Corral, Late New)	124.50
Bally's Longchamp Sr.	18.50
Jennings Fast Time (1941)	54.50
Jennings Good Luck	22.50
Supernat Good Luck (Late, Marble Chgs)	65.50
Keweenaw 1941 Super Trampoline	105.50
Mills Jumbo Parade, High Hand	77.50
Mills Jumbo Parade, Late New Model (Floor Sample)	115.50
Playdown	\$34.50
Playdown	5.00
Playdown	9.00
Playdown	44.50
Sport Page	34.50
Turner 1/2 Deposit With Order, Bal. C. O. D.	

IDEAL NOVELTY CO.

2829 LOCUST ST. ST. LOUIS, MO

WANTED

For Cash or Will Accept in Trade
Bally Trampoline, Blue Front, Bonus Ball, Little One Ball Free Plays or Payoffs, All Types of Arcade Equipment and Music Boxes

FOR SALE OR TRADE

300 Late Five Ball Free Plays, 1936 Trampoline, Bally's, Trampoline, Big Top Four Balls, Wending Machines (all types), Pinomatics.

PIKES PEAKS

Tax Free—In Original Cases \$17.50

CLEVELAND COIN MACHINE EXCHANGE

2021 Prosper Avenue, CLEVELAND, OHIO

CHEAP! CHEAP! CHEAP!

10 Bally Grand	
Nationals	\$59.50 ea.
Sport Kings	77.50 ea.
Hawthornes	25.00 ea.
Santa Anita	72.50 ea.
Send Deposit, Balance C. O. D.	

Seiden Distributing Co.

1230 Eway, Albany, N. Y. Tel. 4-2107

THIS space is donated to remind you to

BUY UNITED STATES SAVINGS BONDS AND STAMPS



GLOBE PRINTING COMPANY
1023-25-27 RACE ST., PHILA., PA.

BUY U. S. Defense Savings Bonds and Stamps

YOUR DISTRIBUTOR
IS NOW SHOWING
THE INDUSTRY'S
GREATEST INVENTION!



Chicago Coin's
ALL STAR
HOCKEY

100% SKILL—
ONLY PLAYER'S ABILITY DETERMINES SCORE!

CHICAGO COIN MACHINE CO., 1725 W. DIVERSEY · CHICAGO

PATENTED AND
PATENTS PENDING



**YES, SIR! .. WE'RE
Value Headquarters**

WRITE FOR
BRAND-NEW
PRICE LIST!

IN STOCK FOR IMMEDIATE SHIPMENT

ILLS Four Balls - Three Balls - Jumbo Parade Payoff or Free Play - Jumbo Comb.
Free Play and Payoff Best Value - Bonus Ball - Bonus Free - Original Chicago
Ball - Gold Chrome Ball - Vert Pocket Ball - O. T. Ball - BALLY Test King -
Big Hand - Pinball - Club B.O. KEENEY Super Ball - Top Way Ball - Four Way
Ball - Perfume - Clever, GENCO House - Victory, EXHIBIT Big Parade, GOTT,
1100 Play & Ten.

ONE-BALL AUTOMATIC PAYOUT TABLES

Mills Saloon: Root \$120.00	Bally Longshot ... \$120.00	Bally He-Heeky ... \$124.50
Bally Sport King ... 110.00	Bally Santa Anita ... 110.00	Bally Pacemaker ... 74.50
Bally On, Pickem! ... 74.50	Bally Grandstand ... 64.00	Bally Theltdown ... 59.50
Bally Sport Page ... 49.50	Bally Newshome ... 49.50	Bally Gold Medal ... 39.50
Bally Del. Princess 20.50	Bally Stables ... 22.50	Bally Freshness ... 19.50
Honey Winnies ... 20.50	Mills Hi-Boy ... 39.50	Mills Flasher ... 34.50
Wagon Derby King 27.00	Western Hot Dog ... 27.50	Western Outback ... 27.50
Mills Clocker ... 20.50	Multiple Racer ... 20.50	Mills 1-2-3, An. Root 34.50

AUTOMATIC PAYOUT CONSOLES

Mills Jumbo Parade \$29.50	Evans Lucky Luvs \$150.00	Juniper Fortune ... \$44.50
Stanco-Bell, Big Pl. 64.50	Pace Saratoga, 10c. 78.50	Triple Entry ... 400.00
Mills Casino Ball, Factory Record ... 64.50	Evans 25 Dominos 104.50	Pace Saratoga, 5c. 60.00
Pace Races, Brown	Lucky Star, 7 Cols. 118.50	Jumbo Parade Comb. with, Mill Vend. ... 152.50
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