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DECEMBER 27, 1941



LET'S GO, AMERICA!

L.W.

on
COLUMBIA
Eddy Duchin
No. 36454

on
VICTOR
Sammy Kaye
No. 27704

on
DECCA
Guy Lombard
(to be released too)

Barry Wood
No. 27692

Walter Winchell Says . . . "Orchids to a Lovely Ballad"



Madeline

Recorded by America's Foremost Artists

on
OKEH
Dick Jurgens
No. 6499
Jack Leonard
No. 6519

on
BLUEBIRD
Bob Chester
No. B-11355

Show Business and the War

PEACE-LOVING, democratic America has been pitched into the most terrific slaughter in the world's history by the Jap war lords. After many months of indecision, after experiencing most trying crises that all but disrupted national unity, Americans are finally engulfed in the maelstrom. There is no longer any semblance of disunity. We are at last one for all and all for one—thanks to Nazi-inspired and Jap-perpetrated aggression. The American soldiers and sailors who lost their lives in the Pacific islands have not died in vain. Their deaths will be avenged. The people of this great country will see to that. We have at last come to the realization that in the insane world fashioned by the legions of Hitler, Mussolini and the Jap Emperor there can be no breathing space for democratic ideals; for a people who have been free since 1776 have tasted of freedom too much to be willing to vegetate as slaves.

Men and women engaged in the many branches of the amusement industry are, by the very nature of their work, divorced from the channels of production of arms and materials for war consumption. Yet show business and its far-flung corps of showmen, performers, technicians and diverse other recruits is not less important in the general scheme of winning the war. Even in a war-torn country and particularly in a country that is fighting for its material existence as well as the perpetuation of the ideals on which it was founded, amusement and recreation are vital to its military and civilian population. A nation fights with grit, manpower, resources, courage and morale. The last—but by no means the least of these is morale. There are various ways in which morale can be maintained and strengthened, but show business concerns itself with achieving this thru the divertissement and escape offered by its creations, projects and talent.

In the last World War the American amusement industry inscribed a proud chapter in the history of our country's contribution to the Allies. It must and will surpass itself in this war, which must be the last that this and many generations will fight if those to whom we entrust the safekeeping of our ideals will guard them. This we are confident they will do, and for this many of us and many of our dear ones will lay down our lives before the last shot is fired.

From the dignified heights of the legitimate stage down thru films, radio and running the gamut of the various layers of the amusement structure thru theaters, vaudeville, circuses, fairs, carnivals, the earthy rep and tab shows, the musicians, the performers, the companies that factor and market amusement devices, the music publishers—all from the first to the last will do their share to strengthen the country's morale and to provide amusement that is so vital to the proper functioning of the men who make up the ranks of our Army, who sail our ships in the Navy, and who fly our planes in both major branches of the service.



"We will gain the inevitable triumph — so help us God."

—PRESIDENT ROOSEVELT

Show business will—as on a previous occasion—do far more than is expected of it by helping the Treasury Department sell government bonds to finance the war effort. Performers will open the floodgates of emotions that will cause men, women and children to entrust their savings to their government. They will work themselves to a frazzle not only in creating moods favorable to the buying of bonds but will also entertain the men in uniform without thought of recompense.

Uncle Sam need not be concerned about show business in the war effort. He has only to ask and it will be done. More times than not show business will do without being asked. We of the show business are prepared.

This issue was planned as a Holiday Greetings Number marking the end of the calendar year and the 47th milestone of The Billboard's journey in show business history. Such it is, but the yuletide aspect is marred by the greatest crisis in our country's history. It is with heavy heart that we of The Billboard dedicate this issue to an America at war. To all Americans we convey Holiday Wishes. We hope and we pray that next year will again bring peace on earth and good will toward all men. On the eve of a day memorializing the birth of the Prince of Peace we are on the threshold of unfathomed terrors. Yet we face tomorrow with courage and without fear. We are a great and united country. We are blessed by the leadership of Franklin Delano Roosevelt. Let us respond to that leadership by doing our share to battle the mighty forces of the wicked.

THE SPIRIT OF THE NEW YEAR . . .

HEY RUBE! TAKE YOUR PLACES



The traditional circus call to arms—the rallying cry of Show Business—again thunders through the great American world of entertainment.

The Big Show has been attacked!

Down through the pages of our country's history—whenever security and decent living were endangered by the wanton acts of international outlaws—our fathers and our fathers' fathers closed their fists about every last weapon at hand to defend their nation's life and liberty.

Our country needs us now. There are a thousand ways to help—a thousand ways to roll up our sleeves and heed the traditional battle-cry of Show Business. Take your places! Grab the best weapon at hand—and come out fighting!

HEY RUBE!



OUR SEASON'S GREETINGS TO SHOW BUSINESS



ESTABLISHED 1896

WILLIAM MORRIS AGENCY

FREEDOM

Hawaiian Atmosphere and Performers At Premium Because of Jap Attacks

NEW YORK, Dec. 22.—The headlining of news of Hawaii has made more people conscious than ever before of that island and, consequently, Hawaiian entertainers, music and performers have become immensely popular. Niteries that have Hawaiian or Filipino entertainers are now giving them top-billing, and such spots as the Hawaiian Room of the Lexington, only local class spot with Hawaiian atmosphere and show, are doing good business. The Hawaiian Room has been averaging 1,300 covers a week.

Anton Scibilia's Hawaiian Nights, 25-people vaude unit that played 11 weeks in the Midwest, opened yesterday at the Grand, Brooklyn, with the Bronx Opera House here to follow December 26 to 29; Keith's, Portland, Me., week of December 31, and Empire, Pull River, Mass., and Plymouth, Worcester, Mass., splitting week of January 8. Collins and Peterson, Valet's comedians, have already injected anti-Jap gags and say audience response has been excellent.

Alert press agents for clubs using Hawaiian talent have been trying to plant interviews and feature stories, and report meeting with sympathetic interest from newspapers. A handicap, however, has been the war news squeezing all other types of news out of the papers.

PHILADELPHIA, Dec. 20.—Popularity enjoyed by the Latin-type of entertainment promises soon to be enjoyed by Hawaiian talent. Since the start of the war, local niteries and club date bookers report heavy demands for Hawaiian instrumentalists, singers and dancers. Supply, however, is limited. The few around, heretofore largely ignored by bookers and employers, are now enjoying hikes in salary and plenty of job offers.

Spots fortunate enough to have Hawaiian talent on present bills are taking advantage of Hawaii figuring so prominently in the news today.

Garden Terrace of the Benjamin Franklin Hotel found an attraction on its hands in Talia, Swan Club in giving top billing now to Marie Sannetto and her Aloha Boys, vocal-instrumental troupe.

Island influence was seen this week in niteries ada. Mary Hubbard's Inn at Berlin,

War Hits Detroit Night Club Biz

DETROIT, Dec. 20.—Immediate impact of war developments has been a 25 per cent drop at local night spots. Offsetting this, there has been a pick-up in beer gardens and taverns and in spots using small bands without shows. Explanation is that Detroiters have taken to their radios, and most spots in small cities keeping radios tuned in—resulting in decreased play on automatic phonographs at many bar locations.

The Bowery Cafe, barometer of business conditions here, enjoyed moderate business, around 10,000-12,000 patrons weekly, a month ago with Marc Ballero and Yvette Dare, skyrocketed to a 16,000 week with Tony Martin to equal the house records. Martin, held for a second week, dropped to 15,000, due partly to poor business the day of the Pearl Harbor attack, Martin's closing night. Sam (Schlepperman) Hearn, of the Jack Benny show, came in last week, and attendance slumped to 6,000, the lowest figure in many months, according to Manager Frank Barbara. Prevalence of war talk, with nightly radio excitement, accounted for the severity of the drop.

War Hits "Eileen"

MINNEAPOLIS, Dec. 20.—A war-patriotically community kept the gross box office for My Sister Eileen, opening production in the legit season here, to a mere \$4,500 for three performances at the Lyceum Theater Monday and Tuesday. Leo R. Murray, house manager announced: "We were all set for one of the biggest opening nights in years," Murray said, "when news of the Pacific hostilities came."

Outbreak of the war caused much cancellations of events. Good notices brought the Tuesday night gate up tremendously, but still not enough to recompense for the bad opening.

N. J. made capital of its Hawaiian band by advertising: "Bombs fall in the homeland of our elderly natives from Hawaii while they are doing their bit here playing the great music of their land for the soldiers and sailors on leave."

One of the downtown ops is already contemplating changing the name of his niterie to "Hawaiian Hut." Paradise Cafe, nabe niterie, has already changed its billing to Paradise Isles. And at the near-by Jersey spots, where burly strippers head-line, sexy specialists offered are being billed now as "Hula" dances.

Miami Optimistic Sees Good Season

MIAMI BEACH, Fla., Dec. 20.—No war stamp here. With wild rumors about that war developments will "ruin the season," a check reveals that tourist trade has not been hurt. Reservations are still being received. Even the more cautious hotel managers feel a good season lies ahead.

Hotel reservations are up to par, while check-outs are no cause for alarm. Roy Stager, manager of the Vapardahl Hotel, said "reservations are still pouring in; in fact, we have quit taking them for December. We've had only one cancellation, and that was by an army reserve officer."

At the Vermilles, Manager Fred Able said: "I don't think the war will affect the season, because there are as many elements in our favor as there are against us. Tourists will naturally feel some concern about going to California, and if they want to travel, they'll come to Florida. We are probably sitting prettier than any other resort in the world."

At the Whitman, Patto Dunham, manager: "Even if there is a 10 to 20 per cent drop in the number who would have come, the season will still be good. It will take a little time for people to recover from the shock, and it is fortunate, as far as business is concerned, that the crisis occurred this early, as it gives people time to readjust themselves."

Manager of the Cadillac MacLugden-Denauville, Ood, Tatem; St. Moritz, Shelby-Draue, President Madison, Cromwell, Pancoast, Boulevard and King-Cole hotels, expressed similar opinions.

Pacific Coast Showbiz Over First Shock, Expects Boom

LOS ANGELES, Dec. 20.—That show business will boom for American acts is the consensus of opinion here. Bookers feel that public morale will have to be boosted and, for this reason, more acts will be employed. On the other hand, Los Angeles, with its largest Jap settlement on the Pacific Coast, has the problem of Japanese acts. This problem had been solved for some time in the minds of bookers, the declaration of war serving only to bring it out into the open.

Show business, faltered a bit at the opening of the week following the attack on the Hawaiian Islands. Sunday afternoon (7) Chief of Police Horrall issued a request over radio stations for citizens to remain in their homes, as traffic was heavy and cops were needed to guard defense industries. A check on attendance at ballrooms revealed that crowds were off, but in no instance more than 10 per cent as compared with the previous Sunday.

Casual dates were off during the week, but both bookers and performers are confident dates will pick up soon as the first shock of war has had a chance to pass over. One booker said Wednesday that he had had five shows in the Long Beach area canceled because of blackouts in the Bay area, where there are a number of defense projects.

Bookers have not played a Japanese act here under Japanese billing for several years. Acts that are Japanese have been billed as Orientals, Koreans, Chinese or anything except Japs. With the war now on, no booker will offer a Jap act under any billing.

While enemy planes have been reported over California, no one is worrying too much about it. Precautions for air raids have been issued, and people are being told to keep cool. Night clubs and theaters are making extensive plans for New Year's Eve.

Art Schwartz, of Pacific Muddy Sales, in Hollywood, said that he expected the war to help the music publishing business. Blackouts, he said, make it necessary for people to entertain themselves in their homes, and music is their best method. Schwartz cited music sales in England to substantiate his opinion.

Radio went back on regular schedules the middle of the week. Monday night (8) radio stations were off the air, and the regulation even hit police radios. Tuesday, stations were allowed to broadcast only five minutes out of each 30-minute period, but that night the regular schedules were resumed. Motion picture studios in Hollywood are under guard and studio tours have been discontinued.

S. F. Clubs Hit Hard But Hope For Upturn; Theaters Fair

SAN FRANCISCO, Dec. 20.—There is no definite estimate as to how much the blackouts have cost night clubs, theaters and other amusement centers since the start of hostilities. Hardest hit are the niteries. Theater business also suffered heavy slump, although motion picture houses and legit theaters presented their programs with only slight interruption.

Sings and marqueses are blacked-out nightly in co-operation with defense plans. Officials have announced there will be no restrictions on shows, and are urging everyone to attend their favorite places of amusement.

Theater admission loses Monday night (8), when the first blackout was put

into effect, were estimated at from \$20,000 to \$35,000. The blackout was in effect 2 hours and 40 minutes, but no bombs or Japs were dropped. The drop-off in night club business was 60 per cent or more, but indications are that the spots will slowly come out of the slump.

A number of spots have shuttered as a direct result of the blackout, among them being the Duncan Sisters' Music Box, the Kasbah Club, which had been featuring a colored revue, the Gayway and the Backstage and, in Oakland, the El Rio. The El Nido, Vallejo, has dropped its floorshow. Town is the center of a vital defense area.

Most other spots have plenty of bare tables. Shows have been cut from six or seven acts to three.

Club owners are naturally jittery, but are taking heart and studying the parallel of London, when people at first refused to budge from their homes but gradually became accustomed to the new order. Eventually, shows and night spots were more jammed than ever. The same results are predicted here.

There was a lull in the ticket window of the Curran for the final week of Katharine Cornell in The Doctor's Dilemma. Show ended run Saturday night. It was announced that the new turbulence in the Pacific will not affect Miss Cornell's plan to stay right here and produce her new play, Sealing Victory, scheduled for a world premiere January 10. Rehearsals are set for Monday.

Entire cast of The Doctor's Dilemma was caught in the Friday (12) blackout. Miss Cornell walked three quarters of a mile to the theater, where her company joined her. Show ran half an hour late and played to 347 ticket holders, each of whom had come precariously to the theater after the blackout started.

The Tivoli was unable to round up its Merry Widow cast in entirety by show time, and the management called off the performance. The Alcatraz, another legit house, was dark.

Bookers are unable to guarantee work to performers, and ACOA has agreed not to hold club operators to contracts when shows are forced to close because of blackouts.

Yet, with all the above in mind, most spots are planning new shows to attract customers. New unit at the Bal Taberna is headed by Louise, mindreader, and Mirda, magician. Starway to the Stars announced Delores Gray and Freddy Dech.



BROADWAYIES on the Stern last Monday morning (15) saw something that hitherto they've been paying their money to see in newspapers—a truckload of steel-helmeted air-raid wardens, led by two fire trucks, going thru a dress rehearsal for the worst. If it should come, . . . Policemen stationed around 7th Street complain that they have been going stale for lack of activity since the war began. The street used to be a favorite of the sailors, who'd dally there with their girls and engage in occasional high-spirited brawls almost every evening. Now the gobs have been transferred to other streets in other towns. . . . George East, former Broadway reporter for International News Service, now in London for the same outfit, is being transferred to Egypt to cover the war from there. . . . And Larry Meyer, another INS stiffman in New York, has flown to London in a bomber to supplement the INS war coverage in the English capital. . . . Naval Note: Bill Water's, former New York and Hollywood press agent and songwriter, now on Navy public relations in Los Angeles, has turned publisher, with no less than five songs off the presses under his copyright. One of them, Fighting Sons of the Navy Blue, is a patriotic number that's being distributed to musical outlets in the U. S. Navy. . . . Lillian Hellman, whose Watch on the Rhine is still the most successful anti-Nazi play produced here, is the subject of a long profile and blog by Sidney Carroll in the January issue of Esquire.

CESAR GONZALES, bass boy at La Martinique, has returned from a short-lived excursion into the show business as dead-pan stooge to Sammy Walsh. When Walsh worked La Martinique, he used Cesar, and took him along when he switched to the Famous Door. But when Walsh closed at the Famous Door to go out of town, Cesar thought twice—what with a lease, a wife and two children. So now he's back at La Martinique shuffling dishes—and, incidentally, working as house photographer, his original trade. . . . Honesty-is-the-best-Policy Dept.: Alex Bart, sales manager for Standard Photo, while on a recent cross-country tour, found a wallet containing \$3,500 on his train. He turned it over to the conductor, who located the careless owner. And the owner, tremendously gratified at finding his large chunk of lost cash, rewarded Bart with a Scotch and soda—but Bart had to leave his own tip. . . . Tchaikovsky is still turning over in his grave. This time ork leader Blue Baron and Tunesmith Kermit Ocell have adopted a junk of Peter Ilyich's Fifth Symphony. They're calling it Long May We Live. . . . Lynn Duddy, the p.a., recently moved from Jackson Heights to midtown New York—but he and his mother journey back to Jackson Heights whenever they want to shop. They know the shops out there, and like them better than those in town. . . . Kirk Alyn, who is playing a straight role opposite Louella Ogar in Pie in the Sky, was Ginger Rogers' dancing partner in Girl Crazy. . . . Nita Welch, CBS announcer, is flying to Hollywood to see his mother, who is ailing. . . . In Miami-like these, it's hard to turn to the traditional holiday spirit; yet now we need the joy, good spirits, friendliness and idealism of the Christmas season more than ever before.

INDEX TO THIS ISSUE WILL BE FOUND ON PAGE 38.

"Show Must Go On," Says La Guardia

Amusement Industry Essential In Successful Operation of Defense Plan, Says N. Y. Mayor

By THE HONORABLE F. H. LA GUARDIA
Mayor of New York and U. S. Director of Civilian Defense
(Written especially for The Billboard)

THE American show must go on! I mean that we are in a fight now to maintain our right to continue to do things the American way—to grow and develop outside of totalitarian bondage. We are in this war against the Axis powers not only to maintain our rights and freedoms under democracy, but to ensure for all time the power of our opponents to threaten them again. Every loyal American has a stake in the victory we must and will win; and the burden of winning the war must be shared by all of us.

There has never been a great national cause in this country which has not received the full co-operation of the amusement business. The enormous task of defending civilian America will prove no exception. Like every other group, the entertainment personnel are eager and anxious to do their share, and rightfully they want to know what they can do to help most.

The first thing that comes to my mind is the unlimited opportunity for the men and women in this talented field to help sustain and improve American morale—to keep alive the spirit of unity of purpose which has manifested itself throughout the entire country. It will not be necessary to tell the men and women who amuse and entertain America what

to do in detail. They are where they are because of their talent, imagination, ability and ingenuity. They will think of a thousand ways to sustain America—to stimulate us to greater effort, and deeper appreciation of our responsibility.

Before America actually entered the war, those in the world of American entertainment—stage, screen, radio and vaudeville, as well as numerous other forms—contributed enormously to the Allied cause both in professional and private capacities. Now that we are among the principals in this world-wide drama, such effort will be redoubled. In great human emergencies the actor, the writer of songs and stories and plays have exercised tremendous influence upon the times in which they lived. Today we face the greatest world crisis of all ages, and we look to those who come face to face with millions of Americans to help inspire and guide our destiny.

Many performers and writers and musicians will be asked to give some of their time to benefit performance. I do not anticipate that many such requests will be turned down. The scope of civilian defense is so vast there is scarcely any activity which is not touched by it. There are few public contacts which could not be stated to touch upon some particular angle of the

Vital Workmen Needed!

From: The United States Civil Service Commission
8th and F Streets, N. W., Washington

To: The Billboard
Cincinnati

America has been attacked by a ruthless and treacherous enemy. American ships have been sunk. American planes have been shot down. The American way of life has been challenged. America will meet that challenge. Ship by ship and plane by plane America's fighting forces will repay the enemy many times over.

To "Keep 'Em Flying" and "Keep 'Em Rolling" to an ultimate and complete victory America must have thousands of skilled and technical workers in the federal civil service. Machinists, tool makers, aircraft workers of all kinds, engineers, ordnance inspectors, radio technicians, student instructors in air corps technical schools, draftsmen, chemists, stenographers, and many, many others are urgently needed.

Members of the amusement industry may help immeasurably by telling every qualified person they know to see the local civil service secretary at any first or second-class post office for full particulars and application blanks. If information cannot be obtained locally, write the United States Civil Service Commission, Washington. The national victory program must not be delayed. Remember Pearl Harbor!

common defense.

The playing of patriotic songs in the theater and over the radio has and will prove beneficial; the content of popular entertainers is enjoyed and carries far more weight than is imagined by the average person.

Already the variety stage has adopted a patriotic note in almost every bill. The public response is all the evidence needed to show such endeavor worth while. The news reels are doing an invaluable service in depicting the American scene as we prepare for war. Theaters throughout the country are giving screen time to short subjects which appeal for support of the several phases of national defense, such as the enlistment of military personnel and the sale of Defense Bonds and Stamps. Motion picture actors and actresses, as well as radio personalities, are giving their services in defense programs and ceremonies, such as the Bill of Rights Day ceremony at Washington December 15. Writers for stage, screen, radio and professional publications, such as The Billboard, are contributing their time and talents to help national and civilian defense. The benefits of such services cannot be over-estimated. The opportunity to help in this emergency is unlimited. Here are a few things show business can do now for civilian defense:

Theater management can continue to show defense films prepared by the Office for Emergency Management. Many thousands are already doing. Local management can also prepare trailers on defense efforts with local background. Defense posters can be displayed in theater lobbies. Billboards in some instances can be partially given over to "instruction posters" telling Americans what to do in emergencies. As in World War I, theater management can provide opportunities for local defense speakers to deliver brief talks to audiences. Theater managers can volunteer for active membership on publicity and information committees of local defense councils. Many are already serving in such capacities.

Ready for distribution at once is an Office for Emergency Management film entitled Women in Defense, which portrays the part American women are playing in the defense effort. Another two-reel film, which probably will be entitled Women at War, has just been released for distribution through the country. Theater managements using these films on their programs will be giving defense a real lift.

The motion picture industry will be asked to co-operate in the filming and distribution of short subjects concerning general information for the public on air-raid precautions, incendiary bomb technique and other subjects. The industry's assistance may be asked in filming a series of non-theatrical subjects

concerning training of civilian protection volunteers. Such film will be used in training classes in the East, West and Gulf Coast areas.

The newsreels, which have an estimated audience of 45,000,000 spectators each week, have carried nearly a thousand stories on the many aspects of national defense. Expansion of this service is needed. The reels acted on their own initiative and worked up their own material; they have co-operated fully with the army, navy, maritime commission and other government agencies closely allied with the defense effort. These presentations by newsreels have been without propaganda and have proved themselves an essential part of our public communication by war time. They are in the same class as radio and newspapers and will doubtless reach hundreds of thousands with a graphic and vital message which no other medium could touch.

The traveling show company will prove highly valuable in stimulating morale throughout the country and will doubtless find opportunity to do much to make the man in uniform feel the gratitude his country feels toward him.

Radio has long given generously of its time for government enterprises, and the networks have volunteered all assistance. Opportunity for defense service in radio has no limits. Every person from the technician to the station owner can contribute. It is difficult to suggest ways of co-operation to a field of activity which is already giving so generously of its time and facilities. But so vital is the medium of radio to the defense program that I must ask that every program director, every policy-maker, every performer and commentator, as well as advertiser in radio, turn his mind to ways and means of stimulating loyalty, patriotism, tangible service and all-out support of civilian defense.

Aside from continuing to give program time to defense material prepared by the Office of Civilian Defense and other service agencies, the radio station can find invaluable assistance in originating sustaining programs built around local defense problems. Information essential to the success of total defense can be made a part of daily programs, and even training instruction can be handled on the air in certain circumstances. Radio thru the years has shown remarkable originality of ideas, and unquestionably this indispensable medium will meet the crisis we now face.

Writers of plays, skits, slogans, poems, songs and other forms have already contributed much, but the reservoir of talent in these classifications has not been fully tapped. Talent is needed and can be utilized by the Division of Information of the Office. (See "Show Must Go On" on page 15)

WARNING!

The One And Only

8 HELEN REYNOLDS SKATING GIRLS 8

In "A Tempest of Speed and Thrills" is the sole property of HELEN ANDREE REYNOLDS. It was originated, presented and produced by her alone. Everything in it is the embodiment of her own ideas, an outstanding and decidedly different offering, acclaimed and endorsed throughout the world as UNIQUE and DISTINCTIVE.

No one other than Dave Solti of the George A. Hamid office and Mrs. Fred Rosenthal of Chicago have any right or authority to represent this act, universally known as the HELEN REYNOLDS SKATING GIRLS.

Anyone wishing to engage or book the act widely advertised and known as the HELEN REYNOLDS SKATING GIRLS should do so by writing or wiring Miss REYNOLDS' personal representative, DAVE SOLT, George A. Hamid, Inc., 10 Rockefeller Plaza, Radio City, New York, or Mrs. FRED ROSENTHAL, 54 West Randolph St., Chicago, Ill.

(Signed) HELEN ANDREE REYNOLDS

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Richardson States Used Exclusively

LET'S GO AMERICA!

Defense Savings Pay-Roll Allotment Plan

How company heads can help their country, their employees, and themselves

- voluntary pay-roll allotment plan **helps** workers provide for the future
- helps** build future buying power
- helps** defend America today

This is no charity plea. It is a sound business proposition that vitally concerns the present and future welfare of your company, your employees and yourself.

During the post-war period of readjustment you may be faced with the unpleasant necessity of turning employees out into a confused and cheerless world. But you, as an employer, can do something now to help the destinies of your people. Scores of business heads have adopted the Voluntary Pay-Roll Allotment Plan as a simple and easy way for every worker in the land to start a systematic and continuous Defense Bond savings program.

Many benefits . . . present and future

It is more than a sensible step toward reducing the ranks of the post-war needy. It will help spread financial participation in National Defense among all of America's wage earners.

The widespread use of this plan will materially retard inflation. It will "store" part of our pyramiding national income that would otherwise be spent as fast as it's earned, increasing the demand for our diminishing supply of consumer goods.

And don't overlook the immediate benefit . . . money for defense materials, quickly, continuously, willingly.

Let's do it the American way!

America's talent for working out emergency problems democratically, is being tested today. As always, we will work it out, without pressure or coercion . . . in that old American way: each business man strengthening his own house; not waiting for his neighbor to do it. That custom has, thruout history, enabled America to get things done of its own free will.

In emergencies, America doesn't do things "hit-or-miss"

We would get there eventually if we just left it to everybody's whim to buy Defense Bonds when they thought of it. But we're a nation of business men who understand that the way to get a thing done is to systematize the operation. That is why so many employers are getting back of this Voluntary Savings Plan.

Like most efficient systems, it is amazingly simple. All you have to do is offer your employees the convenience of having a fixed sum allotted, from each pay envelope, to the purchase of Defense Bonds. The employer holds these funds in a separate bank account, and delivers a Bond to the employer each time his allotments accumulate to a sufficient amount.

Each employee who chooses to start this savings plan decides for himself the denomination of the Bonds to be purchased and the amount to be allotted from his wages each pay day.

How big does a company have to be?

From three employees on up. Size has nothing to do with it. It works equally well in stores, schools, publishing houses, factories or banks. This whole idea of pay-roll allotment has been evolved by business men in co-operation with the Treasury Department. Each organization adopts its own simple, efficient application of the idea in accordance with the needs of its own set-up.

No chore at all

The system is so simple that A. T. & T. uses exactly the same easy card system that is being used by hundreds of companies having fewer than 25 employees! It is simple enough to be handled by a check-mark on a card each pay day.

Plenty of help available

Altho this is your plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more.

Truly, about all you have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

The first step is to take a closer look.

Sending in the coupon in no way obligates you to install the Plan. It will simply give you a chance to scrutinize the available material and see what other companies are already doing. It will bring you samples of literature explaining the benefits to employees and describing the various denominations of Defense Savings Bonds that can be purchased thru the Plan.

Sending the coupon does nothing more than signify that you are anxious to do something to help keep your people off relief when defense production sloughs off; something to enable all wage earners to participate in financing Defense; something to provide tomorrow's buying power for your products; something to get money right now for guns and tanks and planes and ships.



France left it to "hit-or-miss" . . . and missed. Now is the time for you to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.

FREE—NO OBLIGATION

Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.

Please send me the free kit of material being used by companies that have installed the Voluntary Defense Savings Pay-Roll Allotment Plan.

Name

Position

Company

Address



Get on a Record!
GO ON RECORD!

AUDITION YOUR BAND
THIS PROFITABLE WAY
WITH A WEBSTER-RAULAND
Recorder!

Get your band on records with a Webster-Rauland Recorder—and go on record for musical success! Get these two big ideas: (1) Help your rehearsal—improve your air technique—check your musical progress by hearing yourself just as you sound to others! (2) Win bookings inexpensively, impressively, with auditions by mail! Put your band out ahead; get yourself on record the modern way, the expensive, better way with a Webster-Rauland Recorder!



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MAKE 'EM & YOU SMOKE 'EM

MIPERS OF THE CIGAR OF QUALITY
ALWAYS A WONDERFUL SMOKE
When You A Preference 1942

IZZY YARASHEFSKY

742 7th Ave. New York City

ONTARIO HOTEL

Well-Known Theatrical House

\$1.00 Up Daily
\$5.00 Up Weekly

620 No. State St., Chicago, Ill.

Thru Sugar's Domino
Benefits and War

WE FEEL as strongly about the folly of actors playing benefits as we did something like 15 years ago when the obsession first manifested itself. We have had no occasion to undergo a change in our attitude toward this cancer in the show business. If anything, we feel even more strongly that the indiscriminate appearance of actors at free shows hurts their standing and the profession generally more than any other single thing they might do, or fail to do in the course of their activities. The present crisis in the affairs of our country as well as our private lives changes the situation not at all in the matter of benefits. What we suggest at this time merely represents an extension of our thoughts on the subject over a period of years. It is simply this: That actors should be just as careful about the free shows in which they appear but that the bars should be let down entirely in connection with the war effort. This we have always maintained under the heading of excepting national emergencies and disasters from the free-show kibosh principle.

Altho we were fighting benefits with unusual vigor at the time, this reporter took an active part in promoting and making possible the most successful benefit up until that time ever held in the show business. This was the show held at the Radio City Music Hall in February, 1937, and in which practically every branch of the show business participated. This benefit was run by reputable persons for the purpose of raising funds for the Red Cross in aiding Mississippi flood victims. We were proud of what we did and we would do the same thing over again if the opportunity presented itself.

At this time our country needs all of us. It needs the actor who can influence emotions, help raise money, strengthen morale. The various organizations aligned with the government in the effort to bolster morale as well as give aid to distressed civilians and soldiers need the help of the actor not only in putting on shows for men in uniform but also to raise money. The Treasury Department needs the actors' help. Many actors will wind up putting on uniforms to fight in Uncle Sam's armed forces. Those who don't can do their share by giving of themselves until it hurts. Rather than warning them against overdoing it, we urge them to take advantage of every opportunity to appear in shows put on for the purpose of raising money for the Red Cross; for the purpose of selling government bonds; for the purpose of entertaining men in uniform and for various other causes that are too numerous to mention here but which are all worthy.

As the press phony promotions and unworthy causes will be detected. Actors need not worry about wasting their efforts if they will check carefully on the legitimacy of the various organizations that call upon them for help. The check can be made very easily. In the larger cities the Theater Authority can be employed as the checking agency; in smaller localities not reached by the Authority a check can be made with local officials. But the actor should contribute his talent wherever he may be used as often as his vitality permits. The actor as such cannot perform other specialized fields but his God-given talent can and must be employed to help us win this war. He has not been found wanting in this respect before. We hope he will not be found wanting now.

Get This New Material NOW!

30 Trillip...
100 Rolls...
ROLLS 2,000 EACH
Double Coupons
No P. O. D. Orders
Size: Single 7 1/2, 1 1/2

Let's Go, AMERICA!

KEEP PITCHING!
KEEP 'EM FLYING!

and

Enjoy Life with
Miller's
HIGH LIFE
SINCE 1855
THE BEST MILWAUKEE BEER

MILLER BREWING COMPANY
Milwaukee

LET'S GO AMERICA!

CHICAGO THEATRICAL PROTECTIVE
UNION, LOCAL NO. 2
IATSE

SPECIAL PRINTED
ROLL MACHINE
100,000
\$22.00

TICKETS

RESERVED SEAT - PAD - STRIP
COUPON BOOKS - RESTAURANT
CHECKS - SALES BOOKS AND
ALL ALIUD FORMS

ELLIOTT TICKET CO. 409 LAFAYETTE ST., N. Y. C.
82 W. WASHINGTON ST., CHICAGO
615 N. WESTNUT ST., PHILA.

STOCK
ROLL TICKETS
ONE ROLL \$ 50
TEN ROLLS 3.90
FIFTY ROLLS 12.00
ROLLS 2,000 EACH
Double Coupons,
Double Price!
No C. O. D. Orders
Accepted

WESTERN
UNION

SEND NEW-YEAR GREETINGS BY TELEGRAPH,
COLORFUL TELEGRAMS COST ONLY 20c
LOCALLY—25c TO DISTANT POINTS. THE
IMPRESSION IS WORTH MUCH MORE.

STOCK TICKETS

One Roll \$.75
Five Rolls 3.00
Ten Rolls 5.00
Fifty Rolls 17.50
100 Rolls 30.00

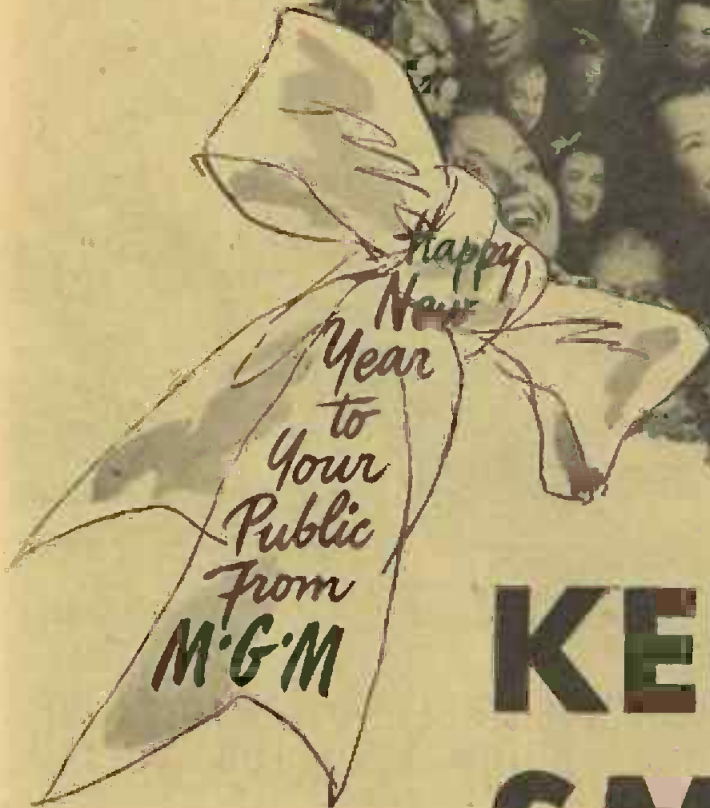
ROLLS 2,000 EACH
Double Coupons,
Double Price.

LET'S GO AMERICA!

TICKETS
OF EVERY DESCRIPTION

THE TOLEDO TICKET CO. TOLEDO, OHIO

SPECIAL PRINTED
Cash With Order
PRICE
Roll of Machine
10,000 \$ 7.50
30,000 10.25
50,000 13.75
100,000 22.00
1,000,000 170.00
Double Coupons,
Double Price.



KEEP THEM SMILING!

In 1942 The Friendly Company dedicates its resources to making your theatre a place where the needed relaxation of your public will be assured with the greatest shows M-G-M has ever made. Among the New Year's highlights:

MICKEY ROONEY, JUDY GARLAND in "BABES ON BROADWAY" • "THE VANISHING VIRGINIAN," the Surprise Triumph with FRANK MORGAN, KATHRYN GRAYSON, ROBERT TAYLOR, LANA TURNER in "JOHNNY EAGER" • SPENCER TRACY, KATHARINE HEPBURN in "WOMAN OF THE YEAR" • NORMA SHEARER, MELVYN DOUGLAS in "WE WERE DANCING" • NELSON EDDY, JEANETTE MacDONALD in "I MARRIED AN ANGEL" • ANN SOTHERN, RED SKELTON in "PANAMA HATTIE" • GREER GARSON, WALTER PIDGEON in "MRS. MINIVER" • ABBOTT & COSTELLO in "RIO RITA" with KATHRYN GRAYSON, JOHN CARROLL • ELEANOR POWELL, RED SKELTON in a BIG MUSICAL, SPENCER TRACY, HEDY LAMARR, JOHN GARFIELD in "TORTILLA FLAT" • MICKEY ROONEY, LEWIS STONE and all the folks in "THE COURTSHIP OF ANDY HARDY."

MERRY CHRISTMAS

Ripley



THE TOTAL PAID CIRCULATION
 OF PAPERS CARRYING THE
Believe It or Not **CARTOONS**
 IS MORE THAN
19,712,213*
 THIS MEANS A READER CIRCULATION OF
78,848,852
 * Latest Figures, "EDITOR & PUBLISHER"

"SHOW MUST GO ON"

(Continued from page 6)
 Emergency Management and the Office of Civilian Defense. Ideas, articles, songs, speeches, still stories and all of the forms associated with show business and the entertainment field have a place in our defense picture.

Actors make exceptional inspirational speakers, lecturers and instructors. They can volunteer their services either to the national speakers' bureau of the Office of Civilian Defense or to their local defense councils. They can take special courses in defense work and in turn pass vital knowledge on to the public

They will find themselves in a position to attract and interest larger and more enthusiastic audiences than ordinary folk, and this is a time when their country needs that ability.
 Washington may be the headquarters of this war, but Hollywood and Broadway and the thousands of theaters, show-

houses and radio stations throuout the country, together with the legions of men and women in the entertainment world, are essential to the successful operation of total national defense in America.
 Let the slogan of this issue of The Billboard, "Let's Go, America!" be yours for the duration!

COME ON, CHILLUN!

THE CLOWNING, CROWNING TOPS IN FUN FOR '42!

It's Kay and his playmates beating out Shakespeare eight to the bar...in a rhythmic, roaring, romantic session . . . with Barrymore on the lam from a bull-fighting Lupe... and Ginny simmering as she singal It's super . . . but dupur!

L
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KAY KYSER

What he does to "Hamlet" makes even the "ham" go boogie-woogie— in

PLAYMATES

with JOHN

BARRYMORE

LUPE VELEZ

GINNY SIMMS

MAY ROBSON • PATSY KELLY

PETER LIND HAYES

5 SONG HITS
to romance
and dance feet

"Humpty Dumpty
Heard" • "How Long Did
I Dream" • "Thank You
Cocky Stars and Stripes"
"Romeo Smith and Juliet
Jones" • "Que, Chico"

Produced by
Directed by
DAVID BUTLER
who made Kay's
other shows!

—and—
KAY KYSER'S BAND

Featuring

Harry Babbitt • Ish Kabibble • Sully Mason

Screen Play by James V. Kern



1941 RADIO'S ROCKY ROAD

Battles Galore During Year; More To Come; Financial Biz Hits Peak

War, FCC crackdown on chains and ASCAP-BMI struggle highlights of the year—AFRA gains strength—jitters caused by AFM—Pan-Am, short wave interest heightened

NEW YORK, Dec. 26.—Radio's past year has been one of the most hectic in its history. Some of the most important factors affecting the industry occurred during the fall end of the year, and the final assessing of these factors, together with their influence upon the industry, must wait for a later date. These factors, specifically, are the war and the feud between the chains and the Federal Communications Commission. The war is radio's first. It finds the industry speedily making adjustments to new problems and taking its place as one of the country's great mediums of public service, communications and morale. As this is being written the war has not yet hit radio financially. Sponsors have not pruned budgets; priorities have not essentially affected billings. In addition, the country's defense effort is creating new markets which, in turn, are creating new business for radio. But the industry is nevertheless in a state of flux, and how it will emerge from the ordeal no one can definitely say. Everybody is hopeful and optimistic.

Radio's own private battle—that between the major chains and the Federal Communications Commission—runs into the new year. Latest developments in the granting to NBC and CBS of a postponement of hearings on the networks' request for an injunction restraining the Federal Communications Commission from putting into effect its network monopoly regulations. The postponement was granted Friday (19) in United States District Court in New York and followed shortly after NRC notified applicants that it was dropping the principle of "exclusivity."

Driven by the chains to restrain the FCC stems from the FCC's monopoly report which charged the chains with being monopolies, ordered them to reorganize chain-affiliate contracts, dispose of their artists' bureaus, etc. NBC also was ordered to dispose of its Blue network. More details on the war in radio from the FCC front is found in an accompanying story.

Aside from the war and the FCC monopoly report, radio had a good year financially and spiritually. Billings on the three networks hit record figures (an estimated \$110,000,000) and earlier forebodings that the defense effort might adversely affect the radio industry's business proved groundless—despite the fact that a few radio stations cut their radio advertising budgets to priorities. By the time the fall was under way, however, it became apparent that the new season would be a very good one financially. So much so, in fact, that talent and ad agencies reported that these network time, particularly on Columbia, was sold out one month ahead of the previous year.

Radio-Music War

With it not for the war and network radio's struggle with the FCC, the radio-music feud would loom as the most important single factor affecting radio during the past 12 months. The feud, based on radio's unwillingness to meet ASCAP's demands on the cost of music, resulted in ASCAP being barred from the chains and most of the local stations at the expiration of the old ASCAP-radio contract, December 31, 1940. ASCAP proposed a contract calling for a sliding scale of music fees, ranging up to 7 1/2 per cent of major stations' incomes from the larger stations and the three chains. Small stations had fees sliding down to 3 per cent. ASCAP pointing out that this contract would put the music business where it belonged—on the chains. Radio estimated the contract proposed by ASCAP would increase the cost of music by nearly 100 per cent, the estimate being almost \$2,000,000 as against

almost \$5,000,000 for the last year of the old 5 per cent contract.

Under the leadership of the chains and the National Association of Broadcasters, radio formed Broadcast Music, Inc., and rallied the entire industry to the support of BMI. At the outset of radio's attempt to set up its own music source, a large segment of the industry was frankly pessimistic, radio having tried the stunt on other occasions and failed. But, as the year went on, it became apparent that BMI was making headway and that circumstances were favoring radio as against ASCAP. These circumstances were: 1) The international situation, which forced the music problem out of the minds of radio listeners, making them apathetic to ASCAP's plaidia. 2) The growing good neighbor relations between the United States and the South American countries, which resulted in a growing popularity of South American music—and BMI happened to be particularly strong in this material. 3) Certain of the ASCAP publishers switched their catalogs to BMI, these catalogs being important additions. Notable were Marks Music and Southern Music.

Department of Justice finally stepped into the fracas, forcing ASCAP and BMI to sign consent decrees, revamping their structure. But the eventual return of ASCAP to the chains was not consummated until much later in the year. Mutual Broadcasting System, which had shown increasing opposition to the NAB throughout the year, and whose principal stockholders had quit the NAB at the

MBC's First Talent Loss

NEW YORK, Dec. 26.—National Broadcasting Company's first talent casualty caused by the war is Yoichi Hiraoaka, concert xylophonist, who for years has been broadcasting over the Red network Sundays, 10:30-10:45 a.m. Hiraoaka is Japanese and was yanked by the net.

NAB convention in May, left the anti-ASCAP fold in May and signed a peace with the Society. CBS and NBC held out until the end of October, claiming they needed approval of their affiliates before they could return ASCAP music to the chains. The approval was finally secured, with ASCAP returning with a pact calling for 2 1/2 per cent of stations' income from the sale of time, clearance at the source, and the affiliates rebating to the chains a portion of the cost of chain music. This pact constituted an admitted licking for the Society, but, from the Society's point of view, it had its good points. It provided for a modified form of clearance at the source, a factor the Society had always favored; it was a vindication of the blanket contract which the Society had favored, and it assured the Society of a long period of peace, albeit at a reduced percentage rate. The pact was inked for nine years, with chains having an option to renew for another nine. A clause provided for arbitration of squawks if ASCAP, at conclusion of the pact, wanted a bigger percentage. ASCAP, mulling the reduced fees, figured that, with radio continually making more money, and with television and Frequency-Modulation bound to develop, the Society would, within a few years, be making more money than ever before.

Anyway, current pact is figured as likely to net ASCAP some \$3,300,000 for the year, provided that ASCAP signs up the entire industry, including local stations and the network affiliates, who, if they desire ASCAP music on their local programming, must take out separate ASCAP licenses to cover this use, notwithstanding the fact that these affiliates receive ASCAP music on their chain programs.

Coincident with the radio-music war there arose a very tangled situation with

(See BATTLES GALORE on page 15)

Wash. Sees '41 Momentous Year

War tests private operation of radio; summary of year outlines changing scene

WASHINGTON, Dec. 26.—Year of 1941 proved so momentous to radio that it is unlikely its effects upon the course of broadcasting will ever be completely forgotten. State of war between this country and the Axis will prove the testing point of private operation of communications, because our political institutions and philosophy of government may undergo severe change if the war is very long. Profit motivation inherent in private management of business is incompatible with war operations, and prolonged war might cause fundamental changes in outlook after hostilities cease—especially in service industries such as transportation and communications.

Broadcasters looking back over the year can reflect upon the numerous crises brought about by conflicting elements within the industry and conflict with the Federal Communications Commission, regulating body of the federal government. In January the Ben Pan Alley tunes of ASCAP were banned from the ether after broadcasters and music composers disagreed over the compensation for use of music by radio. This state of hostility toward ASCAP produced Broadcast Music, Inc., which was nurtured by the radio stations as an anti-ASCAP to supply tunes to the studios. BMI continues to live even after the composers and broadcasters reconciled their differences in September, each side retiring to lick its wounds.

At the height of the battle between ASCAP and radio the propaganda mill of each were engaged in mud-slinging. Each side scored to some extent, and public divided over question of whether composers or broadcasters were the most villainous. ASCAP's dig at radio, to some extent built up public support for the FCC's later attempt to restrict the operations of chain broadcasting. Not only did the public become convinced that the music fight had uncovered unhealthy conditions in this public medium of information and entertainment, but the action of the Department of Justice dramatized a situation already over-dramatized.

Anti-Trust Division, under Assistant Attorney General Thurman Arnold, moved in and forced BMI and ASCAP to revise their mode of operations under threat of criminal prosecution. Later in the year Arnold's office again injected itself in broadcasting by threatening to prosecute radio chains for violations of the Sherman anti-trust laws. Only because of the eruption of a feud between Attorney General Francis Biddle and his subordinate, Arnold, did this incipient prosecution of radio appear to die.

NAB-FCC Fireworks

Open break between Chairman James Lawrence Fly of the FCC and Neville Miller and Mark Ehrhidge, president and spokesman respectively for the National Association of Broadcasters, began to toll the death-knell of the NAB. Clashing at the St. Louis convention of the NAB during the summer, the government official and the industry men exchanged scathing epithets. NAB, as goodwill ambassador to the government regulators, found itself without an iota of credentials at the FCC as Miller became persona non grata at Chairman Fly's office. Substitute trade associations have sprung up in sections of the industry where NAB formerly flourished and to a great degree they are pursuing their independent courses.

Censorship

A "shooting war" between this country and the Axis nations has brought censorship to the fore.

Radio's Unprecedented Problems

RADIO'S past year has been one of trials, battles and victories, with the industry emerging more financially successful than ever, more united than ever and facing the future with confidence. This confidence—even tho it is not unmix'd by a measure of uneasiness—is a good omen; for radio now faces unprecedented problems.

The war poses the greatest of radio's question marks. The industry has never faced anything like it, and therefore has no fund of positive experience from which it can draw up a plan of strategy. The industry, apart from its own measure of good sense, must navigate to a large degree by the trial-and-error method.

It is a good omen, therefore, that the war catches radio at a period when its confidence is unimpaired and when its strength is unquestioned; similarly, it is fortunate that the war catches radio at a time when radio has already proved its worth as a public and social service medium and has demonstrated its ability and willingness to make full use of this public-service instrument, apart from all conceptions of profit.

What uneasiness exists in radio today springs largely from a fear of the unknown. The industry, big, powerful and fabulous as it is, has led a comparatively sheltered existence during the greater part of its brief history. It does not know what the war can or cannot do as affecting business. It does not know what scars, if any, will be left at the conclusion of the holocaust. It does know, however, that radio, as it exists today, is one of the important strands in the fabric of everyday life. It is an integral part of the life of the average American; it is important to big business and to small business, and it is ingrained in the substance of America. It is part of our entertainment, our morale, our business, our news, our communications; and we can feel assured that when the country emerges successfully from its present crisis radio will not have suffered unduly in the interim.

It will probably be better, stronger and more mature than ever.





*Pace
Setter
of the
Networks*

THE
COLUMBIA
BROADCASTING
SYSTEM

IN THE NEW YEAR, MORE THAN EVER BEFORE, WE OF THE COLUMBIA BROADCAST-MEDIUM FOR BRINGING AMERICA'S MILLIONS NEWS QUICKLY AND FOR



Season's Greetings

From

MARTHA RAYE

Voluntary Censorship by Radio Is Gov't Goal; Prefer No "Snooping"

WASHINGTON, Dec. 22.—Voluntary censorship by press and radio is the goal of President Roosevelt, the White House declared this week-end after naming Byron Price, executive editor of the Associated Press, as Director of Censorship. Enabling legislation to set up an organization to scrutinize all communications entering or leaving the United States will soon be signed by the President, and a large civilian staff will administer this work.

Self restraint by editors and broadcasters is promoted by knowledge that government is prepared to step in all the way and blue pencil copy for itself. However, the likelihood of having to do so is minimized here in view of the last World War, in which newspapers scrupulously omitted any kind of news valuable to the enemy.

In taking this step, which *The Billboard* anticipated in last week's issue, the President stated, in part: "It is necessary that a watch be set upon our borders so that no such information (of value) may reach the enemy, inadvertently or otherwise. The response has indicated a universal desire to co-operate."

It was explained that operations of the censorship will be at the source of news rather than over-the-shoulder peering. In respect to traffic leaving or entering the national boundaries, however, agents will be on the job to examine all messages. This will apply to personal letters, telegrams and other forms of communication.

Close co-operation between Army,

Navy, FCC, post offices and the FBI will be effected by the new censorship unit. Size of the organization is expected to be very large in view of the reports that Britain has over 600 engaged in this task at Bermuda alone. Enforcement will be in the hands of the G men, who will follow provision of the Espionage Act and the Trading-With-the-Enemy Act to the last letter. Stiff fines and prison terms are in store for willful violators.

Season's Greetings

ED ALLEN

Announcing and Entertaining on

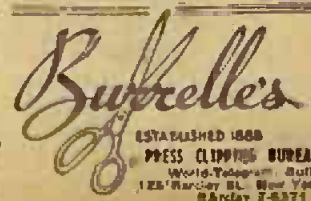
WGN

Chicago

Now in 7th Year

Levy's FCC Proposal

PHILADELPHIA, Dec. 20.—Eugene D. Levy, WCAU vice-presy, has proposed to the FCC that it set aside a wave length to be used only during night hours for air raid alarms. Citizens could then set their dials to the particular wave length before going to sleep, with the assurance they would not be awakened except in an emergency.



ESTABLISHED 1888
 PRESS CLIPPING BUREAU, Inc.
 World-Telegram Building
 125 Barclay St., New York, N. Y.
 Radio 7-8374

ING SYSTEM, STAND READY TO CARRY ON RADIO'S GREAT WORK... BOTH AS A FURNISHING THE ENTERTAINMENT SO NECESSARY TO A PEOPLE'S MORALE.

BARTON FELLOWES

LANDT TRIO
and
CURLEY MAHR

BURL I V E S

KENNETH ROBERTS

JAY JOSTYN

ROY BARGY
Conductor
Arranger
for
LANNY ROSS

JAMES FLEMING

JOHN BROWN

Starting 6th Year on the air
AUNT JENNY
"Aunt Jenny's Real Life Stories"
Mon. thru Fri.
11:45 - 12 A.M.
Repeat to Coast
2:15 - 2:30 P.M.

Over 1200 Pages of Facts and Figures---
in
the
1942
YEAR BOOK
of
MOTION PICTURES



Over 1200 Pages
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This annual volume contains over twelve hundred pages and covers the industry from every angle—Production, Distribution and Exhibition. Between its covers will be found: A list of more than 18,000 pictures released since 1915—credits on pictures released in 1940—Serials released since 1920—Original titles of books and plays made into films under new titles—Short Subject series—Producers and Distributors—Personnel of Important companies, Studios, Associations—Work of Players, Directors, Authors, Screen Play Writers, Cameramen, Film Editors, Song Writers and Dance Directors—Financial structure of Motion Picture companies, and up-to-the-minute Buying Guide—A Comprehensive Showman's Manual of Exploitation—A list of Theaters in the United States, Alaska and Canada—Addresses of Producers, Distributors, Laboratories, Trailer Companies, Projection Rooms, etc.—Motion Picture Publications—Books; AND A THOUSAND AND ONE OTHER IMPORTANT ITEMS OF INFORMATION.

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THE FILM DAILY

The industry's leading trade publication—Five days each week—Containing—Live News, Constructed Editorials, Straight from the Shoulder Reviews of Features and Short Subjects, Equipment News published every other week—Plus the Film Year Book with a Year's Subscription to Film Daily, for only \$20.00 per year.

1501 Broadway

New York

BATTLES GALORE

(Continued from page 15)

regard to transcriptions. This situation is not yet clarified. Crux of the matter is that ET companies want reduced fees for use of music on transcriptions—both commercial, transcriptions and transcription libraries. Copyright law on the problem is vague, having been drafted before transcriptions came into being. Since radio's successful fight against ASCAP, however, the wax companies received much of their music at a reduced rate from BMI and other publishers and are now holding out for this reduced rate from ASCAP publishers. No adjudication on the subject has yet come thru, but the unresolvable situation is likely to force a clarification soon.

The year was also notable for a growing interest on the part of the networks in South America. Both Columbia and National Broadcasting Company turned South American networks and announced elaborate plans. Real development, however, awaits a rush of space-

Peace!

NEW YORK, Dec. 26.—Happy Jim Parsons, who has been doing colored characters on the radio for years (Lark Dan, etc.) and who now emceed a recorded show on WOR, was somewhat startled two days ago to find out that his former mansion in New Rochelle has been purchased by Father Divine.

The Father will add it to his list of heavens.

sars, which thus far has not materialized to any great extent.

Unions and Talent

For talent the year was a good one, as would naturally be the case when business is good. One of the outstanding talent developments was the greater inclusion of legitimate theater people into the radio field—the money in radio being so much steadier, once the actor

gets in. Actors' Equity officials about six months ago, estimated that fully 60 per cent of the union's members were in radio or were trying to get into radio. On the other hand, there was a noticeable number of radio people trying to crack legit—but for prestige rather than for money reasons.

Another noticeable talent development was the continued trek of talent away from Chicago, this trek being concurrent with the exodus of Chicago directors to New York and Hollywood.

AFRA noticeably progressed during the year. At the union's annual convention in Detroit, AFRA claimed that 70 per cent of radio's eligibles were members of the union and that two-fifths of the nation's stations were signed up. This seeming contradiction was explained by the fact that AFRA's organizers had concentrated on those stations which employ most actors. (The production centers of New York, Chicago and the Coast.) Mrs. Emily Holt, AFRA executive secretary, also reported that the membership increased from 10,500 to 12,000, and that 90 per cent of radio performers are organized, except for new talent just breaking into radio.

The past year also saw AFRA license talent agents and push thru a transcription code affecting conditions in the wax business.

Other union having a sizable effect on radio was the American Federation of Musicians, whose new president, James C. Petrillo, proved he was no respecter of the radio chains. A threatened strike against the Mutual network was settled when difficulties with WERC, Cincinnati, were ironed out in August. Difficulties with the Pittsburgh affiliate of CBS and NBC, Stations WJAS and KQV respectively, precipitated a strike against both these chains, however. Both stations are owned by H. J. Brennen. Strike spread to various production centers, Petrillo successively applying more heat by yanking sustaining musical-

ense off the chain. Fracas ended Friday, October 17, when Petrillo was on the verge of yanking musicians off commercial programs and throwing network radio into chaos. While the fracas was going on the chains lined up AFRA talent to fill the breach left by the sustaining musicians. AFRA refused to commit itself as to how it would act in an emergency—the radio union pointing out that it had to protect the interests of its own members.

Year's End

Year's end finds radio facing a war and chain radio facing a fight with the FCC—a fight which may change the entire character of network radio if the FCC gets its way. Year's end also finds the National Broadcasting Company mulling ways and means of separating the Red and Blue networks, the move being regarded as a measure prior to the eventual sale of the Blue network, in line with the wishes of the FCC. NBC has made no official comment about the move, but has gradually been working itself around to a position more closely approximating the wishes of the FCC.

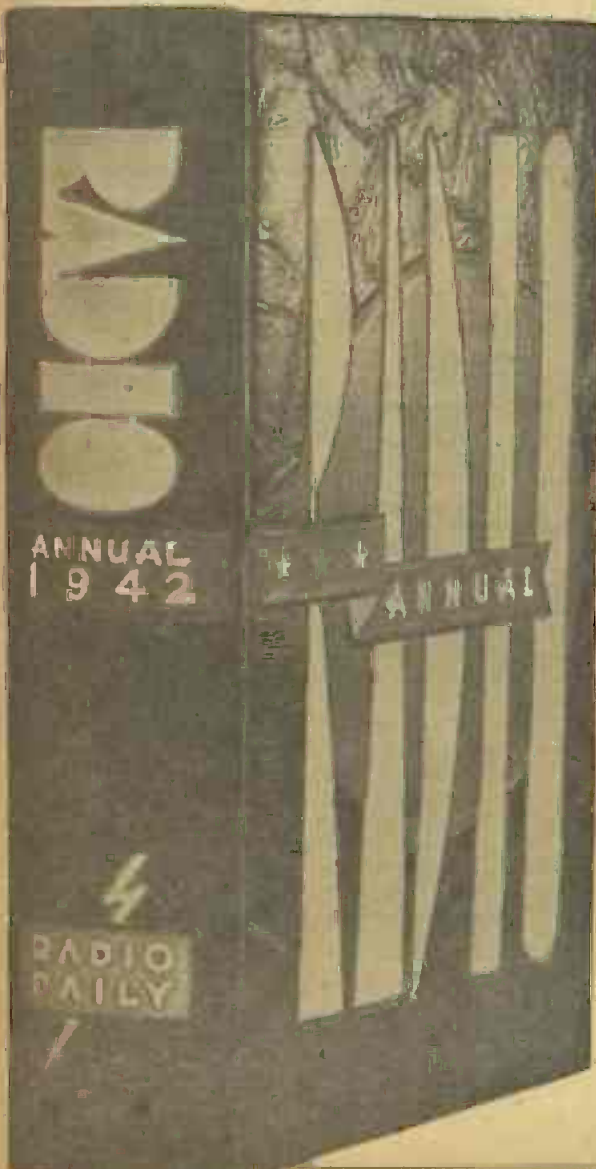
Also during the last month of 1941 NBC further streamlined itself in accordance with the FCC's wishes, and disposed of its artists' bureau, selling same to a company headed by Alfred H. Morton, heretofore NBC vice-president in charge of television. Deal was for \$175,000, involved 400 properties, and came after protracted negotiations during which various talent agencies and radio executives were reported as being in on the deal.

Columbia disposed of its artists' bureau to Music Corporation of America on August 12.

First important program annually caused by the war in the Helen Hayes show on CBS, Sunday, 8-8:30 p.m. Program will be forked by Lever Bros. after the December 28 broadcast.

Keep Faith
AMERICA!

"MA PERKINS"
VIRGINIA PAYNE



Reserve Your Space Now for the
Forthcoming 1942 Edition of the

RADIO ANNUAL

The Standard Reference Book for the Entire Radio Industry

The RADIO ANNUAL is distributed complimentary to the entire Radio Daily subscription list early in February. Readers comprise every important person in the radio industry.

Contained in its more than 1,000 pages will be all available up-to-the-minute information and statistical data pertaining to the industry.

Your advertisement in Radio Annual is read by the men who are responsible for the buying and placing of radio business. Take advantage of this Year-Round Advertising Value at a One-Time Rate immediately!

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Kindly insert our advertisement as checked in the 1942 Radio Annual . . .

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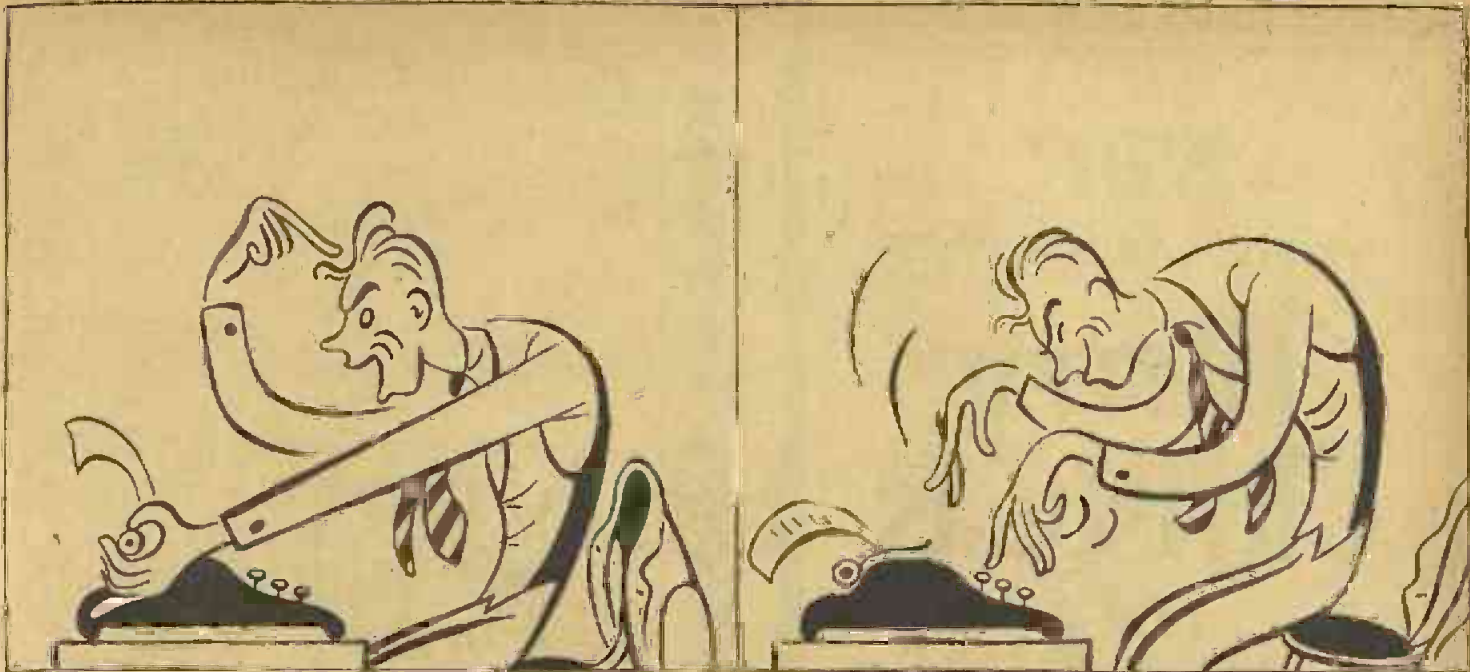
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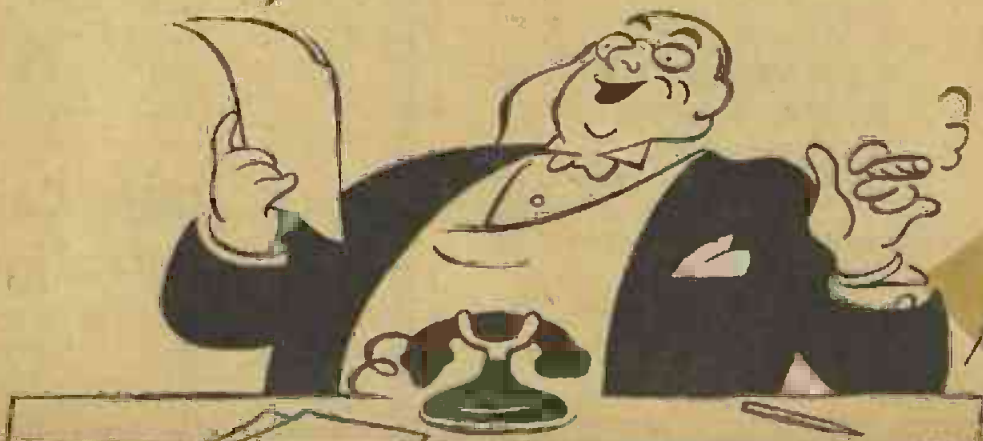
Season's Greetings

Milton Berle

**20th Century-Fox
Ballantine Program**



DEAR BOSS:
ONE OF THE GREATEST CHRISTMAS
PRESENTS YOU COULD GIVE YOUR
COMPANY IS A SERIES OF WOR PROGRAMS
THAT WILL BUILD GREATER SALES IN 1942
THE STAFF



NBC
wishes you a very
Merry
Christmas
and a
happy, profitable
New Year

For 15 years NBC has been broadcasting the finest in entertainment and educational programs. And for 15 years when this season rolls 'round we have been extending our heartiest greetings to our many listeners and friends.

We look to the years ahead as years of opportunity for us to be of even more and better service to you—and with the fervent hope that, come next Yuletide, happiness will be more universal—in America and throughout the world.

**NATIONAL
BROADCASTING
COMPANY**

World's Greatest Broadcasting System
A Radio Corporation of America
Service

merry
christmas
fred
allen
portland
hoffa

MOMENTOUS YEAR

(Continued from page 12)

soaghip of both press and radio. For the moment the government hopes to regulate the flow of information from radio and press upon a voluntary basis. Should this policy be unavailing, there is no question but that the government will step in with blue crayons and edit radio and press copy. No one doubts that within radio, or press. The authority is given in the law, and the FBI, as enforcement agent of the Espionage and Trading-With-the-Enemy Acts, is unlikely to prove soft-hearted.

Printers' Assault

Assault by the organized printers' unions upon the revenues of radio were ward off by industry spokesmen as well as Chairman Ny of the FCC, who appeared personally before the Senate Finance Committee to talk down a proposed tax on radio time sales. Radio men, who also had the help of labor unions organized within radio, were successful in beating off the printer-inspired tax after it had passed the House of Representatives. But the printers are not discouraged and even now clamor for this tax to compensate them for "loss of work" which may result from ~~various~~ restrictions on use

of newsprint, paper, inks and other printer supplies. Altho it is difficult to see how any direct benefit would accrue to the printers, the campaign still goes on.

Boom Year

Sunny thought for broadcasters to contemplate is fact that radio enjoyed a boom year in 1941 despite the amount of time freely given to the country for its national defense. Net profits climbed to new highs and the broadcasters are comforted by the knowledge that their public service was not the result of a cost-plus arrangement with Uncle Sam.

WDAS's Ad Showmanship

PHILADELPHIA, Dec. 20.—Whether to go out to a movie or stay home and listen to the radio is a question which many listeners have mullied. As a result, WDAS is taking space on the theatrical pages of The Evening Ledger, calling attention to various programs. In this manner, with programs advertised in showmanly fashion, listeners can better judge whether it should be the movies or the radio for the night's entertainment.

LET'S GO AMERICA!

A Very Merry Christmas

and best wishes for

A Happy and Prosperous New Year!

-to all these top recording artists who have done such fine work on...

"I GUESS I'LL HAVE TO DREAM THE REST"

- Les Brown OKEH 6308
- Bobby Byrne DECCA 3906
- Tommy Dorsey VICTOR 27526
- Harry James ... COLUMBIA 36255
- Tony Martin DECCA 3988
- Lanny Ross VICTOR 27538



-to all the gang at WNEW; to all those who have helped with the "Make Believe Ballroom" program, and to my sponsors

- ABELSON, INC.
- K. ARAKELIAN, INC.
- B. C. REMEDY COMPANY
- CALIFORNIA PACKING CORP.
- CALIFORNIA FRUIT GROWERS
- COMMUNITY OPTICIANS
- D'ARRIGO BROS.
- GRUEN WATCH COMPANY
- CHARLES GULDEN, INC.
- JOSEPH HENSLER BREWING CO.
- KIRKMAN & SON, INC.
- P. LORILLARD & CO.
- LORR LABORATORIES
- NATIONAL SHOE STORES
- NEW YORK STATE BUREAU OF MILK PUBLICITY
- THE PINEX CO.
- PLOUGH, INC.
- THE PROCTER & GAMBLE CO.
- PRUDENCE FOODS, INC.
- SEEK & KADE
- TAYLOR-REED CORPORATION
- THE WHEATENA CORP.
- ALSO DAILY NBC
- COAST-TO-COAST
- CAMAY SOAP (PROCTER & GAMBLE CO.)

And--

"THIS IS NO LAUGHING MATTER"

- Sammy Kaye VICTOR 27666
- Dinah Shore ... BLUEBIRD B-11357
- Charlie Spivak OKEH 6458
- Barry Wood VICTOR 27692
- Glenn Miller ... BLUEBIRD B-11369
- Vincent Lopez ELITE 5004
- Jimmy Dorsey DECCA 4102
- Eddy Duchin ... COLUMBIA 36457

MARTIN BLOCK

(MARTIN BLOCK PUBLISHING CO.)

501 Madison Avenue
New York

"Make Believe Ballroom"
WNEW

Radio Promotion and the Fair

By CECIL K. CARMICHAEL

Assistant to the Vice-President in Charge of Broadcasting, Station WLW, Cincinnati

A GOOD definition of a good promotion and exploitation plan is an aerial bomb: It goes off with a loud boom that thrills the senses and then it flares out into a variety of color and staccato pops that keep you guessing what's going to happen next. As you watch the fireworks display and hear the crack crackle, you wonder how so much noise and stuff could come from such a little bundle.

The important thing in that glorious display that started from an ugly bomb was the plan. Some guy spent a lot of time and brainwork figuring out just how to achieve the effects of a star leading a donkey by the tail, or fish swimming upstream. Each effect was a detail, and the details put together made the attractive burst which sent the crowds away pleased.

And there were crowds! There are always crowds to watch a fireworks display. Which carries the analogy of a fireworks show even closer to a good promotion plan. Properly carried out, an exploitation campaign, well planned and executed, will bring out the paying customers.

Because it's a good example of what I mean by a plan, I'm going to cite the exploitation job the WLW publicity department did on *By Dawn's Early Light*, the musical extravaganza presented this summer by Colonel Bill McCluskey, manager of WLW Promotions, Inc.

This spectacle, which took place last August 23 thru 29 at the Ohio State Fair, broke all previous entertainment records for that fair by playing to a total attendance of 45,757 persons.

It was partly due to an excellent script and routine, a talented cast of 500 and some of the most elaborate stage settings ever seen on any fairgrounds. And, it was also due to all-out exploitation.

CECIL K. CARMICHAEL, assistant to James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting, was born 26 years ago on a farm near Hamer, S. C., a metropolis of some 40 souls. Cecil was considered of sufficient caliber to send to high school at Rocky Mount, N. C. He graduated four years later.

Thereafter, Cecil carefully explains, "I began wearing shoes." He decided to enter the University of North Carolina. Here he earned his tuition and board and lodging by washing windows, working as a waiter and other jobs. All the financial help he had was \$400. He majored in political science and journalism. In 1934 he got a job as reporter on *The Henry Bulletin* at Martinsville, Va. Later he went to *The Mecklenburg Times*, a weekly at Charlotte, N. C. In 1936 he joined the United Press bureau at Charlotte. Then was transferred to Raleigh, then to Atlanta, and was returned to Charlotte a year later as manager of the bureau.

A few months later he resigned to take his first radio job with WBT at Charlotte, the Columbia-owned and operated station. He was placed in charge of publicity, continuity editing, special events and public relations. He was transferred shortly by Columbia to WKRC, Cincinnati, along with William A. Schudt, Jr., who was manager of WBT and then WKRC. On the transfer, Carmichael became assistant to Schudt.

Carmichael moved to WLW as publicity director January, 1938. A few months later Shouse appointed him as his assistant, a position in which his duties have more than quadrupled.

Carmichael is a member of the Courier Press Club, Cincinnati; the Radio Executives' Club of New York; and the Presbyterian Church. He has no hobbies, other than his work, except reading and entertaining his curly-headed daughter, Ellen, three and a half years old.



Cecil K. Carmichael

carried on in advance of and during the show.

The exploitation plans started several months in advance of the spectacle. As a matter of fact, they were initiated when WLW decided that this year it would not only "cover" the State fair, in the way that it and other stations had been "covering" fairs for years, but that it would go a step farther. That extra step was to be actual participation in the fair, with WLW assuming a new position, and no longer simply an outside news agency coming in to report the fair, but brooming an integral part of the fair itself—thru *By Dawn's Early Light*.

First of all, WLW got together with top promotion officials of the fair and with Governor John W. Bricker of Ohio. The officials were quick to accept the station's first idea: To have all of them as speakers on a series of four five-minute recordings which built up the coming fair as a gigantic attraction. *By Dawn's Early Light* took its place among the other attractions mentioned on all of them, Governor Bricker acted as emcee for the transcriptions, which were then duplicated in 25 sets at WLW expense and mailed to all 25 Ohio radio stations.

The transcriptions were issued about six weeks before the fair opened, and 23 of the 26 stations used them. Meanwhile, the WLW publicity department prepared a set of six two-column mats on ranking stars of *By Dawn's Early Light*. These were mailed at the rate of one mat each week to 400 newspapers throughout the State. A limited number were sent to papers outside the State. Clipping service pick-up of the mats indicated 92 per cent acceptance.

These were the opening shots. Then, as show time approached, the heat was turned on. Three weeks in advance, Bill Barlow, WLW's special pro-

motions rep, made initial Columbus contacts with hotels, which agreed to put up lobby signs and marquee streamers plugging *By Dawn's Early Light*.

The hotels got publicity, too. At the high-fever point just before the fair opened Paul Hodges, top-notch main-in-the-street announcer, took his popular *Travel Time* programs to Columbus and broadcast from the lobbies of the pre-operating hotels. They were plugged as the origination point of the programs, and at the same time many more good licks for *By Dawn's Early Light* were gotten in by Hodges.

Meanwhile, three diminutive Crosley automobiles were painted up to plug *By Dawn's Early Light*. One of the cars had been touring county fairs in advance of the big spectacle at the State capital, and several days ahead of the grand opening, it joined the two other cars in rallying Daen up and down Columbus streets.

In the final days before the opening and during the fair itself, visitors to Columbus could scarcely evade *By Dawn's Early Light*.

There were outside cards displayed on all the municipal groves and buses plugging *By Dawn's Early Light*. There was a *By Dawn's Early Light* cocktail at Columbus bars. *By Dawn's Early Light* posters embellished all the downtown lamp posts.

For the first time in history, permission was secured to erect a booth on the State House grounds in downtown Columbus, where girls in *By Dawn's Early Light* costumes passed out literature on the extravaganza. The booth was similar to one which WLW had erected at the Miami Valley Chautauque some weeks earlier to catch crowds who went there for Sunday celebrity broadcasts, by the station.

Then, on a juicy 15-minute program two nights before the fair, WLW issued its most elaborate high-to come-to-the-fair, featuring a big orchestra.

Results? Ask Win H. Kinnon, who runs the fair. No "hatfield" ever before dinked up the 47,757 paid admissions registered that week by WLW's spectacle.

We believe this was the result of planning: The kind of planning that turns every possible avenue of public attention to one subject—the big show. This exploitation was one of the biggest ever attempted by WLW on behalf of a single event. It was a step-by-step plan whose wisdom could be tested only by the outcome. Instead of a spurt and flinch, that outcome was a dazzling skyful of big-time fireworks.

And did you ever see anybody paying attention to much else with fireworks going on?

Gerdy Leaves CBS

NEW YORK, Dec. 20.—Dob Gerdy, CBS trade press editor, has resigned to join the press division of the Office of the Co-Ordinator of Information. Successor has not been named.

W BIG

"the
Prestige
Station
of the
Carolinas"

W BIG, a Columbia Broadcasting System affiliate, has for sixteen years served the "Magic Circle" the richest and most populous area in all the southeast.

More than two hundred advertisers use

W BIG regularly.

W BIG

Greensboro,
North Carolina

Edney Ridge, Director

Geo. P. Hollingsbery Co.
Natl. Rep.

GERTRUDE BERG

"AND RADIO'S BELOVED"

"THE GOLDBERGS"

NOW IN THEIR THIRTEENTH YEAR OF BROADCASTING

Extend Holiday Greetings



What's Up? **WATTS
UP!**

**WNEW
NOW HAS TWICE
THE POWER—
YET COSTS NO MORE**

(on contracts signed before Feb. 15!)

HURRY! HURRY! HURRY!

WITH its recent increase in wattage, WNEW comes into *hundreds of thousands* of new homes — *better and stronger.*

Yet—on all contracts signed before February 15, 1942—this tremendously increased audience is *on the house!*

Now—it's doubly true: **MORE PEOPLE**

IN AND AROUND NEW YORK LISTEN TO WNEW THAN ANY OTHER INDEPENDENT STATION! (according to independent surveys—sent on request).

And now—more than ever—WNEW is your best buy in America's best market—the station that moves *most goods—fastest—and at the least cost!*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)

WNEW NEW YORK
1130 ON THE DIAL

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY—7 DAYS A WEEK!

Radio's Stepchild, The Sustainer

By ROBERT LEWIS SHAYON

DO YOU work in radio? Have you had this "experience? You're telling someone about a certain program with which you're connected. "Why, that sounds great!" says Mr. Non-Professional. "I'm going to listen to that program. Who sponsors it?"

"It doesn't have a sponsor—yet," you mutter half-apologetically. "It's a sustaining program."

"Oh," says Mr. Non-Pro—very quietly—"oh"—and the conversation switches to other topics.

It's the poor sustainer!

Mr. Non-Professional doesn't mean any harm. He's probably not even aware that in some dark, mysterious way he's hurting your feelings. All he knows is that for some reason which he vaguely understands a sustaining program hasn't the prestige of a commercial: it's rather like a poor relation.

Of course, his spontaneous reaction is understandable. thru the natural channels of information which connect him to radio, he has somehow absorbed what everybody in the trade knows—that sustaining programs are radio's stepchildren. Take publicity for instance. Because most commercial programs have

ROBERT LEWIS SHAYON, WOR Mutual produce-director, came to radio, after experience in films and theater, with *Twenty Years Ago and Today*, a half hour of dramatized history then and now, which he wrote and directed. Joined WOR. Wrote and directed, *Author! Author!*, *Once Upon a Time*, of which series *Pinocchio* won a national prize. Specializes in drama and idea shows. Produces WOR's annual review of the year, *Man behind Where Are You From?*, *Contact Dave Elmon, Go Get It, We Are Always Young, The Fiend Soul*. Now writing *Tales by Shadowlight*, own series of fantasy tales for radio.

their individual publicity representatives, they are naturally the recipients of a more intensive push in newspapers and magazines than comparable sustainers, which each represent only a small portion of the mass of station programs handled by its publicity department. Performers are partial to commercials, not only because of the higher pay, but also because sponsored programs are "big time." To the stations, the sustainer represents an operating cost, and to the advertising agencies, unless they get hit over the head with a winner like *Information Please* or *Hobby Lobby*—both of which started as station-built shows—a sustainer just doesn't exist.

Let's look at the stepchild.

What a Sustainer is

A sustaining program is exactly what it says: It has to keep a radio station going when, for want of a time-buyer, the wave-length would languish. It costs money to put on, and it brings no direct return. For that reason sound business practice dictates that the less expended the better. Of course, radio has grown to the point where it has the dignity of an industry, and every station has the problem of building "prestige," so "institutional good will" is something to be considered, too. Sustainers must not be dressed so badly that the station will lose face with the public. When sponsored broadcasts aren't being pumped out, the unsponsored fare must be made as attractive as



Robert Lewis Shayon



Season's Greetings

Molly PICON

Sixth consecutive year
with MAXWELL
HOUSE COFFEE
—broadcasting every
Tuesday, 8-8:30 P.M.
over WHN

Thanks to Benton & Bowles

DIRECTION: WM. MORRIS AGENCY

OUR SERIOUS OBLIGATION

All of the resources of The
Nation's Station are committed to
the fulfillment of this serious
obligation to our audience—
comprehensive and dispassionate
coverage of world events— that
our listeners may better under-
stand the significance of events
that hourly shape our destiny . . .
that they, as daily listeners to
WLW, may be members of the
best informed radio audience in
the world.





*My best wishes
for your hap-
piness in the
holidays and
in 1942!*

BEA WAIN

Exclusively on VICTOR RECORDS

Staging Star of The Musical Radio Show "MONDAY
MERRY-GO-ROUND," Mondays 10-10:30 P.M. over
WJZ—Coast to Coast for DR. LYONS TOOTH POWDER

Direction:

GENERAL AMUSEMENT CORPORATION

... is my theme song!

KEEP 'EM ROLLING...

ON THE LAND
and in the aisles

MERRY CHRISTMAS

Ralph Edwards
IVORY SOAP

TRUTH or CONSEQUENCES

possible—to hold the audience, to build and protect listening-habits. But, on the whole, the governing factor in a sustaining budget is analogous to plant-structure in an industrial budget—enough to keep going so that the business may earn profits.

The principle of economy established, the rest follows logically. Sustaining programs pay very little compared to commercials; therefore they cannot regularly command top-flight talent; therefore they cannot rehearse longer than the necessary minimum; therefore the general quality is lower than the more luxuriously nurtured commercials; therefore smaller attention from the listener-guides; therefore the indifferent "oh" from John Q. Public.

But that's not the end of the story. In its own humble way the sustainer often gives much more than it receives. Many a high-ranking name in radio now commanding fancy prices and enjoying public favor perfected his microphone manner in dark sustaining corners of the schedule. Raymond Gram Swing, H. V. Kaltenborn, Amos 'n' Andy, John Kieran, Bob Hawk, Dave Simon and Orson Welles all know what it means to be shifted from hour to hour depending upon the exigencies of programming. That's one of the major heart-breaks of the sustaining artist. He works hard for a few weeks and gets to the point where he thinks he's building up an audience—and then his time is sold or a senator wants to make a speech. So out he goes into another spot, and the building-up starts all over again. "Cutting-in" is another delicate form of torture that radio practices on sustainers. If the program before you runs over and you're sponsored—you're entitled to take your full time to the last second—and most often do. But if you're sustaining, you've still got to make your system cut as scheduled, and many a harried producer on a sustaining show has had to think fast and accomplish miracles in order to get his show off smoothly and on time.

Abusing the Sustainer

This feeling that you can do anything to a sustainer and get away with it is, of course, unconsciously cultivated among station men, and there are many good stories born of it. For example, one WOR announcer picked up a special news bulletin from the machines one night. Standing instructions were to get special flashes of importance on the air as soon as practicable. The announcer happened to be in temporary charge. He checked the schedule and found that a sustaining orchestra was on the air; so had the music faded down, called for a mike in another studio and made the announcement—then rejoined the program.

Next day there was the devil to pay. The interrupted music was the work of an important news commentator with a flair for composing. It was his big

moment. The announcer's comeback was simple: "How was I to know? It was just a sustaining orchestra, wasn't it?"

It's obvious, of course, that sustaining programs serve as training schools for announcers, engineers and sound-effects men, as well as for performers, commentators and personalities. The mastery of studio and station operation in all their specialized forms is acquired only thru long experience, and the ability to supply this service, based on a highly efficient personnel, is one of the most important obligations which stations undertake in selling time. A new engineer, announcer or sound effects man isn't put right to work on commercials. There's far too much at stake to run the risk of inexperience. Sustaining programs—stern teachers by the method of trial and error—take the hayseed out of the newcomer's hair. On this broad-based sustaining programs can be said to return to radio more than they cost. Radio is one of those rare industries that is its own school. You can't learn radio except in radio.

Sustainers Train Personnel

But the most important contribution sustainers offer is the matter of personnel training. In the schooling of directors and production men. These men are the pitch hitters for the front office in the batter's box. Station executives may decide policy and lay down broad rules of procedure, but they can't split themselves up into many identities supervising detailed execution. On the shoulders of the individual producer devolves the job of on-the-spot showmanship, timing, taste, balance, tempo, discretion and handling of talent. Above all, he must have that curious, intangible gift for making quick decisions under the pressure of split seconds. A producer, in the popular paraphrase, is all things to all men—but in radio's front window he is, in essence, the station fulfilling the function for which it was set up, the production of programs.

These men who make faces thru control-room windows, signal with their hands, punch stop-watches, cut scripts, etc., naturally get their training from sustaining programs, and if that training is thoro for technicians, artists and announcers, it may be called severe for producers. An actor is responsible only for his lines, an engineer for his microphones, and so on, but a producer coordinates and is responsible for all of these. He must do his work the hard way. Stations cannot afford to invest time, studios, personnel and other facilities on sustainers. Where the commercial show will get two hours of rehearsal, the sustainer will more often than not get only one. Where two sound-men would be better, the producer must be content with one—and that one only, perhaps, at odd times. (See RADIO'S STEPCHILD on page 12.)

POWERFUL SEASON'S GREETINGS

—from America's Most
Powerful Independent
Station —

WHN

NEW YORK

Casting for Television Shows

By RUTH NORMAN

FIRST let me describe the toughest job I've had since we went on the air for 18 hours a week last July 1. One of the programs that had been outlined as a half-hour once-a-week shot was called *Dancing Lesson*. The program pattern called for the same two dancing instructors to teach the same two novice dancers each week, so that the improvement could be watched. It was pretty easy to get two good dancing instructors from Arthur Murray. And the boy who fitted the bill for the novice dancer turned out to be 17-year-old Billy Lipton, who had been on my job-application lists for some time. But getting an attractive girl who couldn't dance was a real problem. I called my job-application lists in vain. Finally I called the employment agency at Barnard



RUTH NORMAN, casting director of CBS television, at her desk in New York.

RUTH NORMAN, casting director for CBS television, got her first taste of the stage from her association with Eva Le Gallienne's Civic Repertory, New York. Miss Norman had first contacted the Repertory for a publicity job. Before the theater breathed its last in 1933 she had done its promotion work, handled the business end for a while, directed some of the plays and had taken care of many other details. Among the players with whom Miss Norman worked were Burgess Meredith, Nazimova, Constance Collier, Josephine Hutchinson and, of course, Miss Le Gallienne.

She then ran a dramatic school, did free-lance writing and publicity, and finally became a special apprentice at a leading department store. She was led thru 18 different departments in the store as part of the grooming for an executive position—but she quit to become a member of the CBS television staff. She started as Gilbert Seldin's assistant two and a half years ago and is now in charge of television casting.

College and outlined my needs. Time was getting short. They sent me 15 girls who supposedly couldn't dance. (I have a hunch there might have been a ring or two in the crowd.) At any rate, of this group Phyllis Gray proved tops for looks and lack of dancing knowledge. To make a long story short, *Dancing Lesson* has a double-barrel design: First, it affords the audience excellent dancing instruction, and second, if the audience doesn't care to learn dancing it can still get a big kick out of watching the youngsters learning to dance. The program is going over well, and Lipton, who could hardly walk on a dance floor when he began, is turning into an excellent dancer.

The biggest program to cost each week is *Men of Work*, a variety show Monday nights over WCBW from 8:30 to 9:30 p.m. The idea behind the show is to give the audience a peek at talent informally adapting itself to the television medium. When the program started we contacted agents for talent auditions, and out of this grew a more or less routine procedure.

Now the agents call us Mondays to submit their lists for Wednesday auditions. An agent may submit as many as 8 or 10 artists. I go for these lists and choose the one I feel we have some chance of using in the fairly immediate future. The agent then sends in the people I have checked. Three or four of us from the television program department take and compare notes on the auditions and then choose the talent at a meeting we hold after the auditions are over. Each show is built with as much variety as possible. I contact the agent, and if the artist is available he is booked. Aside from the agency, our other main source of talent is our own job-application files, which we consult regularly.

84 Acts

Since we started *Men of Work* July 1 we have had 14 shows, with an average of six acts on each one. Jugglers, bicycle acts, dancers, comic singers, puppeteers, mimics, roller skaters, acrobats, trained dogs and whistlers have appeared before our cameras on the studio floor at 45 Vanderbilt Avenue. Among the performers who have been on the program are Paul Draper, Benny Youngman, Mary Sutherland, Al Bernik, Jack O'Rourke, Tamara, Gus Van, Hal Sherman and Joan Edwards. Giles O'Connor is chosen for the show.

Something I would like to emphasize in connection with *Men of Work* is its informality. It has to be informal; it



A MERRY CHRISTMAS STORY

- How big is the kangaroo who posed for the picture? All of eight feet, although he was only 5 inches long when he was born •
- And how long did it take him to grow that big? Only a few years, remarkably enough. In fact, just about as long as it took Mutual to build a program structure that now offers American listeners dominance in news broadcasts, exclusive sports events, children's programs and top popular music •
- And why the gleam in the kangaroo's eye? For that, we must refer you to another kangaroo.

MUTUAL

BROADCASTING SYSTEM
AMERICA'S ONLY STATION OPERATED NETWORK

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ All Out for National Defense ★

AMERICAN FEDERATION OF RADIO ARTISTS

★ CHICAGO ★
★ LOCAL ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

would lose its impact if it were not. The reason is that the television medium demands a new type of performance. Each artist has to learn how to adapt his particular talent for the television medium. Certainly these formative days of the television art offer the best opportunity to accomplish the necessary adaptations.

Learning Tele Acting
Most of the performers who have appeared on television are accustomed to (See *Casting for Television*, Oct. 24, 1940, p. 123).

Johannes STEEL

Coast to Coast on the Mutual Network

In New York on W M C A

Hilton-Fisher Tobacco Co.
Monarch Gold Ribbon Wines
Simon Ackerman Clothes

MUSIC BIZ'S HECTIC YEAR

Tees Off With ASCAP-BMI War; Winds Up Fighting Axis Blitz

Wax year biggest ever, with over 100 million disks sold—coin phonos follow—Petritillo's stormy AFM leadership—and 1942 (?) (!!!)

NEW YORK, Dec. 20.—It was a hectic year for the music industry. Year started off with the radio networks shutting off all ASCAP tunes, and ended with the entire music fraternity hastily trying to adjust itself to a war with the Axis. The months between and the important stories that they produced have faded into a deeper limbo than usual, because Herr Hitler was busy setting the world on fire despite the fact that Tin Pan Alley had this country singing "Don't Want To Set the World on Fire" for the past three months. The "first war" (i. e., ASCAP vs. BMI) culminated in a negotiated peace November 5, but the intervening 10 months were crammed with lawsuits, anti-trust actions, consent decrees and a raft of factional disputes in the ranks of both the ASCAP and BMI organizations. Even the radio industry had its internal rift, with the Mutual net splitting from NBC and CBS and the National Association of Broadcasters May 12 to sign a separate pact with ASCAP.

ASCAP and its members were a much-bruised bunch when the final peace came. Not only did they suffer tremendous losses during the air bias, but the Society's new deal with the radio cut its take from radio in half. Two big lessons were learned from the experience: (1) a tune does not have to be an ASCAP tune to be a hit, as long as it is plugged over the air chains; and (2) songwriters and publishers alike need better protection than ASCAP was geared to furnish. The latter realization had already started to materialize in the form of several tunesmith groups planning unions. Whatever develops in the years to come, 1941 was ASCAP's most crucial year to date. Its new contract with the radio is far more generous with options for the future.

With the AFM

Biggest job accomplished in 1941 by the American Federation of Musicians was the standardization of all management and job contracts for musicians. The management pacts were issued in two forms, one for from one to three years and the second for seven years with an option to run it to 10. Both called for a minimum number of work weeks each year and maximum limits on the agency commissions.

The AFM's standard job contracts were primarily set up to establish a clear line on who was the employer of the sidemen and therefore liable for their Social Security payments. Also the job pact calls for ballroom, theater and hotel managements to pay the tax, the SS situation for musicians is still fraught with many complications. Court cases have arisen in several States. In some of these the band leader has won, but there is still widespread confusion among many promoters, operators, and band managers over not only who should pay but also how much. The AFM claims that the tax must be paid on the musician's salary, not the rate he receives for the job.

Whole tax mess is really in the lap of the government now and must be ironed out by it. Especially is this true of the unemployment benefits. The reciprocal machinery between States, which was supposed to have taken care of musicians who may work only a few weeks in each State and then become unemployed, has not been functioning. As a result of such mix-ups, entire entertainment field has agreed that it is up to the government now to clarify and straighten out the SS biz.

Most bitter experience for the AFM in 1941 was the battle between prexy James C. Petritillo and the American Guild of Musical Artists. Petritillo insisted that the instrumentalists in this org belonged in the AFM. Lawrence Tibbett, AGMA head, carried the case to the courts, where it is still kicking around. (See MUSIC HECTIC YEAR on page 136)

War Drops Perry's Empire Ballroom To 1 Night a Week

ALLENTOWN, Pa., Dec. 20.—Increased steel production for the war effort at Bethlehem Steel and other industrial centers in this area put the crimp in Ardy Perry's Empire Ballroom, first big dance operation here to feel the war pinch. Perry, operator of the name band in this territory, has found it necessary, after one week of being in the war, to dedicate his four name bands a week policy to just one night, Saturday.

Perry said that it isn't the war item that keeps his jitterbugs away—it's that they've all gone to work on 10- and 12-hour shifts in heavy industry and find that sleeping in off hours is more necessary than dancing. This condition has been growing steadily for the past six months, but even that, compared to the ballroom's emptiness since war was declared, is a happy memory.

Perry is hopeful of restoring the policy in several weeks to at least a few dances a week, but is doubtful as to whether or not he'll use name bands. He's figuring on using local bands during week days in the hope of drawing about 800 people at 85 cents each to come out in the black. Good local bands can be bought for \$100 to \$200, compared to sums like \$2,000 to \$2,500 which

A Job for All

WE HAVE a war to win. From now until the war is won, the music business shall be governed by considerations more important than the waxing of a hit record, the plugging of a song, the signing of a lucrative contract or the inconveniences of a one-nighter jump.

Just as every steamfitter, every clerk, every farmer and every shopkeeper in the nation has a clearly defined job awaiting him, so will each band leader, sideman, vocalist, publisher, writer, contact man, booker, manager and press agent contribute something to the victory.

Many of us are going to find that our place is in the armed forces. Some of us are going to lose our lives. That goes without saying. But the responsibility of the music business cannot and with the personal sacrifices of a few. A really big job will lie with those who never wear a uniform.

Remember—throughout the war there will be band leaders, sidemen, vocalists, publishers, writers, contact men, bookers, managers and press agents doing the same jobs they did in peacetime. Their jobs will now be infinitely more important than before. It is vital to the security of this nation that the jobs be performed better than before.

After all, we are entertainers. We make the songs that America sings. We must continue to create these songs. We must take them into the camps, into the homes and into the hearts of the people. A country can't win a war by singing, but a song often means the difference between low and high morale. That has been proved many times.

We've got to carry on. We've got to follow the example of our Allied counterparts. In England, despite loss of personnel, despite loss of revenue, despite loss of places in which to perform, despite many dangers, the musicians and writers and bookers are carrying on. They are doing the best they can, and their efforts are invaluable. Furthermore, they are maintaining the structure of their business upon as nearly normal a basis as possible. After the war they will be able to rebuild with little trouble, because they have been building during the war.

We must do the same. We have a war to win and we will win it. When it is won, we shall have the satisfaction of knowing that we—all of us—contributed something of our special aptitudes and talents to the victory. We shall have helped keep the soldiers and sailors going and we shall have helped bolster civilian morale. We shall have done our job.

he's been accustomed to paying for attractions like Glenn Miller and Tommy Dorsey.

DETROIT, Dec. 20.—First direct adverse reaction of the war situation on musical employment here is in dance cancellations. Dance set for Tuesday, sponsored by employees of the Michigan State Employment Service, was canceled on 24 hours' notice—because the employees of this department had become too busy in war work to carry on the dance.

Gale Will Book White Orks Now

NEW YORK, Dec. 20.—Moe Gale is branching out and will probably turn up with one or two white bands in tow after the first of the year. Up to now Gale has devoted himself to managing Negro attractions, such as the Ink Spots, Ella Fitzgerald, Erskine Hawkins, Lucky Miller and Rosetta Tharpe.

Move is expected to provide food for thought in band circles, as Gale has developed into a powerful factor during past few years and might give the larger offices a run for their money booking outstanding white attractions. Deal for the McFarland Twins and Bob Chester orks were being considered by Gale, but were dropped last week. Gale told THE Billboard Wednesday (17) that he would be interested in handling "outstanding" white bands.

SPA Members Ready for Battle Over Disk Royalties But Prexy Caesar Isn't Sore at Anybody

NEW YORK, Dec. 20.—Rumors that Songwriters' Protective Association is going to gang up on publishers and disk companies to force payment of maximum 2-cent record royalty to pubs were scotched this week by Irving Caesar, SPA prexy, who said that he thought his org should "let well enough alone." Whether Caesar's statement reflects general tunesmith sentiment is doubtful, since a 2-cent publisher royalty on disks would automatically mean 1-cent per disk to the writer.

Squash is outgrowth of the 10-month ASCAP-radio war, during which the diskers were able to hammer pub royalties down from 2 cents to an average of 1½ cents and, in some cases, as low as ¼ cent. Now that ASCAP is back, the pubs and owners want their 2 cents again, but the record companies are reluctant to play that way.

SPA members feel that they provide the weapon to hold over diskers' skulls, and have been discussing mass action

to force a compulsory 2-cent publisher royalty, with consequent payment of 1 cent to writers.

Caesar, who has announced that he will resign as SPA head "as soon as they find somebody to take my place," and who agrees with SPA members that he hasn't enough time to devote to the org's interests, was vehement in telling THE Billboard, "We should let the publisher function for the publisher." When it was pointed out to him that the question involves writer interests as well as publisher revenue, Caesar agreed, but added, "I don't think this is the time to embark upon any crusades. We have a pretty good contract and I think we should be satisfied with it for the time being. There are more important things to be done."

SPA continues to split into factions, united as to what is wrong, but divided in the matter of what to do about overcoming the resistance offered by its leadership.

"Hi-Ho" Doctored Into a War Song by Kaltenborn

NEW YORK, Dec. 20.—Walt Disney cartoon tune, "Hi-Ho," may be revived with altered lyrics and emerge as the marching song of the next AEP as a result of gag pulled by H. V. Kaltenborn, NBC news analyst.

Several nights ago Kaltenborn recited war-angled parody of the ditty on his news program over NBC-Red. Words ran Hi-ho, hi-ho, we're off to Tokyo!

Irving Berlin, Inc., publisher of Disney tunes, has been deluged with requests for permission to use the song in its Kaltenborn form. Office is now trying to get Larry Moray, writer of the first lyrics to allow song to be re-published with the new words.

★ LET'S GO, AMERICA!—Support Your Government! ★



Cirelo 6-9251

December 27, 1941

TO OUR MANY FRIENDS:

Greetings for 1942!

...and a MILLION THANKS to all you Music Machine Operators, Recording Artists, Vocalists, Recording Companies, Radio Broadcasting Stations, and members of The Press, for your most liberal cooperation towards making it possible for us to set the music and record worlds on fire with

"I DON'T WANT TO SET THE WORLD ON FIRE"

We wish to express our sincere thanks to Manie Sacks of Columbia, to Leonard Joy of Victor, to Dave Kapp of Decca, to Eli Oberstein of Imperial, and to all our other friends of the recording companies' production and promotion staffs who did so much to make this song the outstanding Hit of 1941 (. . . and it's still out in front for 1942!)

The confidence in our efforts has led to the creation of our latest hit

"CANCEL THE FLOWERS"

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Tommy Tucker
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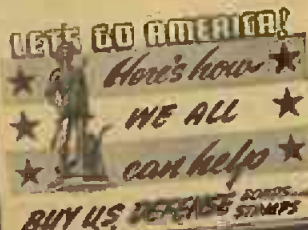
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DECCA

Guy Lombardo
Tony Martin

Sincerely,

CHERIO MUSIC PUBLISHERS, INC.



Woods Theater Bldg.
Chicago

1585 Broadway
New York

5834 La Mirada Ave.
Hollywood, Calif.

We Make the 'Sleepers' Jump

By WILLARD ALEXANDER

Manager Band Booking Department, William Morris Agency

BECAUSE we have been fortunate enough to develop some unusual new bands recently. The Billboard has asked me to discuss two of our most notable successes—Will Bradley and Vaughn Monroe.

First, new bands are the lifeblood of a band booking agency. The public demands new names and new faces, and we must supply them. If we don't, our competitors will. But, in creating and developing new properties, we never lose sight of the fact that while we are building new bands for the future, the established bands—the current big names—provide the base of all activity. The fact is that we devote just as much time, if not more, insuring the success of our established big bands as in creating and developing new ones.

Bands like Paul Whiteman, Ted Lewis, Henry Busch, Vincent Lopez, Del

Courtesy, Duke Ellington and Count Basie require constant personal attention, and we would never concentrate on a new band if it affected the interests of our established properties. The point is to do both at the same time.

Now let's discuss Bradley and Monroe. We at the Morris Agency like to bring along a "sleeper" each year. Last year Bradley was the band we developed into the big time.

Once Bradley was set with important location spots, a radio commercial and a couple of fast-selling records we were able to say to ourselves: "There's a job done." Bradley became a name and our next job was to concentrate on a new "sleeper."

While Bradley was developing, Vaughn Monroe was our "sleeper."

What a "Sleeper" Is

I think we ought to define the term "sleeper" at this time. A "sleeper" is not just any band. It is a particular kind of band. Primarily, it must be a good musical band; it must have top quality musicians. All the "gimmicks" in the world won't help a bad musical band composed of less than ordinary musicians.

But given a good solid musical band, with quality and showmanship, the angle that makes that band different from all of the others is the thing a booking agency uses to push that band over the top.

It is no secret that we concentrated on "boogie-woogie" with the Bradley band. Of course, we made a lot of mistakes and we are the first to admit it, but the Bradley band was the first big commercial band that sold boogie-woogie. And the public ate it up; "it" being a combination of boogie-woogie, Will Bradley and Ray McKinley.

Monroe represents an entirely different story. During the past 12 months Monroe has come up with amazing speed. The band is a fine musical aggregation with men like Irving Goodman, Harry Jaeger, etc. But in addition to its basic musical quality the band has Vaughn himself. Vaughn is the greatest singing band leader since the days of Rudy Vallee. He gives promise of giving the entire country the kind of popular idol that it has missed since the early days of Crosby, Columbo and Vallee.

WILLARD ALEXANDER, head of the band department of the William Morris Agency, Inc., received his degree in music from the University of Pennsylvania. While still at the U. of P., Alexander organized his own dance band and played school dances, society and other social events around the Philadelphia area.

Alexander also booked local dances on his own.

In the latter capacity he first came to the attention of MCA and was offered a job there. While at MCA Alexander brought Benny Goodman, Count Basie, Tommy Dorsey and a number of other top attractions under the MCA banner.

In fact, he has been given a large measure of credit for the development of the swing cycle which has captured American dance fancy since 1937.

Two years ago Alexander left MCA and joined the Morris Agency as head of the band department. His success in bringing the department along is marked by the development of two great young bands, Will Bradley and Vaughn Monroe.

Monroe Spotted Three Years Ago

The first time I met Vaughn was in Florida about three years ago. He was working for Jack Marshard, leading one of Marshard's bands in a strictly society spot. The band was not unusual, but Monroe was. As far as popular vocalists are concerned, I sensed at that time that Vaughn had a magnificent chance of becoming great.

Marshard, who is a very close friend of mine, had sensed this quality all along. We decided—Monroe, Marshard and myself—that we would put our theory to the test, dispense with the society unit, build a popular band to (See SLEEPERS JUMP on page 34)

Season's Greetings

THANK YOU Mr. NEIL MESSICK!

for a swell engagement
from
Nov. 7th to Dec. 14th
at the
NICOLLET HOTEL
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REGGIE CHILDS

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WILL BRADLEY

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America's Greatest
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NEW YORK

Dear Friends:

We sincerely hope that all of you will enjoy the holidays despite the pall of war which hangs over our nation and the entire world. And we hope, too, that 1942 will see the end of that war and will bring peace and freedom to all people everywhere. All of us, of course, stand ready to do our full share in our great country's war effort. In the meantime, however, we realize that we can best serve by following England's sterling policy of "Business as Usual." We therefore present to the music industry six new songs which we believe will find favor everywhere. They are:

- DARLING, I LOVE YOU
- from
- TCHAIKOWSKY'S CONCERTO, PART 2
- LOVE'S RHAPSODY
- SONG OF THE NIGHT
- MY LOVE
- LOVE YOU HAVE WON MY HEART
- and a rollicking, side-splitting, now novelty tongue-twister
- DID YOU DID IT (OR DID YOU DIDN'T DID IT)

These songs, we believe, will be received well on the air, on records or on locations and we respectfully suggest to artists everywhere that they "stock" them now.

Sincerely
EDWARD SCHUBERTH & CO.

per Fred Kraft

A SPECIAL NOTE TO

- | | |
|------------------|--------------------|
| Harry Horlick | Clyde Lucas |
| Guy Lombardo | Mario Green |
| Albert Karry | Vladimir Sellinsky |
| Bob Hannon | Eric Madriguera |
| Woody Herman | Toscha Seidel |
| Tony Martin | Wayne King |
| Carman Cavallaro | Allen Jones |
| Benny Goodman | Freddy Martin |
| Xavier Cugat | Joan Merrill |

Charlie Spivak

We know you were pleased with the public acceptance of the recordings you made of our

INTERMEZZO

and we are grateful for your fine renditions of it.

May we suggest that you put these new numbers in your "books." Your next big hit may be among them.

SEASON'S GREETINGS



VAUGHN MONROE

AND HIS ORCHESTRA

- Currently—HOTEL COMMODORE, New York
- Camel Cigarettes—Penthouse Party
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- SUSTAINING WIRES—CBS-MUTUAL

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WILLIAM MORRIS AGENCY, INC.

Swing Bands Pay Off

By ERNEST BYFIELD

(Hotel Sherman, Chicago)

AS WE enter the final lap of our third year with a swing band policy in the Panther Room (College Inn), we reflect with satisfaction the success of this originally bold plan. The College Inn has long been identified as a show place, and it is probably the first supper club in Chicago to introduce entertainment. The opening of the room dates back to 1901, and in 1905, beginning with Rigo's Gypsy Orchestra, bands started to furnish dinner music. Since then we have used some of the biggest cafe names in the business, Maurice and Walton, Jude and Cherry Pretzer, Mae Murray, Kate Smith, Ruth Etting, Ted Healy, Ted Lewis, Abe Lyman and Ben Bernie among them. The College Inn, too, is the first room to be identified with ice shows, having used them as far back as 1916.

The last five years of our lavish show policy, however, were far from profitable. The rich in entertainment value, each bill was uncomfortably similar in pattern, and regular customers could not help tiring of the formula. We cannot blame anyone in particular for the diminishing interest, but the fact remains that our losses mounted and, in the beginning of 1939, we decided that it was time to do something about it.

The popularity of bands then, as now, was high. Their grosses in theaters, on one-nighters and in cafes in this territory were very encouraging. Why not try something entirely new for the room by bringing in top swing bands? We wanted to get away from the old formula as far as possible and, too, we were anxious to attract the ever-growing audience of college students and other young folk who know their bands and will patronize their favorites, rain or shine.

March, 1939, marked the beginning of this lasting experiment, with Gene Krupa leading off. It started off so well that soon afterwards we issued a call for all available box-office bands. Krupa himself was highly successful (he will fill his fourth engagement for us in February, 1942).

Some operators are not impressed with young patrons, but we welcome them. True, they don't spend quite as much money as the old-time night club patrons, but volume takes care of that end. Experience taught us that it is better to have a room full of young people than one table of older customers. And prices are not too stiff, either, for high figures will scare the teen to twenties age trade away altogether. We now have a \$1 minimum (92 Saturdays) in effect. There hasn't been a complaint about our minimum. Ballrooms collect almost as much in admission and give nothing but a band in return.

Grown-ups of the future, to a large degree, have been responsible for the success of the Panther Room's swing band policy, and everything possible is done to keep them happy. When complaints of our service were made once, we fired an entire set of headwaiters and captains when proved inefficient and hired a new group. We pay the help well, for big tips from youngsters cannot be expected. The waiter treats the high school or university lad with as much courtesy as the older regular and, if anything, the youthful customer is given more attention.

No fortune is to be made from such a set-up, true enough, but, if successful, the room can realize a steady profit. Budgets have to be watched very closely, the margin of profit being small. Generally, we put out some 30 per cent for our entertainment, 30 per cent for liquor, 30 per cent for food, and the balance for miscellaneous, including advertising, and depend on word-of-mouth publicity and our radio promotion, as well as the amusement pages of the dailies, to tell about our programs.

So far we have used all but one of the top 20 swing bands in the business. The single stranger, Tommy Dorsey, has not

ERNEST BYFIELD, who with Frank Bering has been managing the Sherman Hotel, and operating the College Inn (Panther Room) for some 30 years, is one of the best known hotel figures in the business. He is a product of Chicago and leads in the list of personalities who have ushered in novel entertainment features into Loop hostilities.

Byfield is well known to bookers as well as artists, having played most of the top-notch attractions. He likes the company of artists, and such celebs as Katharine Cornell, Gertrude Lawrence and Zoltan, among others, are counted among his friends.

He graduated from Cornell University and soon afterwards went to the Sherman to assist his father, who was the original manager of the hotel. He is also co-manager of the Ambassador West and Ambassador East hotels in Chicago and both have rooms using entertainment.

He is a swing fan, but the swing must be good—and he knows when it isn't. In the field of literature he is no amateur either, and his English intimates will tell you, is perfect.

Byfield is a collector of anecdotes and prints of old Chicago. He plays a good game of tennis and badminton, swims and rides a horse well. Week-ends find him on his farm in Barrington, Ill.

He is now a bachelor, but by a former marriage to the father of two sons and one daughter.

been available, but we hope to have him during 1942.

We hold a band an average of four weeks, this period being long enough to get the full benefit of the band's value. This booking feature is of mutual benefit; we keep getting fresh faces monthly and the band has a chance to cash in on the engagement by subsequently playing one-nighters and theaters. In all modesty we must add that the demand for a band increases following a Panther Room run. This is due to our established policy of using popular orchestras only and to the reputation of our room.

We want to encourage new musical talent, realizing that there are only so many Millers, Goodmans and Domays. And, too, we feel it our duty to do our part in building new box-office contenders. We have used comparative newcomers from time to time and we plan to use more. We cannot, naturally enough, set too many new bands in succession, but we will book them in accordance with good business logic.

We try not to repeat a band more than once a year. Strangely enough, we never make an effort to sign an up-and-coming name to a contract that would tie him down to several Panther Room engagements in a period of several seasons. While it is possible to get a comparatively low price thru this wholesale buying method, we are more than willing to pay the band its current price. A band coming in under a contract signed years ago and invariably for a newcomer's salary will seldom do a good job. And it can't be blamed. It deserves its share of the room's gross and has a right to more money if its reputation warrants. We buy all bands at a set figure and a percentage over a certain gross to give the maestro his share of excess profits. Many leaders have walked out with neat bank rolls, in addition to their guarantees.

Shows are not essential under this policy. We use extra nuts, particularly during the convention months in the fall and winter, to build up the dinner trade (not so much the young people's hour) and to break up the dance-see-after-dance-see monotony. Since the bands are our draws, we give them the major play even during shows.

We want bands with a definite style. It is individuality that gives the outfit its trade-mark. Musically, we want the band to be versatile, even tho it may be known as a swing group. A contracting tune periodically is needed to give the customers a better opportunity to enjoy (See SWING PAYS OFF on page 34)

LET'S GO AMERICA!



HAPPY

HOLIDAYS

to my many friends in America and in Rio de Janeiro

The Samba King

BASIL FOMEEN

and his Orchestra

featuring THE BASIFON

currently GOLDEN ROOM COPACABANA Rio de Janeiro

Returning to the United States on or about January 15, with my new compositions—beautiful collection of sambas and choros.

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546 Woodruff Avenue (Westwood)
Los Angeles, California

JAMES C. PETRILLO
1430 Broadway

New York, N. Y., December 27, 1941

To The President
and The People of
The United States

In the face of the present world crisis it seems somewhat naive if not altogether out of place, to extend the Federation's wishes to its members and friends for "a Merry Christmas and a Happy New Year". With the determination however that this holiday custom, as well as all other facets of the American way of life shall not perish the Federation does take this opportunity to wish its members and friends well, to express the earnest hope that God will give them strength to carry on through the trying days ahead.

But more important than mere sentiment is the Federation's determination to face its new responsibilities to the country which made its existence and its growth possible. Each and every member of the Federation and its officers pledge themselves on this occasion to do everything possible to aid in the fight for Freedom...to fight with every weapon at their command.

In this fight we realize that morale plays a most important part. And in the building of morale the Federation and its members can and will do its share. For music has always been and is today one of the finest media for maintaining high public morale and the business, the profession, the very life work of the Federation and its members is Music.

To this new slogan, this new theme for the new year, then, the Federation dedicates itself:

MUSIC FOR MORALE

Sincerely,
AMERICAN FEDERATION OF MUSICIANS

James C. Petrillo
President

The Story of the Fitch Bandwagon

By SAM HONIGBERG

FROM the standpoint of the band leader, *The Fitch Bandwagon* is probably the most important orchestra show on the air today. Since September 4, 1938, when the P. W. Fitch Company, of Des Moines, changed to the band formula to plug its shampoo and hair tonic, almost every name in the country has been heard. The show occupies one of the most valuable half hours on the air—sandwiched in, as it is, between the Jack Benny and Edgar Bergen spots on Sundays.

The Bandwagon started to roll over 70 stations. Its present network includes

113 stations over NBC-Red and boasts of an audience of 30,000,000. With the exception of the summer season, when unknown bands are "discovered" for the program, only traveling names are employed. The Goodmans and Millers, hired thru special deals, copy higher figures, but the average comes down because a number of bands who have just reached the so-called name class get little more than scale. The air time expense itself consumes most of the program's total cost, which runs between \$14,000 and \$18,000 per broadcast.

Music Corporation of America handles the account. The office buys bands from competitive bookers, but MCA bands, logically enough, predominate.

Only three outstanding band attractions have not taken the Bandwagon ride. They are Paul Whiteman, Wayne King and Fred Waring. A satisfactory deal could not be worked out with the "dean of music," and negotiations for his appearance are still under way. Wayne King, the 30-MCA band, stayed away from the show on the advice of his own radio program sponsors. Same holds true of Waring who, besides, is too busy with the *Christened* show.

Bands are selected for their name value, the entertainment the outfit can furnish and the interest in the leader's life story. While talk takes up only six minutes of the entire show, it is the one angle that makes this program different from any other program using bands. Show being directed to the orchestra fans, the producers inject as much human interest stuff as the leader will permit. Ward Byron, the Bandwagon producer, also doubled as writer until this season, when the writing assignment was turned over to Ray Harvey. It is now hoped that additional facts about the private lives of leaders playing return engagements can be unearthed. The script is the result of a personal interview with the leader. The maestro has to okay the final script, and on many occasions interesting bits of the interview have been killed by the leader himself after seeing them in typewritten form.

While anxious to play the show, the average name band does not look at *The Bandwagon* as a maker of bands. The program is of more help to the newcomer spotted in the summer. Show does not claim to be a maker of bands, but is responsible for making the listener more conscious of orchestras.

More interested in the show than the amusement trade itself are the dealers of the Fitch product. They watch its trail like hawks, and as soon as they learn of its arrival in their community the rush to ballyhoo it is on. The sponsors, for this reason, make an effort to pick up a band wherever it happens to be working. This gives many of its deal-

Bands are repeated once a season but only the topnotchers get the yearly call. An unusual repeat is the Merle Evans circus band, which is heard from New York during the run of the *Rainbow*, Brox and Barium & Bailey Circus at Madison-Square Garden. The atmosphere of a circus is created in the studio, and the band comes thru with some of the most celebrated circus tunes. The Evans show ranks highest in mail and publicity.

Strangely enough, the average broadcast attracts little mail. There is never any direct solicitation for mail. Occasionally a petition for the appearance of a local band will come in, with 2,000 to 3,000 signatures of local fans. A polite answer usually closes the matter.

The show's best promotion stunt this season is the tie-up with Columbia and Okeh records. Bands appearing on these labels record a couple of tunes prior to their Bandwagon date. A wide distribution of these records is made to coincide with the date of the band's appearance, when those tunes are generously ballyhooed for the benefit of the 20,000,000 listeners. The sales, so far, have been very big. A similar tie-up has now been arranged with Victor and Bluebird.

For the first two years Henry M. Neely acted as "driver" of *The Bandwagon*. He was succeeded by the more youthful Tobe Reed. While the producers will sometimes admit that the interview talk is plenty corny, they have to remind themselves every Sunday evening that band fans want it in large doses.



WARD BYRON, producer of the Fitch Bandwagon radio show, who until recently also doubled as writer for the program.

ers a fresh opportunity to tie in the product directly with the show. They distribute tickets to the retailers, who in turn hand them out to customers. This has proved a most effective method in selling the product. The distributors, dealers and retailers are made to feel they are part of this national program.

SEASON'S GREETINGS!

CHARLIE SPIVAK AND HIS ORCHESTRA

Okeh records

Personal Mgt.: DON W. HAYNES



On To Victory

BOB STRONG AND HIS ORCHESTRA

Featuring

Mary Ann Mercer, Ray McIntosh and the "Wreckin' Crew"

Management — MUSIC CORP. OF AMERICA

Season's Greetings

VELERO SISTERS AND THEIR PAN-AMERICAN ORCHESTRA

• Currently RAINBOW ROOM Rockefeller Center New York

A Merry Christmas and A Happy New Year to all!



Lee

KUHN

AND HIS ORCHESTRA

currently THE BEACHCOMBER NEW YORK 1st time on Broadway

"MELODY WITH A SOUTHERN ACCENT"

SEASON'S GREETINGS
LAYTON BAILEY and his ORCHESTRA
Currently WARDMAN PARK HOTEL Washington, D. C.
Management Music Corporation of America

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Merry Christmas and Happy New Year FROM

HERB HAGENOR AND HIS ORCHESTRA
"SIX MEN FEATURING A WIDE VARIETY OF CONTINENTAL MUSIC"
Currently in 4th Successful Month At BUFFALO'S Leading Hotel THE STATLER Managed By M. C. A.

Special Delivery to **ANDREWS SISTERS**
ROWLAND CROSSDALE
Scraper, Pa.



TOBE REED, "driver" of the Fitch Bandwagon show Sunday nights on NBC-Red.



Billboard MUSIC POPULARITY CHART

WEEK ENDING
DECEMBER 19, 1941

SONGS WITH MOST RADIO PLUGS

Following are the 20 songs with the most plugs over the four major New York outlets (WEAF, WJZ, WON, WABC) for the week ending Saturday, December 13, and ending Friday, December 19. The totals are based on reports supplied by Dr. John G. Neustman, Department of Psychology, College of the City of New York, and Director of Office of Research-Edwards 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 (WMN, WMCA, WNEW, WOV), covers only the period from 8 p.m. to 1 a.m. daily. Partial checks and signatures are not included. Film tunes are designated by an (F); musical comedy tunes with an (M).

Position	Title	Publisher	Major (8 a.m. to 1 a.m.)	Indies (8 p.m. to 1 a.m.)
1	THIS IS NO LAUGHING MATTER	Stock	49	17
2	I GOT IT BAD	Robbins	40	19
3	ELMER'S TUNE	Robbins	31	16
4	CHATTANOOGA CHOO CHOO (F)	Fest	30	19
5	WHITE CLIFFS OF DOVER	Shapiro-Bernstein	10	3
6	THIS LOVE OF MINE	Embassy	29	2
7	'TIS AUTUMN	Witmark	29	19
8	DAY DREAMING	J. B. Harms	27	11
9	EVERYTHING I LOVE (M)	Chappel	27	7
10	BELLS OF SAN RAQUEL	Peer	21	5
11	WHY DON'T WE DO THIS MORE OFTEN?	Bregman-Vocco-Corn	18	3
12	I FOUND YOU IN THE RAIN	Forgie	17	2
13	MADELAINE	Sartly-Joy-Sabat	17	9
14	JINGLE BELLS	Publio-Domain	16	8
15	ROSE O'DAY	Tobias-Lewis	16	9
16	THIS TIME THE DREAM'S ON ME (F)	Russell	16	13
17	YOU MADE ME LOVE YOU	Broadway	16	5
18	DUMPTY DUMPTY HEART (F)	Southern	15	15
19	MAGIC OF MAGNOLIAS (F)	Paramount	15	6
20	TROPICAL MAGIC (F)	Bregman-Vocco-Corn	15	10

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Naboca's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio-Service; Ozman Music Store, Boston: Boston Music Co.; The Merry Shop; Mosher Music Co., Inc., Buffalo: Whitman Song Studio; Broadway Music Shop; Avenue Record Shop, Pittsburgh: Volkwein Bros., Inc., Philadelphia: Wanamaker's Department Store; Downtown Record Shop, St. Louis: Record Stores; The May Co.; The Record Shop; Charles E. Wells-Music Co., Salt Lake City: Z. C. St. Z. Record Dept., Portland, Ore.: Meier & Frank Co.; J. E. Oill Co., Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City, San Francisco: Schwabacher-Frey, Chicago: Sears, Roebuck & Co.; Marshall Field; Warlick's: Lyon & Healy; Goldblatt Bros., Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurliesser Co.; Sternberg's, Inc.; Clifton Music Shop, Milwaukee: Schwabacher's; Broadway House of Music; J. B. Bradford Piano Co., Des Moines: Des Moines Music House; Davidson Co., Detroit: Warlick's; Grinnell Bros., Kansas City, Mo.: Music Box, St. Louis: Acolian Co. of Music; Famous & Barr, St. Paul; W. J. Dyer & Bros.; Mayhew Novelty Co., Springfield, Mo.; E. E. Lina Music Co., Birmingham; Nole's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Platt Dry Goods Co., Atlanta; Cox Prescription Shop, Raleigh, N. C.; James E. Tilton; G. H. Stephenson Music Co., Miami; Richards Music Co.; Harding's, Inc., New Orleans; Louis Orneswald Co., Inc.; O. Schramm, Inc., Fort Worth, Tex.; McCrory's; Kemble Bros.; Furniture Co., San Antonio; Alamo Piano Co., San Antonio; Music Co., Washington, D. C.; K. E. Droops & Sons Co.; George's Radio, Inc., Louisville, Ky.; Stewart Dry Goods Company.

NATIONAL		EAST		SOUTH	
POSITION Last Wk.	Title	POSITION Last Wk.	Title	POSITION Last Wk.	Title
1	CHATTANOOGA CHOO CHOO	1	CHATTANOOGA CHOO CHOO	1	CHATTANOOGA CHOO CHOO
2	ELMER'S TUNE	2	ELMER'S TUNE	2	ELMER'S TUNE
3	PIANO CONCERTO	3	PIANO CONCERTO	3	PIANO CONCERTO
4	YOU MADE ME LOVE YOU	4	YOU MADE ME LOVE YOU	4	YOU MADE ME LOVE YOU
5	THIS LOVE OF MINE	5	THIS LOVE OF MINE	5	THIS LOVE OF MINE
6	WHY DON'T WE DO THIS MORE OFTEN?	6	WHY DON'T WE DO THIS MORE OFTEN?	6	WHY DON'T WE DO THIS MORE OFTEN?
7	I FOUND YOU IN THE RAIN	7	I FOUND YOU IN THE RAIN	7	I FOUND YOU IN THE RAIN
8	MADELAINE	8	MADELAINE	8	MADELAINE
9	JINGLE BELLS	9	JINGLE BELLS	9	JINGLE BELLS
10	ROSE O'DAY	10	ROSE O'DAY	10	ROSE O'DAY
11	THIS TIME THE DREAM'S ON ME (F)	11	THIS TIME THE DREAM'S ON ME (F)	11	THIS TIME THE DREAM'S ON ME (F)
12	YOU MADE ME LOVE YOU	12	YOU MADE ME LOVE YOU	12	YOU MADE ME LOVE YOU
13	DUMPTY DUMPTY HEART (F)	13	DUMPTY DUMPTY HEART (F)	13	DUMPTY DUMPTY HEART (F)
14	MAGIC OF MAGNOLIAS (F)	14	MAGIC OF MAGNOLIAS (F)	14	MAGIC OF MAGNOLIAS (F)
15	TROPICAL MAGIC (F)	15	TROPICAL MAGIC (F)	15	TROPICAL MAGIC (F)

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co., Pittsburgh: Volkwein-Breshers, Inc., San Francisco: Pacific Coast Music; Roberts, Sherman, Clay & Co., Los Angeles: Morse M. Freeman, Inc., Seattle: Capitol Music Co., Portland, Ore.: Silarto Music Co., Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamba Ringed Music Co., A. C. McCull, St. Louis: St. Louis Music Supply Co., Kansas City, Mo.: Jenkins Music Co., Detroit: Grinnell Brothers, San Antonio: Southern Music Co., New Orleans: O. Behrmer of Louisiana, Atlanta: Cable Piano Co., Phoenix: Aris-Davson-Muller Co.

NATIONAL		EAST		WEST COAST	
POSITION Last Wk.	Title	POSITION Last Wk.	Title	POSITION Last Wk.	Title
1	ELMER'S TUNE	1	ELMER'S TUNE	1	ELMER'S TUNE
2	CHATTANOOGA CHOO CHOO	2	CHATTANOOGA CHOO CHOO	2	CHATTANOOGA CHOO CHOO
3	SHEPHERD SERENADE	3	SHEPHERD SERENADE	3	SHEPHERD SERENADE
4	THIS LOVE OF MINE	4	THIS LOVE OF MINE	4	THIS LOVE OF MINE
5	TONIGHT WE LOVE	5	TONIGHT WE LOVE	5	TONIGHT WE LOVE
6	WHITE CLIFFS OF DOVER	6	WHITE CLIFFS OF DOVER	6	WHITE CLIFFS OF DOVER
7	PIANO CONCERTO	7	PIANO CONCERTO	7	PIANO CONCERTO
8	I DON'T WANT TO SET THE WORLD ON FIRE	8	I DON'T WANT TO SET THE WORLD ON FIRE	8	I DON'T WANT TO SET THE WORLD ON FIRE
9	BY-U, BY-O	9	BY-U, BY-O	9	BY-U, BY-O
10	BELLS OF SAN RAQUEL	10	BELLS OF SAN RAQUEL	10	BELLS OF SAN RAQUEL
11	ROSE O'DAY	11	ROSE O'DAY	11	ROSE O'DAY
12	YOU AND I	12	YOU AND I	12	YOU AND I
13	TWO IN LOVE	13	TWO IN LOVE	13	TWO IN LOVE
14	SHRINE OF ST. CECILIA	14	SHRINE OF ST. CECILIA	14	SHRINE OF ST. CECILIA
15	MADELAINE	15	MADELAINE	15	MADELAINE

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG	
I DON'T WANT TO SET THE WORLD ON FIRE	(10th Week) Horace Heidt, Ink Spots, Tommy Tucker
CHATTANOOGA CHOO CHOO	(10th Week) Glenn Miller
ELMER'S TUNE	(8th Week) Glenn Miller, Andrews Sisters, Dick Jurgens
PIANO CONCERTO	(7th Week) Freddy Martin
THIS LOVE OF MINE	(4th Week) Tommy Dorsey
SHEPHERD SERENADE	(2d Week) Bing Crosby, Horace Heidt
COMING UP	
THE WHITE CLIFFS OF DOVER	Kay Kyser, Tommy Tucker, Sammy Kaye
THIS TIME THE DREAM'S ON ME	Woody Herman, Glenn Miller
BY-U, BY-O	Woody Herman, Freddy Martin, Kay Kyser
THE BELLS OF SAN RAQUEL	Dick Jurgens, Glen Gray
TWO IN LOVE	Tommy Dorsey
WHY DON'T WE DO THIS MORE OFTEN?	Kay Kyser, Freddy Martin, Andrews Sisters
JEALOUS	Andrew Sisters
THE WHISTLER'S MOTHER	Bing Crosby

Despite the fact that America is at war . . . despite the long, hard days ahead . . . we extend to all, that purely American greeting of the season . . . for we know that neither this nor any of the other marks of our freedom will ever die . . .

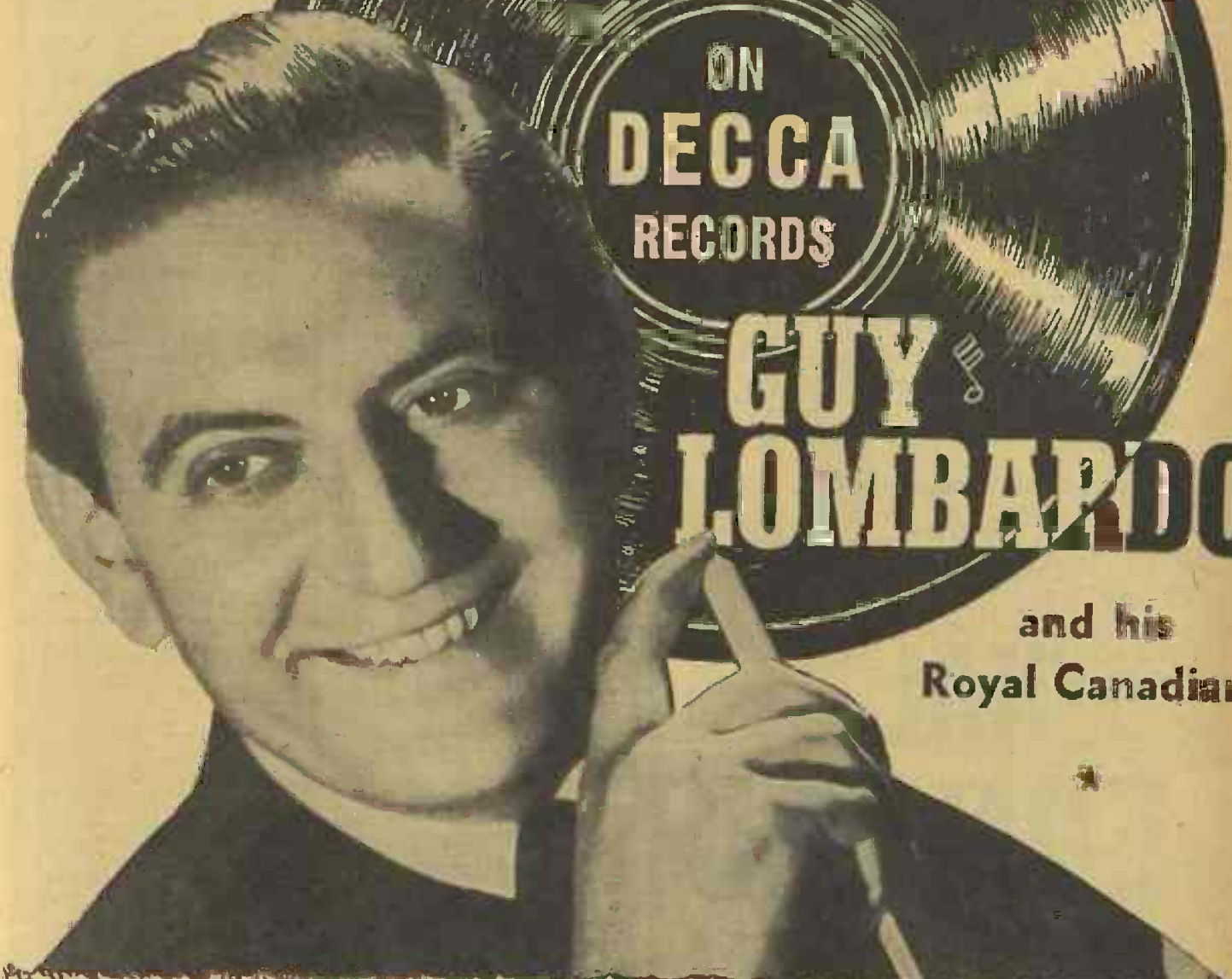
A Merry Xmas and a Happy New Year

*the sweetest music
this side of heaven*

ON
DECCA
RECORDS

GUY LOMBARDO

and his
Royal Canadians



Thanks to:

The Music Machine Operators who have been kind enough to use my records throughout the year!

Thanks to all my friends at DECCA.

Thanks to my radio sponsor, COLGATE-PALMOLIVE FEET.

Thanks to HOTEL ROOSEVELT, New York.

. . . and thanks to Music Corporation of America.

Exclusive Management

MUSIC CORPORATION OF AMERICA

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS

EACH OFFICE A COMPLETE UNIT IN ITSELF

Orchestra Notes

LET'S GO AMERICA!

From us to you...
a very
**MERRY
HOLIDAY**
and a **BIG
New Year!**



DOLLY DAWN

AND HER DAWN PATROL BOYS

Thanks to all those who helped
our comparatively new band to
get off to such a grand start...
and you know we mean you!

on
**BLUEBIRD
RECORDS**

Currently on a Tour of the
Nation's Leading Theatres

Personal Management: GEORGE HALL

Direction: GENERAL AMUSEMENT CORPORATION
NEW YORK • CHICAGO • HOLLYWOOD

Season's Greetings

HAL LEONARD

AND HIS ORCHESTRA

featuring
THE TRUMPETERS

HUCK ANDREWS --- HELEN HARTLEY

Exclusive Management

FREDERICK BROS. MUSIC CORPORATION

★ ★ ★ **Let's Go, America!**

Of Maestri, and Men

GLENN MILLER is National Chairman of the Dance Band Leaders' Division for this year's President's Birthday Ball campaign. . . . **DOLLY DAWN** and **BOB ALLEN** are sharing the bandstand at Roseland Ballroom, New York, Christmas week. . . . **ARS LYMAN** opens at Royal Palm, Miami, December 28 and will remain there all season. . . . **ART THORSEN** has left his manager's post with the **HORACE HEIDT** outfit. . . . **RONNIE KEMPER**, of the Heidt band, is slated for some appearances in "Soundies." . . . **RUSS SMITH** in his eighth month at Rainbow Grill, New York. . . . **BILLY BISSET** now being booked by Frederick Bros., having left MCA. . . . **ALLAN DE WITT** now singing with **MATTY MALNECK** at Rainbow Room, New York. . . . **CHARLIE BARNET** will probably preem his brand-new band December 30 on the Coca-Cola show. . . . **BEN BERNIE** will take January off for a Florida vacation. . . . **SHEP FIELDS** goes into the Top Hat, Union City, N. J., on January 6 for four weeks. . . . **BILL GALE** and His Globetrotters have been signed to do 15 numbers for Musky transactions. . . . **SID PROSSIN** now in his 38th week at Billy Rose's Diamond Horseshoe, New York. . . . **DICK JURGENS** cracked a couple of box-office records during his recent Michigan tour. . . . **CHRIS KAY**, currently at Casino Russe, New York, has signed with MCA. . . . **BOB CHESTER** closed at Log Cabin, Armonk, N. Y., and went on a brief road tour December 17. . . . **HAL MCINTYRE** all set with his six-week-old ork and goes into Oglah Island Casino, Bronx, N. Y., New Year's Day. . . . **THE STREAMLINED DIXIE-LANDERS** are now in their 24th week at Shamrock Club, Pocatello, Idaho. . . . **LES HITE** drew an indef holder at Chatterbox, Mountairside, N. J. Hite is first ever to turn the trick at the spot. . . . **TED PIO RITO** opens at Pacific Square, San Diego, for two months New Year's Day. . . . **LES BROWN** is being sent out on one-nighters by Joe Glaser for the first time in the 18-months Glaser has had the band. Will play some college dates in the Midwest, among other engagements. . . . **HAL BAUNDERS** has just signed a new trumpet man, Mike Remull, recently with Vincent Lopez. . . . **JOHNNY KOVACH** is looking for a girl vocalist to replace Betty Andrews, who is going to Hollywood. . . . **BENNY GOODMAN** has signed Hot Kato, formerly with Van Alexander and the Ray Hutton, to take over the first alto chair. . . . **HAPPY NEW-YEAR!**

Midwest Melange

JOHNNY (SCAT) DAVIS succeeds **LES BROWN** at the Blackhawk, Chicago, January 14. . . . **AL TRACE** winds up a long run at Ivanhoe's, Chicago, January 3 and goes on an eight-week tour for International Harvester Company in that area. Stan Zucker has signed the ork to a booking contract which takes effect after the Harvester trip. . . . **RUSS MORGAN'S** four-weeker at the Edgewater Beach Hotel, Chicago, has been set back to January 30, when he will replace **HAROLD STOKES**, who moves in with his new band January 2. . . . **JIM BRYLEY**, one-night booker for MCA, Chicago, is the father of a boy, born at Edgewater Beach Hospital in that city Sunday, December 14.

Atlantic Whispers

EDDIE DURHAM, whose arrangements have been used by many bands, has been handed the destiny of the **INTERNATIONAL SWEETHEARTS OF RHYTHM**, all-colored girl band. . . . **ROGER STANLEY** makes his Philadelphia debut in taking over the dance assignment at the Warwick Hotel. . . . **CHUCK GORDON** the first Philadelphia maestro to sign up as an all-paid warden, with **CARLOTTA DALE** his ditty singer, offering her services as army hostess and entertainer. . . . **THE THREE KEYS**, with Ernie Hatfield making it a foursome, open at Budweiser's Tavern, Philadelphia. . . . **COOTIE WILLIAMS**, who left the featured trumpet spot with **BENNY GOODMAN**, is reported having a hard time finding an agent to back his dream of a new band and now may junk the idea completely to return to his former gigs with **DUKE ELLINGTON**. . . . **RAY CATHRALL'S** Cavaliers carry over into the new year at the Danzig Club, Camden, N. J. . . . **CURT WEBER**, whose arrangement of Duddy attracted Sammy Kaye's attention and was used in toto to make the record hit, moves his base from Philadelphia's Danzig Club to the Regent's Lou's Grained

for Inn. . . . **SUPREME POAMERS ORCHESTRA** for the rhythms at Christy's Tavern, Bethlehem, Pa. . . . **IDA MAY NASH**, clarinet-vocalist with **JERRY DELMAR**, leaves the all-girl band at Philadelphia's Cottage Inn to step out as a single. . . . **CHARLIE BARNET** now adding several copies adds to his reorganization band list, with "DIZZY" **GILLESPIE**, the ex-Cab Calloway trumpeteer, among the first to be called up. . . . **HOWARD LANIN** gets the nod to introduce a band policy at the Raleigh Room of the Elks-Carlton Hotel, Philadelphia, which heretofore used only a piano duo. **BEALE STREET BOYS**, current at Irvin Wolf's Rendezvous, Philadelphia, decided to start waxing next month for Okeh, first side to be their own composition, *Slippin' and Slidin'*.

New England Notes

JOHNNY McGEE has opened at the Totem Pole, Auburndale, Mass., following **GLENN GRAY** and the Cass Loins crew, which had been there 12 weeks. . . . **LIONEL HAMPTON** on one-nighters in the New England section. . . . **GENE KRUPA** returns to Boston for a full-weeker at the Metropolitan Tugader competing with **JIMMY DORSEY** at the RKO-Boston Theater. **BUDDY TRASK** at the Coconut Grove in Manchester, N. H. . . . **JERRY WALK** at the Raymor-Playmor, which will shortly announce a name band policy. . . . **MAL HALLETT** back in home territory for a series of one-nighters, including a Sunday night stand at a Boston niter. . . . **WILL BRADLEY** coming in for dates at the Arcadia Inn Gardner, the Roseland, Taunton, and the Commodore, Lowell. . . . **SAM DONAHUE** back around Boston for one-nighters. . . . **GENE MARSHALL** at Oceanview. . . . **RANNY WEEKS** doubling between the Mayfair and his desk in the office of Civilian Defense. . . . **GUY GUARINO** at the Parkway Club in Everett. . . . **RAYMOND SCOTT** drawing capacity crowds at the Bermuda Terrace. . . . **MICKEY ALPERT** celebrating his 31st month at the Coconut Grove. . . . **CHARLEY WOLKE** at the Rumba Casino of the Fox and Hounds Club. . . . **DON HUMBERT** featured at the new Checker Inn. . . . **BERNIE SULLIVAN**, Chelsea ork leader, was elected mayor of that city in the recent elections. Bernie conducted his campaign from a hospital bed. He is also a State senator. . . . **HERBY KAYE** at the Maple Club, Cambridge. . . . **JIMMIE McFARLE** at the Miral Grove. . . . **BILL MITCHELL** and **LES ROBERTS** alternate at Palais Ball, Malden. . . . **LARRY HUNT** holds down the ork stand at the new Shamrock room.

In This Issue

	Page
Broadway Beat, The	5
Burlesque	75-77
Carnival	83-93
Circus and Cereal	94-99
Classified Advertisements	112-113
Coin Machines	126-164
Crowns, The	110
Derbyshow News	78
Editor's Desk, The	110
Fair-Exposition	100-104
Final Curtain	122
General News	3-11
Ice Shows and Stars	70-73
Late Night Clubs-Vaudeville	48-49
Legitimate	50-53
Letter List	80-82
Lists	111
Music	77
Merchandise-Pipes	114-119
Musical	28-47
Music Merchandising	129-136
Night Club Reviews	56-57
Night Clubs-Vaudeville	54-74
Non-Theatrical Films	79
Orchestra Notes	38
Out in the Open	110
Paris-Pools	105-109
Pipes	118-119
Radio	12-27
Record Buying Guide	130 and 132
Repertoire-Tent Shows	78
Rinks-Skaters	105
Roadshow Films	79
Sheet Music Leaders	36
Songs With Most Radio Plays	35
Sponsored Events	99
Television	12
Thru Sugar's Domain	8
Vaudeville Reviews	62

ROUTES: Orchestra page 44. Acts, Units and Attractions, 44; Dramatic and Musical, 121. Ice Shows, 121; Carnival, 121. Circus, 121. Miscellaneous, 121. Routes Not Classified, 121. Events for Two Weeks, 117.



At this time of the year . . . when we stop to take stock and pause in the mad work-a-day whirl—we want to extend our sincere thanks to

STANFORD ZUCKER

and his associates in the STANFORD ZUCKER AGENCY

To all the fine people for whom we have worked
and to all our friends everywhere
For making 1941 a pleasant and profitable year!




MEL MARVIN
and his
"Take It Easy" Music
Currently
Van Cleve Hotel
Dayton, O.
Just completed 52 consecutive weeks on Mutual
Network, and now broadcasting over CBS.



★
THE
KORN KOBLERS
America's most nonsensical band
RETURN ENGAGEMENT
THE FLAGSHIP UNION, N. J.
Mutual Network, Columbia Records, Transcriptions,
Soundies

Selling Along With Music And Song With
DICK SHELTON
and his
MUSICAL MARINERS
WNO, CBS, Mutual, Soundies
OPENING
GREEN GRUBS, MILFORD, CONN.
JANUARY 2, 1942



"Music That Lives"
RED ROBERTS
and his orchestra
Featuring
FORREST BIRMAN
BIRMAN TRIO
ALDON GIFT
OLIVE CLUB



"Romantic Rhythms"
in the style of
STAN NORRIS
and His Orchestra
currently
JEFFERSON HOTEL, ST. LOUIS, MO.




JOHNNY GILBERT
AND HIS ORCHESTRA
currently at
Southern Maidens, Kansas City, Mo.




OVANDO'S
Cuban-American
Orchestra
Featuring
Orelis Campos
(The Cuban Gruber)
Esquivela
(Tropical Nightingale)
now playing
El Dorado Club, Cleveland, Ohio



SID PRUSSIN
and His Orchestra
now playing 52nd week at
Moe's Diamond Horseshoe, N.Y. C.



FIDDLE BOW BILL
and his
DEW
VALLEY
ACORNS
"America's Outstanding Hokum Band"
currently at
Darling Hotel, Wilmington, Del.




GOLDIE HIS TRUMPET
and HIS
LAUGH BAND
"America's Greatest Novelty
Entertainment"
currently playing
The Chancellor, Madison, Wis.



TEDDY KING
and his
Kings of Comedy
now playing 17th week at
ODENBACH'S RESTAURANT
Rochester, N. Y.




AL APOLLON
"The Man With the Mandolin"
and his
SOCIETY ORCHESTRA
Featuring Jerome Rand
Great Hill, Kansas City, Mo.



JACK MELTON
and His Orchestra
Now playing
Jimmy Wright's, Minneapolis, Conn.



JOE COLLINS
and the Madhatters
Now featured at
THE FLAME CLUB
Duluth, Minn.



THE
DIAMOND
MIRROR
Presents
Darrel Fischer
and the
LOGJAMMERS



VAL GRAYSON
and His Orchestra
Featuring
DIANNE PAIG
now playing
Hotel Gals, Yonkers, Ohio



Greetings for Christmas

AND A VICTORY YEAR!



from

BOB

AND THE

TWINS

THEIR SONGS AND
THEIR MUSIC

Currently

115 CLUB

Grand Forks, N. D.

Our thanks to Harry Chapman, Jr., for our recent pleasant engagements at the 2800 Club, Dayton, Ohio. And thanks to all those who have made possible our other pleasurable engagements throughout the past year.

DIRECTION — GENERAL AMUSEMENT CORPORATION

Washington Still Lukewarm to Vaude Bands; Maestri Blamed; Town Wants Top Showmen Only

WASHINGTON, Dec. 20.—Local theaters' band policy made ork appearances almost negligible during 1941. High buying prices and slight returns have forced the policy, managers declare. Local public doesn't respond to ordinary bands and stays away in droves unless top crews are billed.

In contrast to other cities it is noticed that local combo houses get the school kids only on Friday and Saturday matinees.

Managers say that bands featured this year co-operated with the theaters in presenting their shows and showed more willingness to do something to put their units over on the stage. Formerly it had been found that the musicians were interested only in radio and either didn't care about making a good impression upon theater audiences or were too bored to try.

In this city such conduct has had a bit to do with the fewer bands booked, according to trade. Bandsmen would do their shows in the same clothes they wore on the street; they put on no make-up; went thru the motions of a performance but did nothing to show personality or prove to the ticket buyers that real live people were behind the footlights.

Whether this impression is accurate is debatable, but grosses registered are convincing. Bands costing \$7,000 pulled only \$16,000 with films that would have done that amount anyway. Admitting that film bookings have an important effect on the box office, the band has to hype the gross over normal expectations to be worth anything at all. In too many cases they failed to do so.

Horace Heidt and Kay Kyser are considered tops for "show" bands here. Everything they did here was aimed at theater patrons. Other bands, while delivering fairly good shows, did not put over a theatrical performance.

Warner's Earle played Ray Kinney with film *Love Thy Neighbor* to \$18,000 during week of January 10. Carlos Molina with *Footsteps in the Dark* for \$14,330 during week of March 21. Charlie Spivak with *Affectionately Yours* for \$14,010 during week of May 9. Lani McIntyre with Bette Davis' *The Bride Came C. O. D.* to big \$21,507 for week of July 18. Johnny Long during eight-day stand (*Thanksgiving*), did \$22,236 with *They Died With Their Boots On*.

Loew's Capitol played Will Bradley with *Melodrama* to \$21,000 during week of Jan.

Petrillo Gets Trial Stay

NEW YORK, Dec. 20.—Examination before trial of James G. Petrillo, head of the American Federation of Musicians, by the American Guild of Musical Artists has again been postponed at the request of the AFM. Examination will take place January 6. It was stipulated that this is the last postponement that the court will grant.

Holiday Greetings

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WHITE HOUSE during
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GREETINGS!

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HIS ORCHESTRA

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AMERICA!

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"HERE'S THAT BAND AGAIN!"

wishing you
A MERRY CHRISTMAS AND A HAPPY NEW YEAR

DICK JURGENS

AND HIS ORCHESTRA
JUST FINISHED, CHASE HOTEL, ST. LOUIS

OPENING DEC. 25TH, ARAÇON BALLROOM, CHICAGO,
TO CONCLUDE A FIVE-YEAR ENGAGEMENT

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AMERICA'S
OUTSTANDING
GUITARIST

ALVINO REY

featuring SKEETS HERFURT, DICK MORGAN, BILL SCHALLEN

Bluebird Recording Artists



NATION'S
GREATEST
FEMINE
QUARTETTE

THE KING SISTERS

YVONNE
LOUISE

DONNA
ALYCE

LET'S GO AMERICA!

Let's merrily fill our Christmas with music, and lift our hearts beyond the strain of world-wide war. Let's all sing out and spread the cheer that's going to bring us VICTORY!

Two timely tunes we're featuring are "FEED THAT EAGLE" (Alvino Rey) and "HE'S A IN THE ARMY" (King Sisters)

LET'S MAKE MUSIC!

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**HAPPY
NEW YEAR**

**CAB
CALLOWAY**

and His Orchestra

**We've Never
Lost Yet!**

Gale Office Is Tabbed as Top Ranker for Publicity "Oscar"

NEW YORK, Dec. 20.—Biggest single job of promotion and publicity in the music biz past year can be laid at the door of the Moe Gale office. Besides a barrage of press and promotional stuff hitting for the Gale stable of Ella Fitzgerald, the Ink Spots, Erskine Hawkins, Lucky Millinder and Sister Rosetta Tharpe, Gale's publicity man, Art Franklin, has had the boss himself on all the wire services and in feature yarns. Most sensational deal along those lines was a story on "The Great White Father" and his musical Negro proteges in *The Saturday Evening Post*.

By the first of the coming year Franklin will have Ella Fitzgerald on John His car-cards throuth the country. Deal was closed with the "Strange as It Seems" artist, giving over a series to the sopsa fem ork leader. Gale office is putting concentration behind the careers of Millinder and Miss Tharpe for 1942, main points of drive being placed on theaters and coin machines.

Best example during the past year of the Gale press push is the Ink Spots. Boys not only became top-priced theater attractions, but also hit the coin phones with consistency. Their Decca waxing of "I Don't Want To Set the World on Fire" hit the disk market six weeks after the Tuckers and Heidis were riding the automatic phono crest, but slipped into the top notch with the others before the ink disk was out two weeks. Sale ran close to \$300,000.

The usual "handicaps" incurred in getting publicity for colored artists are overcome by Franklin pulling out a con-

stant stream of phono stickers, folders, broadsides, easel-backed cards, letters, clippings, postal cards, mats and posters. With contacts, the money to spend and cleverly devised material, Franklin has been able to overcome much of the prejudice some papers have about printing Negro pix. Syndicated stuff on one or more of the Gale artists has appeared on an average of once a week throuth the year as a result.

MCA Invades Chi Triphon Again With Freddy Nagel

CHICAGO, Dec. 20.—MCA has again invaded William Karz's Triphon Ballroom here with the booking of Freddy Nagel for a month, starting January 27. The Frederick Bros. office has been having almost exclusive rights in this danceery, with Lawrence Welk coming back for repeated runs and Hal Leonard slitting in for four weeks. As it is, Welk will be the most familiar figure at the Triphon during 1942. Dates already set for him include Christmas Day to January 25, April 5 to May 24, and August 15 to November 28.

Nothing set at the Aragon following Dick Jurgens, who comes in Thursday (23) for four months. Under consideration are Orrin Tucker and Proddy Martin.

Kaycee Rumba Conscious

KANSAS CITY, Mo., Dec. 20.—The new Drum Room Hotel President, has become one of the local class spots. George Bowles, manager, has been bringing in rumba bands, opening with Hal Wayne. According to Bowles, rumba bands carry drawing power here as long as they alternate their numbers with American swing. Wayne was followed into the room by Howard LeRoy Orlando and, currently, Juan Makula.

Wayne is returning December 16. He was primarily responsible for the current rumba craze here.

Season's Greetings

From the

"MAN ABOUT



**Michael
LORING**

AND HIS ORCHESTRA

featuring the

3 Harrison Sisters

Personal Management
MICHAEL GREENE
Direction GENERAL AMUSEMENT CORP.

Osborne Grosses \$995.28

BRIDGEPORT, Conn., Dec. 20.—Will Osborne, into the Ritz Ballroom here last Sunday (14), drew 1,131 persons. With admish reduced to 25 cents, gross totaled \$995.28.

SEASON'S GREETINGS

TONE MARLOWE

★ HIS GOLDEN SAX & HIS ORCHESTRA ★
(His Fine, Versatile Musicians)
Just Concluded 13 Weeks at Knickerbocker Hotel,
Chicago, Ill.

Currently at CAFE ALONA
120 East Park St. BUFFALO, N. Y.



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Our Song of Xmas Cheer!

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Personal Management: Will Roland



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On the Records

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

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

Keys: FT—Fox Trail; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

GENE KRUPA (Okeh 6606)

Keep 'Em Flying—FT, VC. *Thanks for the "Boogie" Ride*—FT, VC.

INTEDED as a dedicatory disk to the U. S. Army Air Corps in its drive for "Keep 'Em Flying" takes on added significance at this time. But apart from its patriotic value, by any other name it would still stack up as a righteous rhythmic dish, replete with sock ensemble tootling by the band, Roy Eldridge's meaty trumpet blowing for the opening refrain and the maestro's own artillery with the drum sticks as Col. P. Day shout out the service orders. Only portion below par is Johnny Deacon's vocal. A spirited song, it calls for a more robust and rousing interpretation instead of treating the words as if it were a mushy love ballad. Song itself was written by William Coleman, of the War Department's Bureau of Public Relations. The driving force for *Flying* is even more marked on the *Boogie Ride*. A swingy novelty based on the "eight-beats. Anita O'Day's sultry chanting and Eldridge's hot horn give it added zest.

There need be no elaboration on the phono possibilities of "Keep 'Em Flying." It's bright and rhythmic with a patriotic slogan that makes it a magnet for catching the coin. And just as important is the flipover. Apart from the attractive title, it's a driving rhythm tune that's contagious on the first listen and a natural to keep the youngsters repeating the play to make for a long phono life.

RUSS MORGAN (Decca 4098)

Somebody Else Is Taking My Place—FT, VC. *Prisonero Del Mar*—FT.

THE maestro along with Dick Howard and Bob Ellsworth collaborated for the *Somebody Else* song to make for a sentimental ballad that has all it takes to make for a major song selection. It's been a long time between sob song hits and this is the best entry in a long time. A simple and appealing melody that is as easy to harmonize as it is to sing, with a set of lyrics that is true to the *Wonder What's Become of Sally* tradition, Morgan makes it a recorded heartthrob. His waltz-trombone takes to the sob song and the soft and sweet straying of the male trio selling it like a million. The smooth and silky Morgan matter is also most effective for the instrumental Spanish serenade that completes the complete.

Tailor made for the music machine trade, with the appeal not limited to any particular type of location, is the "Somebody Else" side that slips with sentiment, both instrumentally and vocally. Operators recalling Morgan's earlier waxing of his theme song, "Do You Ever Think of Me," will easily recognize the possibilities this side provides since it gets the same kind of treatment. And for the class locations, the instrumental on the flipover makes for an excellent program piece.

CLAUDE THORNHILL (Columbia 36458)

Somebody Nobody Loves—FT, VC. *Rose O'Day*—FT-W, VC.

THORNHILL sheds his musical mood for this pairing, and in a more aggressive manner confirms the suspicion that there was much more to the band than heard on his seemingly endless releases of ballads. Band's brilliance and richness in instrumental blend, with a rhythmic life that makes for toe-tinkling, is more apparent on these sides. And most striking is the ease at which the band achieves the effects without resorting to heavy thumping or blaring of brasses. Moreover, Thornhill this time really flashes with highly imaginative ivory sparkles instead of his one-fingering of the keys. The *Somebody* side provides a bright rhythmic ditty with Lillian Lane in good voice. Even more relaxed and more colorful in treatment is the *Rose O'Day* serenade. Rambles from the sock rhythms to the slow waltz. Scintillates thruout, even the duet voices of Miss Lane and Dick Harding, billed as an anonymous "quartet." Both sides should go far in widening the gulf of enthusiasm for the Thornhill rhythms.

It's the kind of music more suitable for the music box play. For locations where the phono fans are just content to listen, the "Rose O'Day" side is more than a nickel's worth. But because of the many tempo jumps from fox trot to waltz, the appeal is necessarily limited, altho the "Somebody" side is equally agreeable for the dance fan.

ALVINO REY (Bluebird 11391)

I Said No—FT, VC. *Deep in the Heart of Texas*—FT, VC.

IT SHOULDN'T be very long before the general public will answer in the affirmative for *I Said No*. This Frank Loesser-Jules Styne opus is from the forthcoming *Succor Girl* picture. Set in the slow and seductive tempo, Yvonne King sells it with a keen sense of vocal humor in saying no. But she finally says yes. However, the punch line is reserved until the last windings of the disk. Boys in the band smother the selling line in Miss King's opening chorus by whistling. And it isn't until the finish line that it is revealed that what she said "yes" to was a subscription to *Liberly* magazine. Flattermate is a filler. The tempo is stepped up and Bill Schellen gives voice to the rousing Texas song.

This is the first pressing of "I Said No," and Miss King's vocal interpretation makes it tough for any of the others to top. In addition to good singing, and playing, as well, there's plenty of good humor in the tune. No need for operators waiting until the picture is released. It'll be a tough side to keep out of the machines and stacks up as an immediate click. Companion piece holds some interest to operators in the Texas State.

SAMMY KAYE (Victor 27722)

We're the Couple in the Castle—FT, VC. *Last Night I Said a Prayer*—FT, VC.

ANOTHER war-provoked ballad, with a strong expression of hope for the future, is introduced by Kaye for the *Prayer* side. Supplication for a million angels to bring peace on earth is sung by Arthur Wright, his tenoring assisted by the band choir. A serious song, the voices carry thruout most of the side, orchestral interlude limited to the slow and chimes adding a reverential note. None of the melodic charm of a *Shrine of Saint Cecilia* or *My Sister and I*, but the timbre factor should be strong enough to carry it now. *Castle* side is a smooth romantic ballad, sung by Allan Foster. A Hoagy Carmichael-Frank Loesser tune, it stems from a movie cartoon short, *Mr. Bug Goes to Town*.

(See ON THE RECORDS on page 134)



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STUEBENVILLE, OHIO

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TO THE BILLBOARD
AND ALL ITS STAFF

EDDY DUCHIN
AND HIS ORCHESTRA



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HAPPINESS
TO YOU ALL IN
THIS MOST
SERIOUS
CHRISTMAS
SEASON

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AND HIS ORCHESTRA

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KANSAS CITY, MO.**

Music Items

Publishers and People

PETE DORAINÉ, of Dorainé Music, will be married January 18 to Gertrude Lutz, of Elizabeth, N. J. His firm is concentrating at present on *I Wish I Had a Sweetheart* and *Worrybird*, latter just waxed for Bluebird by Art Knasel.

Green Bros. are publishing *The Golden Wedding Waltz*, by Ben Oakland, Milton Drake and Don George.

Starting with the new year, Georgia Music will be known as the Joe Davis Music Company, Inc. Firm has already released a new number, *Yankee Doodle Rebound*, by Harry Pease, Ed Nelson and Hedy Red.

Kaylor Cugat and Al Stillman have written something called *Viva Roosevelt*, published by Marks. Cugat will record the song.

Ronnie Kamper, featured vocalist with Horace Heidt's orchestra, has just written two novelties with Bobby Worth, *Get Him* and *A Million Dollars' Worth of Personality*.

Frances Faye, hit singer and writer of *Well, All Right*, has penned out a new one labeled *I'm Just a Girl Who Found My Own Way*.

Dave Ross, musical director of the Ben Lee Broadcasting System, is now under exclusive contract to Bigman, Vocco & Conn, who will publish his musical works in a series entitled "Music for Moderns."

Songs and Such

COLONIAL Music has just published Spanish lyrics to *Astirion*, originally a Greek ditty and lately favored in the English version.

We'll Always Remember Pearl Harbor, by Al Bryan, Willie Ruskin and Gerald Marks, will be published by Mills Music.

Everybody's Making Money But Tschalkowsky, by Gilbert Roe, Kenneth Krippene and Johnnie Farrow, will be recorded this week by Les Brown on Okeh. Number is published by Roe-Krippene.

Let's Knock the "Hit" Out of Hitler, by George Arlen, is being marketed by Keytone Music.

Afraid of Love and Battering in You have been published by Toben Music.

We Men Are Free Men, by Franklin G. Robb and Neil Lawrence, published by Blue Circle Music.

Johnny Mercer and Arthur Schwartz are the writers of the new Witmark tune, *All Through the Night*, to be featured in the forthcoming Warner pic of the same name.

Season's Greetings

A Complete Show Within The Band!

RUSS SMITH

and his ORCHESTRA
featuring the TUNE-SMITHS!



8th Month
of record attendance
and grosses

RAINBOW GRILL
ROCKEFELLER CENTER
New York

Sincerest thanks to Mr. John Roy,
Managing Director

"Everybody Dance"—
to VICTORY!

NOVELTIES

Has the
SONGS

NOVELTY SMASH!

**YOU'RE A S.A.P.,
MISTER JAP**

The clever ditty that everyone's talking about—Be the first to feature this song. Operators! Watch for Record Releases.

America Will Never Forget
This Warm, Beautiful Ballad

**We'll Always
Remember Pearl Harbor**

A Knockout!

**WE'LL KNOCK THE JAPS
RIGHT INTO
THE LAPS OF THE NAZIS**

Rousing Applause Getter

Patriotic Hit of the Last War
... A Greater Song Today

**AMERICA
I LOVE YOU**

The Song To Feature
Outstanding Records!

BARRY WOOD—Victor 27260
DICK POWELL—Decca 3458
HORACE HEIDT—Columbia 35865
and in preparation—
KATE SMITH—Columbia

The Nickel-Nabber That
Makes 'Em Jealous!

JEALOUS

Have you heard those stand-out
record jobs?

ANDREWS SISTERS (Decca)
ALVINO REY (Bluebird)
TONY MARTIN (Decca)

BILLBOARD Said:

"... An old-time sentimental ballad
down to earth and easy to re-
member... a natural for music box
needling... Tommy Tucker (Okeh),
Teddy Powell (Bluebird).

**WHEN YOUR OLD
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We are publishing America's Out-
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Our catalog contains a goodly num-
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Standard Songs and Recorded Tunes.
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MILLS MUSIC, Inc.

1619 Broadway
New York, N.Y.

Ford Harrison

Reviewed at the St. Morris Hotel, Cafe de la Paix, New York

HARRISON and his five musicians, all under 23, compose a young but musically strong band that's just right for the Continental atmosphere of the hotel and this particular room.

Harrison's background includes several years in Europe, where he played smart spots in Paris and the resorts. Among the American musicians forced out of Europe by the war's outbreak, he has adjusted himself to American conditions and built up his band since leaving here seven months ago.

He fronts cynically, having a nice appearance, and contributes a couple of fiddle solos to each show. His violin provides the lead in most dance sets, which usually include a pleasing mixture of pop, Continental tunes, Viennese waltzes, rumbas and congas and standards. He is backed by sax, accordion, piano, drums and a string bass man doubling on tenor vocals.

Band vocalist is brunet, pretty Bernice Byres, who also contributes a couple of fair vocals on pop tunes. Has a nice contralto voice, but needs polishing on delivery.

Band definitely fits this spot and does a thoroughly pleasing job. *Dennis*

Carl Hoff

Reviewed at Top Hat, Union City, N. J.

HOFF has been doctoring his band for several months now and finally appears to have hit the right combination. Just returned north from a stay in New Orleans, where he managed to iron out the last of the clinkers and make a decided impression on the Louisianaans.

Instrumentation is now five reeds (six when Hoff picks up his alto sax), three trumpets, two trombones and four rhythms. Arrangements are keyed to current dancing tastes, providing a steady four-beat and some colorful reed voicing and excellent precision in the brass section.

Possession of the Murphy Sisters, one of the three or four girl vocal combos

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.

around which can really deliver, enables Hoff to step out with some top novelty arrangements on such ditties as *B-I-M*, *Wait Till the Sun Shines, Nellie*, and *Hand Me Down My Walking Cane*. The girls are good. They make a fresh, youthful appearance, their harmonies are clever and they know how to sell to an audience.

Al Noble handles the ballad choruses quite well, singing in straightaway fashion. Dot Murphy, one of the three sisters, comes forward once in a while to solo a jitteroo, and is very good at it.

The band seems ripe for some theater dates. *Carter*

popular. However, his *Shades of Blue*, *Dark Eyes* and *Intermezzo* bring applause as soon as the numbers are announced. Improvisation on the piano parts are something the customers begin to look for.

Three reeds, one violin, one trumpet, drums, a guitar, a bass and that piano make the dancers and spectators very, very happy. Strong on Latin tunes, and the boys know how to play their Dixieland numbers, too. Vocals are divided between Jimmy Lewis, guitarist, who specializes on the ballad, and Bernie Martin, violinist, who takes all the pop tunes. *Jones*

Carmen Cavalero

Reviewed at the Carlton Hotel, Washington

THIS band is headed for bigger things, and January 8 will be going into the Rainbow Room in New York. Everybody here will be sorry to lose the best orchestra to play a season or more in this city. During the past year Cavalero's transcriptions could be heard over most of the local stations and without question added to his popularity in this city.

The nine pieces combine into sweet rhythm featuring the piano, by Cavalero, who leads his band from behind the keyboard. A word is necessary about the Cavalero keyboard, because it has a full-length mirror above the keys lighted by a fluorescent tube. People are fascinated by Cavalero's playing, and it's no exaggeration to say that he is a band leader with showmanship in his hands.

Few sessions are without a solo arrangement for the leader to play, and among these *Flamingo* seems the most

Bob Allen

Reviewed at Roseland Ballroom, New York

JUST about four months' time Allen has shaped up a versatile five-brass, five-reed, four-rhythm aggregation, which has a much better than average chance of carving a permanent niche in the band biz scheme. He's new at the leading game, but has a personable and refreshing approach to his fronting, which has already put him in high favor with Roseland hoopers—probably the toughest and most discriminating of their breed anywhere. Allen also comes to the leader podium with a nice rep from his vocalist days, with the old Hal Kemp crew.

At this location band is running the gamut from rumbas to swing to sweet. A slice of each shows that rock's strong suit is the more lush ballads and blues numbers. A good dance tempo is maintained, and Harold Mooney's arrangements show plenty of character. Allen's piping of these ballads is also a big asset. Has a clear-cut and mellow

livery, and his manner and appearance back it all up. Led doesn't force his lyricalness on the customers in large doses either and this makes it all the more palatable.

Dotty Reid is the fem touch on the stand, and her thrashing is plenty okay. Has an easy, sultry-voiced style which is backed exceptionally well by the band on blues pieces. Gal looks exceedingly young and could dress in a fashion which would overcome some of it and fit in better with her voice and manner.

Allen has all the material here necessary for a good class hotel room. Boys seem to be more at home, too, wanting the color and more restrained rhythms. *Rumphrap*

Ray Alderson

Reviewed at Pla-Mor Ballroom, Lincoln, Neb.

RAY ANDERSON'S music is speeded for the lower priced dance places, ballrooms exclusively, where the patronage generally calls for a clearly defined bounce. His arranger, Gus Donohue, long accustomed to this bracket in association with other territorial bands, provide him with the exact formula—a well modulated but pronounced rhythm. Alderson is a reed specialist himself, and is written in all the arrangements, which makes a four-man sax department. He has a couple of go-guns, Joe Klaser, reeds, and Rex Goldthorpe, trumpet. Band also has a brother combination, Alex Ashby, who fills from trumpet to accordion to vibes, and Walt Ashby, the bass player. Drummer Otto Wilkins is in for several specialty hidings. Vocals, in rhythm manner, are up to Clive Weber, who is okay.

Set-up might be described as four-four-four, but it's not truly so. Four-some in brass or rhythm depends on the vacillating Alex Ashby. For the grid dancers, Alderson has the stuff, and he would be a cinch for the private party class. His music has definite pick-up, no matter the age of the feet. It is not aimed for the polished places, and he stays with his field. *Oldfield*

Orchestra Routes

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



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

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

- A**
- Alba, Bill (Kegly-Cawley Grill) La Salle, Ill.
 - Albani, Pedro (President Atlantic City) b
 - Albergo, Don (El Chico) NYC, dc
 - Allen, Bob (Arcadia Grill) Capton, O., dc
 - Allen, Victor (Lawrence) Erie, Pa., h
 - Allen, Bob (Hollywood) NYC, dc
 - Allen, Red (Club 481) NYC, dc
 - Alpert, Mickey (Coconut Grove) Boston, dc
 - Altmiller, George (Mercury) Grill Upper Merion, Pa., dc
 - Anton, Don (Ray Hay Gardens) Phila., dc
 - Anton, Al (Green Hills) Kansas City, dc
 - Arkey, Leonard (Hollywood Rest) Oceanide, L. I., N. Y., dc
 - Astor, Bob (Tantilla Gardens) Richmond, Va., dc
 - Ayers, Mitchell (Peabody) Memphis, b

- B**
- Bradshaw, Tiny (Savoy) NYC, b
 - Brown, Lou (Indiana) Ft. Wayne, Ind., 25-28, t (Elks Club) Kalamazoo, Mich., 31
 - Brown, Lee (Blackhawk) Chi., dc
 - Buchholz, Omeria (Gerington Casino) Phila., dc
 - Busse, Henry (Palace) San Francisco, h
 - Byrne, Bobby (Coliseum) Boston, Mo., 31

- C**
- Cabin Boys (Hollywood Derby Cellar Bar) Warren, O., dc
 - Caceres, Emilio (Green Hill) Saginaw, Mich., dc
 - Calloway, Cab (Manhattan Center) NYC, 24
 - Calvert, Oscar (Coca Maria) NYC, 24
 - Carpello, Joe (Jimmy Kelly's) NYC, dc
 - Carbo, Don (Club Gaiety) NYC, dc
 - Carpenter, Doug (Quartet (Rosa's Beach) Washington, D. C., h
 - Carr, Al (La Marquise) NYC, dc
 - Carroll, Tr. (Empress) NYC, dc
 - Carrier, Benny (Vamoos Club) NYC, dc
 - Carwright, Bob (Fero Marquette) Portland, Ore., h
 - Carlan, Lou (Marquee) Buffalo, h
 - Chellis, Don (De Code Cellar) Chi., dc
 - Childs, Reggie (Hosehead) New Orleans, h
 - Chiquito (El Morocco) NYC, dc
 - Clark, Buddy (Park Central) NYC, h
 - Cochran, Cornelius (Russian Kreichmal) NYC, dc
 - Cole, Art (Hosehead) NYC, h
 - Conley, Ray (Nick's) NYC, dc
 - Conna, Leo (Ten Year) Albany, N. Y., h
 - Costanza, Mance (Henry) Pittsburgh, h
 - Cooney, Del (Riviera) Chi., h
 - Crowwell, Chassey (McDonnals) Brooklyn, h
 - Curbello, Herbert (La Martinique) NYC, dc

- D**
- D'Arcy, Phil (Mintie) Carlo Beach) NYC, dc
 - Daly, Marvin (Joh. Henry) Chi., h
 - Davis, Eddie (Laurie's) NYC, dc
 - Dave, Reckie (Gaiety) Albany, N. Y., dc
 - DeLeon, Pedro (Palmer House) Chi., h
 - DeLeon, Dave (Hussians) NYC, dc
 - Diamond, Argo (Hi-De-Bo) Albany, N. Y., dc
 - Dolan, Bert (Worthy) Springfield, Mass., h
 - Dentice, Sam (Coral Gables) East Lansing, Mich., h
 - Dominquez, Juan (Palace Corner) NYC, dc
 - Dorsey, Jimmy (Palace) Albany, N. Y., 25
 - Drelich, Ed (Water-Astoria) NYC, h

(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS
a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; n—night club; p—amusement park; r—roadhouse; re—restaurant; s—showboat; t—theater.
NYC—New York City; Phila—Philadelphia; Chi—Chicago.

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

- A**
- Abbott, Marjorie Dancers (Polka Magazine) Mexico City, Mex., t
 - Adams, Margaret (No. 1 Bar) NYC, dc
 - Adriana & Charly (Music Hall) NYC, t
 - Adron, Emilio (Vivier) NYC, dc
 - Adrienne (Drake) Chi., h
 - Alexander, Cecil (Capitol) Toledo, h, t
 - Alroy, Cleveland (2-Jan.) L. I., h
 - Allen, Dorothy (Fernando's) NYC, dc
 - Alpert, Bert (Palace) NYC, h
 - Alpho Hernandez (Mozart) Salem, O., 25-Jan. 3, h
 - Alphard, Claude (El Regis) NYC, h
 - Arlen, Faith (Jimmy Kelly's) NYC, dc
 - Arturo & Evelyn (Beverly Hills) Newport, Ky., dc
 - Ashburn, The (Rainbow Grill) NYC, dc
 - Ashley, Jane (Casanova) Detroit, dc
 - Austin, Marie (Neville Hills) Newport, Ky., cc
 - Austin, Virginia (Palmer House) Chi., h

- B**
- Blackwell, Carole (Diamond Horseshoe) NYC, dc
 - Black, Vivian (Belmont Plaza) NYC, h
 - Blackstone (RKO-Kelby) Boston, t
 - Blades, Four Gay (Orion) Chi., t
 - Blakeman, Nan (Villa Super Club) Toledo, O., dc
 - Blazche & Elliott (Horse) Omaha, 25-Jan. 3, dc
 - Block, Tasha (Rox) NYC, t
 - Boles, Ray (Rialto) Phila., t
 - Borco, Leslie (Globe) NYC, dc
 - Borodkin, Masha (Old Romanian) NYC, re
 - Bourbon, Ray (Charlie's Tobacco Road) Miami, Fla., dc
 - Bourne, Charlie (Park Central) NYC, h
 - Bowen, Byrd (Globe) Chi., h
 - Brown, Major, Barry of Mad (Rox) NYC, h
 - Brady, V. (Club Manhattan) NYC, dc
 - Brady, June (Rox) NYC, t
 - Breikin, (Corral) NYC, re
 - Brown, Evans & Co. (Carnival (Casino Cook-let) Lounge) Spring Hill, Ill., dc
 - Brown, Toby (Orion) Miami, Ind., dc
 - Brown, Wally & Agnes (Palace) Cleveland, h
 - Brown, Carol (Rialto) Phila., h

- C**
- Babette (Globe) Boston, t; (Stings) NYC, 25-Jan. 3
 - Baldwin & Bristol (Corkburn Tavern) Detroit, dc
 - Bar (Desmond) Port Huron Jan. 1-3, t
 - Barke, Sam (Old Romanian) NYC, re
 - Barocco, Victoria (El Chico) NYC, dc
 - Barrett, Martin (Blumark) Chi., h
 - Barrett, Sheila (Rendezvous) Chi., dc
 - Barrett Roy (Topland Famous Bar) St. Louis
 - Barry, The (Versailles) NYC, dc
 - Bart, Jan (New International Casino) NYC, dc
 - Bates, Wanda (El Club) NYC, dc
 - Beckling, Glen (Island) NYC, re
 - Belmont Balladettes (Belmont Plaza) NYC, h
 - Belmonts Bros. (Mickey's) Detroit, dc
 - Berry, Conna (Duke Society Downtown) NYC, re
 - Hiltington, Orrin & Betty Lou (Commodore) NYC, h

- C**
- Callahan Sisters (Chez Parrot) Chi., dc
 - Carla & Fernando (Havana) Miami, NYC, dc
 - Carline, Kirby (Plaza) NYC, h
 - Carlin & Carlin (La Ganga) NYC, dc
 - Carlin & Sherod (Belmont Plaza) NYC, h
 - Carroll, Imogene (Pierre) NYC, h
 - Carter, Charles (Rosa's Center) NYC, dc
 - Casio, Jean (Number One Bar) NYC, dc
 - Cerr, Alice (Rox) Chi., dc
 - Corney, Tams (St. Morris) NYC, h

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**Chi's Palladium
Folds; Couldn't
Buck Competish**

CHICAGO, Dec. 20.—The Palladium Ballroom here folded last week, following a three and a half month run playing to business ranging from indifferent to gosh-awful. Operator Billy Stearns decided to quit after dumping some \$10,000 into the venture, which never caught on.

The delayed opening of September 10 is blamed for the failure. A legal technicality holding up the advertised opening date turned away more than 3,000 jitterbugs who came out to listen to Charlie Spivak's band and Dinah Shore. Spivak filled four weeks, but receipts were off. Will Osborne followed, and during his run, the ballroom switched to a four-days-a-week schedule. Polley was finally sliced to a Saturday-night-only affair, using local bands.

Also, the Palladium couldn't buck the competition of the neighboring Aragon Ballroom, which has an established rep among the dyed-in-the-wool dance fans.

**Goodman Shoots at
4G as Pitt Guest**

PITTSBURGH, Dec. 20.—Benny Goodman and his band, set to be co-featured in a joint concert with the Pittsburgh Symphony Orchestra January 6 in Syria Mosque, will have to gross \$4,000 to beat Oscar Levant's record. Symphony manager Eddie Spector's unofficial gross report reveals.

Levant's one-nighter here recently as guest pianist and conductor pulled approximately \$3,800. Only other time a dance band maestro has co-starred with Symph was couple years ago when Paul Whiteman appeared with his outfit for two concerts and a benefit ball after concert.

Symphony plays 17 programs during regular subscription season, two concerts for each, plus special performances for schools under Buhl Foundation grant.

**War Jitters Cancel
Gotham Club Dates**

NEW YORK, Dec. 20.—More than 200 local single engagements and club dates have been cancelled since war was declared, it was revealed yesterday by William Feinberg, secretary of Local 802, AFM.

Cancelled dates include private parties, dances and organizational affairs. Feinberg credits this to the initial jitters engendered by war, but predicts a quick return to normalcy.

NEW YORK, Dec. 20.—Savoy Ballroom resumes remote broadcasts January 5 when Lucky Millinder band with Rosetta Tharpe starts, airing three times a week over both NBC networks, Mondays 1 to 1:30 and Tuesdays and Fridays 11:30 to midnight. Ballroom has been off the air for a year.

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HOLLY SWANSON—7 Ft. of Fun
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CY WALTER

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at La MARTINIQUE
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PERSONAL MANAGEMENT **MILTON EBBINS** Director **WM. MORRIS AGENCY, INC.**

Name Bands' Army Tour

Every Important Ork Will Play Gratis for USO, With AFM Okay

NEW YORK, Dec. 20.—Practically all name and semi-name bands in the country donated their services this week to the army. In one of the biggest army entertainment promotions yet attempted, the USO-Camp Shows, Inc. in conjunction with the orks and contingents on the regular one-nighter routings. Booking offices are putting the camp dates on the books as definite commitments each week in the territories where orks are on tour. Bands on location will hop out to camps on their night off.

All of the army bookings will clear thru Harry Moss, head of the Music Corporation of America one-nighter desk, and bookings will be kept at least two

weeks in advance. Milton Deutsch, of Frederick Brothers Music Corporation; Bob Bundy, of Consolidated Radio Artist; Dick Gabba, General Amusement Corporation, and Harry Squires, of William Morris Agency, will all work with Moss on clearing the dates.

James C. Petrillo, American Federation of Musicians proxy, okayed the plan so far as the union was concerned. Donation of the time is up to each individual band, union says. Transportation problems have not been fully ironed out as yet. Abe Lastfogel, chief of the Camp Shows, Inc., said that every effort would be made to see that ork leaders do not have to go to any traveling expense to make the dates, but that it was possible that in some instances leaders might have to pay out some extra coin for traveling. Lastfogel stated that the USO did not have as much money as it could use at present, so couldn't take care of expenses that might be incurred by the bands.

Band agencies wired the leaders Thursday (18) to get their okay on whether or not they would accept the army commitments. By the end of the week most of them had already wired their approval. Lastfogel pointed out that the nation's bands were in a better position to serve the army camps than any other form of entertainment, since there are always great numbers of them on the road within easy reach of many of the camps.

Whether or not this all-out contribution to the army on the part of the bands would be in some measure alleviate drafting of tootlers was not mentioned by anyone concerned. But as their work at the camps will no doubt come under the morale division, there is already some talk that the move may ease the problem of leaders losing sidemen to the army in large numbers.

Among the orks which have already accepted the proposal of playing the camps and are being worked on by the one-night desks, are Benny Goodman, Freddy Martin, Alvino Rey, Charlie

Deed of the Week

POTTSVILLE Pa., Dec. 20.—It had to happen somewhere, but it happened here first.

Few nights ago Ritz Ballroom was jammed with soldiers from Indian-town Gap. The joint was jumping. The band was sending itself. And then they started to play Japanese Sandara. Manager Howard Hobbs raced to the bandstand, grabbed a mike, gasped an apology to the assemblage, snapped a few orders to the tootlers and the band launched into China, Boy.

Spivak, Johnny Long, Vaughn Monroe, Vincent Lopez, Val Olman, Noble Sings, Red Norvo, Blue Baron, Muggsy Spanier and Les Elie, who will all be in the New York area during January. Local 802, of the AFM, was expected to give an okay on all of these orks donating their off nights to the army camps in this area.

Bands being set for dates in other sections of the country include Zaster Gugat, Jan Savitt, Abe Lyman, Frankie Masters, Tommy Tucker, Dick Stabile, Hudson-DeLange and Bob Chester, who will be working thru the Midwest, South and Eastern tours during January, Dolly Dawn, Al Donahue, Carl Hoff, Claude Thornhill, Cab Calloway, Cool Golly, Teddy Powell, Tony Foster, Mal Hallett, Count Basie, Will Bradley, Earl Hines, The Ray Hutton and Clyde Lucas are among others who will also be on tour in January and who are being spotted now for the army dates.

Ventura From Spain to Rio

RIO DE JANEIRO, Dec. 8.—Ray Ventura's band is scheduled to arrive here from Spain December 15 and will open at Casino Urcia December 19. This marks the first major European booking this season, tho' several European acts have come here via New York or Buenos Aires.

Ventura is expected to remain at the Casino Urcia thru the Carnival season (February 12).

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A GRAND NEW HIT BY THE COMPOSER OF "SHEPHERD SERENADE"

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FIRST OF A SERIES OF WONDERFUL NEW SONGS BY ROBERT STOLT

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Unique Night Club - Known
From Coast to Coast -
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To All Artists

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for Five Great Years as M.C.
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Novak Sisters to Rio

RIO DE JANEIRO, Dec. 13.—Novak Sisters, American acrobats, open in same show with Ray Ventura band December 19 at Caspao Urea. The Four Janaleys closed at the Urea December 2 and sailed for New York December 3.

20th CENTURY THEATER

BUFFALO, N. Y.
revs

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Many Thanks for Your Good Can Break You
Jump East or West. New Act, Write or Write

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To My Many Friends in Show Business!
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Definite Victory"

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"Skills is at the helm of this snappy, colorful Donn Arden-produced revue." —Abel, Variety, New York.

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TONY MARTIN, SOPHIE TUCKER, HARRY RICHMAN, BEATRICE KAY, MORTON DOWNEY, GYPSY ROSE LEE, GERTRUDE NIESEN, LOU HOLTZ, ETHEL SHUTTA, ELLA LOGAN, and

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I'm Used to Blackouts

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VICKIE DAVIS

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Season's Greetings

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HUB LEGIT TAKES \$1,158,000

Way Ahead '40; Terrific Season Seen Despite War

BOSTON, Dec. 20.—The Hub, traditional tryout town for legit vehicles, has seen 27 presentations for the first half of the 1941-'42 season, and a total of approximately \$1,158,000 has rolled into the tills of the city's seven houses, all of which have been afloat for at least two weeks thus far.

So far, the season is \$470,450 ahead of last season's halfway point, when \$678,560 had been grossed by 21 attractions at six theaters. There is every indication, despite the war crisis, that the current season will be the greatest in the Hub's modern legit history. A total gross of \$3,000,000 is possible. The halfway mark is within less than \$100,000 of last year's complete season total of \$1,300,000.

The season's record for top gross goes to the new Olsen-Johnson melodrama, *Sons of Fun*, which topped up an all-time record for the Hub of \$160,000 for 22 playing days. On a play-run basis, *Allegro* and *Old Lee* set the pace with a July \$165,500 for 22 playing days. The road company of the New York smash-up could have continued indefinitely but was forced to leave because of other bookings. The Olsen-Johnson show, too, could have remained at least another month.

Seven new shows held premieres here. Three went on to Broadway success, while another two are still staggering along in New York. The percentage of flops is far less than it was for the first half last year.

The season got under way two weeks later than in '40, opening Labor-Day with the Al Jolson show. Complete grosses for the first half were as follows:

September 1.—Hold On to Your Hats

THE FEATURE

"1941 IN THE LEGITIMATE THEATER"

Which was to have appeared in this issue, has been crowded out by the unusually heavy advertising in the Holiday Greetings Number and will definitely appear in the next issue, dated January 3.

(Shubert, 1290 seats; \$2.30 top). Welcomed by the critics and public, it chalked up a very good \$30,000 a week for three weeks for a total of \$90,000.

September 8.—*Mr. Big* (Plymouth, 1480 seats; \$2.75 top). The first week starter of the season. Met with a good response the first week and chalked up \$15,000. Bad word-of-mouth cut the second week to \$12,500. Third week, after considerable rewriting, boosted to \$19,500 for a total of \$47,000.

September 15.—*Candide in the Wind* (Colonial, 1,543 seats; \$2.30 top). The Theater Guild and the Play-

(See **HUB TAKE** on opposite page)

Hold Steady

ALL of us have a double duty in the present crisis—to aid the war effort directly to the limits of our power and, at the same time, to maintain as well as we are able the normal life of the nation. Wars are won by the slogs of war; but they are lost by the breakdown of national life, and the resultant disruption of both morale and military power. This has been proved time and again through history, but you don't have to go further back than the first World War. The breakdown of German morale and national life ended the war decisively while German armies were still deep in France.

As we give everything we've got to the war effort, we must also remember to hang on to normalcy in national and personal life so far as we may under the changed conditions. And we must never in any way take advantage of critical circumstances in order to gain personal advantages and so tend to disrupt the life of the people or give rise to hysterical thinking.

In this connection it is heartening to see how well the legitimate theaters have responded. Only two shows have closed because of the war—and in both cases it was subject matter that forced the closing, rather than hysterical thinking. One was "The Admiral Had a Wife," which dealt humorously with naval forces in Pearl Harbor; the other was the touring troupe of "There Shall Be No Night." "The Mikado" was withdrawn from the repertory of the Cherry Lane, but immediately replaced with "HMS Pinafore."

The others have held on, bringing moments of escape and of intensified emotion to theatergoers. The bottom dropped out of attendance, of course, immediately after the United States entered the war, but already the figures are beginning to climb. This is to be expected, and will probably continue in greater force as the nation takes its second breath, plunges wholeheartedly into the long task ahead, and realizes the tremendous necessity for relaxation in order to achieve greater efficiency in its work.

Not only have the shows already on Broadway held on admirably; plans for future shows are continuing, and the schedule should be heavy. Already, an American play has given a performance during a blackout—Katharine Cornell in "The Doctor's Dilemma" on the Coast. The theater is already amply demonstrating that it can play its part.

Bursts of so-called "patriotism" that disrupt national life play straight into the hands of the enemy. Needless cancellations tend to create an atmosphere of panic and hysteria. Use of the crisis in order to cut salaries or impose special conditions is beneath contempt. So far the theater has steered clear of all these things; it will continue to steer clear of them. It is already meeting greatly changed conditions, and will meet any others that arise, no matter how stringent or critical. And it will continue to function as an oasis of vitally needed relief for a nation whose energies, night and day, heart and soul, are now devoted to a single tremendous task.

FROM OUT FRONT

Thanks at Yuletide

BY EUGENE BURR

UNDER the circumstances, yuletide this year is apt to become a bit grim. Yet we should, so far as possible, celebrate in the spirit of the season and prevent any taint of morbidity, hysteria or panic from creeping into the nation's state of mind. This year, too, wishes that were once mere formalities or words uttered by rote have suddenly become filled with serious meaning. To wish a Merry Christmas means more this year than it did last; to wish a Happy New Year, with all its implications, means infinitely more. This corner, with fervent sincerity, sends both wishes not only to those players who are to be thanked in the present column, but to all readers throughout our land.

Meanwhile, we should by no means forget special greetings and thanks to the players whose work has made happier the evenings spent so far this season in the theater. Thanks, then:

TO HENRY JONES, for a hilarious and beautifully played performance in a minor role in *Village Opera*, the season's first new play, which was panned largely for the faults of its leading players; to Edmund Gwonn, that fine actor, for the detailed, humorous, pathetic and richly human characterization he gives in the cardboard title role of *The Wooley*, a slick-paper magazine potboiler that inexplicably got itself written out as a play; to Carol Goodner, for her salty, beautifully pointed performance in the same piece; and to Heather Angel, Norah Howard and Horace McNally, all also in the same play—the first for delicate and understanding work and particularly for her fine handling of hysteria; the second for her quiet simplicity of her playing, the third for his appealing, serious-minded earnestness, prissy burlesque of an equally prissy but not nearly so amusing power in *Cuckoo on the Hearth*, thru the medium of which Brock Pemberton conclusively proved that dishes are more important than drama, even to Percy Kilbride for fine work—in his usual vein and apart from it—in the same hubbub of Limoges-throated hamburger; to Kasia Orzawska, from the Polish stage, for the depth, sincerity and power of her mother in *Brother Cain*, whose title seemed to refer less to the Bible than to the now defunct theatrical warehouse; and to Royal Raymond, making his Broadway legit debut under the same somewhat painful circumstances, for an honest, forthright and excellent performance.

TO FRANK ALBERTSON, for a genial and thoroughly amusing job in *The More He Merries*, a farce that set out to provide nothing but laughs, a task in which it admirably succeeded despite the fact that it was panned off the boards; to Keenan Wynn, for a pointed farce performance in behalf of the same lost cause; to Betty Furness, for a pithy and excellent performance in *Mr. Big*, wherein George S. Kaufman discovered that he was no Olsen and Johnson, despite a new-found ability to take a figurative pret-fall; to Harry Carey, for his understanding, magnificently effective work as Nat Miller in the Theater Guild's revival of *Oh, Wilderness!*—a performance so vastly superior to George M. Cohan's in the original that it brought new and splendid values to the script itself; to Tom Tully and Ann Shoemaker for their excellent work in support of Mr. Carey; to the entire company of the Jones Ballet, that marvelous group of dancing mimes, who thrilled with the drama and beauty of all their dance dramas, but particularly with the chilling realities of *The Green Table*, a bitterly satiric examination of the causes and effects of war; to June Allison, a diabolically cute little flick who in the most appealing bit of youthful femininity in *Fast Foot Forward*, thru which George Abbott proved that, if you loudly comb the corners of the country for new talent, you can find a great deal that's not nearly so good as what you could pick up at the nearest corner of Broadway; to Gil Stratton, Jr., an energetic young man who does a swell job as the harassed hero of the same somewhat over-youthful frolic; and to Mary May, who gives the only really solid, adult and altogether excellent performance in the same merry-merry and who therefore looks a bit like a wolf thrown to the lambs.

TO PETE DEJARDINS, a diver, simply for diving into the midst of a so-called musical entitled *Viva O'Brien*; to Bobby Clark, for having himself a field day and creating unbounded hilarity by his utterly unaided efforts in the course of a light called *All Men Are Alike*, a dramatic stop-bowl filled with a highly distasteful mess of dialog; to Helene Hign, an understudy in the same misfortune, who, called upon to replace Lillian Bond on second night, gallantly succeeded in maintaining the wildfire pace set by Mr. Clark, despite an occasionally frightening lack of familiarity with the lines; to Jessica Tandy, for a glowing, lovely performance (a performance matched in these attributes by Miss Tandy's person) in *Annie of England*, a brash rewriting of known history intended to convince Broadway audiences that the evil, unscrupulous Jack Churchill, first Duke of Marlborough, was a sort of Boy Scout in fancy dress; to Philip Bourneuf, for the finely quiet effect of his Jacques and his marvelous rendition of the "Seven ages" speech (the best I've ever heard) in the Boyar-Bryden revival of *As You Like It*, which managed to make the Forest of Arden seem a bit like a backyard in Brooklyn; to Alfred Drake, in the same piece, for the honest life and the fine readings of his Orlando; to Evelyn Varden, for her typically pithy playing that managed to lend moments of interest to *Candide in the Wind*, which turned out to be something that might have been subtitled *Severely in Occupied Granatark*; to Tonio Selwart, for effective, sincere work as a reformed Nazi in the same melodrama; to Lotte Lenya, who made her Broadway debut and offered a charming performance in small role in the same play, and, still in the same piece, to John Wengraf, whose strong, stiff-necked yet magnificently shaded portrait of a Nazi officer held the play together and emerged as one of the first acting jobs of the season.

TO DANNY KAYE, that amazing buffoon, whose unbelievable facility at delivering novelty numbers and general superlative show-selling turn *Let's Face It* from a mediocre musical into a deserved smash hit; and to a large number of Mr. Kaye's able and charming confreres who aid him in that meritorious task—Erv Arden, one of the most amusing of jolly clowns; Vivian Vance, who is doing the best work of her career; Sunnie O'Dee, a superlative tap dancer and charming performer; Jack Williams, who will be a headliner in his own right some day; and many others in the same show; to Leon Area, Robert Shayne and Hugh Martow of the male contingent, and to Flora Campbell, Louise Larabee and K. T. Stevens of the distaff side, all in that strange monstrosity, *The Lead Is Bright*, wherein George S. Kaufman and Edna Ferber trace the fortunes of an American family thru four generations, three acts and so many stupid and phony theatrical clichés as anyone could possibly think up for a single evening.

TO FLORENCE KIRK, a young soprano who, in the leading role in the New Opera Company's production of Verdi's *Macbeth*, offered a rich, finely sung and brilliantly promising vocal performance in a brutally demanding role; to Jess Walters, a highly promising young baritone, who did an equally admirable vocal job in the

(See FROM OUT FRONT on page 52)

Miss LeVerne

Wishes you all
Happy
Season's
Greetings



AFM Battles Detroit House

DETROIT, Dec. 20.—Conditions continued in status quo in the current battle between Detroit Federation of Musicians and the Lafayette Theater, with court sessions adjourned one week. Management of the theater is seeking an injunction restraining the union from picketing and the IATSE from a sympathy strike.

Basis of dispute is the contention of the management that the musicians are unnecessary, and that \$450 a week could be saved by eliminating the six called for in the existing contract with the union. Jack Parentz, president of the union, contends that the contract is of the same type as the Wilson and Cass theaters, also legitimate houses, have, and that the union is standing by its contract.

BIG HUB TAKE

(Continued from opposite page)
wright's Company teamed up. Subscriptions to TD helped, and the show grossed \$26,000 and \$27,000 for a very good \$53,000.

September 18.—Nattie Son (Majestic, 1,007 seats; \$2.20 top). The Hub's largest house opened for the season. Created a stir but no business, with \$13,000 and \$14,500 all claimed for a fair \$27,500 for two weeks.

September 25.—Viva O'Brien (Shubert, \$2.20 top). Opened on a Thursday and drew \$4,000 for first four performances. Did a poor \$17,500 for full week and departed with a total of \$23,500.

September 29.—Arsenio and Old Lace (Plymouth, \$2.75 top). Eric Von Stroheim, Laura Hope Crews and Effie Shannon featured. Remained seven weeks and could have gone indefinitely. Grossed \$24,000, \$24,000, \$24,000, \$23,000, \$22,500, \$24,500 and \$24,000 for a terrific \$158,500.

September 29.—Student Prince (Opera House, 2,944 seats; \$2.20 top). First of a series of revivals by the Mettern. Shubert in at popular prices. Did a very swell \$24,500 and \$25,000 for a great \$49,500 for two weeks.

October 6.—Doctor's Dilemma (Shubert,

\$3.50 top). The Katharine Cornell vehicle did a very good two weeks. Near capacity at every performance contributed to grosses of \$22,000 and \$30,000 for a great total of \$52,000.

October 9.—Let's Face It (Colonial, \$2.30 top). Opened on a Thursday night and rolled up a great \$12,000 for the first four performances. Did \$25,000 each week for two full weeks and bowed out with a total of \$62,500 after 20 performances.

October 13.—Blithe Spirit (Wilbur, 1,227 seats; \$2.75 top). The new Noel Coward show got a great reception here and did a capacity \$15,000 for two weeks for a great \$30,000 total.

October 13.—The Men Who Came to Dinner (Coplay, 1,000 seats; \$1.65 top). Wee & Leventhal took over the uptown house for two weeks to present Taylor Holmes in the title role of the fallstar show. Drew \$10,000 and \$9,000 for a \$19,000 total.

October 19.—Ria Rife (Opera House, \$2.20 top). Second of the Shubert revivals. Opened on Thursday and grabbed \$8,000 for first four performances. Full week additional garnered \$15,000 for a nice \$23,000 for 12 performances.

October 20.—The Mikado (Majestic, \$2.20 top). The Shuberts presented the first in a series of Gilbert and Sullivan by their own repertory company. Initial piece, after taking \$15,000 for first week, was held for a second and equaled the first mark for a nice \$30,000 total.

October 27.—Meerbach (Colonial, \$3.30 top). Good notices and a lot of school kids kept this from falling by the wayside. Hit a fair \$15,000 and \$18,000 for a two-week total of \$33,000.

October 27.—Separate Rooms (Wilbur, \$2.75 top). With Anna Sten in the Glenda Farrell role, this one got the same reaction as in New York. Very nice \$14,500 and \$14,000 for good two-week gross of \$28,500.

October 31.—Sons of Fun (Shubert, \$3.30 top; \$3.85 Saturdays). Set up an advance sale of \$80,000, the greatest on record. Opening on Friday, it hit \$12,000 for the first two days and then grossed \$35,000 for the first

Season's Best

Jack MANN

(JACK GREENMAN)

COMEDIAN

With George Jessel's HIGH KICKERS at the Broadhurst, New York City.

full week, \$40,000 apiece for the next two weeks and \$18,000 for a final three days, for a smasheroo \$130,000 total. Over 200 standees at every performance.

November 8.—Pirates of Penzance (Majestic, \$2.20 top). Second in the Shubert's G & S series pulled in a nice \$14,000 for the week.

November 10.—Junior Miss (Wilbur, \$2.75 top). In for only one week, this got a warm reception and bowed out with a very nice \$15,000 gross.

November 10.—Gondoliers (Majestic, \$2.20 top). Third offering of the Gilbert and Sullivan repertory grossed fair \$12,000.

November 10.—Banjo Eyes (Colonial, \$3.30 top). Eddie Cantor show was disappointing. Doctoring went on constantly during its three-week stand; but the gross progressed downward, showing \$21,000, \$20,000 and \$19,000 for a fair \$60,000 total.

November 11.—My Maryland (Opera House, \$2.20 top). Another Shubert revival, Waltzed out with \$19,000.

November 17.—Chills and Fever (Wilbur, \$2.75 top). Lived up to its name as far as the critics were concerned. Withdrawn after pulling a fair \$10,000 for the week.

November 17.—Trial by Jury and H. M. S. Pinaflore (Majestic, \$2.20 top). Double offering of the G & S Repertory

Company failed to draw more than \$12,000.

November 24.—Jolson's (Majestic, \$2.20 top). Final G & S offering drew a low \$9,000. Shubert-sponsored company drew \$77,000 for a six-week season.

November 24.—Papa Is All (Wilbur, \$2.75 top). In for two weeks, this one was extended as a result of acceptance by public and critics. Did \$14,000, \$15,000 and \$15,000 for a nice \$44,000.

December 1.—Pal Joey (Shubert, \$3.30 top). Came in for two weeks and did neat business. First week \$26,000, second week \$20,000, for a good \$46,000.

December 8.—Letters to Lucerne (Plymouth, \$2.75 top). Public seemed interested in the fact that daughters of five famous personages were in the cast. First week hit \$14,000. War caused a slight slump second week to \$13,000, with a total for the two-week stand of \$27,000.

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FROM OUT FRONT

(Continued from page 50)

equally demanding role opposite Miss Kirk; and to Robert Silva, a highly promising young basso, who helped to round out the one really fine cast that the New Opera Company managed to assemble; to Eleanor Lynn, for the quiet sincerity of her playing in The Man With Blond Hair, a weak play in which Norman Krause made the astounding suggestion that, in a war, the common people on each side are taught to believe the worst of the common people on the other; to Dora Weissman, one of the very finest of our character actresses, for the humor and gentle, kindly effect she brought to her work in the same drama; to Rex Williams, who, in the same play, showed marvelous insight in depicting a puzzled young Nazi; to George Josel, for being his usual self in High Kickers, a potentially smash revue that made the mistake of getting itself wrapped up in a perniciously long-winded book; to Sophie Tucker, for being her usual self in the same pleasant but generally unfortunate tune-up; and to a large number of others in the same excellent cast—Betty Bruce, whose astounding ballet-tap ability marks her as without question the greatest dancer of her type in the world today; Jack Mann, a droll and amusing comic from the ranks of burlesque; York and King, those always grand trouperes, and many of the others.

TO MILDRED NATWICK, one of the greatest actresses on the stage today, for the terrific job she is doing in Blithe Spirit, in which Noel Coward tosses a couple of ghosts aloft on a column of glittering dinos, and holds them there for three acts as tho they were celluloid balls on top of the waterspouts in a shooting gallery; to all the others in the same show who, under John C. Wilson's superlatively suave direction, aid Miss Natwick tremendously—and particularly to Peggy Wood, Clifton Webb and Jacqueline Clark; to Grace Coppin, for the strength and fine effect of her readings as a witch and a scolding woman in the Brass-Webster revival of Macbeth, which, with the stirring directorial imagination of the witch and battle scenes and elocution-lesson performances in the leading roles, emerges as a Macbeth with a vacuum where its two leading characters should be; to Herbert Rudley, for the sincerity and direct honesty of his Macduff in the same production; to Viola Kosta, for a quiet, affecting job in her brief appearance as Lady Macduff; and to Henry Brandon and Irving Morrow for sterling performances in a couple of minor roles in the same oddly wiled re-creation; to Cornelia Otis Skinner, for the beauty, depth, tenderness and splendid effect of her work in the leading role of Theater, which is probably a bad play after all, but which emerges as irreducible entertainment for anyone who has even a flimsy gleam of love for the theater; to Frederick Bradlee, a fine young actor, for the intelligence and sincerity thru which he turns a stupid role into a believable human being in the same play; and to Arthur Margeson, who, as Miss Skinner's ex-husband in the same piece, does some of the sweetest and most appealing pretending of his distinguished career.

TO GRACE GEORGE, one of the greatest and most beautiful of our actresses for the gay, finely paced and altogether charming performance that turns a weak play, Spring Again, into a delightful comedy hit; to C. Aubrey Smith, for aiding her with his familiar characterization of a gruff old bear with a heart of honeyed gruel; to Betty Breckenridge, a newcomer who, in the same play, offers a highly amusing portrayal of an insistently helpful hotel maid and shows promise of even better things to come; and to many others in the same generally excellent cast—Robert Keith, Joseph Buloff and most of the rest; to Frank Albertson (again), for a hilarious interpretation of a wildly expectant father in The Walrus and the Carpenter, wherein Pauline Lord gave another of her famous interpretations that sound rather like a mere inability to remember the lines; and to Frances Heflin, a youngster making her Broadway debut in the same play, who did a beautiful job as an unbelievable sub-ingenue, bringing belief even to one of the most difficult drunk scenes that any author has ever committed against an unsuspecting actress; to Edmund Abel, a tiny tot, who unleashed a sympathetic characterization and a series of comedy readings whose timing and point might be the despair of many adult performers, in Little Dark Horse, a dreadful farce that turned out to be a charming comedy in its last half—but by that time it was too late; to R. V. Whitaker, a tiny septa tot no bigger than young Mr. Abel, who, in the same play, offered a performance filled with dignity, charm and quietly appealing sincerity; and to Walter Slezak, also in the same show, for his best work in seasons, a detailed and highly amusing portrait of a fussy bachelor.

TO JANE COWLE, for having herself a field day and so giving the customers one, in Ring Around Elizabeth, a play that insisted on taking itself on something less than its own terms—and so was inevitably taken on those terms by the critics; to Katharine Bard, for an oddly oblique but brilliantly right performance as Miss Cowle's daughter in the same play; and to almost all of the others in the same excellent cast under the fine direction of William Schorr, with particular plaudits for young Marilyn Eskins, to Philip Ober and Barbara Robbins, those grand players for the excellent work they do in the midst of the messy boredom of Junior Miss—work that brings fleeting moments of high humor and real interest to a badly constructed, badly directed and for the most part badly played hack-work; to A. G. Andrews, for the sincerity and dignity of his fine performance as a Yorkshireman in the midst of the lunny toolings of The Sewath Trampet; to Fredric March, for

season's greetings

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the fine sincerity, careful detail and excellent effect of his sterile and defeated peasant-grower in *Hope for a Harvest*, in which Sophie Treadwell, in an impassioned dramatic statement, pointed out an evil canker growing at the heart of our national life; to Mrs. March's wife, Florence Edridge, for the charm and fine effect of her performance in the same play; to Judy Parrish and Alan Reed, also in the same drama, Miss Parrish for the sincerity and belief she brought to the badly written role of a harried hoyden, and Mr. Reed for his splendid character work as a sturdy farmer of Italian extraction.

TO PHILIP BROWN, for an outstanding performance of quiet excellence as one of the college lads in *The Days of Our Youth*, a lovely play that was produced by the New School for Social Research because the commercial theater is still obviously beneath its level; to Peter Hobbs, of the same cast, for a strong, sincere portrait of an honest Polish huskey who could throw passes; and to many others among the young players in that production—Ruth Davis, Hans Karst and many more; to Ole Olsen and Gabe Johnson, not only for their own performances in *Sons o' Fun*, but also for getting together the gadgets and horrible insanities that make up that moon-touched, hilarious and utterly indescribable blueprint of Bedlam; to Carmen Miranda, sultry and delectable, who, in the midst of *Sons o' Fun's* uproar, not only sells songs in her own inimitable manner but also proves herself a fetching all-round performer; to Ella Logan, also in the same show, who is unsurpassed as a saleslady of songs whenever the tunesmiths give her material that is even remotely up her alley; to Joe Beaser, that hilarious comedian, who comes into his own in the same show and skips off with the individual comedy honors of an extremely comic evening; and to all the countless others in that merry madstrom of modified mayhem—even including the audience, which, thru the fiendish machinations of Messrs. Olsen and Johnson, does almost as much to entertain itself as the cast members do to entertain it; and, in a very different vein, to Beatrice Straight, whose straightforward Viola offered the only note of honesty in the self-conscious, ineffective, mannered and determinedly arty Chekhov production of *Twelfth Night*.

TO HELEN CLAIRE, that fine actress, who proves in *Sunny River* that musical comedy playing need not necessarily be bad, by turning in a straight performance that holds the entire show together; to Tom Ewell, in the same melodious melange, for taking typically stupid operetta "comedy" and turning it into something that is really funny; and, also in the same show, to Vicki Charles and Ethel Love, the first for her loveliness and charm in a minor role and the second for showing the youngsters in the cast how a song can—and should—be sold; to the entire cast of *Angel Street* (Vincent Price, Judith Evelyn, Leo G. Carroll, Florence Eganey and Elizabeth Eastis), who, under the breath-catchingly brilliant direction of Enoch Traube, turn a workaday psychological thud-and-blunderer into the most gripping (chiller seen on Broadway in seasons) to Lloyd Gough, for his hard-written portrait of a British flier in *Golden Wings*, which used the RAF merely as a background for a routine tale of stupid loves and lusts; to Gerald Savory, for quiet sincerity as a serious-minded airman, to Fay Wray, for making a saccharine-and-treadle role as inoffensive as possible, and to Gordon Oliver, for a pleasantly straightforward job as a socially minded flier, all in the same play; and to the entire company of the Savoy Opera Guild, that darlingest of all theatrical groups, which is still playing its excellent revivals of *Othello* and *Sullivan* down at the Cherry Lane.

Sincere thanks to them every one.

SEASON'S GREETINGS

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NITERIES GAINED IN 1941

More Spots, Especially Hotels; Ice Floorshows Up; Army Shows Only Circuit; Vaude About Same

NEW YORK, Dec. 22.—The night club field continued to expand during 1941, but vaudeville just about held its own. At least 20,000 night spots of one type or another operated during the year, compared to several hundred vaudevillians. The night club business continued to attract a better type of restaurateur due to increasingly severe liquor board and police regulations, including fingerprinting in some cities. With the theater circuits continuing to lose ground to employers of vaude, consecutive bookings for talent became rarer. Only big names were able to log up more than a few dates at a time. Most acts had to pick up batches of two or three dates at a time, mixing vaude bookings with night clubs, private entertainments and fair dates. Some even picked up burlesque dates to pad out their season's work. The development of the USO army camp circuit, which started in the summer, was the closest to a route that any standard act could get.

Altho New York is no longer the control point of vaudeville, as many as 60 weeks were being booked by local offices early this summer, and more are being booked now. Chicago remained second as a vaude booking center, with Detroit, Los Angeles, Boston and Charlotte, N. C., next. The local Paramount Theater, which spent a half million dollars for name band and act talent during 1941, continued as the nation's No. 1 vaudevillier. Name bands continued at the strongest draws at vaude-box offices, with film stars and girls units second. Bills composed of good acts but without a name failed to do big business. Independent houses experimented frequently with vaude policies throughout the year, with the major circuits not making any spectacular attempts to return vaude. The ascendancy to the presidency of RKO Theaters of Charles W. Koerner was hailed as a good sign this summer, but he made no attempt to revive a vaude circuit.

Increase in Night Clubs

In the night club field the progress was sharp. More clubs than ever used names, and more clubs experimented with new-to-café acts, such as modern dancers, animal acts, wire acts and other novelties ordinarily considered "not for night clubs." The trend during the year was against big, mass-appeal clubs. In New York, for example, the Hurricane closed and reopened; the Gay White Way closed and has not reopened; the old Casa Manana was converted into a five-and-ten store; the shiny, mammoth International Casino reopened as a clothing store, and La Conga folded and then reopened. In Chicago Mike Todd's 2,700-seat theater-café folded after a spectacular run of a few weeks. The trend, obviously, is to small clubs.

Seeing their trade going to night clubs, more and more hotels found it necessary to add music and floorshows or to increase talent budgets if they already had an entertainment policy. Many dropped local bands for traveling bands, and several tried ice revues for the first time, including the Billmore Hotel here.

The year also saw tough luck harass Monte Proser, who started the year with a chain of out-of-town clubs taking his floorshows. He promoted the Dance Carnival at Madison Square Garden this summer, only to see it flop in 22 days. His out-of-town chain perked off, too. Today he still has the tiny Copacabana here and a floorshow unit playing out-of-town spots.

The Billboard's Publicity Poll

The Billboard's annual Night Club-Broadway Publicity Poll at the end of the 1940-'41 season revealed that New York newspapers had voted Proser's

Copacabana and his (then) Beschoember Dint and second best publicized clubs; the Waldorf-Astoria and the New Yorker the best publicized hotel spots; Sherman Billingsley best publicized night club operator, with Proser second, and Frank Case and Lucius Hoenger first and second among the hotel men.

Increase in the number of auditoriums, arenas, parks and theaters trying Sunday vaudeville increased considerably during 1941, with booker James Evans doing the bulk of the Sunday placements out of New York.

Another sidelight of the year was the experimenting of RKO and other circuits with legit road shows, an outcome of the indie legit producers' war with the United Booking Office.

Organizations continued to get a lot of attention during the year. Local agents' associations and night club owners' groups kept cropping up in key cities, including Buffalo, Milwaukee, Minneapolis, Philadelphia — in fact, wherever liquor board, police and legal restrictions got too tough and wherever the American Guild of Variety Artists showed some life. In New York the Artists Representatives' Association and AGVA got their arbitration machinery under way and several cases were heard by their joint committee.

Unionization Attempts

In the union field the stagehands continued to fight vigorously to put their men into night clubs, but in most cities the clubs resisted successfully. The musicians' locals continued their usual battle with night club owners, mostly over raising prices, kickbacks, use of local bands and hours of work. AGVA stole most of the trade paper headlines during the year, however.

AGVA had a stormy year. Some of its out-of-town locals got under way and seem to have made some reforms. Los Angeles, however, is fighting the national office at the moment. The Cleveland local is in Dutch due to one of its executives operating for AGVA a drinking club which was raided by the police. The Philadelphia local had its ups and downs, with Tom Kelly as usual being

the stormy petrel. The New York local was suspended by the national office last year and today a committee, appointed by the national office, handles New York matters. New York members have no meetings or voice in their affairs. The national office held a much-criticized "election" early in the summer, with Gerald Griffin emerging as president. Since then Griffin has been taking a drubbing due to his being involved in a name-calling dispute in August.

Broken Promises

The Billboard's May 3 issue contained an expose of the promises actor union leaders had made when they set up AGVA two years previously. The Billboard proved that practically every important pledge to the variety performers had been forgotten or violated, the conclusion being that AGVA had all the former American Federation of Actors' faults and worse.

William Green, head of the AFL, attempted earlier in the year to persuade the Associated Actors and Artists of America to return Ralph Whitehead to leadership of variety actor unionization. The Four A's resisted, and the AFL backed down. Whitehead, meanwhile, has left town to recuperate from a lingering illness following his nervous breakdown, which occurred when the stagehands' international dropped the AFL.

Criticizing AGVA consistently during the year has been the Actors' Betterment Committee, which is especially active in New York, Los Angeles and San Francisco. ABC has been urging one big union for all actors.

AFM Forces Vaude Contract

Confusing but important was the fight between the theaters and the American Federation of Musicians. The AFM decided that theaters were employers when they booked a traveling band, and insisted that theaters accept its Form B Employment Contract, which specified that the theater pay the Social Security and Unemployment Compensation taxes. The theaters refused and the AFM threatened strikes of its name bands, until finally the theaters gave in upon the AFM's promise that it would amend Form B contracts to give the employers greater protection on copyright suits, rival bookings, acts of God cancellations, etc. These amendments are being worked out now.

CORAL ROOM of the Pelham Heath Inn, New York, is having its name changed to the Victory Room. MacFarland Twina' ark is the attraction there.

Agent Beats Act In Arbitration; Contract Upheld

NEW YORK, Dec. 20.—Al Grossman was awarded the decision over Sid Tomask and the Reis Brothers in an arbitration hearing before a joint panel of the American Guild of Variety Artists and the Artists Representatives' Association, held Wednesday.

The panel unanimously decided that the exclusive representation contract, signed between the performer and Grossman was legal. Tomack and the Reis Brothers, on the other hand, claimed that the contract, which was signed on an AGVA form, was subject to a verbal understanding which stated that the boys were at liberty to work for other agents or contact spots direct.

The panel discounted that claim and upheld Grossman's claim for past commissions. Immediately after the hearing, Grossman and the act decided upon a compromise amount. The panel consisted of Dave Fox, Hal Sherman, Joe Smith, with Dewey Barto alternates, representing AGVA, and Sam Shuyon, Herman Citron and Lester Loden representing ARA.

Another arbitration was on the docket at that time but, as it concerned a matter of commissions between two agents, the case was referred back to the ARA board. Max Richards moved against Dacis, a dancer, Sol Tupper being the other agent involved.

Names Being Set For Miami Openings

MIAMI, Dec. 20.—Abe Lyman will make his first appearance here December 26 at the Royal Palm Club. Benny Youngman will open the show. A girl line, now in rehearsal, opens January 16.

Nat Harris's new Clover Club, (former Fox) opens December 23. Monte Proser's Copacabana cast has Diana Dennis, Anita Alvarez, Rocco De Sierra, Samba Sirena, Macumba Danooce, Arturo Arturo band and Bacusa's rumba band.

Tepee washes in a new show December 23 for a four-week engagement with Ray Bourbon. Will Maloney Jr., Jack Carroll Inc. (S), Sunny Brooks and Hal Howell ark. Eileen Mercedes booker. The Frolios is set with Billy Vine and Luba Malina.

Dancers Lose Cuba Date Due to War

CHICAGO, Dec. 20.—Afraid the war will ruin the tourist trade, M. Miro, owner of the Sene Soviet in Havana, is slinging his talent policy. He wired the David P. O'Malley office here to cancel the Dorothy Borbon Dancers (S), who were slated to open an eight-week run January 15.

Mario, of Illigane and Mario, who has been working in that spot for over a year, has dropped out of the show to enter a hospital in Havana for an operation.

More Vaude for Bridgeport

BRIDGEPORT, Conn., Dec. 20.—Bridgeport will again become a three-day vaude stand for the first time in several years. Local City Manager Matt Saunders says flesh shows are going into the Lee-Wyck, which last season housed Hirt Circuit burlesque.

Nat Rubin, former assistant at Loew's Palace, New Haven, Conn., has been transferred to the Lyric here as house manager.

Challenge of Our Lifetime

NO MATTER who you are and where you are at the moment, you can help in the winning of this war! If you are a performer, then you can help by being cheerful, by always putting on your very finest performance, by performing as often as possible at events stimulating the war effort, and by avoiding doing anything or saying anything that will either give comfort to our enemies or depress our own people.

If you are a theater or night club operator or an employee, you can help by co-operating with local authorities on air raid precautions and fire drills, by offering your spot for rallies and benefits for the war cause, and by extending the greatest hospitality to men in the services.

If you are an agent or a personal manager or a booker, you can help by co-operating with the government in staging entertainments linked with the war effort.

Regardless of your particular work, your importance or your income in the night club-vaudeville-burlesque field, you can buy Defense Bonds (for as low as \$18.75). If you have not been drafted, then you can volunteer for some defense effort. There is something for every man and woman to do.

If you are a traveling act, you can still attend lectures on air raid procedures, fire fighting, first aid, etc., in whatever city you find yourself. This will give you valuable knowledge which may be extremely important in an emergency. Everywhere you travel, you can help by spreading the idea of the need for being ready for all emergencies.

Remember, everybody can do something to help win this war. Don't wait until you are drafted into some service. Consider the many outlets for your energies and knowledge, and volunteer now!

This is the greatest challenge of our lifetime... let's go!

Many
Happy
Returns!

RKO
THEATRES

N. Y. Hotels, Clubs To Entertain Troops; Frank Case Heading Com.

NEW YORK, Dec. 26.—Local hotels, cafe and night clubs have set up a committee to entertain men in uniform during the holiday season. The "New York Is a Friendly Town" Committee will work in conjunction with the Defense Recreation Committee. So far, according to Frank Case, of the Algonquin Hotel, general chairman of the committee, the

participating spots have exceeded their quota of 3,000 meals. J. J. O'Hara is executive director of this outfit.

The various sub-committees include personnel from the food and beverage industry. The Hotel Committee includes Lucius Boomer, Waldorf-Astoria; Oscar Basso, Vanderbilt; Edward Williamson, Fifth Avenue; Oscar Wintrab, Elmer House; Burton Fisher, Plaza; Charles Le Ornstein, Paramount; Edward B. Hell, Empire; Edward H. Crandall, Mayfair House; Mary E. Clark, Milburn; H. J. O'Donnell, Aljerton House; Wilbur T. Emerson, Croydon; Charles Wolf, Spencer Taylor Hotel. Private and Civic Club chairman is S. Jay Kaufman, Lambs Club. Hotel-Cresters Committee includes James T. Galligan, LaMarquis, and Erwin H. Schlicht, Gotham.

The Greenwich Village, East Side and Downtown committee consists of Meyer Horowitz, Jimmy Kelly, Barney Josephson, Harry Davega, Louis Angelowitz, Bernard Bernard, Bill Bertolotti, Benito Collada, Jack Delaney, Barney Gallant, David Garfeln, Don Juito, Joseph Rosen, Nathan Seigel, Jack Silverman, Henry Vastini, Joseph Conte, Dennis Carrasco, Louis Selden, Mario Malerba, M. H. Wolf, Raymond Hopper, Pedro Valli, Daniel Echeverria.

The Supper Club Committee comprised Sherman Billingsley, Eddie Davis, James A. Siro and Nick Prounis. Midtown Committee has Joe Rogers and Jack Dempsey. Specialty Restaurants have Louis Zimmerman, John Hogan, George Bing, Samuel Jaeger, Anthony A. Gaudiosi, Louis O. Zucca, Martin Lantoro, Eugene Leone, Alphonse Bednash and Mario Marchese. S. Oragor Taylor, St. Moritz, is a co-operating member.

East Akron Resumes

AKRON, Dec. 26.—Shuttered for several months, East Akron Wagon Wheel opened December 19 with a flourish policy and opening of the new Burgundy Bar. On the bill were Gloria Miller, Angel and Chapman, Joe Reno and Leo Voyce.

Greetings to Our Friends Everywhere

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TO EVERYBODY

from

FRANK PALUMBO

at your host at

THE NEW 20TH CENTURY CLUB

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"KEEP 'EM FLYING"

THE Di GATANOS

JAYNE and ADAM

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and a HAPPY NEW YEAR!

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Night Club Reviews

Hotel Pierre, Cotillion Room, New York

Talent policy: Dance and show band and relief orchestra; floorshows at 8:30, 12 and 2. Management: Gustave Von Lowenfeld, managing director; Ware Lynch, publicity. Prices: \$2.50 minimum, dinner from \$1.50, and a la-carte.

Cotillion Room, newest entertainment adjunct to the Hotel Pierre, is hopefully dedicated to reflecting "some of the glamour of those days," meaning the "elegance, the grace and the fun" that cotillions created for the money tribe. The cotillion is actually a square dance in knee britches, and the spirit has been what Vogue would term "re-captured"—but in door alone, nothing else.

The room is a tremendous showplace—big and lavishly furnished, with the best of food and liquor and service. But the entertainment is intimate and the room is big enough to hold air races. Adelaide Moffett and the Chandra Kaly dancers compose the floorshow. The Kaly trio, in gorgeous costumes, burn verisimilitude fire in some East Indian dances. Miss Moffett looks good, has a society following, but sings poorly. Bert Allerton performs magic at the tables.

Stanley Melba's orchestra plays for dancing and show and leaves at the end of the month. Neil Bondahu, West Coast society orchestra, takes over. The Bizony Trio performs very tasteful sweet music on the rest end.

Altho the hotel is crowded with refugee money-business in the room was bad, perhaps reflecting war conditions. Sol Zast.

Rhumba Casino, Boston

Talent policy: Band for show and dancing; floorshow at 7:30 and 11:30. Management: Eddie Davis, president; Walter Plan, manager. Prices: Dinners from \$1.50, drinks from 45 cents; minimum, \$1.50 weekdays, \$2.50 Saturdays.

This is Boston's only real intimate room. Its shows are capably booked; it is a favorite rendezvous of many. Current show includes Gloria King, singer, who opens with 'Can't Give You Anything But Love, Jim and Can't Help Loving That Man of Mine. Cal has a pretty nice voice, but overalls. Oooh in for some far-fetched mugging and swaying. Arrangements are clever and she makes the most of them.

The hit of the show and probably the greatest act ever seen in Boston, is Rolf Passer, who, with Dorothea Costello, proves mental telepathy is a science. Miss Costello takes suggestions from patrons as to things they would like to have Passer do. Suggestions included removing an identification card from a patron's pocket and transferring it to another patron and finding a cigarette hidden within a case in a handbag. During this time Passer is out in the lobby with a patron to insure his not receiving any communication. On his return he grabs Miss Costello by the wrist and swiftly carries out every suggestion made by establishing what he calls a "stream of consciousness" between the girl and himself. Climax of the act was the finding of his paycheck. Passer has a clause in his contract that the check is to be hidden on the person of one of the guests and, if he fails to find it, he does not get paid. The person who successfully hides it so that he cannot find it gets a \$50 Defense Bond. So far it has not been claimed. Passer finds the check, and any other article in from three to five seconds. Worked with ease despite the big noisy crowd.

Maureen and Norva, dance team, handle Latin numbers nicely. Litas and graceful, they went thru a rumba and conga and were called back for three more numbers. Nicely costumed, they made a good impression. Are being billed as stars of movie Viva Villa, which they should drop because of the age of the pic.

Charlie Wolke's band plays swell for dancing and show. Wolke emceed the show. Mike Kaplan.

St. Moritz Hotel, New York

Talent policy: Floorshow at 9:15 and midnight; show and dance band; piano-singing intermissions. Management: S. Gregory Taylor, hotel director; Bob Reud, publicity. Prices: Dinner from \$2.

New show at the Cafe de la Paix here is entertaining, altho not outstanding.

Starts off with band leader Ford Harrison introducing his vocalist, Grace Peterson. She is a tall, shapely, attractive brunette who did one number, 'Time Was'. Her range is limited, but she manages her contralto voice deftly to make a good impression.

Then Bob King, young ventriloquist, comes on with his dummy, Tiny, and goes thru some banter that is a combo of old and new gags. Trying out a different set of gags on night caught, he did not get laughs, altho his vent work is fine, technically. Needs good laugh material. For the late show, he does a comedy ventriloquist-mentalists routine.

The Cerney Twins, young mixed team, did three numbers that proved they were competent bedroom dancers. First was to 'Sirellita', which was very poorly lighted, then a tango full of spins and lifts, and a fast fox trot that had the punchiest tricks of the trio. Good-looking duo.

Eva Barcikova, stately blonde, fills intermissions nicely with singing and whistling at the piano and also at the accordion. A good entertainer.

The Cerneys handle the Champagne Dance Hour between shows, too.

Harrison's sweet fiddling leads his band, which continues to improve right along. Their style and selections are just right for this room. Paul Denis.

Season's Greetings

TOY & WING



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Dance Stylists

- (William Morris—N. Y. World-Tribune) TOY & WING, Chinese Ballroom Dancers, set at a breathless pace in complete synchronization.
- (Appl.—Variety) TOY & WING, good-looking Chinese boy and girl, do nice ballroom-style that's well entertained.
- (Washington Herald) Chinese dancers, TOY & WING, sublime show-stoppers.
- (Richard Mason—N. Y. Post) TOY & WING, the Chinese grace, as who as Jade Buttons.

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Season's Greetings
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EL CHICO

at 80 Grove St., at
Sheridan Square, New York, N. Y.
Let's Go, America!

Nut Club, New York

Talent policy: Floorshow at 10, 12 and 2; band; intermission accordionist. Management: Bernard Bernardi, owner and operator; Merton Lison, assistant manager; Jack, bartender; Emmatt Conatiff, press agent. Prices: Dinner from \$1.25; minimum \$1.50.

For years a Greenwich Village landmark, this nitery's reputation had declined the past few years. Bernard Bernardi, veteran floorshow producer whose shows have worked here the past few seasons, has taken over active management of the club, succeeding the Synders. He is already planning a lively promotion campaign and other improvements, such as better lighting to show up the cartoon murals better, better food and liquor and a more courteous staff.

Bernardi will use this spot to showcase his talent. Floorshows will stress the screwball idea. This club became known thru its nut shows, and Bernardi wants the club to regain that character. Current show features Nutsey Pagan, an old Nut Club favorite, and Little Joe Little, a vigorous emcee. They work in blackouts, with Pagan doing a lot of heckling. Little is a good but not outstanding emcee. Best of show is girle-stuff.

The Lamour Twins, here the past couple of years and possibly the only twins doing a strip turn in clubs, are nicely shaped dancers who do feather and veil routines in unison. Good flash novelty, Spookee (Ruth Gordon) is a lively female with choppy legs who does a hotcha Lulu Belle character and also a burlesque on a prima donna. New to New York. Okay.

Belle Bloane, redhead, sings "sophisticated songs" such as I'm the Toast of the Boys at the Post, Jenny and the oldie Let's Fall in Love, and then rips off a fast dance and strip. Her delivery can hold attention. Blond, tall Mae Blondell snaps off fast dancing acrobatics punctuated with contortionistics. Punchy stuff. Jack Reynolds, songs at the organ, was off the night caught Zorina, palmist, is also around.

A four-piece band, Frank Orchard, was not bad. New band was due to come in December 17. Paul Dentz.

**Frank Palumbo's,
Philadelphia**

Talent policy: Show and dance band, relief band; floorshows at 7:30, 10:30 and 1. Management: Frank Palumbo, proprietor; Johnny Bazone, headwaiter; Johnny Ferro, maître d'; Paul Florenz, show producer; Eddie Suez, booker; Alfi Shapiro, press agent. Prices: Dinners from \$1; drinks from 40 cents; no minimum, no cover.

A gay and colorful holiday show, produced by Paul Florenz. Setting off the Christmas spark is the opening tabloid by the Yvonneettes, eight lorettes rouled by Yvonne de Brier. Regular stage (See Night Club Reflexes on page 113)

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Dance Stylist

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Season's Greetings
To
My Friends In the Talent World
SINCERE THANKS to Acts, Agents
and all others for helping us make
the past year a successful one!
Very Best Wishes for
Continued Prosperity in
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Larry Lux (the boss' lieutenant)

Bringing the Latin Idea to Philly

By SI KALINER

(Operator of Club Ball, Philadelphia)

IT WAS a little more than a year ago that my brothers, Max and Joe, and myself, who have been operating the central city Little Rathskeller since repeal, decided to take over a room practically next door to our own spot. It had been operated by Benjamin Fogelman as Benny the Bum's and we knew we were now encountering a new type of operation.

The Little Rathskeller, a cliche, incidentally, from the start, was just around the corner, and as a result our paramount problem was policy. Because of the proximity of this new club to the one we had already established we had to avoid developing any operation that would eventually make us compete with ourselves.

At that time the tropical idea was getting attention in New York. We visited practically every club and hotel room in



JOE, MAX AND SI KALINER, who operate both the Club Ball and the Little Rathskeller in Philadelphia, in addition to a string of drugstores.

THE KALINER BROTHERS, among Philadelphia's most successful night club operators, came into the business by accident. Pharmacists by profession, Max, Joe and Si were operating a chain of drugstores in Philadelphia when repeal came. The luncheonette business at their central city store became so large that it was necessary to increase facilities. This was accomplished by converting the cellar of the building into a luncheonette. Gradually they expanded. Booths were installed and a beer license procured. Then music for dancing was added, finally a floorshow, and soon they had a Little Rathskeller that seated 700 persons and that was S. R. O. every night.

Youngest of the brothers, Si, was born in Philadelphia 33 years ago. Educated at Overbrook High School, he matriculated at Temple University, where he majored, as expected, in pharmacy. His graduation in 1932 coincided with the development of the central city drugstore luncheonette into the Little Rathskeller. His part in the management of the club was booking the talent. When the three Kaliners decided to open the next-door Club Ball, the brothers put Si in charge. A hard and sincere worker, his only diversion is in dancing the rumba, and he is counted among Philly's best.

New York for ideas, but the tropical motif impressed us most strongly and we decided to introduce it to Philadelphia.

That settled, the room was torn down and redecorated for authentic South Sea atmosphere. Having created the proper physical environment, we began casting about for the right talent policy.



NOW THE CLUB BALL, PHILADELPHIA, popularized Latin music. Soon after the Garafido-Nielsen Rumba Dancers on stage at the club. The dancers demonstrated the dances and then instructed patrons.

We tried almost everything, from wise-cracking comics to fan dancers. But we did not hit our stride until we began to emphasize the rumba.

The rumba had been tried in many guises in and around Philadelphia, characteristically slow in accepting anything new, but it never seemed to click.

However, since it seemed to fit best with the room's environment, we inaugurated an all-out campaign to sell the rumba. We knew the all-important thing was to get people to dance it. So we tried an all-Latin show, with a line of rumba dancers who were willing to teach the dance step to our patrons.

The Rumba Arrives

That started the ball rolling. The men first began dancing it and soon they had their wives and sweethearts learning it. Our advertising and publicity incessantly directed attention to the rumba until finally conservative old Philadelphia accepted it.

From that point on our floorshows always had a south-of-the-border flavor, altho we continued to use non-Latin names as headliners. This policy reached its peak earlier this year with the four-week engagement of Xavier Cugat, who established attendance records that still stand. Previously we had engaged the best rumba-conga instructors.

While it is perhaps true that the

rumba may be running out in New York, it is just approaching its peak here. With the seeds firmly planted, we decided to change slightly the character of our floorshows. We did not want to lose the Latin touch, yet we did not want to kill it by monopoly.

That we have achieved the proper balance is evidenced by the many New York clubs which have adopted the same idea with equal success. All production numbers for the floorshow are Latin American. But the rest of the show is American. We opened our fall season with the Four Ink Spots, and Molly Picon, in her first night club appearance in this city, followed.

Budget for Shows

Budgeting is the most important phase of any night club operation. Any good sound idea could flop if improperly budgeted. From practical and sometimes costly experience in operating two big night clubs we have found that the most successful talent budget should not exceed 20 per cent of the gross. It should not be less either.

Our Club Ball spends \$2,000 per week for floorshow and miscel. Of course, there are exceptions to this rule. On our season's opening show, with the Four Ink Spots, we exceeded that figure.

Careful budgeting must extend as well through the other departments. Our department heads, operating within their prescribed limits, have been able consistently to turn out good food and service and an effective advertising campaign.

Advertising and Publicity
Our experiences, both with the Little

Rathskeller and now at the Club Ball, have shown us that advertising must not exceed 2 per cent of the gross. But if expenditures run much below that figure, the advertising campaign tends to lose its effectiveness.

We have also found it smart to cooperate with our press agent, in proper establishment of good press relations. The value of a good press cannot be over-estimated. We are fortunate also in having the good will of local newspapers and their men.

Night club operators can achieve better press results by discussing future bookings with the press agent.

Banquet Business

The answer to empty tables at the early week-day dinner shows is, of course, banquet and party business.

Any club will naturally get a certain percentage of this business without any solicitation. However, this is not sufficient. We planned special promotions to increase this business. Mention of banquets and parties was included in all our regular advertising. A direct mail campaign was conducted. Moreover, a special man follows all leads and calls on all industrial and commercial organizations in the city that hold parties.

The increase in our revenue from this source has been considerable. Furthermore, it helps keep our room filled on those bleak early-week-nights. And the a la carte trade that shies away from empty rooms now finds a good crowd on hand almost any time they walk into the club.

And credit must be given to bookers. Their help and patience are invaluable in building night club business.

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LET'S GO! - AMERICA!

Season's Greetings
from the
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LET'S GO AMERICA!

Season's Greetings

DANNY THOMAS
AND
MARK FISHER
(writers of "Remember Pearl Harbor")
80 SMASH CONSECUTIVE WEEKS
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Season's Greetings

Helen RUSSELL

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Season's Greetings

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1942—Season's Greetings to Friends and Associates Everywhere—1942

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Staging the Band Show

By LEO MORGAN

(Producer, Strand Theater, New York)

ONE of the most important sources of live entertainment in presentation picture houses the past few years has been the radio band. Until quite recently the band itself was enough of an attraction without additional embellishment. However, some band leaders were smart enough to know that just playing their musical arrangements the same as they had done in the dance hall, hotel and radio was not enough. They realized that in the theater it was

necessary, in addition, to have a visual presentation. In a hotel, ballroom or cafe, the audience can dance as well as listen. In the theater they can only look and listen. Anything that added to the music was decidedly an asset.

Some leaders therefore carried their own scenery, with special drops designed to illustrate or virtually present the mood and feeling of important numbers. They also devised lighting plans and effects to create a proper picture in showing the music to its best advantage.

Our approach to producing band shows at the Strand is perhaps complicated.

Playing Up the Band

After the band is booked we determine what special features lie within it. Whatever is needed to round out the entertainment we accomplish by adding the proper acts. The style of the band is borne in mind so that each act becomes an integral part of this organization. For example, an act may be of show-stopping vaudeville proportions, but it may be incongruous to the style of the band. This we must avoid.

In conjunction with the leader, we now decide which of his numbers are to be presented. We consider the band's recordings, the music popularity charts and numbers identified with the band. At various times certain specialties lend themselves or are purposely built to tell a musical story. On such occasions special scenery, props and lighting tricks are employed.

After the routine is designed and tempo and variety decided upon, rehearsals start. Using no given formula, but desiring to present something new and different, the scenic designer builds special backdrops, sidings and sometimes music stands to keep the visual effects on a plane previously decided.

Next, lighting is taken into account. Time was when a row of footlights, a few overhead spots and two additional spots on the first row balcony provided all the necessary illumination. Today the picture has radically changed.

At the Strand we have an intricate and up-to-the-minute set-up, which includes some 30 independent circuits or sources of light, each of which controls 1 to 15 individual lamps for a total wattage of 200,000 watts. These are remotely controlled by an intricate interlocking dimmer switchboard system. Through a code, each circuit has its own particular objective and color, which is written into a cue form. During the course of our 50-minute shows, from 60 to 100 completely different set-ups may be used. Each of these set-ups has its specific purpose.

The Functions of Lighting

Because of the modernity of this complicated electrical system we are able with complete assurance to fulfill the four primary functions of lighting, the first of which is to provide illumination to permit the audience to see the attraction. Second purpose of lighting is to enhance, thru colored lights, the best features of the show. Third purpose is to point up the musical mood, and last is to subdue sections or individuals so that the spotlighted artist holds the complete focal point of attention.

Now that we have booked the band, added our acts, routined our show, rehearsed each successive step, designed our scenery and devised a lighting scheme, we have nothing to do but wait for the public's reaction to the first performance.

The success of the many shows that have played the Strand can be directly ascribed to this carefully specialized treatment. Excellent audience reaction to successive shows has been proof that, for the time being anyhow, we're on the right track.

Let's Go, America!



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"America's Newest Dance Stars"

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WALNUT ROOM
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Opening January 2
(4 Weeks)
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HOTEL
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Earl and Josephine

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Happy Holidays
To All
Our Friends

Let's Go,
America!
On to Victory!

America Moves On! ★ Season's Greetings

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THE 1942 COMEDIAN

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RIVERSIDE THEATER, MILWAUKEE
ORIENTAL THEATER, CHICAGO
(Thanks to Charlie Hogan)

Opening January 2
885 CLUB, CHICAGO

Direction: AL BORDE

"KEEP 'EM SMILING"

BOB EVANS

with

JERRY O'LEARY

(Personal Management) EZ. KEOUGH

Season's Greetings

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"Juggling Emceylist"

Direction: Harry Nathans, East—Danny Graham, Midwest

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Vaudeville Reviews

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 19)

A holiday show, with the Dorothy Hill Dancers (10) taking care of the seasonal numbers ("Christmas Fantasy and Yuletide Recreations") and four acts contributing some fine entertainment. The production numbers are particularly well staged, tastefully costumed and executed. The kids work with Christmas spirit, which is reflected in their numbers. Their opening is gay and cheerful, dancing with musical bells around their waists and ankles.

Al Gordon's Dogs follow the opening. A good act in or out of the holiday season. Brings the canines out one by one (all clever) and closes with a spinning table trick.

The line introduces the dancing of Lloyd and Willis with a lively juke number costumed in glistening green tulle. Lloyd and Willis are capable musical comedy ballet, tap dancers, and their routines are both imaginative and commercial. Feature hard turns and delve into book shows for their music. Their closing competitive routine, the boy with a buck and wing of yesterday and the girl with modern version of a ballet-tap number, carried a big hand.

Fritz and Jean Hubert still rate high among the top pantomimic imitators. Their few minutes are loaded with sock bits that arrest attention. An act that can stand repeated viewing.

Tony Martin is the current feature. He has a way of creating intimacy between himself and the customers and, consequently, has no trouble selling his tunes, which include both oldies and hits of the day. A strong personality and good box office.

Downstairs was almost full and first show opening day, which isn't bad for Christmas biz. On-screen, I Wake Up Screaming. Sam Hontberg.

Olympia, Miami

(Reviewed Friday Evening, December 12)
Show, headed by Arren and Broderick, packs a wallop and has everything necessary to please. Johnny Broderick handles the lyrics in a completely satisfactory manner, while his partner, Charlotte Arren, does zany stuff that brings down the house. Miss Arren works in the Beatrice Lillie manner, with face contortions and screwy posture.

Howard-Payee Dancers, two men and two girls, do a fast swing routine in perfect unison. The kids are young, clever and have swell wardrobes. With new routines and smart pacing the Howard-Payee Dancers are a natural for any stage.

The hair-raising stunts performed on the horizontal bars by Jack Holst are sensational. Holst is as agile as a monkey. His partner, Milady, does a few clever turns on the bars and adds heaps of sex appeal to the act.

Fortunello and Cirillino add more comedy to the bill with clever tumbling and comic pantomime. Midget member of the team makes his appearance from a hatchel carried on stage by his partner. Marc Ballero, handsome, dark-haired lad, doubles as emcee and wins lots of applause for his impersonations of prominent people. His best are Rochester and Donald Duck.

The show band of Charlie Shay backed the acts nicely with capable handling of their arrangements. In the opening Charlie Shay and Eddie Makina were featured in a special two-piano novelty, Tonight We Love. Show closed with band playing the national anthem, Charlotte Arren doing the vocals, while the audience stood at attention. Pic. Birth of the Blues. Harry D. Kind.

Hippodrome, Baltimore

(Reviewed Thursday Evening, Dec. 11)

Current layout is one of the strongest variety bills in some time. Runs for one hour in conjunction with March of Time and RKO's Look Who's Laughing.

Amelia Gilmore opens the show with

DUE TO EARLY DEADLINES

on the

HOLIDAY GREETINGS ISSUE

It was impossible to accommodate in this issue the reviews of the New York vaude shows which opened last Friday.

a pleasing tap, boogie off to brassy applause with a whirling top finish.

Maxine Sullivan, capable singer, sings with ease and in the style which made her famous. Closed with "There'll Be Some Changes, Jim". Leon Leonard and emceed with St. Louis Blues. Begged off.

Most unusual was Jean Carroll, emcee, who handled this job as adeptly as any man and with better results than many. She seems to be very much at home as emcee, handling the trivia and keeping the customers at ease. With the exception of a few flimsy gags, she has a good enough supply of comedy material to keep the audience amused. Miss Carroll also gives a good trumpet imitation and teams with her partner, Buddy Howe, for more gags and a fast jitterbug routine.

High spot is furnished by Billy De Wolfe, talented young satirist, whose performance here is sure to broaden his following. His comedy, while on a high plane, appeals to the masses, and the realistic impersonations are tops. De Wolfe's amusing antics include imitations of Lon Chaney, Boris Karloff, a woman combing her hair and adjusting girdle and the entire cast of a small night club. Longest and loudest laughter was brought out by his trick double-jointed dancing while struggling to untangle his face and arms.

Closing turn had the Hermanow Williams Trio, South American threesome consisting of female warbler and pair of male acrobats. Girl, a looker, sings one South American ditty in fine fashion with voice that would have made more songs welcome. Boy, one of whom strikingly resembles the late Rudolph Valentino, performs body twists, turns and falls with sudden changes of action and direction, done with lightning speed. Outstanding.

Band under direction of Felice Iula, furnishes its usual flawless musical accompaniment. Phil Lehman.

Earle, Washington

(Reviewed Friday Afternoon, Dec. 19)

Fifty-minute stage show begins with Joe Lombardi's band on stage in a medley of patriotic tunes which introduces a catchy new war song, "We Did It Once—We'll Do It Again," sung by Gene Archer. First chorus number is speedy, and girls do a train routine which is effective.

Evelyn Payne, attractive tapster, does well with "Donkey Serenade" and shows good change of rhythm on medley of old folk songs. She is followed by dog act, Whitey and Ed Ford, who drag somewhat on drunken pool routine. They garner a good hand, however. Smaller dog is conveniently rigid at right moments for balance stands on forepaws.

Billy DeWolfe, the headliner, goes thru his satirical act in complete nonchalance. His change of material is swift and wins the audience almost immediately. Routine of chatter and clowning is hilarious, because burlesque of persons is not too heavy-handed. His deftness continues thru imitations of a night club floorshow, but audience seemed to like first part of nonsense better. Not only did the smaller bits seem funnier, but they were less demanding of DeWolfe's energy.

Roxette chorus final routine occupies a medley of military marches, and at proper moment Eddie Sachs, champion high-school baton twirler from Johnston, Pa., does his tricks. His act includes tosses and juggling of two batons, with twirling in almost any position. Novel and entertaining, and he got a round of hands. Edgar Jones.

Season's Greetings

We wish to express our thanks and appreciation to 20th Century Fox Pictures and our many friends everywhere for their valued co-operation in helping us in our advancement.

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from

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Seasonal Greeting

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At Globe, Boston, Mass.
Week of January 4th, 1942
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Feb. 18—(Orpheum) Los Angeles

Direction **EVE TURNER**

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Season's Greetings

Season's Greetings
CAPPELLA & PATRICIA

Opening Dec. 29
BROWN HOTEL, Louisville, Ky.
to follow opening Jan. 1942
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Backed by Phil Terry

HERMANOS WILLIAMS TRIO

Now at THE LATIN QUARTER
Miami

for the entire season of Fourteen Weeks,
establishing a new record for this kind
of act.

We extend the best wishes and
greetings of the season to our
friends thruout the world.

Many thanks to JOE SULLY

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KAY and KAROL

"KEEP 'EM FLYING"

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Booked Solid... 2 Weeks Beg. Jan. 12 CLUB CHARLES, Baltimore
to follow
YACHT CLUB, Pittsburgh
EL MOROCCO, Montreal
BEACHCOMBER, Boston

Sincere thanks to Sol Tepper, Leon & Eddie and Harold Ward.

STMAS A HAPPY NEW YEAR
BBY MAY A MERRY CHRISM
W YEAR BOBBY MAY A ME
RY CHRISTMAS A HAPPY NEW
OBBY MAY A MERRY CHRISTMAS
APPY NEW YEAR BOBBY MAY
A MERRY CHRISTMAS A HAP
YEAR BOBBY —to my friends everywhere!

Season's Greetings

VILLAGE BARN

New York's Only Country Nite Club

Season's Greetings

HAL HAVILAND

(And WARREN The Rabbit!)



UPTOWN OR DOWNTOWN IN NEW YORK THE PLACE TO GO IS



Cafe Society



SEASONS' GREETINGS

GOD BLESS AMERICA!



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sage of
Greetings,
Thanks and
Appreciation
to **BARNEY
JOSEPHSON** and
his entire staff,
for making pos-
sible a third year at
CAFE SOCIETY (Uptown) N. Y.
**HAZEL
SCOTT**

Leaving soon for Holly-wood to appear in the Orson Welles-RKO produc-tion "IT'S ALL TRUE"

John Kirby
and his orchestra
extend
holiday greetings
to their many friends

Pitts Clubs Asking More for New Year's

PITTSBURGH, Dec. 20.—Night club and hotel tariffs for New Year's Eve will be slightly higher this year in most spots despite temporary slumps at all times since U. S. declaration of war.

Majority of nights haven't yet de-clined prices, awaiting war developments, competitors' announcements and trend of early reservations at places already priced.

We're Broadcasting

our best wishes for merry holidays and a pleasant and profitable New Year to all . . .



GOLDEN GATE Quartet

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"SPIRITUAL RHYTHMS WITH REVERENCE"

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Hail America—
We who Fight For Freedom
Salute Thee!
—Dir. MCA Artists, Ltd.

Season's Greetings!

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CONNIE BERRY

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The Billboard says:

Connie Berry makes the piano do everything but sit up and beg . . . has splendid imagination, and best of all a winning personality.

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To All My Friends!

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3rd Month!

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(Downtown)

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Booked for One Solid Year

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Personal Management
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VICTORY IN 1942!

Best Wishes From

KENNETH SPENCER

10TH MONTH! CAFE SOCIETY (DOWNTOWN!)
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LET'S GO, AMERICA!



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HARRY W. LAWRENCE
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Panama, Alaska Dates Booming; Long Runs, Easy Shows, Okay \$; Translating Emsees in Demand

LOS ANGELES, Dec. 20.—Night club performers are turning to Panama and Alaska for work. Bookers here send about five shows a year to Panama for runs as long as four months. Alaskan dates are for the year and, like Panama, the money is good. Performers for Panama City are contracted here, with transportation furnished both ways. Usual show at one cafe is 26 performers. Monotony is avoided by not allowing the performer to do too much at a time. Sometimes there are nights when a single will make only one brief appearance. The eight-girl line is featured, but routines are frequently changed.

Outstanding in the Panama cafe field is Steve Gilbert, emceeing for 13 years at the Ritz. Gilbert, having this job eliminates the necessity of American acts having to learn Spanish in order to fill the date. Panamanian law requires that each act be announced in both English and Spanish. Gilbert handles these announcements, allowing American acts to perform in English. Acrobatic, comedy and novelty acts are in great demand.

Shows are sent to Panama under government supervision. After a booker sets a show, the contracts have to be okayed and visas issued by the consul's office. Performers are checked in this country and Panama, coming and going.

Bond is required for each performer, and women in the show are not allowed to go out after the show. Violation of the rules and regulations call for cancellation.

Shows must be clean. When a new

show opens, a government man is there to catch it. This, it is pointed out, is not so much to make sure the show is clean as to make sure the performers are in the country to work in the show, and no other reason.

Up the other way from Los Angeles, in Alaska, performers are getting \$400 and \$75 a week for singles that play Nome, Fairbanks and other Alaskan towns on a 63-week contract. Shows in these spots are smaller, but there are more spots than in Panama.

With performers coming back to this country from both the South and the North, the word of good working conditions has spread and bookers find it easy to get good talent.

Because Panama's contracts are for four months, more performers select this route.

Detroit Spot Bids For Menu Business

DETROIT, Dec. 20.—The Tropica, new three-story night spot opened about five months ago, is making a bid for dinner patronage.

Bidness locally is that the smarter downtown spots have to back up their bars with good cuisine to get the business. The only really successful bar-type spots downtown, outside the low-priced field, are being operated as cocktail lounges.

WESTERN UNION STREAMLINES ONE OF ITS LARGEST RELAYS

Marvel of modern telegraphy! This is Western Union's new relay switching-center, recently placed in operation at Atlanta, Georgia.

Imagine five streamliners, speeding along gleaming steel rails from widely separated cities, swiftly approaching a busy railway junction. Soon the streamliners flash into the junction. With clocklike precision they are routed through the maze of tracks onto their outgoing main lines. Green light signal: "Main line clear—keep rolling." They speed onward.

Now visualize not five but a hundred and fifty main lines, only this time telegraphic main lines, known as trunk-circuits, extending like the spokes of a great wheel from a hundred American cities into Western Union's main Southern junction, or relay switching-center, of Atlanta. Over each of these trunk-circuits, around the clock, flow an endless stream of telegrams comparable to the streamliners. Not five, daily nor fifty, but an average of fifty thousand, the majority destined for points beyond Atlanta. Sometimes as many as a hundred and fifty a minute may flash into the switching-center. Just as train dispatchers control rail traffic rolling through rail junctions, telegraph dispatchers, or relay switching-operators, control the endless flow of telegrams passing through the switching-center at Atlanta.

Season's Greetings SAVOY & REGINA

Seven minutes of
novelty hand balancing
Poetry in Motion

Available after April, 1942.
Permanent address:
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SEASON'S GREETINGS from the COCOANUT GROVE

17 Piedmont St., Boston
Boston's Gayest Nightspot

Merry Christmas and A Happy New Year To All

Nick LUCAS AND HIS GUITAR

Appearing at Green Hills Club,
Kansas City, Mo.

LET'S GO, AMERICA!

SEASON'S GREETINGS

FROM
JACKIE WHALEN
TO EVERYONE
EXCEPT

HITLER AND MUSSOLINI

Always Beating the Drum for Uncle Sam
CHARLIE MASTERS

"Intelligent Drumsticks"
ON TOUR WITH "SCREWBALLS OF 1942"
Week December 26 — Riverside, Milwaukee

Let us observe the travel of one of these telegraphic streamliners. It is a telegram which has originated at Tallahassee, Florida, destined for New York City. The Tallahassee operator types it on a telegraph typewriter, or teleprinter. The key-action starts a mechanical and electrical sequence which sends the telegram flashing along the Tallahassee-Atlanta main-line, or trunk-circuit, in the form of controlled electric impulses. Before the tick of a second-hand these electric impulses in exact timed sequence, arrive at the Atlanta Switching-Center.

Here a receiving unit called a printer-perforator terminates the trunk-circuit. This printer-perforator performs the dual function of typing the incoming telegram on the upper margin, and perforating it in code form on the lower margin of a paper tape 3/8ths of an inch wide.

The printer-perforator automatically goes to work. A signal light flashes as the telegram begins to appear on the tape. The switching-operator reads the typed destination. The name of the city of destination, like a pilot engine running ahead of a Presidential special, appears on the tape ahead of the message text. The switching-operator notes that the destination is New York City.

The switching-operator now inserts the plugs of a conductor cord into the jacks of an intra-office switching-channel which leads to the New York City trunk-circuit. Completion of this connection causes an automatic transmitter to begin operation. Now, figuratively, a green light signals, "Line Clear." An automatic numbering machine inserts an identifying number immediately ahead of the telegram. The tape feeds through the automatic transmittor. Here electric contacts are made through the tape perforations and the telegram, once again in the form of electric impulses, flashes over the intra-office switching-circuit to the New York City telegraphic main line. Without pause, the telegram takes up its journey over the long miles of telegraph wire leading to New York. Almost instantaneously it is being received in Western Union's lower Manhattan main-office in typed form, ready for delivery.

SEASON'S GREETINGS
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 Our 16 Years of Success in 14 Countries Means Ability To Please
LATIN QUARTER, PALM ISLAND, MIAMI
 DEC. 24 TO JAN. 20, With Options Until March 19
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SEASON'S GREETINGS
TOMMY NUNEZ ORCHESTRA
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Dance Turns Dominate Rio Nitery Season; Draper Hit Started Trend

RIO DE JANEIRO, Dec. 20.—Dance acts appear to be the vogue here, with the three major casinos and the lesser spots going in for outstanding dancers to attract the spending crowd. Currently, the Copacabana has the Patricia Bowman-Paul Haakon combo, the Atlantico has Elsworth and Eleanor; Kay, Katya and Kay, adagio trio, and Eleanor Knight, tapster, and the Urcia has Three Martells and Magnon, adagio, and Madeline Rozay, Brazilian ballerina, all American except Miss Rozay. The season drawing to a close found dancers from singles to girl lines of 12 firmly set in all the casinos. U. S. dancers and combos have dominated the field, every new show offering some sort of spectacle.

With the smash success of Paul Draper at the Copacabana early in the season, the pace was set for dancing. Press reaction on Draper was most favorable and other spots immediately concentrated on dancing. Copa continued with bookings of dancers and groups, with Harria, Claire and Shannon set early in the season, the package booking of the All-American show headed by Eddy Duchin and band, brought in the Merriell Abbott line (8), the outstanding line to appear in Rio this past season, Jack Cole, with Florence Loeving and Marion Lawrence, followed the All-American show for a nine-week date and were followed by Patricia Bowman and Paul Haakon, currently at the Copa. The Copacabana Girls, U. S. girl line (originally six; now four), opened September 3 and are in the present show.

The Atlantico started its season with the Glenmour Girls, U. S. line of 12, which ran thru August 24 and returned after five weeks in Grande Hotel Casino Guauja, at Santos, winding up their stay at the Atlantico November 18. Eunice Wesley, tapster, and Loper and Barrett, dance team, were June bookings, Juliana Yankieva, premiera ballerina of the municipal theater in Rio, appeared on the same program; Carole and Sherod, fern dancers, and Johnnie Barnes in the following show. Erna Volusia, creator of Brazilian native dances, now in Hollywood for MGM, and a Brazilian line of six were a hit of the season. Eleanor Knight, tapster, and Barnes and Donovan were early October openings, and in the current show are Elsworth and Eleanor and Kay, Katya and Kay.

The Urcia, opening early in the season with an all-tee policy, ran thru till July, when floor talent was added, including the Del Rioe (3) and Deval, Mele and Leo. Three Martells and Magnon are in the current show.

Bookings are the usual six weeks with options, and girl lines 10 weeks with options that may run thru an entire season.

THANK YOU RAY BOURBON!
 For a Successful Eight Weeks' Run
 I hope it will be my pleasure to have you play for me again in 1942.
CHARLIE BOLERO, Proprietor
 MIAMI, FLORIDA

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JACK HOLST & MILADY
 Innovators of Novel Presentation on the Horizontal Bars
 Just Concluded Olympia Theater, Miami, Fla.
 Thanks Ex Keough and Harry Katschelm

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 A MERRY CHRISTMAS
 AND A HAPPY NEW YEAR
WINNIE
 WING ST., MIAMI BEACH

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OTHER PROPS TO ORDER

HARRY H. LIND

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Bianchi Made Head Of Rio's Atlantico; New Staff Expected

RIO DE JANEIRO, Dec. 12.—At the annual stockholders' meeting of the Sociedade Apollina Casino Balnear Atlantico, held in the Casino Atlantico November 29, Alberto Quatrin Bianchi was elected superintendent and managing director of the society.

Bianchi has called a board meeting and it is expected that a new staff will be put into the Atlantico grill room, which houses the shows. Gildo Amado, managing director of the grill room, has resigned.

Policy is expected to remain the same, the more attention will be focused on names to attract the tourist trade.

Following current show (Esworth and Eleanor, Eleanor Knight, and Kay, Katya and Kay, all U. S. turns) the new production department will start on its annual Carnival events, opening late in December and running thru February.

Philly May Get Colored House

PHILADELPHIA, Dec. 20.—Town may get a colored vaude house by the new year. Altho Sam Stiefel, operator of Fay's Theater here, denies he is contemplating such a policy for the Polites Theater, he is dickering with Mo Wax for the long-dark Lincoln Theater for Negro shows. Ink Spots-Erskine Hawkins' band last November week at the Earle Theater drew a smash \$34,000 and emphasized strong box-office appeal of such shows here.

Stiefel also operates the Royal Theater, colored vaude house in Baltimore. Morris Plake contemplates opening an opposition house there and, with a second Negro house here, Stiefel would have inside track for colored attractions.

Season's Greetings!

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16 Wheels of Speed
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TO EVERYBODY

FRANK PALUMBO

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Best Wishes of the Season

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JUVELYS

Holiday
Greetings
to all!

WILLIAM MORRIS AGENCY




MERRY XMAS AND A
SUCCESSFUL NEW YEAR!

RAJAH BERGMAN

27TH CONSECUTIVE WEEK
PLAYLAND THEATRE
ANNISTON, ALA.





America's Greatest ICE



TO ALL OUR FRIENDS IN SHOW BUSINESS and to all our new friends in the audiences we have played to in arenas from Coast to Coast—

SEASON'S

GREETINGS!

**Shipstad & Johnson's
ICE FOLLIES of 1942**

ON TOUR 21 CITIES FROM COAST TO COAST—49 WEEKS OUT OF 52

SHOWS and STARS

Icers Boom in Clubs, Hotels; Dancing Talent Is Recruited; Muck Ice Helps Add Dates

NEW YORK, Dec. 20.—Night clubs and hotels are finding ice shows a profitable attraction. For the last two years icers have made an appreciable gain in class spots. The movement, which started four years ago in New York with the booking of an ice show at the New Yorker Hotel, has grown to the point where upwards of 30 hotels and clubs have or have had ice shows at one time or another.

Ice shows have caught on in New York to the point where three class hotels are now using them simultaneously. The New Yorker, the St. Regis and the Biltmore now have tank displays that are definite helps to the box office.

The New Yorker feels that, while a

name band is the major factor in drawing trade, the ice show brings a definite return. This has been proved occasionally when the management, to test the ice show's value, several times discontinued the show. Despite the name band lure, business dropped appreciably. Many banquets, conventions and large parties come to this spot on the strength of the ice show. The convention trade is considerable, and the hotel has found that the tanker goes a long way in selling the hotel for such affairs.

In the New Yorker and St. Regis the ice show is practically a permanent policy. Its box office worth is also proved by the marathon runs that nearly all ice shows have had at the two hotels.

Hotels have proved to be the best bet for icers because of the comparatively simple operations involved in installing a tank. This is easily done by leading piping up from the hotel refrigeration plant to the restaurant floors. Most of the hotels have ice plants large enough to divert enough power from the food storage rooms. Sufficient mechanical progress has been made with portable units to take all the hazards out, with the result that even hotels without too much refrigeration capacity can use these units.

Another factor accelerating the use of ice shows is the perfection of muck ice. One muck composition has been developed that is 20 per cent as fast as an ice flooring. The same product, a plastic composition, can also be used as a dance floor. Except for the setting of the plastic blocks in place, no alterations to the dance floor are necessary.

With the more widespread use of muck, cheaper units to play smaller clubs can now be more profitably developed. Taking advantage of a new muck plastic, Harry Gourdain, former Strand

Theater producer, is now developing units for hotel and cafe work. Already scheduled for the first unit is the Cop-Joy Plaza Hotel, Boston, beginning December 20. Music Corporation of America will book.

Interest in ice is not only confined to this country. There is still a vast Latin American market to be developed. Brazil had its first ice show this past year when the Casino Uren, Rio de Janeiro, used a freerzer booked by the William Morris office. The show was quite successful and was held over several times. Mexico City this past year also had an ice rerun when the Star-Spangled Ice Rerun played at the Waldorf Hotel there.

Because of the war there may be difficulty in getting to the South American market, but Latin America and the many theaters and hotels in Mexico loom as a profitable market for small budget icers.

Hotels with their own ice tanks include the New Yorker, St. Regis, Biltmore, in New York; Nicollet Hotel, Minneapolis; Netherland Plaza, Cincinnati.

(See ICERS BOOM on page 74)




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Season's Greetings



Season's Greetings

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EUROPEAN PAIR CHAMPION

with

ICE FOLLIES OF 1942



TWIN Greetings for Christmas!

The THOMAS TWINS

ICE FOLLIES OF 1942—thanks to Shipstad and Johnson

America's Greatest ICE



Season's Greetings

from

ICE-CAPADES OF 1942

CAST AND COMPANY

<p>JOHN HARRIS, President WALTER BROWN, Treasurer GEORGE D. TYSON, Managing Director 1905 RKO BLDG., Rockefeller Center New York</p>	<p>LOUIS A. R. PIERI, Secretary PETER A. TYRRELL, Artists' Representative NORMAN FRESCOTT, Company Manager</p>
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Keep 'em flying!

"Ice-Capades" To Increase Canada Bookings; Grosses Upped Over Last Year, Restrictions Eased

MONTREAL, Dec. 20.—An increased interest in ice shows in Canada, together with the fact that there is more money in circulation in the Dominion, may lead the Arena Managers' Association, producers of the Ice-Capades of 1942, to book the ice spec into additional cities here next year. It is also possible that the AMA may lengthen the run in Canadian cities played by Ice-Capades during the coming year.

In revealing these facts, George D. Tyson, managing director of the AMA, disclosed that Ice-Capades of 1942, playing a five-day run here at the Forum December 8-9, grossed \$48,000, more than doubling last year's gross of \$23,000. Tyson attributes this to the fact that this is the second season that the AMA ice has hit this town. Last year the show went over big and attracted considerable attention among ice-show fans. The Ice Follies, produced by Shipstad and Johnson, is the only other ice show to hit here. Will play the Forum here January 29 thru February 2.

Ice-Capades played the Auditorium, Ottawa, and the Arena, Quebec. It is expected that the Quebec grosses will prove to be in excess of last year's. This was the first time that Ice-Capades had played in Ottawa. Last year the spec appeared in Vancouver, and Tyson indicated that it is now possible the AMA

would also book it into that city later this season.

It is believed that the entry of the United States into the war will not have any detrimental effect on American ice shows touring Canada. If anything, it should have the opposite effect, as Canada and the United States are now full-fledged allies. Many difficulties experienced by tours last year were not met with this year, and many restrictions have been lifted and much red tape has been cut. For instance, last year foreign performers with ice shows in the United States on passports had to apply to the Immigration Department in Washington for special permission to enter Canada. In many cases valuable time was lost and skaters were put to an end of trouble to secure the necessary permission. This year, however, the performer simply secured a pass at the border for a specified length of time.

OTTAWA, Dec. 20.—Ice-Capades of 1942 grossed \$8,700 in two nights at the Auditorium Wednesday and Thursday, December 10 and 11. Clare Brunton, Auditorium manager, reported. The total paid attendance was 6,200 for the two nights and was considered satisfactory in view of the fact it was the first time Capades had been here. Prices for reserved seats were \$1.50, \$1.00 and \$2.40, while rush and tickets were 50 cents.

Season's Greetings!



Evelyn
CHANDLER

Bruce
MAPES
ICE FOLLIES of 1942

SHOWS and STARS

To all my friends!
**HAPPIEST of HOLIDAYS and
A SUCCESSFUL NEW YEAR!**

TO VINCENT ASTOR
HERBERT YATES

GASTON LAURYSSSEN and
sincerest thanks!

from

**Dorothy
LEWIS**



**4th Season
Starring in
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ON ICE"
IRIDIUM ROOM
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FOR DEFENSE**



Season's Greetings SKATING ARTISTS AGENCY

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- Chicago Stadium Corp. Chicago, Ill.
- Olympia, Inc. Detroit, Mich.
- Indianapolis Coliseum Corp. Indianapolis, Ind.
- Omaha Coliseum Corp. Omaha, Neb.

Henie Icer Terrific in Both Artistic and Box-Office Pull; Grosses Go Well Above Last Year

BUFFALO, Dec. 26.—Sonja Henie and her 1942 *Hollywood Ice Revue*, are currently crossing our country on the fifth continental tour, and indications point to a bigger-than-ever success with a better-than-ever show. Arthur M. Wirtz is still executive director. It may seem difficult to imagine anything more spectacular than Miss Henie's last layout, but in this appearance, her second locally, she manages to outdo even her own high standards. Financially, too, the show is obviously stronger here this winter than during the first appearance a year ago. In Indianapolis show grossed \$117,000 in seven nights before coming here. Despite a pre-Christmas date, show garnered almost \$90,000 in advance sales. This is particularly remarkable in the war declaration has curbed amusement biz here.

Miss Henie grabbed off a terrific \$90,000 (including tax) in only five-days, which was a record at the Auditorium, and still stands. According to both Shriners and Burke, remainder of run should be a sellout, grossing about 10,000 a night, with extra standees at \$1.10 per foot for two nights. Tickets were scaled from \$1.10 to \$2.75, same as last season, with exception of elimination of the 75-cent date.

Despite these tremendous odds, Miss Henie's super-spectacle opened December 15 (for a 6-day stand) to a nearly full house at Memorial Auditorium, which seats 10,800. Drew 9,200 first night, grossing approximately \$12,000, was considered neat by both William H. Burke, production director and general manager of show, and Gen. Edwin Ziegler, representing the Shriners of Temple Ismailia here, who sponsored the show's local appearance, as they did last season. Second night of this ice revue built up to 9,600 payees, with a take of about \$14,000. Total gross on the show's six-day stand is estimated between \$95,000 and \$98,000, including tax. Last year

This is without a doubt the most luxurious production background for Miss Henie so far. Burke says production expenditures ran close to \$170,000, which is around \$35,000 higher than the 1940 budget. Needless to say the eye-dazzling colors, magnificent displays, and intricate details are overwhelming to the average person. Naturally the inimitable Sonja is the toast of the show, and her personality permeates the brilliant routine. There are some very fine skating exhibitions by other artists in the show, entirely up to the highest standards. Variety in appeal is stressed this season more than ever and there's something to marvel at for young and old, ballet connoisseurs of hot swing-and-away, romantic souls, and those fond of robust comedy. The rhythmic and graceful beauty of the chorus numbers is beyond description, and credit should go to Harry Lemo and Gene Snyder, who handled choreography and staging. Robert Linden is stage director on tour. Jack Pfeiffer does well (See *HENIE ICER TERRIFIC* on page 74)

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Season's Greetings from



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Henie Show Smash In Indianapolis

INDIANAPOLIS, Dec. 26.—In spite of two declarations of war which occurred during the engagement, Sonja Henie proved as bright an attraction as ever in the Coliseum here December 5-11.

There were 81,000 admissions sold for the seven performances for a total of nearly \$100,000 in net receipts. This was in spite of the fact that nearly \$25,000 worth of mail orders had to be returned because they could not be filled. Most of the rejected orders were for Saturday

(December 6), which was sold out three weeks in advance.

Dick Miller, manager of the Coliseum, announced that next year all seats will be reserved for every performance. Last three showings of the Henie show here had several thousand general admission tickets placed on sale each day during the run. The arrangement for next year will eliminate the long queues which assailed the box offices every day.

ICERS BOOM

(Continued from page 71)

Starman Hotel, Chicago, and the Adolphus Hotel, Dallas.

Hotels without tanks that have played or will play ice shows include Copley Plaza, Boston; Coconut Grove of the Ambassador Hotel, Los Angeles; Mark Hopkins and St. Francis hotels, San Francisco; Book-Cadillac Hotel, Detroit; Schroeder, Milwaukee, and the Roosevelt, New Orleans. Night clubs that have played muck ice shows include Cuban Casino and Iceland, here; Coliseum's, Chicago; Chez Ami, Buffalo, and the Lookout House, Covington, Ky.

Hotel and night club-ice shows with their own tanks usually carry an engineer. Ice units use from 6 to 30 performers.

The growth of this field was formerly stymied by the lack of skating talent. Since then, producers have found that night club and vaude performers, when taught how to skate, work out very well. Ballerinas are especially adaptable, as is witnessed by the headway made by Miss LeYerna, Belita and Dorothy Lewis.

In the local Baltimore show the four-girl line is composed of well-known showgirls. The St. Regis, where Dorothy Lewis is featured, has a line of four girls who have been taught to skate by Miss Lewis. These girls are under contract to Paramount Pictures and have been trained out to get further show-business experience. More than half of the New York chorus are former dancers, and some of the principals in that show were developed from dancers. The Harry Courtain line consists of four former Powers models.

Talent scarcity will in time be alleviated by the increasing use of talent gleaned from the dancing field. The development of new talent is today of primary importance, as the war has cut off the supply of skaters who in former years came from Europe. Canada also contributed many skaters, who were immediately gobbled up by the large ice shows.

Real ice shows, so far, have proved to be impractical for vaude because of the time needed to freeze and unfreeze the portable ice tanks. The Bill O'Brien Ice Vanities was slated down to vaude proportions last year, and several bookings made at \$6,500 weekly. However, this had to be abandoned because of three elements. It was found that consecutive bookings could not be made, and long jumps were impractical. Muck ice, however, has proved more successful for vaude, and several tours have been made. Carnivals, have long been using muck ice units.

HENIE ICER TERRIFIC

(Continued from page 71)

as musical director, bringing with him a skeleton crew of trumpet, trombone, drums and steel guitar, plus fine featured vocalist James Wilkinson. Extra locally added musicians number 18 in all. Paul Van Loan handled excellent musical arrangements. Billy Livingston designed costumes, executed by Brooks Costume Company, which are beautiful and very clever.

The expertly trained chorus of 28 boys and 28 girls goes thru the most difficult formations with ease, and creating a worthy background for Miss Henie's featured spots. She first appears alone as Gay Paradise amidst a magnificently gay, whirling display of can-can dancers, then doubles with Gene Turner, and after a waltz by the ensemble in white and gold formal outfits, returns for a splendid trio with Turner and Fritz Dietl. The Isle of the Trade Winds extravaganza employed special Stroboscopic lighting effects, had Hawaii for its theme with flashing costuming, and gave Sonja a chance for something unusual in *Lovely Hula Hands*, where she showed off all her graceful extensibilities to best advantage while undulating softly in hula rhythm in feathery attire. In *Mexicana* the ensemble, in brilliantly vivid costumes, offered Mexican jota, *pasos* and *malaguena* with informal spontaneity, and introduced the very popular tango by Sonja and Turner who stepped out

of a huge Mexican hat prop for flash entrance. This dance gem of polished grace and precision never fails to incite tremendous ovations, and brought the star back for two encores and many bows. It got the biggest hand of any one number, even more so than Miss Henie's solo in *Chey De Lune*, where she glides across the silvery ice in ethereal white. Her ability to solidly sell, coupled with personality plus unmatched graceful technique and great looks and shape, should keep her in the running for a long time yet. Finale, *Make Believe Fantasy*, featured Miss Henie along with a large array of Walt Disney and Mother Goose characters, and was fitting climax to a perfect evening.

Other fine chorus numbers were *Red, White and Blue on Parade*, a patriotic march and parade opening; *Design in Dresden*, by females only, in dainty, rococo, "heart-and-flowers," hoopskirted attire doing gavotte and minuet steps to classic accompaniment; *Two Tom Rhythms (Chattanooga Choo Choo)*, an intricate and breezy swinger, which went over big; *Tonight We Dance*, a sophisticated modern ballroom routine, executed in long red velvet evening dresses and tails to excellent effect, featuring eight couples of the ensemble. Four couples gave splendid account of themselves in *Headrows* (Dorothy Casey and Fritz Dietl, Amanda Dieterich and George Stewart, Elizabeth Kennedy and Bruce Clark, and Adria Thomas and Jack Millikan), a frothy pink and blue flirtation skate idea.

Special spots: Gene Turner showed himself worthy of being Sonja's leading man. Seeing *Things* was a welcome comedy relief. Geoffe Stevens doing a drunk, with five chorus members persuading him as huge pink elephants in a hilarious chase. *The Open Road* is the best comedy situation of all; Sterna, Dietl, George Stewart, Tommy De Patis, Jimmy Kelly, Irving Gregg, and Clyde Mann in raggedy clothes as hoboes, do much falling, clowning and fooling.

On the serious side Jimmy Caesar, Charlie Hedlett and Mary Ann Kramer present spectacular leaps and jumps over big props in unison, and also some flash solos in *Oh Wings of Steel*. The young Brandt Sisters deserve much praise for precision skating, and their lively, poppy jitterbug to *St. Louis Blues* and *Bluesy Tune* with Peter Williams. Fritz Dietl still-skated in a *Skating in the Air*, doing all the "good old" routines, as well as some new twists which sold solidly. Dorothy Casey and Peter William and Jean Sturgeon with Tommy De Pauw combined to execute sure, swift and intricate figures excellently.

Burke says skaters pay envelopes take \$21,000 every week, while Miss Henie works on percentage basis and shares profits. Weekly net including transportation and rentals, totals \$90,000, he said. Show moves to Chicago from here, where \$100,000 in advance sales is already lined up. Eva M. Warner.

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To All
STRIPS • SINGS • TALKS • DANCES!
Now Working the HIGHEST CIRCUIT

Season's Greetings
JESSICA ROGERS

Burlesque Notes

(Communications to New York Office)

NEW YORK:

GAITY, beginning January 4, is the last of the five Pollock houses here to switch from a stock to road units, with the Mike Sachs-Alice Kennedy (Unit No. 3) the first in. . . **NATOMA**, dancer, now featured at the Pioneer Club.

MOTHER HALEY, in charge of wardrobe at the Casino, Toronto, is teaching all strippers the art of knitting. Latest is Amy Peng. . . **IRVING SELIO**, comic, held over at the Ettinge, December 14-20, from the previous bill because of the illness of "Boob" McManis. . . **SAM BRISKMAN**, City Theater operator, Christmas-gifted every chorine with a manure set. Chorus came back with a gift certificate. . . **LEW HOLLANDEE**, of the Empire, Newark, vacationing two weeks in Miami Beach, Fla., to January 3. . . **GEORGE DAVILLA** replaced Harry Rose December 14 as backstage manager at the City. . . **JUNE ST. CLAIR**, extra attraction, moved from the Republic to the Star, Brooklyn, for December 18 week. . . **ESTA ALJA** and Teddy Underwood visited here December 8-10 on the way to Washington for Jacobs Bros. concessions.

SALLY KEITH left the Hi Way Casino, Fall River, Mass., December 14 to open the next day at the 2 o'Clock Club, Baltimore, for two weeks. Then back to

the Rathskeller, Philadelphia, for six more weeks, doubling at Pay's, and next to return for 14 weeks at the Crawford House, Boston. . . **"PEANUTS" BOHN** unit at the Ettinge; December 14-27, is the first not to leave town, but to make the Star, Brooklyn, its next stop. . . **ELINORE SHERIDAN** celebrated a birthday December 16 at the Gaity and at the Piccadilly Hotel. . . **MOTHER HANE** recovering in a local hospital from an appendicitis operation. . . **GINGER BRITTON** returned to the Coast to make two films for Hal Willis. . . **DAVE COHN**, booker, a former volunteer fireman, has joined the local auxiliary fire force. . . **HAL RATHBUN**, former burly comic, now managing a hockey arena in Washington for Sportservice, Inc.

VALERIE PARKS and Margie Hart were extra attractions in Boston week of December 15, the former at the Howard and latter at the Globe. Following Boston, Valerie came to the Ettinge Christmas week and Margie back to the Gaity for Christmas and New Year's weeks. . . **TREKA**, who moves from Pay's, Philadelphia, to the Globe, Boston, January 4 week, has with her Ray Erway, a technician, to insure correct setting up of her new wine bath fountain. . . **EMILY LAWREN** celebrating her eighth year as assistant treasurer and Ralph Lis his third as treasurer of the Empire, Newark, N. J. . . **JESSICA ROGERS** back to the Gaity December 19 for two weeks. . . **JEAN REMINGTON**, who lost her dad a week ago, is at the Open Door Cafe, Philadelphia. . . **JACKIE HENKINS**, ex-burlesquer, who recently had his nose straightened, is enroute at the Beachcomber nitery, Baltimore. Replaced Jackie Whalen, who moved to the New Paddock Club, Miami. . . **MARY ORANT**, whose bowling average is 165, is out with a challenge to Mariano, another champ bowler, the first time both play the same town on the Hirst Circuit.

HELEN RUSSELL, who played two years at the Pollok, Los Angeles, did her first strip in the East at the Star, Brooklyn, with a Hirst unit. Same company brought in Ona Lee, a new dancer, and Charles Robinson, comic, last seen here five years ago. After the Star, December 20, Helen returns to the Coast and Ona to Bermuda. Joe DeRita, comic, also leaves the circuit. . . **RITA DEVERE**, with Funazette unit on USO-Camp Show tour, writes that while playing Camp Davis recently all the electricity for miles around went dead and "we made up by candlelight and did two shows by two 6,000,000-candle power anti-aircraft searchlights." . . **HEDDIE IONES** left the Hirst Circuit in Philadelphia to open December 21 for Popkin & Ringer at the Million-Dollar

Theater, Los Angeles, as emcee and backstage manager over a presentation policy. . . **JIMMIE GALVO** replaced by Al Murray in Hirst unit No. 29 in Baltimore. . . **UWO.**

MIDWEST:

MILTON SCHUSTER was in Detroit the latter part of last week and is in New York this week on business. . . **ARTHUR CLAMACK**, of Detroit, is ill in a local hospital. . . **FOLLY**, Kansas City, Mo., reopened Christmas Day with Midwest shows, starting with an eight-day run of the Marion Morgan-Tiny Fuller unit. . . **GEORGE LEWIS** and Diane Rowland will be featured at the Rialto, Chicago, Friday (28). . . **CLEOTORIA** moves into the Fox, Indianapolis, Friday (28) as added attraction, following her current run at the Avenue, Detroit. . . **FOX**, Indianapolis, switches from Midwest to Empire Circuit shows Friday (26), booked by Milton Schuster. . . **PRINCESS-ALOHA** will rejoin the Empire Circuit following her current stand at the National, Detroit, which

ends Thursday (25). . . **JOHN HEAD**, Francine Morgan, Ray Kolb and Gladys Fox will be the features at the Avila, Minneapolis, opening Friday (26). . . **PINKY LEE** unit has been replaced and now includes Rubyette and Don. . . **Michael**, Carol King, Dixie Sullivan and Jack Fearing. . . **FRANK SMITH** has left the Lee show on account of illness. He is recuperating at his home in Claypool, Ind.

PHILADELPHIA:

LESTER SCHWARTZ, vet burly publicity man, is doing publicity for Monogram Pictures on *No Greater Sin*. . . **NADINE MARSH** the extra added Christmas week at the Troc Theater. . . **DERBY WILSON**, septa tap dancer, has signed a 26-week contract to tour the first wheel. . . **RITA MARVIN** now at Howard Johnson's Cafe near Camden, N. J., with new burly headliners at the other Jersey nitery, including Lona Tully at Red Fox Tavern, South Merchantville; Betty Lee and Joan Martin at Radsonfield's Smart Spot, and Neddie Wells at Twin Cedar Inn, Clementon. . . **LEN FORTE**, pianist in the Troc Theater orchestra, and Jimmy Cavatagli, straight man, have written a new song, *You Spoiled It All*.

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\$10.50 Single \$12.50 Double

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New York City



Season's Greetings

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Stripper — Talker

Personal Representative
SAMMY CLARK, 300 No. Wabash
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New to the EAST
but not to Follies Shows

Season's Greetings To All Our Friends

MIKE SACHS and **ALICE KENNEDY**

HOLIDAY GREETINGS
To I. HIRST, SAM COHEN, PHIL ROSENBERG and all my friends

LEON VAN GELDER

Municipal Theater, Hudson Theater, Union City, N. J.
Office for Brother Rudy (Drammer)

Season's Greetings

MURRAY GREENE

ELSA LANG

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Couch, 55, 8th Street, 57 C
Municipal Theater, Hudson Theater, Union City, N. J.

You Can Help!

America is in the World War for the duration—and the burlesque field will be recognized, we are sure, as among the most important providers of escape entertainment.

We know burlesque doesn't uplift its patrons—but it makes people laugh and it provides welcome, down-to-earth entertainment for uniformed men on leave and for war-torn civilians.

War-nervous people will welcome rowdy, earthy, sexy burlesque shows. And girl-hungry boys in the services will find burlesque just the right entertainment.

Burly performers can help the most by putting on the best shows possible. Burly theater operators can help by making special concessions for men in uniform, and burly theater employees can help by extending the utmost courtesy toward uniformed men, in particular, and to all patrons generally.

In addition to their activities in burlesque, all those engaged in the field can help the government win this war by buying the greatest number of Defense Bonds possible, by volunteering to help at Defense Bond rallies, by volunteering for some sort of home defense effort, and, wherever possible, by enlisting instead of waiting for the draft.

There's surely something extra that everybody can do to help win the war. Are you doing your bit?

Season's Greetings

CHARLES W. LAVINE

Back in harness again
Specializing in haunting houses

Dr. Jekyll & Mr. Hyde

Versatile Character Comedian
doubling in brass

Current on the Hirst Circuit



SEASON'S GREETINGS

TO ALL OUR FRIENDS AND EMPLOYEES

REPUBLIC FRENCH FOLLIES

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STAR THEATRE

Brooklyn's Original Home of BURLY-GIRLIE Shows at Fulton, Jay & Smith Sts.

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Greetings of the Season

IDA ROSE

PRODUCER

REALTO, Chicago 6 Years
 ELTINGE, New York 1 Year
 STAR, Brooklyn, N. Y. 1 Year

Now with Bert Smith's
 Units, Louisville, Ky.

Season's Greetings
 to my friends and enemies
Margie



★★★★★
DALE
 TALKER-STRIPPER
 SINGER-DANCER
 Tearing the Combined Circuits

Review Palace, Buffalo

(Reviewed Friday Evening, December 12)
 Altho business for this lone local burly emporium has been spotty the last few weeks, house was jammed on night caught, and audience was enthusiastic. Rose La Rose, added star, was apparently a strong puller, and comedian-dialectician Bob Carney and featured singing diabolist Mary Joyce also provided good entertainment. Production as a whole was one of the smoothest Midwest lay-outs ever seen here.

Next to closing was reserved for the red hot body motions of Rose La Rose, who held the male spectators spellbound. Her song-talk material was well handled, her wardrobe attractive and she generated oodles of sex appeal. Has a classy charisma.

Blond and statuesque Mary Joyce shined in her post-session with a Polish vocal and its English translation in blues style. Her shedding was done to gay response. Gypsy Nina, a lithe, sexy-looking brunette, gave a splendid account of herself in an artful diabolist, using lighting effects and mirror to interesting advantage. Wynette, stripper, impressed as a very versatile gal. Offered very cute face and shape as well as neat tap dancing ability. She showed up very favorably in acts where her naturalness in speaking lines was noted.

Carney adds much to show as comedian, and in his opening stint handled well Irish, Italian, Scotch, Negro, Southern and stuttering dialects. Holds an audience without trouble. Comedy scenes number five, are mostly pretty good, and employ Al Golden, Jr. as straight. Joey Cowan as baggy-clothed funster, plus Carney's comedy, principally.

Five line numbers (12 girls in house chorus) were executed in attractive outfits and aided by some well-planned production layouts. Susan Parks steps out in front for featured tap, while the three Drano Sisters offer neat rhythm vocalizing. Billy Hudson sports very pleasing pipes and accompanies production work nicely. Cosmo and Anita worked in front of line for a ballroom routine with nifty lifts and spins, and later a comedy rumba, which clicked. Carney, Cowan and Wynette offered okay tap. Especially noteworthy was Bob Ridley, heavy-set, big jovial songster, who displayed a powerful voice and fine delivery with three semi-classics, Old Man River, Donkey Serenade and America, I Love You. The latter brought down the house.

Edw. M. Werner.

Season's

LOIS DE FEE

Greeting

Season's Greetings

ZONIA DUVAL

Season's Greetings!

from



Patricia
PERRY
 Always a
 Box-Office Hypo



George
CORWIN
 The Incomparable
 Straight

With the First Circuit—Personal Direction PHIL ROSENBERG, New York

Holiday Greetings

PAT PAREE

Extra Added Attraction
 at All
Follies Theaters

ELTINGE THEATER
 NEW YORK CITY

We send our holiday greetings to our many friends in the theater. While we would like to thank you individually, we take this means of extending thanks for your holiday expressions.

ABE & HAROLD MINSKY

Holiday Greetings

DOLORES GREENE

with the
FIRST CIRCUIT

Holiday Greetings
 to all

MAC "GOGGLES" BARRON
 Eccentric Comedian

Now in my fourth year at the
PICCADILLY CLUB
 and passing my first year at the
GLOBE THEATER
 (Doubling)
 Baltimore, Md.

EVA COLLINS announces

★★ A Feature Department ★★
 offering individual service in style and design to

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SEASON'S GREETINGS

SCARLETT KELLY

THE HUMAN CYCLONE

ADDED ATTRACTION FEATURE AT ALL FOLLIES HOUSES

Holiday Greetings

from
HAROLD MINSKY'S "51" CLUB 51 West 52nd Street
 New York City

Where the Entertainer Comes To Be Entertained

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We send our holiday greetings to our many friends in the theater. While we would like to thank you individually, we take this means of conveying our thanks for your holiday expressions.

Harold Minsky & I. H. Berk

Greetings
to the **PROFESSION**
from

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The home of elegant & entertaining
FOLLIES SHOWS

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MR. LOU MILLER
for their kind, expert booking co-operation.



Greetings to All

Julie Bryan

Featured Attraction on the
Hirst Circuit

Season's Greetings

Margie Hart

GREETINGS

KENNETH ROGERS

PRODUCER

DOTIE EDWARDS and GEORGE DAVILLE

ASSISTANT PRODUCERS

CITY THEATER — 14TH STREET — NEW YORK CITY

Holiday Greetings

PAL BRANDEAUX

Dance Director Supreme

Magic

By BILL SACHS

WERNER C. DORNFIELD, just plain Dorny to the magic fraternity, is traveling the country as the Castle magician, entertaining at saloon meetings with an hour and a half of magic. So far, the reports on his show have been consistently good, and it looks as tho he may be with the Castle Company for a long time. . . . THE MAGNIFIC, Bill and Pearl, are among the busiest magic duos in New York State, and one of the things that keep them busy is the fact that they seem to do everything just a little bit differently. . . . BOB KING and Tiny, vent burn, are a feature in the swanky Cafe de la Paix of Hotel St. Moritz, New York. . . . LE PAUL is also doing well for himself these days in New York clubs and theaters. He is breaking, in a new trick which, in his hands, should be a veritable miracle.

BILL NEPP was a visitor at the Magic Desk the other day, while in Cincinnati for a private club date. Neff, who has been doing a school act all season for C. M. and Delco Supplies, of Antrim Bureau, Philadelphia, is assisted by Evelyn Mack and Bill Hutchinson. And if ever there was an honest-to-goodness magic enthusiast, the youthful Miss Mack is it. Neff closed at Cleveland last Friday (10) to hop to his home in Indiana, Pa., for the holidays. He resumes January 4 at Amsterdam, N. Y., on a tour that takes him thru Southern New York and Pennsylvania. He's set by the Philly bureau until May 27, 1942.

JOHN SNYDER JR., Cincinnati magic manufacturer and recently retired president of the International Brotherhood of Magicians, has gone back to professional entertaining. He recently did two shows for the Masons in Cincinnati. . . . MYSTERIOUS LA WAIN is playing the territory around his home town, Monmouth, Ill., after finishing a season of full-evening shows under auspices. His agent, Clyde Mulvey, was forced to leave him recently, due to the serious illness of Mrs. Malkory. . . . GRAVITYO (A. F. Davidson) is presenting his magic and novelty act with Pete Korte's traveling museum, now in El Paso, Tex.

THE GREAT RAYMOND, at his show at the Armory, Akron, Sunday night, December 13, had as his guests Mr. and Mrs. Horace Marshall and members of Marquis magic show. Marquis reports that Raymond presented a highly entertaining three-hour show, with Miss Litzka scoring effectively with her harp specialties. Show had six assistants, 10 men in the pit, 17 hanging pieces and 36 tricks and illusions, Marquis says.

JAN GRIPPE, sleight-of-hand expert, has been engaged by Herman Sherman, producer of Paramount Western films, to coach actors in card manipulations for his forthcoming Silver Queen. Grippe instructed Veronica Lake for her role of magician in This Gun for Hire. . . . PAUL STADYMAN, vent, and his partner, Happy Oertel (nee Windy Higgins), have been signed to a new contract by their sponsor, the Oertel Brewing Company, Louisville. This is their third contract for the same sponsor. The first was for six weeks, the second for six months, and the present one runs a year, effective December 13. . . . MAURICE, during his engagement last week at the Zepp Club, Akron, with his magic and juggling, bumped into Alexander the Magician, who was on the same bill, as magician of ceremonies.

JOHN BOOTH, Canadian conjurer, left Chicago Monday to spend the holidays in Canada with his wife, where he is to preach a sermon in the Unitarian Church, Hamilton, Ont., on Christmas Day. He preached at St. Paul's Church, Chicago, and the Chicago University Chapel last week. Booth has been wedging in some real de luxe dates in the Windy City between his studies, including stops at the Bond Club, the Kenilworth Club, the Gordon Club and the Chicago Drama League. . . . GALL-GALL, currently at Hotel Nicollet, Minneapolis, has garnered more newspaper copy in the short period he has been there than any other magician has in a long time—and during the time when the newspapers were full of war news. And it wasn't just a publicity blurb that Gall-Gall got. It was a by-lined interview by a Minneapolis Times reporter plus a two-column pic of Gall-Gall and his children, Joseph and Fatima. Two days later Gall-Gall's young daughter

Season's Greetings to all our friends

Monroe (Monkey) Kirkland

Eccentric Comedian

Jean Kirkland

Specialty Dancer

Touring the Combined Circuit

Season's Greetings

WALT

COLLINS

Singing Straight Man

TOURING THE COMBINED CIRCUIT

Season's Greetings

Jean Mode

The Little Man Who's ALWAYS There

LEW FEIN

Extends

Season's Greetings

TOURING THE BURLY CIRCUIT

SEASON'S GREETINGS

HELEN COLBY

AND

JUNE ST. CLAIR

Season's Greetings

OSCAR MARKOVICH

AT LAST A NEW COMEDY
EGG BAG TRICK!
PUZZLING A HUNDRED LAUGHS!
Can be performed by anyone in the Party, Night Club, Theatre or Ballroom Platform. . . . Includes complete including "Zipper Gag" and "Crazing" Poster, \$1.25.
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A Bargain—Waiting Your Ribbon Ribbon—They're Made—Only One—Selling, Price, Ten Dollars.

was the source of another two-column picture in The Times, with page in the background.

Lynchburgers Like Hayworth Toby Bill

LYNCHBURG, Va., Dec. 26.—Inclement weather and the war scare failed to keep Lynchburgers away from the Academy Theater last Saturday (19) when the "SeaBee" Hayworth troupe, now in its seventh week of rotary stock here, packed the house to capacity with a G-string war vehicle, Toby and the Nipponese Spies, which Hayworth himself shocked out for the occasion following the beginning of the Pacific hostilities.

According to Arthur Hendrick, Academy advertising manager, the Hayworth troupe has been attracting top-notch business each Saturday since the beginning of the season. In the cast are "SeaBee" and Marion Hayworth, Billy Miller, Carlton Gentry, Kenny and Warda Magoon, Sunny and Ardyce Dexter, Gene Woods and Jean Markham.

War Puts Chill on Bryant N. Y. Deals

CINCINNATI, Dec. 26.—Billy Bryant, who hopped into New York recently following the close of the Bryant Showboat's 14th annual summer season at the foot of Lawrence Street here, reports from the big city that the two shows which he was slated to do there have been called off due to the war situation.

The two shows were Under Canvas, a new play in which Bryant was to have been partnered with Ann Corio, and Bryant's version of Hummel, which he was to have presented at the Little Theater under the guidance of Al Bloomingdale, department store mogul, who has a piece of George Jessel's High Kickers show.

Bryant had his company in New York and in rehearsal when the war broke out, bringing the decision to ditch the ventures.

NO NEWS as yet on the outcome of the Altruistic (N. M.) show. Someone give us the low-down, please. We've had several inquiries on it. Same thing goes for Hal J. Ross's Phoenix (Ariz.) show, which was slated to get under way early this month.

Season's Greetings from
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and his ORCHESTRA
Currently
Piccadilly Club, Pensacola, Fla.

Season's Greetings
ALAN MOORE

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LET'S GO AMERICA!
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of this issue **NOW!**

"MERRY XMAS AND HAPPY NEW YEAR TO EVERYONE"
From
"Seabee" Hayworth Attractions
Pat. Add.—Caroline Theatre Bldg., Wilson, N. C.

Repsters Have Important Job

NOW that that which they told us could not happen has happened, America almost over night has been welded into a single entity with but a single thought and purpose—to maintain our democratic form of government and to restore to the world at least some semblance of righteousness and sanity.

Almost every country that enters into a conflict of war does so with the hopes that it will be blessed with victory at the final payoff, and its people, either thru facts or propaganda, have injected in them the idealistic diatribe that imbues them with the belief that their cause is sacred, sponsored by all the gods, and the only one worth fighting for. It is this belief, this ideal, this sacred thought that prods the commoners on the home front to their best efforts toward winning the war, and their winning spirit is in turn transferred to their fathers, sons and brothers in actual combat on the war front.

However, it isn't always the people with the high ideals and lofty thoughts that win wars. Our enemies may cling to ideals that clash violently with our own thoughts and beliefs, but if they can back their ideals with unbreakable morale, that determination to carry on to final victory thru darkness and despair, thru defeats and reverses, as well as thru those brighter days when news from the fighting front is more encouraging, they have a decided edge, all other things equal, toward determining the final outcome over their adversaries who may be lacking to a degree in morale.

What we have been trying to say all along is that morale on the home front is as important as armament on the fighting front in winning a war. And what agency is better qualified to spread the gospel of morale than the amusement industry? And what branch of the amusement industry is better qualified to sustain the American morale than the tent repertoire field of show business?

Tent repertoire showfolks are closer to their public than the performers in any other branch of the amusement industry. Thru their many years of trouping over the same territories and their mingling and fraternizing with the natives on an equal basis, tent show performers are generally accepted as members of the communities in which they play. They are real in-the-flesh friends and associates. They can wield a great deal more influence over their audiences than those performers whose friendship with the natives is built solely upon a pleasant voice on the air, a smiling face on the screen, or a spoken word heard from the gallery.

Thus tent show people have a valuable and important service to perform in this war, a service that they can perform with greater effect than their contemporaries in other branches of the amusement industry. It will be their job to carry to their friends in the smaller towns the story of morale, to keep the citizens of these communities imbued with the fighting spirit, and to teach them to keep smiling thru good times and bad until final victory is achieved. Tent showfolks turned in a good job of morale-building in the first World War, and they won't be found lacking in that capacity in the present catastrophe.



LES E. REID, former rep show trouper, who went down with the U. S. S. Reuben James when that ship was torpedoed and sunk October 31. He was a first-class torpedoman and had been in the service since last May. Reid and his wife, Emma Kennedy, retired from show business two years ago and settled in Dallas.

Rep Ripples

HAL AND GRACE CRIDER, after winding up a 30-week season with Billroy's Comedians, are vacationing in Miami, where their son, Hammel, the "popcorn king," is attending school. Hal and Grace will work winter in the Miami sector beginning shortly after Christmas. Their daughter, Ruby, hopped to Miami from Detroit last week with her three-month-old daughter, Judy Grace. She is staying with her husband's parents, Mr. and Mrs. Billy Wehle. Billy Jr., now working in Detroit, will spend Christmas with his family in Miami. . . . JACK HUTCHISON, who hopped into Valdosta, Ga., following the close of the Billroy show, says he will remain there until after Christmas, as his daughter, Wyllametta, is coming on for a visit. His son, Jack Jr., is still in the navy and has been stationed at Pearl Harbor. Jack hasn't had any word since the recent war outbreak there, but is praying that Jack Jr. is safe. Jack's nephew, Tom Hutchinson Jr., discharged from the navy a month ago, has been recalled. . . . GEORGE AND JERRY BARTLETT and Cotton and Chick West are at the Quin-Se-Willis Club in Jacksonville, Fla. . . . FRANKLYN JOHNSON, impresario, is busy with arrangements in Western Massachusetts and Southern Vermont. Adeline Johnson is furnishing the musical end of the turn. . . .

LOLA E. PAINTER, former stock and rep leading woman, who spent most of the summer at her home in Broadhead, Ky., returned recently to her winter cottage near Lake City, Fla., to remain until spring. Her brother and sister-in-law made the trip with her. Lola's two sons are now in the country's service. Franklin in the merchant marine and Fredrick in the army. Her nephew, James Marion, is in Marine Hospital, Mare Island, Calif., after a year and a half's service with the Marines in China.

ROBERT AND PEARL LA THEY are spending the winter with Chic and Etta Pellette at the latter's home in Lake Helen, Fla. After the closing of the rep season "La They" and the Pellettes put in a pleasant eight weeks on school assembly programs thru Illinois and Alabama. The Pellettes are looking forward to a holiday visit from their son Jack, who is now in his fifth year as a law student at Wayne University, Detroit.

ATTENTION, ROADSHOWMEN

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Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

LINE-UP of the Coliseum derby show in Chicago remains the same as last week, with 13 and 1 still going. Several of the contestants are aggravated by aught colds and sprained muscles, but nothing serious. Recent added attractions included an inter-city table tennis exhibit, and Johnny Hughes in the ice act.

KENNY GROWELL, cards that he's still in Alhambra, Calif.

ACCORDING TO WORD received from Joe Bananas, Marge Sheffield is planning on opening a home for old-time wildcat contestants. Joe says that Marge has struck it rich and wants to reciprocate.

TO OCEAN BEACH (CALIF.) fans—As far as we can determine, your inquiry was in regard to the contest in your city which was promoted by C. L. Langley in 1937. The show came to a successful close around the first of January, that year, and the winners were: Frankie Botajolie and Chad Aitico, first; Porky Jacobs and Maxine Green, second; Mickey Britton and Helen Forrester, third.

AMONG INQUIRIES received, last week we noticed several unheard of for some time: Buddy Flannagan, Anne Benson, Jack Kearna, Marie Gapp, Marion Yardell, Bud Haffey, Wally Adams, Frankie LaRue, Wells Stanger, Forrest Bailey, Joe Brandt, Scotty Reed, and Tim

Murphy. How about a little info on your whereabouts?

THAT'S A PRETTY nifty paper the Coliseum derby is putting out. Called The Coliseum Tuffler, it contains some interesting and amusing comments of the show and the participants.

JOE BANANAS, the Windy City derby-show enthusiast, to keep us healthy and strong thru the New Year, shoots us out annual bunch of holiday bananas. And to further guard our health against the wintry blizzards, the fast and easy Joe shoots us a couple of knitted garments of his own design and making, together with other, wearing apparel to make our winter evenings warm and pleasant. Ever thoughtful Joe.

One Year Ago

RAY PASSO'S show in National Hall, San Francisco, came to a close, with Johnny Makar and Burton Blaven pulling down first prize. Eileen and Alleyzey Thayer Jr. were second, and Chris Weira and Joe Nally third. . . . JOHNNY OULFOYLE was in Harrisburg, Pa., with his last show. . . . AL LYMAN was in Miami for the winter, for he was working his magic act. . . . JERRY (THE LUO) BRIBANAH was working Chicago night clubs.

Doug Morris in "Eileen"

BOSTON, Dec. 26.—Doug Morris, last summer with the Bryant Showboat in Cincinnati, has landed a part in the Boston company of My Sister Eileen, which opens at the Shubert Theater, New Haven, Conn., on Christmas Day for a three-day run before beginning an indefinite engagement at the Wilbur Theater here December 29. Morris is doing one of the Brazilian admirals in the piece, a part in which he speaks only Portuguese.

Roadshow Films

SUPPLIES 16mm. & 35mm. EQUIPMENT

Cutting It Short

By THE ROADSHOWMAN

George W. Bechtolt, of Rockford, Ill., writes in to say that for the past three months he has been showing U. S. Army and Navy films produced in co-operation with the recruiting service. With the active participation of this country in the war now, the films are not only interesting and timely, but showing them is definitely a patriotic service. The films depict the various branches of the service and the opportunities offered to young men.

Bechtolt states that audience interest in the films has been intensified by the war. He groups the films under the general heading of "defense pictures" and explains that Army films may be sponsored, but Navy regulations do not permit sponsorship, and anyone showing them must adhere strictly to this provision.

Roadshowmen can perform a definite service to their country by running one of these films as a supplement to their regular programs.

A sore point with many film libraries is the fact that some roadshowmen unthinkingly rewind films before returning them. Since the library must check over all incoming film, there is no need to rewind films before shipping back to the library.

Roadshowmen and War Effort

IN THE difficult times that lie ahead roadshowmen will play an important role, primarily in bringing entertainment, propaganda and educational defense films to the home front. While it is apparent that public morale needs no uplift at this time, roadshowmen, as time goes on, will be doing an important job in keeping up morale by showing programs in theaterless communities.

Another definite service roadshowmen can perform at this time is to align themselves with the government in showing propaganda and educational defense films to the public. The administration is engaged in the getting up of an adequate national civilian defense program, and 16mm. films have been prepared covering the various phases of civilian defense. These films are available at government offices without cost. The inclusion of one defense reel in every program would perform a valuable service in furthering an intelligent civilian defense effort and, at the same time, would engender considerable good will for the industry.

The motion picture has been recognized as one of the most vital mediums for the dissemination of propaganda, and roadshowmen who show special defense programs can be instrumental in giving wider coverage by reaching communities not covered by regular 35mm. channels. The films available include scenes of actual air raids in England and the co-ordination of the work of regular and auxiliary forces in air-raid precautions, fire fighting, first aid, etc.

The central theme of most of the films is to show how citizens can be mobilized into an efficient unit to cope with any war emergency and they give a graphic picture of the part the civilian must play in this war. In addition, there are many excellent short subjects showing how the government defense program is being co-ordinated to spur production of war equipment.

Aside from the showings of propaganda films the roadshowman can make direct tie-ups with local authorities to present films to civilian groups being trained for duty as fire wardens, air-raid wardens, auxiliary police, health squads, etc. The roadshowman, by making his projector, screen and his services available for the showing of propaganda and instructional films, has an opportunity to establish a record of patriotic service in this war.

New and Recent Releases

(Running Times Are Approximate)

THE IRON DUKE, released by Non-Theatrical Pictures. A sound feature with background picturing and dialogue of the Duke of Wellington. Highlight of the film, dealing with war and peace and intrigue and counter-intrigue, is the historic meeting of Wellington and Napoleon on the field of Waterloo. George Arlino plays the title role with a strong supporting cast. Running time, 88 minutes.

HIGH GEAR, released by Astor Pictures Corporation. A seven-reel auto racing melodrama, replete with comedy, spills and thrills. Features Joan Marsh, James Murray and Jackie Seidel. Running time, 36 minutes.

MYSTIC INDIA, released by Castle Films, Inc. A one-reel comprehensive movie presentation of a land teeming millions, rituals, customs, squallor and lasting beauty. Film includes rare scenes of the massive Juggernaut procession, bathing festivals by the sacred Ganges, fakirs, snake-charmers, the Taj Mahal, etc. Running time, 10 minutes.

WALTER WANCER'S VOGUES, released by Commonwealth Pictures Corporation. A 10-reel musical combining dance, songs and a comedy plot. Stars are Warner Baxter and Joan Bennett. Running time, 87 minutes.

STRIKE YOU'RE OUT, released by Post Pictures Corporation. A one-reel comedy based on wives going out on strike against their husbands. Plenty of musical numbers and dances. Running time, 11 minutes.

SECOND HUNGARIAN RHAPSODY, released by Nu-Art Films, Inc. A one-reel sound subject presenting Liszt's immortal classic as the background of this story of happy life and romance. One of a series of musical classics. Film was produced by Hugo Riesenfeld. Running time, 10 minutes.

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Survey Shows Many 16mm. Spots

NEW YORK, Dec. 20.—It is estimated that there are at least 30,000 spots for one-night stands once a week throughout the Midwest, New England and the South, according to a survey recently undertaken by a prominent member of the industry. This would indicate, since the report only covers sections east of the Mississippi River, that there are many spots which can be developed by energetic roadshowmen.

According to one observer here, the chronic complainers are those who do not have enough push to seek out the many opportunities that are available. This source stated that if a roadshowman has the energy and will to book his territory systematically, there is no question but that he can develop a profitable line-up of one-night stands.

The showings can cover the entire range of the 16mm. field, it is said, including churches, schools, unoccupied stores for straight commercial showings or programs tied up with merchants. The roadshowman can also contact clubs and organizations that might require shows on a regular weekly or monthly basis, it was pointed out.

If the roadshowman has proper film, proper equipment and the will to go out and book shows, then success will automatically take care of itself, our source continued. The field is by no means saturated, but it does require some thought and ingenuity to exploit it properly and thus assure regular weekly profits for the roadshowman.

Comedy Film Demand Grows

NEW YORK, Dec. 20.—While comedy films, feature lengths and shorts have always enjoyed tremendous popularity in this country, there has been a steady increase in demand during the past few months of tension, according to reports. Now that the country is actually in the war, comedy films are expected to lead the entertainment parade. Musicals also go well in war periods, and the general tendency is to avoid anything morbid or depressing.

In addition to the long list of feature films with laugh-getting plots, there are many excellent short subjects. These are divided into two classifications, straight comedies and cartoons. According to roadshowmen who have been showing this type of entertainment in the past, both types of short subjects are equally well received by the public. Cartoons are of particular appeal to youngsters, especially when the characters are Mickey Mouse, Betty Boop, Popeye, Crazy Cat, etc.

Roadshowmen also report that there is a definite preference for comedies which combine musical numbers in the story. Old-time silent flicker comedies are also reported as doing well, and in addition, novelty short subjects that present odd or interesting facts with a humorous commentary are also in demand.

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LSSWC Execs Installed at Annual Dinner

DALLAS, Dec. 20.—Annual installation dinner of the Lone Star Show Women's Club in Campbell Hotel here December 9 was highly successful. Event, which honors retiring and incoming officers, saw Inez Shankle, emcee and installation officer, induct these members into office: Annabelle Hoblitt, president; Jean Lucas, first vice-president; Kettie Lindsey, second vice-president; Mattie May McFarland, third vice-president; Bernice Sanda, secretary, and Treasurer Helen Rees. Helen Westmoreland is press representative and Margaret Pugh good will ambassador. Inez Shankle is chairman.

Numerous guests were introduced from the speakers' table, as were retiring and incoming officers. Dancing prevailed after dinner. In attendance were Mrs. Denny Pugh, Mrs. Joe Murphy, Mr. and Mrs. Crowder, Mr. and Mrs. Johnson, Mr. and Mrs. Hickman, Mr. and Mrs. Hindsor, Mr. and Mrs. Mulvey, Mr. and Mrs. (See LSSWC INSTALLS on page 83)

Pennsylvania Engagements Winners for Lewiston Unit

ASHLAND, Ky., Dec. 20.—Harry Lewiston's World's Fair Freaks Museum, which concluded successful two-week stands in Reading and Hazleton, Pa., before playing a slick week's stand in Fairmont, Pa., opened a 10-day engagement here Tuesday. New attractions here included Rosalie, armless girl Leona Young, fire act, and Lorraine, child.

While in Fairmont Mrs. Harry Rittley's son, Harry, celebrated his second birthday at a party attended by staff and personnel. Owner Lewiston and Paul D. Sprague, general agent, returned here from the Chicago meetings. James Murray, ticket taker, closed Wednesday to enlist in the army. Dick and Stella Flagle made several visits to the former's home in Parkersburg, W. Va., while attraction was playing Fairmont. Members exchanged many visits with personnel of Harrison King's Museum in Ironton, O.

Early Bond Buyers

IN A season marked by prosperity rivaling that of the biggest years in outdoor show business, Carnivaldom again forcefully brought to the fore the tremendous role its thousands of men and women members play in the maintenance of national morale.

With our entry into the World War No. 2, the industry is fully cognizant of the fact that it will have further and newer problems to solve. Carnival men and women are already at work on necessary steps to solve them, determined to play an even greater part in defense and in entertainment of the public.

Probably most important is the purchase of Defense Stamps and Bonds. Several of the showmen's organizations have already started the ball rolling. Notable is the Showmen's League of America's purchase of \$30,000 worth of bonds and the National Showmen's Association's decision to buy bonds in the amount of \$10,000. This club's Ladies' Auxiliary plans to establish and maintain a Red Cross unit for the duration, with an all-out effort promised to develop an active first-aid brigade. International Association of Showmen purchased a sizable amount of Defense Bonds and Stamps, and the SLA Ladies' Auxiliary is awarding a Defense Bond to one of its members at its weekly meetings. Pacific Coast Showmen's Association voted on December 8 to stand ready to aid showmen and soldiers in the war zone. It also will offer its assistance and co-operation in civilian defense.

Carnival owners can follow thru by purchasing bonds and encouraging members of their shows to do so. Various shows can, with little effort, establish enlistment centers on their midways, in addition to providing space for booths in co-operation with local chapters of government workers interested in financing the defense program. Owners can play an integral part by encouraging enlistment in military service.

Funds can be set aside to provide soldiers, sailors and marines with smokes and sweets. Since carnivals are sponsored by local organizations in most spots, general agents can do their bit by contacting local war charity groups whenever possible. Thru these tie-ups thousands upon thousands of dollars can be raised for the different causes. An effective plan, carried out on some shows last season, was donation of 5 per cent of gross receipts from shows, rides and main gate to American Red Cross units in each community played. Shows can arrange similar donations even when sponsored by other organizations.

Women members can form knitting clubs for donations of sweaters, socks, scarfs and other apparel to the Bundles for Britain campaigns and Red Cross. Women can also use their spare time in rolling bandages for use in medical units of the Army, Navy and Marine Corps.

Billposters and sound-truck operators can do much of value by posting defense program notices along with their show paper and featuring the defense program in conjunction with their street and midway rallies.

Benefit shows, dances and other types of show-sponsored entertainment will add goodly sums to the coffers of the many defense campaign groups in this country and Canada. "Let's Go, America," the American way.

Coast Showmen Pledge All-Out Aid for Defense

LOS ANGELES, Dec. 20.—With the United States and Japan at war, the Pacific Coast Showmen's Association went on record at its regular weekly meeting December 8 as standing ready to aid showmen in the war zone. Harry Seber, a past president, suggested the club offer aid to showmen who are in the Philippines and Hawaiian Islands. This was unanimously endorsed. Lou Berg, popular showman, was reported on route to the States and Eddie Tait, who operated out of Manila, has been in the States for some time.

President Joe Glacy instructed Secretary H. A. Ludwig to send a cable if possible to Fred Whitely Clark and others in the war zone offering what assistance the club could lend.

PCSA also went on record as offering what assistance and co-operation it could in the way of civilian defense. Letters to this effect were ordered sent to Governor Cuthbert Olson, Mayor Fletcher Bowron and Florio La Guardia, director of Civilian Defense Committee, who arrived here Tuesday night by plane.

Big Crowd on Hand For Coast Service; M. Farmer Aux Head

LOS ANGELES, Dec. 20.—A large crowd and impressive services marked annual memorial services of the Pacific Coast Showmen's Association at Showmen's Rest, Evergreen Cemetery, December 7. Highlight was the unveiling of the Uger, PCSA symbol, atop the monument. Ted Lefors headed the committee.

Program opened with the playing of the Star-Spangled Banner by Ted Lefors' Golden Strings Orchestra. Lefors made the introductory address followed by a talk on the history of the plot by Harry Seber. Ross Davis, club treasurer and a member of the cemetery board. (See Coast Service Drives on page 16)



HERE'S A PORTION OF THE CROWD of 800 which attended the 20th annual banquet and ball of the Pacific Coast Showmen's Association in the Biltmore Bowl, Biltmore Hotel, Los Angeles, December 11. Featuring a "20-Years-of-Progress" theme, club had members of the Western Fair Managers' Association, in three-day convention there, as guests.

★ LET'S GO, AMERICA!—BUY DEFENSE BONDS! ★

Season's Greetings

from those who marked 20 years of Progress
at the annual Banquet and Ball of the



PACIFIC SHOWMEN'S

JOSEPH GLACY, P.C.S.A. President - HARRY HARGRAVE, Banquet and Ball Chairman

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William Hobbes E.O. Douglas Al E. Weber
Harry H. Phillips Bud Douglas Nick Sand Anthony J. Chase
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Harry - Penn James G. Jones Roy Edgington S.L. Cronin
Paul W. Peterson J. Ed. Brown Hugh McGill
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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.

War-Time Carnival Operation

By J. W. (PATTY) CONKLIN
 Excerpts from address by the president of the Conklin Shows at annual meeting of the American Carnivals Association, Inc. in the Hotel Sherman, Chicago, on the night of December 1.

The Canadian War Conservation Act forbids the importation of certain articles, mostly concession merchandise. Anything that is not on this list can be freely imported. Merchandise in Canada is subject to scarcity of materials, workmanship, priorities, etc. Most businesses, particularly handlers of foodstuffs, have to be licensed.

Besides regular duties there is a war excise tax of 10 per cent on all imports. This is used to stabilize the exchange rate. For example, these are the taxes we are called upon to pay in the way of duties: United States value, \$100; we pay duty on Canadian value, \$11; duty at 25 per cent, \$22.50; sales tax at 3 per cent, \$11.99; war excise tax, \$11.10; total, \$61.94. Then when we pay the account to the supplier we must pay the exchange of 11 per cent, \$11. For a total on each \$100 worth of goods we pay \$72.94. On all Canadian-made electrical merchandise we pay a war excise tax of 25 per cent. Memo 100, Canadian Customs, shows and rides are subject to monthly fees.

Public
 The 20 per cent amusement tax on all shows and rides, which was accepted by the public in good grace, amounted to \$78,668.16 since July.

Personnel
 Half this year was very scarce due to army training, enlistments, high wages paid by war industries, etc. All wages and salaries are subject to defense tax, deducted by the employer. A single person making under \$650 paid no tax; \$650 to \$1,200, 5 per cent; and over \$1,200, 7 per cent. A married person making under \$1,200 paid no tax; over \$1,200,

5 per cent less allowance of 38 cents per week for each dependent. Common labor wages in 1932 were \$14 per week; in 1940, \$18, and in 1941, \$21. Extra labor charges in 1932 were \$1.80 for set-up or tear-down; in 1940, \$2.25 for set-up or tear-down, and in 1941, 50 cents per hour. Extra labor costs for tear-down in Toronto in 1941 were over \$700.

Cartage and Trucking
 In 1932 these costs were \$1 per hour; in 1940, \$1.50 per hour, and in 1941, \$2 and \$2.50 per hour.

All industrial towns and cities in Canada are on daylight-saving time the year-round and we are facing a possible power shortage.

Foreign Exchange Control Board
 The object of this board is to conserve the purchase of the limited amount of foreign exchange available. It is necessary for us to follow conditions laid down, but regular business is not hampered or interrupted.

General
 Business as a whole is better on account of increased spending power. Some canceled 1941 fairs are to be re-grants were curtailed or the government used the grounds for training purposes. Some canceled 1941 fairs are to be revived.

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Showfolk Attend Warren Rites
 LOS ANGELES, Dec. 20.—Numerous showfolk friends and brother members of the Pacific Coast Showmen's Association attended funeral services at Breese Bros. & Gillette-Funeral Home here December 16 for Burt Warren, well known in Coast show circles, who died December 12. Pallbearers included Joe Glacy, Jim Dunn, Sammy Dolman, Charles Soderberg, Cal Lopez, and Harry Chapman.

Best Wishes

For a Merry Christmas and a Prosperous New Year from the Show People of the West Coast



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Tom W. Johnson *Ben Beno* *Norman Schuer*
Sam. Dalman *Tom Hughes* *W. J. Gessner*
H. L. Farmer *Leo J. Spitz* *Harry Chipman*
Wrightman *Jack Joyce* *Anna Metcalf*
Jack Brick *Whitey Monette* *John M. Miller* *Mark Smith*
Fanny Lynch *John M. Miller* *Chas. Forstall* *Hamp Powell*
T. G. Chapman *W. Butler* *Al Cansen* *Montie Montana*
P. Cassidy *Bob Hoover* *Milner*

Los Angeles

LOS ANGELES, Dec. 20.—Current conversation is on the war and the effect it will have on show business. Most showmen are of the opinion that they have a definite job to do next season in continuing to keep up public morale.

Shorty Wrightman arrived in time for the PCSA Banquet and Ball. Plekard & Arnold Show will stay out all winter and has been playing army camps. Tom Hughes returned home from a trip thru the South. Harry Chipman, advance with the Jack Joyce Show, is in town for the holidays. Show goes back on the road after January 1. Harry Seber arrived last week to attend the PCSA Memorial Services. Jack O'Shea is busy on picture lots. Joe Horowitz, is busy for the holidays and had to forego his visits to PCSA meetings. Phil Darling, son of Florence Darling, left Angel Island for an unknown destination with his military company. Margo Lefors is preparing her act for a big outdoor season. Jack Brick, Four Apollo, is readying his act, and August Hustruf is looking forward to a big season for his Hustruf troupe.

Mabelle Crafts and Emily Mettler celebrated their birthdays at the PCSA banquet. Bob and Mildred King have canceled their trip to Miami and will remain here for the holidays. Barney Fishman is in Santa Monica Hospital, and Dan Storer is a patient at Golden State Hospital. Larry (Bozo) Valt is clowning at Fox Studios. Tony Chontos recently underwent his physical examinations for the army.

Joe and Anna Metcalfe will entertain friends during the holidays at their quarters at Goebel's Eden Farm in Thousand Oaks. . . . Ted and Mildred

Levitt, West Coast Shows, are contemplating a trip to visit relatives in the East. Mike Skiver is another showman who is enlisting in the army. Jack Joyce plans to take his show out the middle of January. Ben Beno has offered his services to the Civilian Defense committee.

COAST SERVICE DRAWS

(Continued from page 83)
unveiled the tiger, which was officially accepted by President Joe Glacy. Wreaths were then placed on the monument by President Allerita Foster, Ladies' Auxiliary, and Glacy. Burr McIntosh gave a brief but impressive address touching on the part played in life by showmen.

Chaplain H. A. (Pop) Ludwig, marking his final appearance of the year, delivered a forceful talk about the part played by the organization in everyday life. Musical portion included vocal solos, *Rock of Ages* and *There Is No Death* by Gertrude Sweetwater. Program ended with the audience joining in the singing of *God Bless America*. On the Memorial committee with Lefors were Sam Dolman, Charles Soderberg, Al Weber and I. B. McCoy.

LOS ANGELES, Dec. 20.—Margaret Farmer was named president of the Ladies' Auxiliary, Pacific Coast Showmen's Association, to succeed Allerita Foster at the annual election in the clubrooms here December 8. Vivian Horton, incumbent secretary and treasurer, was re-named to that post.

Other officers include Edith Bullock, first vice-president, and Maybelle Bonnett, second vice-president. Outgoing officers are Vivian Gorman and Rose Rosard, first and second vice-presidents respectively.

LSSWC INSTALLS

(Continued from page 83)
Mrs. Lake, Mr. and Mrs. Hoblitt, Mr. and Mrs. Lucas, Mr. and Mrs. Moss, Mr. and Mrs. Westmoreland, Mr. and Mrs. Gaudin, Mr. and Mrs. Shankle, Mr. and Mrs. Rees, Mr. and Mrs. Leberman, Mr. and Mrs. Ryan, Bobbie Long, Mary Hope Galt, Francis Taylor, Velma Lowry, Wanda Wrigley, Chris Ayres, Frank Hall, Tex Chambers, Paul Julian, Harry Smith and Roland Marquette



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PCSA Banquet Wins Social Victory for Org; Club and Auxiliary Officers Honored

LOS ANGELES, Dec. 20.—Pacific Coast Showmen's Association chalked up another victory for its social program with its 30th annual banquet and ball in the Biltmore Bowl, Biltmore Hotel here, Gala affair, which marked 20 years of progress for the club, had members of Western Fair Association. In convention here, as guests, Harry Hargrave, chairman, won new laurels for the manner in which he handled arrangements. Abe Letton emceed the show in capable fashion.

Communications were read from Doc and Clara Zeiger; Harry Seber, Showmen's League of America; Bill Sherwood, and Claude R. King, outdoor editor of The Billboard, congratulating the club on its fine work and wishing it continued success. Past presidents introduced included Theo Forstall, Dr. Ralph Smith, S. L. Cronin, Harry Hargrave and Harry Fink. Officers spotlighted were John Miller, Barron Long, Sam Dolman, Shell Barrett, Fred (Doc) Weddleton, Ed Walsh and Forrest Tucker.

Floorshow, with Jimmy Whish's orchestra providing the music, got under way with the Valasco, smooth - working, Latin American dance team, that offered fast turns and slick bits. Frank Paris's marionettes scored heavily. Robert Shea, tenor, aligned with The Donkey Serenade, Night and Day and God Bless America, with the audience joining in on the last-named tune. Highlight was the Duffins, who offered a well received rag doll dance. Jerry Colonia got many laughs with his antics and surprised all with his trombone playing.

Members of the Ladies' Auxiliary who were honored included Margaret Farmer, president; Edith Bullock, first vice-president; Mabelle Bennett, second vice-president, and Vivian Horton, secretary-treasurer, all 1941 officers. Euseo Letton

praised the work of the auxiliary and then introduced past presidents Nell Ziv, Clara Zeiger, Mabel Craft, Martha Levine, Ethel Krug, Peggy Forstall, Mario LeFors, Nina Rogers and Mother Mianic Fisher. Committee included: Executive, Harry Seber, S. L. Cronin, Ralph Smith; J. W. Conklin, A. L. Clark, Joe Glacy, O. N. Crafts, Theo Forstall, J. C. McCaffrey, Harry Fink, C. F. Zieger, Robert L. Lohman, J. E. Brown, Harry Hargrave, Frank Conklin; men's reception, Ed Walsh (chairman), Abner Kling, Ted LeFors, Edwin Tait, Everett G. Coe, Charles Albright, Barney Flanagan, Walter Newcombe, Frank Downie, W. R. Patrick, Cal Lipos, Richard Elber; convention, Abe Letton (chairman), Jack Afferbaugh, Archie Clark, Z. G. Coe, O. N. Crafts, S. L. Cronin, Ross Davis, Sid Oranman, Roy E. Ludington, Charles W. Nelson, Bill Meyers and Harry Taylor.

Introductory, P. P. (Pat) Shanky (chairman); Bill Hobday, Harry Levine, Mark Kirkendall, Johnny Branson, Dan Neigs, Dutch Schue, Charles Walport, Sergeant at arms, Sam Dolman, Women's reception, Nell Ziv, Clara Zeiger, Mabel Craft, Martha Levine, Ethel Krug, Peggy Forstall, Mario LeFors, Nina Rogers, Aljerita Foster; floor, Al (Monte) Miller (chairman); Harry LeMack, Ben Beno, Clyde Gooding, W. J. Jessup, Charles Haley, Roy Barnett, Shell Barrett, Ben Dobbert; door, H. A. Ludwig, Lloyd B. Nay, Elmer Hanscombe, Harry Taylor, Jigmele Lynch, Hort Campbell; publicity, Harry Chipman (chairman), Nick Wagner, Sam Abbott, Walton De Pella; finance, John Miller (chairman), Ross Davis, Pup Ludwig, L. B. Nay; auditor, Ross Davis (chairman), L. B. Nay, Theo Forstall, Harold Mook; notebook, Ralph Lowy (chairman), Al Weber and Bert Chipman.

Banquet Registrations

A
Mr. and Mrs. Sam Abbott, The Billboard; Mr. and Mrs. Neal Abel, Walter Trask; Phyllis Acampora, Virginia Park, Long Beach; Mr. and Mrs. V. V. Adams, Monterey County Fair; Mr. and Mrs. C. R. Afferbaugh, Los Angeles County Fair, Pomona; Belle Breenline Aguller, Mr. and Mrs. C. P. Albright, Albright Concession; Johnnie Aldridge, Virginia Park, Vera Alberson, Sportservice, Inc.; A. H. and Ines Allton, Sunland Park; Paul Alvey, Imperial County Fair, California; Capt. W. D. Amant, Mrs. Lorena Anderson, Clark Shows; Mr. and Mrs. John Anderson, Bank of America; Mr. and Mrs. Jefferson W. Asher, Ocean Park Pier Amusement Corporation; O. G. and Mrs. Margaree Atkinson, Sunland Park; Mr. and Mrs. William G. Axelrod.

B
Morn Martyno and Mr. and Mrs. E. R. Bagby, La. Fonda Hotel; June Baker, Mr. and Mrs. Ralph Balcome, Arthur's Mighty American Shows; Mrs. Florence D. Baldwin; George Ball, George Ball Attractions; Allen Robert, Dorothy Walton, West Coast Shows; A. E. Bartel, Western Washington Fair, Puyallup; Ruth E. Barham, M. Leo Barnes, Foley & Burk Shows; Capt. David J. Barrett, Pacific Whaling Co.; S. H. Barrett, Foley & Burk Shows; Harry Bartel, Alameda County Board; Mr. and Mrs. Harold Batchelor; Mabelle Chipman; Frank L. Bennett; Ben Beno, E. Frank Bee, House of Canvas; James M. Blair, Western Washington Fair; Mr. and Mrs. Leon Blondin, Rubin & Cherry Shows; Mr. and Mrs. James J. Boyle, Western Fairs Assn.; Billy Buzzell, Foley & Burk; Margaret Jones Brady; Mr. and Mrs. W. Lee Brandon, Crafts Shows; Mr. and Mrs. John J. Brasmill, Hingling Bros., Barnum & Bailey Circus; Sheldon R. and Edna K. Brewster, Utah State Fair, Salt Lake City; Mr. and Mrs. I. Brodsky; Mr. and Mrs. Frank J. Brown, Barney Fishman; Mr. and Mrs. J. Ed Brown, H. H. Brumil, Sonoma County Fair, Santa Rosa; Sam Brown, Clark Shows; Edith Bullock, American Amusement Enterprises; Mrs. P. B. Burn, Multnomah County Fair, Portland, Ore.; Kelley Castle Brighton, Foley & Burk Shows; Al Butler, Rubin & Cherry Shows.

C
Tony Cabocch, Neal Abel Amusement Co.; Mrs. Flo Colonno; Mrs. C. L. Cameron, Cameron Concessions; Dale C. Campbell, Mariposa County Fair; Jake Cardwell, Higgins Model Shows; Eather Carley; Mr. and Mrs. B. J. Carr; E. H. Sallee, Arcade; Bill Casaky, B.L.A.; Joannette Casnel, Bank of America; David Cavagnaro, Western Fairs Assn.; L. H. Cecchini, Crafts Shows; Mr. and Mrs. G. A. Chapdelaine, L. H. Sallee; L. O. Chapman, Foley & Burk Shows; Mr. and Mrs. Maxwell Charles, Clark Shows; Floyd H. Chase, Western Washington Fair; Mr. and Mrs. S. Cheldon, Cheldon Photo Studio; Bert and Harry Chipman; A. J. Chontco; J. H. Christensen; Mr. and Mrs. Henry W. Churchman, California State Fair; Mr. and Mrs. Al Clark, Sportland Arcade; Mr. and Mrs. A. S. Clark, Clark Shows; Mr. and Mrs. Everett W. Coe, Coe Bros. Shows; Bobby Cohn, Hollywood Publicists; Mr. and Mrs. Babe Collins, Edward Collins; Mr. and Mrs. O. N. Crafts, Crafts Shows; Mr. and Mrs. S. L. Cronin, Consolidated Amusement Corp.; D. C. Bug-Cross, Cross Amusements.

D
Mr. and Mrs. Pete Daniels; Duane Davis, Clark Shows; George Davis, Rubin & Cherry Exposition; Irene A. and Ross A. Davis; Mr. and Mrs. Ross R. Davis, Spillman Engineering Corp.; Dr. W. B. Davis, Rubin & Cherry Exposition; Frances Dean, United Tent & Awning Co.; Mrs. Grace Dean; Tony DeFibro, Sunman Novelty Co.; Mrs. Philip DeKoven; Don DeMario, United Tent & Awning Co.; Mr. and Mrs. Edward Deming, Edwards Novelty Co.; Molly Dentons; Walter and Pearl DePellaton, Arthur's Mighty American Shows; Mr. and Mrs. Harold P. DePue, Grand National Livestock Show, San Francisco; Bill and Gladys M. Dill, Crash Inn; Mr. and Mrs. Ben Dobbert, Golden State Shows; Mr. and Mrs. Sam Dolman; R. E. Donald; Bud and Mrs. and Mrs. E. O. Douglas, Douglas Shows; E. W. Downie, Downie Bros.; Mrs. Frank Downie, PCSA; Mr. and Mrs. A. Drexler, Virginia Park; James J. Dunn, Foley & Burk Shows; Sis Dyer.

E
Lowell Edington, Napa County Fair; Monroe and Mrs. Lillian Eisenman, Patrick Shows; M. H. and Maxine Elliott, Albright Amusement Co.; Coral Emert-

son, Acme Lumber & Wrecking Co.; J. S. Endress, Foley & Burk Shows; Nell Selick; Alvin P. Evans, Gilmore Oil Co.

F
Charles A. Farmer, H. O. and Margaret Farmer, West Coast Shows; Al Feole, Acme Lumber & Wrecking Co.; Wallace Petrow, Butter Yuba Fair; Mr. and Mrs. Allen H. Fine, Arthur's Mighty American Shows; Winsie Fisher; John J. Flaherty, Glenn County Fair; Barney J. Flanagan, Mrs. Frank O. Foley, Lavanche, Fortna California State Fair; Mr. and Mrs. Frank Forest, West Coast Shows; Peggy Marshall, Theodore Forstall, Hingling-Barnum; Hall, A. M. and Mrs. Alberta Peator, C. P. Zeiger United Shows; Otto Paul Frank; Hazel E. Frasse, San Diego County Fair; Eiden and Elnor H. Frost, C. W. Nelson Attractions.

G
Mrs. Audrey Galtway, Galtway-Gammoh, Colo Bros. Circus; Hazel Gashill; Bruce Gear; Mrs. Evelyn Gerber, Sportland Arcade; A. B. Gerhan, Pacific Totahing; Mr. and Mrs. Lewis and Mr. and Mrs. Jack Glassman; Clyde Gooding, Bill Browning; Mr. and Mrs. S. J. Goodman, Forsythe Rides; Gloria Gordon, Crash Inn; Vivian P. Gorman, West Coast Amusement Co.; Gail Green, Cecchini Enterprises; Ned Green, California State Fair; Burr Gregory, Fred W. Ormish, A. G. Gross, West Washington Fair; W. G. Grove, United Tent & Awning Co.; Mr. and Mrs. C. P. Gurber, Agnes Gustafson, L. H. Sallee.

H
Charles W. Hoefel, Sky Ride and Sky Fighter; Charles Haley; Mr. and Mrs. Elmer Hanscom; Evelyn and George S. Harris, Crafts Shows; Mrs. Berta and Ed J. Harris, Joyland Shows; Harvey E. Hestain; Josephine M. Holting, Hingling-Barnum; George Hillwig, Alameda County Board; Joseph Hepp, Frank Heylek; J. J. Thomas J. Hickey; Mrs. Elmer J. Hildebrand, Auto Scooter, Silver Spray, Pier, Long Beach; Mrs. W. D. Hildrath; Mr. and Mrs. Russell D. Hill, Santa Clara County Fair; Mr. and Mrs. Walter Hillig, Virginia Park Arcade; Max Hillman, West Coast Circus Shows; W. S. and Mildred Hirshey; Glenn H. Hoar, Oregon State Fair; Bill and Jewel Holiday; Arthur Hockwald; Georgia Minstrel; Mr. and Mrs. Milton Hodges, Mighty Sheesley Midway; Robert and Mary Helen Hoffman, L. H. Sallee; T. O. Holloway; Vivian Howard Horton; John F. and Ethel Houghtaling; L. A. W. Mig. Co. C. E. Howell, W. K. Kellogg Arabian Horse Ranch; Norman P. Hudson, Sportland Arcade; Tom Hughes; H. K. Hutner, State Personnel Board.

I
Mrs. R. C. Hilton.



VIRGINIA-CARVER, daughter of Ella Carver, high fire diver, will have the company of her mother this winter for the first season in 12 years. They are in Indianapolis, where Virginia, who will be 20 on January 7, finished her course in Technical High School. She has been in local training four years and will study another year while she is modeling in a department store. Miss Carver, who joined the party last February and visited her during her Stadium tour in Chicago in May. After resting for the first winter in 12 years, Ella will again be with the World of Pleasure Shows this winter in '42, having contracted the work with Owner Johnny Quinn. She will work with W.P.A. 1830-40.

22ND ANNUAL BANQUET BALL AND CONVENTION

OF

HEART OF AMERICA SHOWMEN'S CLUB AND LADIES' AUXILIARY

KANSAS CITY, MO.

CHRISTMAS TO NEW YEAR'S

TACKY PARTY DANCE, DECEMBER 30TH

AT REID HOTEL

BANQUET AND BALL, NEW YEAR'S EVE

PENT HOUSE, HOTEL CONTINENTAL

MAKE RESERVATIONS NOW. TICKETS \$5.00

Showmen's & Fair Secretaries' Convention All Week

HUNDREDS OF DOLLARS IN GIFTS

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"The Convention Where Sociability Reigns."
HEART OF AMERICA SHOWMEN'S CLUB
Reid Hotel Kansas City, Mo.

SEASON'S GREETINGS—SEASON'S GREETINGS

PENN PREMIER SHOWS

TO ALL OUR FAIR SECRETARIES, COMMITTEES, Friends, Concessionaires and men in all working departments, that made our Show a real success in 1941. Mr. and Mrs. Lloyd D. Seifens, and Albert Hildark.

We are now contracting for 1942 for worth-while Attractions and Concessions. Can place capable Ride Help. Want reliable Scenic Artist. Address all mail to Lloyd Seifens, General Manager, Miami, Florida, or Albert Hildark, Winter Quarters, Strasburg, Pa.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

TROOPERS now troopers.

WIFE of the owner of Buckeye State Shows, Mrs. Josephine Galber is vacationing at Hot Springs.

C. D. HAWLEY, Stanley, N. Y., has booked his hot taffy and candy appal stand with O. J. Bach Shows for 1942.

TITLES are thicker than water.

MR. AND MRS. CHEYVER, Ogdenburg, N. Y., have signed their cookbook with O. J. Bach Shows for next season.

CAROL MILLER, last season with King Reid Shows, is vacationing in Holly Hill, Fla.

JACKPOT cutter-uppers refer to their lucky breaks as "technicalque."

MR. AND MRS. F. PERCY MORENCY, of Art Lewis Shows, are spending the winter in Dallas.

BULL MONTANA WALKER is employed at a Los Angeles shop, which is building trailers for national defense.

AGAIN as in the last war, show women will prove what they are made of.

CARL O'MAR, carnival trouper, is employed on a defense project in Evansville, Ind., his home town.

er, cards from Trenton, N. J., that he is still in Swens Department Store there for the holidays.

AT THIS moment, the Champ is the one who is laughing.

RICHARD, J. MANLEY, glassblower at the New York World's Fair, is working Shillito's Department Store, Cincinnati, for the holidays.

AFTER closing with James Sakobite, W. P. (Red) Roane vacationed in Miami. He has returned to his home in Weston, W. Va., for the holidays, however.

IT IS only a matter of time before over-claimed midway grosses are either proved or disproved.

AFTER a successful season at fairs and with carnivals Louis Viscogliosi is spending the winter with his parents in New York.

AFTER an absence of two years, Bill Meyers will be back on the road again next spring, he writes from Detroit. He's selling shoes there this winter.

KEEP up with the step of progress if you can, but build your show top-heavy for short-handed days ahead.

PETE KORTES, musician, operator of a note, recently returned to El Paso, Tex.

PENNY PITCH GAMES
 Size 48x48", Price \$20.00, Size 32x32", Price \$12.50, Size 24x24", Price \$8.50, Size 18x18", Price \$5.50, Size 12x12", Price \$3.50.

PARK SPECIAL WHEELS
 30" in Diameter, Beautifully Painted, We carry in stock 12-18-20-24-30-36-42-48-54-60-66-72-78-84-90-96-102-108-114-120-126-132-138-144-150-156-162-168-174-180-186-192-198-204-210-216-222-228-234-240-246-252-258-264-270-276-282-288-294-300-306-312-318-324-330-336-342-348-354-360-366-372-378-384-390-396-402-408-414-420-426-432-438-444-450-456-462-468-474-480-486-492-498-504-510-516-522-528-534-540-546-552-558-564-570-576-582-588-594-600-606-612-618-624-630-636-642-648-654-660-666-672-678-684-690-696-702-708-714-720-726-732-738-744-750-756-762-768-774-780-786-792-798-804-810-816-822-828-834-840-846-852-858-864-870-876-882-888-894-900-906-912-918-924-930-936-942-948-954-960-966-972-978-984-990-996-1000.

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 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canvas, etc.

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1942 ASTRO READINGS ALL COMPLETE
 Birth Charts, \$1.50, Transits, Per M., \$3.00
 Analysis, 3-p., with Blue Cover, Each, .03
 Analysis, 3-p., with White Cover, Each, .15
 Forecast and Analysis, 10-p., Fancy Covers, Ea. .06
 Synopsis of the 5 Planets, Four for \$25.
 No. 1, 24 Pages, Gold and Silver Covers, Each .25
 Wall Charts, Heavy Paper, Size 24x34, Each .50
 Reading Crystals, Oils, Seeds, etc.

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 120 Pages, 2 Sets Numbers, Clearing and Pathing, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Serial, \$5.
 NOW TO WIN AT ANY KIND OF SPECULATIVE GAME, 24-p., Well Bound, 25c
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 SERIAL TELEPATHY, Booklet, 24 p., 25c
 "WHAT IS WRITTEN IN THE STARS?" Folding Booklet, 12 p., Ser. 5c
 Copies of 12 Analysis, Very Well Written, \$4.00 per 100; Sample 10c.
 Reports Made to Your Customers, Using Your Card. No charge excepted. C. Q. D. 334 Percent.
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 WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES
 State salary and all details in first letter.
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 The Paper Horoscopes in 14 days, Display Charts, Astrology, Birth Charts, Magic, Spirit Plans, All Latest, Illustrated, 100 pages, Books, Catalogue, 164-Page Illustrated Catalogue, 30c.

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USED TENT BARGAIN
 No. 2-3—Owing Secure End 100' Hood 1000', Outer End Back Tent, Size 24x100' (part. Top in 4 pieces to pass with ease). Tent comes with 2' 0" high, 40' wide, 10' deep. Top 10' of people films about 100' wide. 10' high 8' oz. 10m red. Condition fair to good. Top and sidewall \$450

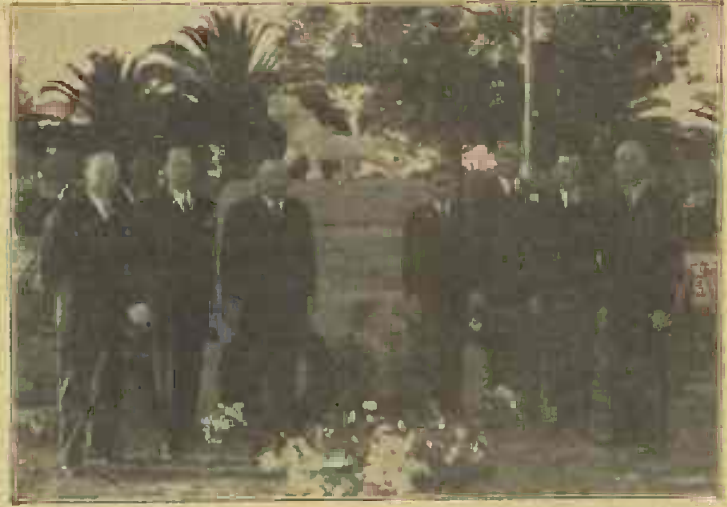
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 America's Big Tent House
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FOR SALE
 Buick & Buick 1941 V8 with 400 Engine, good condition, \$4500. Buick Wildcat, 1941 with top down, 4000. Buick Wildcat, 1941 with top down, 4000. Buick Wildcat, 1941 with top down, 4000. Buick Wildcat, 1941 with top down, 4000.

J. F. SPARKS SHOWS
 After Booking for 42-Showers, Occasions, Party Parties, Kent Anderson, Roy Davis, Mike Devereaux, etc. BOX 1670, Birmingham, Winter Quarter at 420 17th, Birmingham, Ala.

MEMORIAL DAY SERVICES of the Pacific Coast Showmen's Association in Los Angeles was marked by the unveiling of the tiger, PCSA symbol, on top of the monument for Showmen's Rest, Evergreen Cemetery. In the picture, left to right, are Harry Hargrave, Theo. Forstall, Harry Seber, Ted LeFor, chairman of the services; H. A. (Pop) Ludary, chaplain; Joe Glacy, retiring PCSA president, and Ross Davis, treasurer, recently named to the cemetery board for five years.



CAPT. BILL POIX, West Coast showman, is with the San Antonio Zoo for the winter.

THERE isn't such a thing as a free lunch when it comes to show business.

HAZEL FISHER, West Coast showwoman, who successfully underwent an operation in a Portland, Ore., hospital, is recuperating at her home there.

TED AND MARGE COREY have closed their shows and set them in quarters in Los Angeles, where they have taken an apartment.

A HEARTY pomphander shake and backslap don't indicate a big brain is working.

DEFENSE restrictions on the West Coast forced the closing of Ben Martin Shows, but organization will reopen when the opportunity presents itself.

WILLIAM OFFINGER, ride foreman on Coleman Bros. Shows for the last seven years, has enlisted in the navy, reported Edward J. McDennell from Tampa.

NEXT spot always looks better at a distance.

WINTERING on the West Coast are Mr. and Mrs. Lloyd Carlson, who are reconstructing their cookhouse paraphernalia for next season.

COLONEL CASPER, midjet entertain-

Crafts Plane Grounded
NORTH HOLLYWOOD, Calif., Dec. 20.—Owner O. N. Crafts and General Manager Roy E. Ludington, Crafts Shows, were probably the first West Coast showmen to feel the effects of war. They reached San Francisco, where they had flown in the Crafts plane, on December 8 to find war had been declared upon Japan. Owner Crafts, who has long held a pilot's license, was informed at the airport that all privately owned planes had been grounded by government orders. Crafts and Ludington then went to Los Angeles by United Air Lines to attend the banquet and ball of the Pacific Coast Showmen's Association on December 11 and the annual meeting of the Western Fair Managers' Association.

Shows, Mrs. Picard reports from Columbus, Miss.

MANY of the show colonels, majors, and captains will be reduced to back privates in the near future.

"JOE HUNLEY and Red Powers joined Georgia Shows with their associates here. They arrived in time for the show kiddies' Christmas party," pens Art Pettis from Newton, Ok.

LAST season with Arthur's Mighty American Shows, Ethel and Glenn Henry motored to Stevensville, Mont., to visit their daughters, Shirley and Patricia, who live there with Ethel's mother.

THE older show generation wants to gulf the younger and the younger doesn't care for ideas that are two decades out of focus.

WINTERING in North Little Rock, Ark., are Mr. and Mrs. Happy Craft. They are building a Fairhouse and penny pitch stands which they will spring next season.

LEROY KRAUSS, owner, and Nelson Phander, foreman Krauss Amusements, are spending the winter with M. and Lady Harcourt, metallists, at Orange Lake, Fla.

JACKIE BOST reports from Westport, Pa., that Marie Bishop, a member of Anderson-Seader Shows last season, will undergo an operation in a hospital there after the holidays.

DISCUSSING the belt of a general agent one showman remarked, "You would take on weight, too, if you had to eat like he does."

VACATIONING in Miami since closing the season with Funland Shows at Columbia, S. C., is Whitely Davis. He has signed with World of Fun Shows in 1942.

MRS. MARIE KORTES, of Kortis World's Fair Museum, is on an extended motor tour of the Pacific Coast, after

Greetings FOR DEFENSE
BIG ELI
 Friends and Customers We hope 1941 has been a good year for you and we wish you Health and Prosperity in 1942. Contribute to the U.S. DEPARTMENT OF WAR on the 47th anniversary of the loyal service to our Old American Nation.
ELI BRIDGE COMPANY
 810 ELI Jewelers—Eli Power Units
 Jacksonville, Illinois
 "See you in Kansas City"

The Improved Kiddle Airplane Swing
 Attention, Carnival Owners and Park Managers

Plan on selling one of these rides in your present circuit or in the near future. New design Airplane and beautifully built with a clean, modern look. This is a new force-propeller power air plane with a better ride. Weight about 1,200 lbs. Delivery and price on request. **SMITH & SMITH, Cincinnati, Eric Co., N. Y.**

which she will go to Denver to visit friends.

RECENT visitors to Penn Premier Shows' quarters in Stroudsburg, Pa., included Sam Burgdorf, Max Gruberg, George Reilly, Tommy and Rhea Carson, Art Frantz and Joe Depetro.

SINCE closing a successful season on Dodson's World's Fair Shows with their Pop-o-Plans and Spitfire rides, Mr. and Mrs. C. E. (Doc) Barfield have been vacationing in Jensen, Fla., with Mr. and Mrs. Billie Clark and Bill Moore.

"What do you mean by 'had to call'?" asked the other. "He had to eat nine separate dinners with nine fair managers in two hours," was the reply.

AFTER closing with Keystone Modern Shows in Atlanta Mr. and Mrs. E. O. Richardson arrived home in Cary, N. C., in time for a family reunion. Because of Richardson's poor health they will winter there.

THE STRIDGE, who closed his sixth consecutive season with Cumberland Valley Shows at Winchester, Tenn., recently, is operating a tattoo shop in Louisville for the winter. His sons, Clarence and Kenneth, are attending school there.

MR. AND MRS. ED L. HALL, who closed with N. A. Shafer Shows in Fort Worth, are holidaying in Albuquerque, N. M., and will attend the Sun Festival in El Paso, Tex., before going to Dallas to ready their equipment for next season.

H. O. STARBUCK, secretary Buckeye State Shows, and wife, Luella, motored from shows' Laurel, Miss., quarters recently to Peoria, Ill., to take delivery on a new house trailer, which Starbuck presented to Miss Starbuck as a Christmas gift.

If you want to know who the show's Paul Revere is just make a crack in the cashbox and then sit outside the office, wagon and check on who glances in to buzz the boss.

MEMBERS of John R. Ward Shows were aware of the United States' entrance into the war while en route to Baton Rouge, La. Torry LaMonte reports. All bridges and railroad crossings were heavily guarded. Washburn, magician and escape artist, joined the Side Show recently.

JACK JOHNSON, ex-heavyweight boxing champion of the world, will make his debut on a featured attraction of Pete Korte's World's Fair Museum in El Paso, Tex. Roy B. Jones reports. Korte has presented Johnson with much success on two other occasions, once in Minneapolis and then in Cleveland.

AFTER attending the Pacific Coast Showmen's Association's annual ball in Los Angeles, Elmer E. Pickard, spent several days in Southern California before returning to his shows at Santa Margarita. Ida Pickard is recovering from a recent illness and is back with the show.

LEGAL ADJUSTER of the Rubin & Cherry Exposition, Charlie Wright and his partner, Ben Beach, are among frequent visitors to Pete Korte's World's Fair Museum in El Paso, Tex. Frank Burke and many members of the show bearing his name who winter in El Paso also visit the unit frequently.

PLAYING a return engagement, a second season talker started his opening with, "This



THESE FORMER TROUPERS are with Headquarters Battery, First Battalion, 95th CA (AA), Camp Davis, N. C. Left to right, they are Corp. Harry S. Beazer, of Marie's Marvel Dogs; Edward H. Thion, private first class, former electrician on Rubin & Cherry Exposition, and Prof. Frank C. Lazar, Despatcher Bros. All are with the communication section of the battery.

Is John So-and-so speaking. If that gal I dated last year is in the 'tip, will she kindly step to the front?"

FORMER trouper, Lawrence (Moxie) Hanley reports that he will move his Hanley Photo Company to a new location in Kansas City, Mo., January 1. Hanley formerly was with a number of carnivals and circuses and for many years was staff photographer for Buffalo Bill's Wild West Circus.

SPECIAL AGENT of Dainty's All-American Shows last season, Percy Martin recently signed as assistant general manager of Buckeye State Shows for 1942. He will assume his new duties in shows' quarters in Laurel, Miss., about January 1. A vet of 30 years in the field, Martin has been general and special agent of numerous shows and in 1921 and 1922 operated his own show.

PAUL D. SPRAGUE, general agent of Harry Lewiston's World's Fair Frocks Museum, rambled into Cincinnati last week after setting the unit in Ashland, Ky., for a 10-day stand. During a visit to the midway desk Paul said he planned to make a number of Indiana stops before returning to the show in Ashland. He and Owner Lewiston represented the attraction at the Chicago meetings.

BERTHA (GYF) McDANIELS, operator of the Arcade and Bucky Road to Dublin on the Johnny J. Jones Exposition, has been the guest of Mr. and Mrs. Claude R. Ellis, Cincinnati, since her return from the Chicago conventions. After visiting relatives in Indiana and attendance at Indianapolis and Columbus (O.) fair meetings she plans to motor to Tampa for the fair and then return to Jones winter quarters in De Land, Fla.

NOW is the time to protect your country by enlisting in America's fighting forces. Hundreds of showmen are joining the colors daily. Some other American show may take your route, but don't let the Axis grab it.

AMONG showfolk vacationing at Ward's Fishing Camp, Jensen, Fla., are Billie and Flo Clark, Bill Moore, Mr. and Mrs. C. E. Barfield, Hobe and Maggie Cole, Rosalie and Lefty Bowen, Mr. and Mrs. Red Dykes, Mr. and Mrs. Johnny McIntyre, P. G. Morrisey, Mr. and Mrs. Rutch O'Brien, Ted Pizzala, Red Crosscut and George Harris. Leading fishermen of the group so far are Bill Clark, Bill Moore, Lefty Bowen and Johnny McIntyre.

MR. AND MRS. CHARLES H. POUNDS, concessionaires with Mighty Sheskey Midway, scribble from Mexico City, where they are vacationing after a successful 1941 tour: "We came here after being joined in shows' quarters at Anliston, Ala., by Mrs. Pound's brother and sister-in-law, Mr. and Mrs. Clem H. Korte. We left our trailer and car in storage in Laredo, Tex., and we've been spending most of the time enjoying the most interesting sights here. We are starting back soon, as Korte is anxious to return to his 'cold machine' business in Los Angeles."

Convention Notes

By FRANK B. JOERLING

J. E. (Buck) Kidd, producer of Motorcycle Races at fairs, reported he had signed a number of contracts at some leading fairs that will present motorcycle races for the first time in 1942. Sam and Bill Solomon; Sol's Liberty Shows, were well pleased with the route of fairs they are lining up for 1942. Mrs. Solomon was glad that her close friend, Mrs. Sam Lieberwitz was able to be on hand for the festivities, since Sam was unable to attend, he being in quarters of Reynolds & Wells Shows in Texas, Ark., Tex. Phil G. Little, prominent concessionaire, advised he had signed up several additional fairs for 1942. He left Chicago for Des Moines, where besides attending the Iowa Fair meeting, he waited over for the marriage of his son Melvin in that city on December 14. Mrs. Little also was on hand in Des Moines, going there from Dallas to be a guest at the wedding.

Hospitality prevailed again at the Johnny J. Jones Exposition rooms, where E. Lawrence Phillips, Mrs. Johnny J. Jones, Mr. and Mrs. Buddy Paddock, Maurice Lipsky, Ralph G. Lockett and J. C. (Tommy) Thomas were hosts. Thomas also reported the signing of some good fair contracts. The Baker-Lockwood Manufacturing Company, was ably represented by Mr. and Mrs. Larry Mellor, Mr. and Mrs. Jimmy Morrisey, Dano Winebrunner and Mr. and Mrs. Arthur E. Campbell. Al Sweeney and Gaylord White, with Emory Collins, ace automobile race driver, were hosts to many in their suite and were elated over the number of fair contracts they signed. Glen Hyder, former circus giant and now goodwill ambassador for Ell Bridge Company, was one of the "highlights" at the meetings and was usually in the company of Leo Sullivan and Ben Hoodhouse, executives of that concern. Charles A. Lenz, prominent insurance man, was host to many during the week in his suite.

Bernie Mendelson and his partner, Charles O. Driver, were hosts to many and made a hit with the 1942 date books they distributed. Bernie was also very proud of having received a gold life membership card from the SIA for obtaining over 100 new members during 1941. Mr. and Mrs. A. L. (Dinty) Moore, who were among early arrivals for the festivities, combined business with pleasure for the two weeks they spent in Chicago, as Dinty purchased much new Penny Arcade equipment for his arcades, which he will enlarge for next season. Mr. and Mrs. Al Wagner, Great Lakes Exposition, were represented at the meeting by Bobby Kline. The Wagners plan big things for 1942 and advised that they had some good fair contracts in their pockets. John M. Sheesley headed the Mighty Sheskey Midway delegation, which consisted of Mr. and Mrs. John D. Sheesley, J. B. Hendon and Mr. and Mrs. Clay L. C. (Curly) Reynolds, arrived in Chicago early after visiting his mother in Wentworth, Mo., whose health he reported was much improved.

Mel H. Vaught was on hand as representative of U. S. Printing & Engraving Company, Mr. and Mrs. Neal Walters, of the same firm, were on hand, as was Mrs. Vaught. Up from Louisiana came Ralph R. Miller, Ralph R. Miller Shows; John R. Ward, John R. Ward Shows; Charles B. Noell, general agent Four Star Exposition Shows, and Harry Beach, Park Amusement Company, H. V. (Pete) Peterson and John Green, manager and general agent respectively of Tivoli Exposition Shows, proudly displayed pictures of the new tourist camp they are building near Joplin, Mo. Ned Torti arrived Saturday night in time for the President's Party after bagging a six-point buck weighing 150 pounds in Wisconsin. It will be butchered and cold stored and served at the annual meeting of the Tin Bucketters during the Wisconsin Fair-meeting in Milwaukee.

keo, Loula Torti, the balance wheel of the Wisconsin DeLuxe Corporation, also was on hand.

The "Wrecking Crew of Wisconsin" was comprised of these fun-making fair men: Ed Dowe and Harry Reckler, Beaver Dam; Pat Whalen and H. J. Smith, De Pere, and L. O. Rehn, Manitowoc. Frank Winkley announced his new connection with the Boyle Woolfolk Agency and was able to garner some swell contracts for his Thrill Shows for 1942. Frank West, West's World Wonder Shows, flew to Chicago from New Orleans, this being his first airplane journey. He made the trip in 4 hours and 45 minutes and all at the meeting who lent him an ear heard at his anecdote of the trip. Ray Onkes, former concessionaire, was on hand introducing E. A. Snell, representing the International Harvester Company. One of the most popular rooms at the convention was that of the World of Today Shows, where hundreds gathered daily to make merry and where an accordion player kept things humming constantly. Denny Pugh and Joe Murphy were hosts. Among visitors were: Slick Lamper, Cliff Wilson, Mr. and Mrs. Charles W. Green, E. C. Baker, Roger E. Haney, Mrs. Jackie Dondlinger, Mrs. Esther Bernick, Verne Sullivan, Mr. and Mrs. Harold W. (Whitey) Elliott, Mr. and Mrs. Floyd Shankle, Whitely Thompson, Nan Hankins, Mrs. Ruth Martone, Mr. and Mrs. Paul Flannigan, George Howk, Mr. and Mrs. Nate Hirsch, Dave Tenneyson, Al Romanian, Mr. and Mrs. Mike Rosen, Mr. and Mrs. Earl D. Strout, Dave Picard, Bob Parker, Eddie Vaughn, Hazel and Art Martin, the Six Musketeers, J. C. Simpson, Louis Traband, Mrs. W. M. Pfaber, and Mr. and Mrs. Noble C. Fairly. An usual hilarity usually prevailed in the suite of Station WLW, where Bill McGuinkey, Bill Barlow, Cecil Carmichael and H. J. Touley were in charge. State Fair of Texas, Dallas, was ably represented by Harry Seay, president; Roy Rupard, secretary-manager, and Mr. and Mrs. E. Paul Jones, publicity.

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of the Pacific Coast Showmen's Association in Showmen's Rest, Evergreen Cemetery, Los Angeles, December 14.

HALLUM DIES—Robert Hallum, 67, general manager Cumberland Valley Show, died December 23 of a heart attack in Nashville, Tenn.

HASC AUX. PRICKY—Ruth Martons was named president of the Ladies Auxiliary, Heart of America Showmen's Club, at club's annual election in Kansas City, Mo., December 20.

CURL-LAMB COMBO—W. S. Curl, general operator W. S. Curl Shows, and William E. Lamb combined their interests to launch W. S. Curl & W. E. Lamb Combined Shows.

BAYSINGER DEATH—Mrs. Maude L. Baysinger, secretary Al Baysinger Shows and wife Al S. Baysinger, shows' owner, died in Kansas City, Mo.

HEERMAN DIES—Alfred H. Heerman, former carnival owner and later an agent and promoter, was killed in an automobile accident December 23 in Port Wayne, Ind.

NEW MSWC HEAD—Judith Solomon was elected president of Missouri Show Women's Club at Maryland Hotel, St. Louis, December 19.

SLA STAGES PARTY—Over 340 attended the New Year's Eve party of the Showmen's League of America, a gala affair that surpassed all similar League functions, in the Louis XVI Room of Hotel Sherman, Chicago.

MSA PARTY BIG—About 2,200, one of the largest crowds to attend an event staged by the organization, welcomed in 1941 at Michigan Showmen's Association's annual New Year's Eve party in DuSable Park Ballroom, Detroit.

HASC BALL SETS MARK—Heart of America Showmen's Club's 21st annual banquet and ball in Hotel Phillips, Kansas City, Mo., on New Year's Eve was one of the most successful in club's history, an estimated 300 setting a new attendance mark.

PCSA HOLIDAY FEED BIG—Pacific Coast Showmen's Association's annual Christmas dinner, at which the club played host to members and friends, drew a large crowd to the clubrooms on December 26.

MCGUGIN DIES—Col. Dan McGugin, many years an executive with carnivals, died January 9 in Reid Hotel, Kansas City, Mo.

SPERONI KILLER OETS LIFE—James Haddock, murderer of Peter J. Speroni, carnival owner, was sentenced on January 10 at Rushville, Ill., to life imprisonment.

DE PELLATION SIGNED—M. E. Arthur, owner-manager Arthur's Mighty American Shows, announced signing of Walton de Pellation as 1941 secretary-publicity director.

DALLAS CLUB ELECTS—Officers elected by members of Logo Star Show Women's Club of Texas, organized early in January with headquarters in Campbell Hotel, Dallas, were Margaret Pugh, president; Annabelle Hoblit, vice-president; and Myrtle Potter, secretary-treasurer.

PCSA AUX. INSTALLS—Over 100 turned out for annual installation ceremonies and banquet of the Ladies Auxiliary, Pacific Coast Showmen's Association, in Alexandria Hotel, Los Angeles, January 6.

MSA AUX. INDUCTS—Third annual installation dinner of the Ladies Auxiliary, National Showmen's Association, in the Hotel Abbey, New York, on January 7 was the most elaborate affair ever attempted by the club and drew about 100.

IAS RENAMES LANG—International Association of Showmen at its annual election in Maryland Hotel clubrooms, St. Louis, January 7 unanimously re-elected President Dee Lang for a second term.

SERPASS ADDS EQUIPMENT—Mr. and Mrs. Lloyd Serpass, owners Penn Premier Shows, bought all equipment of Sam Spencer Shows from Owner Sam Spencer, who retired.

UA FIRE LOSS BIG—Fire of undetermined origin raged the agricultural building on Greater Mobile-Gulf Coast Fairgrounds, Macon, Ga., in which equipment of United American Shows was stored, destroying 19 trucks, 4 rides, all canvas and fronts, lunch merchandise and a neonized front entrance. Officials said loss was partially covered by insurance.

BETH SHOW TO FONTANA—Joe J. Fontana, general representative and assistant manager of L. J. Beth Shows for five years, leased show's title and equipment for 1941.

CONKLIN OETS A LOOP—J. W. (Betty) Conklin, head of Conklin Shows, was given a one-year contract to superintend the 1941 Class A Circuit midway at the annual meeting of Western Canada Association of Exhibitors in Fort Garry Hotel, Winnipeg, January 20-22.

HALL DIES—F. W. Hall, owner-manager of the old F. W. Hall's Overland Shows, died January 11 in Clear Lake, Iowa.

NSA RAISES \$500—About \$500 was raised at the President's Birthday Ball in National Showmen's Association clubrooms, New York, January 30.

MO. WOMEN INDUCT—Missouri Show Women's Club, St. Louis, inducted 1041 officers at the American Hotel there January 18. Installation was followed by a banquet celebrating club's 11th anniversary.

LESWO FROLIC CLICKS—Initial dance of newly organized Lone Star Show Women's Club in the Roof Garden Ballroom of Adolphus Hotel, Dallas, January 31 drew about 800.

PCSA PARTY DRAWS—Pacific Coast Showmen's Association's annual Spring Party in Los Angeles clubrooms on February 3 drew an estimated 600, netting substantial profit.

MSW TRK. CLUB LAUNCHED—Lone Star Showmen's League was launched in the Adolphus Hotel, Dallas, on January 21, when 48 outdoor showmen signified their approval of a club for Dallas by contributing \$5 each for initiation fees and dues for 1941.

SLA TAMPA BENEFIT BIG—Midnight benefit show for Showmen's League of America in Victory Theater, Tampa, February 12 during Florida State Fair was highly successful, netting the club \$500.

RAS OETS 3-YEAR CONTRACT—Royal American Shows were signed on February 28, by E. T. Strieder, general manager Florida State Fair, Tampa, to provide the midway for three more years.

ENRIOTI DEATH—Mrs. Bertha Williams Taright, 59, wife of John P. Enright, an executive of P. E. Gooding Amusement Company, died March 1 in Columbus, O., of a heart attack.

ARTHUR IN STORM—Freak windstorm partially wrecked Arthur's Mighty American Shows at their opening stand in Bakersfield, Calif., on February 22, doing estimated damage of \$1,000.

ARMSTRONG DIES—Patrick A. Armstrong, well known in West Coast show circles and a vice-president of Pacific Coast Showmen's Association, died March 14 in Okendale, Calif., from injuries sustained when struck by an automobile on March 11.

WADE PASSES—R. H. Wade, 51, owner R. H. Wade Park Attractions, died March 3 in Biatta, Fla.

SLA PARTY BIG—Eighth annual Spring Theatrical Night of the Showmen's League of America in Colgate Inn, Hotel Sherman, Chicago, on March 10 drew over 850, with many turned away because of lack of accommodations.

BEATTY TO JONES—Clyde Beatty, wild animal trainer, on March 11 signed to appear during 1941 as feature attraction of Johnny J. Jones Exposition.

803 IMPERIAL FIRE—Building in Moberly, Mo., used by Imperial Shows as quarters was destroyed by fire on March 20, damaging show equipment to the extent of \$80,000.

ORAPT'S START OKAY—Crafts 20 Big Shows opened their season to good business at National Orange Show, San Bernardino, Calif., March 13.

MO. AFFAIR BIG—Fourth annual International Association of Showmen's dance on March 15 in DeSoto Hotel, St. Louis, under auspices of that organization and Missouri Show Women's Club, drew nearly 600.

NSA STORS OUTING—About 75 members and guests attended National Showmen's Association's third annual party at Jefferson Hotel, Atlantic City, over the March 29 week-end.

CW BOW GOOD—Drawing an estimated 5,000, belibred to be a record opening night crowd for the organization, Coffin & Wilson Shows' 1941 trek got off to a good start week of April 14 in Petersburg, Va., under auspices of Veterans of Foreign Wars' Post and Central Labor Union.

LEWIS OPENING OKAY—Featuring an enlarged midway, Art Lewis Shows' preliminary week's stand in Norfolk, Va., proved highly satisfactory.

MARKS PREVIEW CLICKS—John H. Marks Show inaugurated their 16th annual tour in Richmond, Va., on April 14 with a preview showing to good afternoon and night crowds.

WC BEATS WEATHER—West Coast Circus Shows opened their tour with a nine-day stand in Oakland, Calif., early in April to good takes despite rain and cold weather the last four days.

MILLER PASSES—George E. Miller, 78, former head of the Miller Amusement Company, died April 26 at his home in Hammond, La.

CONKLIN OETS BIG—Perfect weather plus a month's advance newspaper and radio publicity and advertis-

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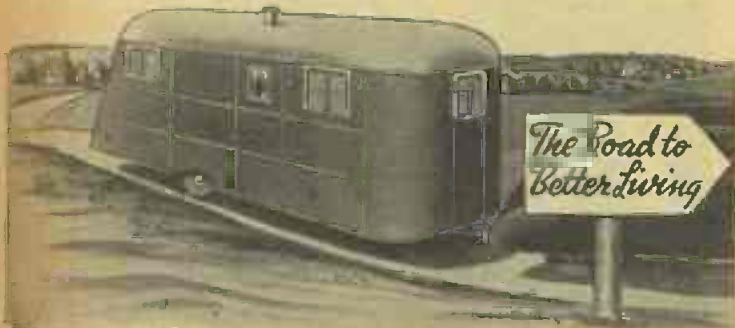
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ing resulted in a record opening for Conklin Shows in Hamilton, Ont., early in May.

RAB CURTAIN RAISER CLICKS—Royal American Shows got off to a good start in St. Louis on April 26, grossing topping 1940 figures by a wide margin.

HENNIES KNEW BIG—Hennies Bros. Shows inaugurated their season at Gadsden, Ala., on April 26 to ideal weather and a near-capacity crowd.

EG OFF IN BLACK—Beckmann & Gerety Shows' opening stand at Wichita, Kan., hampered somewhat by weather, resulted in good crowds and grosses.

L. CLIFTON KELLY—ACA general agent, died May 12 in Chicago of a stroke caused by a cerebral hemorrhage due to high blood pressure.

DODSON DEBUT BIG—Dodson's World's Fair Shows inaugurated their 1941 trek in Charleston, S. C., on April 30 by drawing one of the largest throngs seen on the local showgrounds in years.

LEWIS NSA BENEFIT NETS \$300—First benefit show of the season for the National Showmen's Association's Cemetery Fund on Art Lewis Shows' midway in Englewood, N. J., early in May drew about 450 and netted \$300.

WEYDIT DEATH—Harry D. Weydit, 57, showman and ride operator, died April 30 in Hot Springs, Ark., following an operation.

BOG WM STORM LOSS—Windstorm hit World of Mirth Shows at South River, N. J., on May 23, doing estimated damage of \$50,000.

DOBYNS DIES—George Lee Dobyne, 70, operator of the old George L. Dobyne Shows and formerly associated with Joseph O. Forast and Bernardi, Greater Elbows, died May 15 in Port Richmond, S. L. N. Y.

YELLOWSTONE SHOWS SOLD—W. S. Neal sold his Yellowstone Shows on May 20 in Albuquerque, N. M., to James A. Schneck, general agent T. J. Tidwell Show.

FISHER PASSES—Al (Big Hat) Fisher, general agent Huggins Model Shows, died June 18 in a Missoula (Mont.) hospital following an appendectomy.

NSA AUX. PETE BIG—About 300 turned out for the annual picnic of the Ladies' Auxiliary, National Showmen's Association, at Palisades Park on June 23, enriching the Auxiliary treasury about \$100.

LEWIS DEATH—Mrs. Lora Potter Lewis, secretary of the Pearson Shows, died June 23 in a Detroit hospital following an operation.

NSA CONEY RALLY BIG—National Showmen's Association's first annual membership drive on July 18 at Coney Island, N. Y., proved successful, with over 50 new applicants signed.

JJJ BIG AT WIS. PETE—The \$22,000 from Johnny J. Jones Exposition, midway attraction at Milwaukee's eighth annual Midsummer Festival, July 12-20, represented the most important source of income on sponsor's list of receipts.

SLA SPONSORS SHOW—Benefit promoted by Showmen's League of America at Edmonton (Alta.) Exhibition on July 17 to aid Canadian war charities netted \$1,526. Over 3,000 saw a Barnes-Orruthers revue and performances by personnel from J. W. (Patty) Conklin's Frohland.

RC GAINS AT MINN.—Increase of 78 per cent over 1940 business and an attendance hike from 150,000 a year ago to over 300,000 this year was recorded by Rubin & Cherry Exposition as part of Minneapolis Aquatennial, July 12-20.

MITCHELL KILLED—Michael Mitchell, member of Voca's Five Queens and Ace, free act on Ceflin & Wilson Shows, was killed in an airplane crash at Sharon, Pa., on July 24.

KING REED IN BLOW—Hurricane struck King Reed Shows in Carthage, N. Y., on July 28, doing estimated damage of \$3,500.

TWISTER HITS MINER—A twister which hit R. H. Miner's Modern Shows at Kimberston (Pa.) Fairgrounds July 29 ruined 43 concessions and demolished a Ferris Wheel.

NSA CRUISE DRAWS—Michigan Showmen's Association's fourth annual moonlight boat ride on July 25 drew 1,500 and netted about \$600, which was turned over to club's welfare fund.

CONKLIN CROSSES UP—Conklin Shows, under the title of "Proletariat," concluded their tour of Western Canada Class A Fair Circuit in Regina, Sask., on August 2, with grosses for the trek 16 per cent above 1940 midway figures.

MACPARRLAND DIES—John Floyd MacParrland, 57, secretary-treasurer of Floyd R. Heath Shows, died August 11 in Burnsville, N. C., of a heart attack.

BO HAS IONIA MARK—Registering a total paid attendance of 291,817, a hike of 59,725 over 1940, Beckmann & Gerety Shows wound up their stand at Ionia (Mich.), Free Fair, August 11-16, with a 40 per cent increase in gross over 1940. Highest previous midway gate was 265,535, set in 1937.

WT BENEFIT OKAY—World of Today Shows benefit during Missouri State Fair, Sedalia, August 17-24, netted about \$350 to be divided between charity funds of Heart of America Showmen's Club and Showmen's League of America.

WALLACE BIG ON B LOOP—Wallace Bros. Shows of Canada closed their tour of Western Canada Class B Fair Circuit on August 9 with a 25 per cent increase in gross on the trek over 1940.

WM TOPPLES OTTAWA MARK—World of Mirth Shows chalked up a 35 per cent increase in business at Ottawa Central Canada Exhibition, August 18-23, suspended in 1940, over the former high gross established by them in 1939.

STOCK DIES—Dave B. Stock, ride owner on Goodman Wonder Shows, died September 6 in Lincoln, Neb., following a heart attack.

RAS IN MINN. HIGH—New record midway gross was made by Royal American Shows at Minnesota State Fair, St. Paul, August 23-September 1, attractions grossing \$103,683.13, exclusive of government tax.

RO VANCOUVER TAKE BIG—Rubin & Cherry Exposition at Canada Pacific Exhibition, August 28-September 1, played to minimum sunshine and maximum crowds, gross of \$43,600 being double that registered by Huggins Model Shows in 1940. Deduction of taxes out heavily into the net, however.

SYRACUSE BEST FOR STRATES—Engagement of James E. Strates Shows at New York State Fair, Syracuse, August 24-September 1, was best in shows' history, gross being better than 60 per cent over last year's despite rain on two days.

LANG PAIRS GAIN—25-35%—Altho dogged by rain and cold weather, Doc Lang's Famous Shows' tour of South Dakota's five-fair North Central Circuit showed gross gains of 25-35 per cent over those of previous years.

ZEIGER MONTANA ROUTE UP—Montana circuit of fairs played by O. P. Zeiger Shows brought grosses of 40 per cent more than in the three previous years it had been played.

HENNIES TILTS DETROIT GROSS—Hennies Bros. Shows registered an increase of over \$30,000 in the midway gross at Michigan State Fair, Detroit, August 27-September 7.

JONES HIRES LOUISVILLE MARK—Along with new records in all other departments, Johnny J. Jones Exposition increased the midway gross about 80 per cent over 1940 figure at Kentucky State Fair, Louisville, September 7-13.

JOHN R. WARD PASSES—John R. Ward, 46, vice-president Pacific Coast Showmen's Association and side-show operator at Ocean Park and Venice, Calif., died of a heart attack at his home in Los Angeles September 13.

LEWIS FAIR DIE SOARS—Altho infantile paralysis bans at Bedford and Ebersburg (Pa.) fairs held attendance and gross receipts down from former years, Art Lewis Shows' fair tour was well ahead of previous years.

RA GETS NEW KNOXVILLE MARK—Royal American Shows chalked up a 35 per cent increase over 1940 figures at Tennessee Valley A. & L. Fair, Knoxville, setting a new mark.

BO HUTCHINSON GATE HIKED—Beckmann & Gerety Shows recorded a 22 per cent hike in gross at Kansas State Fair, Hutchinson, September 14-19.

STORM DAMAGES GOLDEN BELT—A strong wind, accompanied by a light rain, which hit Ogleton, Mo., did considerable damage to Golden Belt Shows.

RC POMONA BIZ BIG—Providing the midway at 20th annual Los Angeles County Fair, Pomona, Rubin & Cherry Exposition did business that exceeded all expectations for 12-day run.

CONKLIN BURNS IN ONT.—Conklin Shows successfully wound up their tour in Leamington, Ont., and went into Branford (Ont.) quarters in the black despite \$125,000 in war tax disbursements.

MRS. LINDA OLSON DROWNS—Mrs. Linda Olson, wife of A. J. (Swede) Olson, of Hennies Bros. Shows, drowned September 29, when a motorboat in which she was riding collapsed on the lake at Southeastern Fairgrounds, Atlanta.

NSA JAMBOREE SCORES—National Showmen's Association's annual Jamboree staged in Hotel Green Ballroom, Danbury, Conn., October 9 in association with Andy Bros. Shows, drew over 500.

WALTER WHITE DIES—Walter A. White, 58, widely known outdoor show executive and assistant to E. Lawrence Phillips, owner of Johnny J. Jones Exposition, died October 11 in Grantly St. Ramsey Hospital, Memphis, after collapsing on the midway at MidSouth Fair, Memphis.

SLA BENEFITS AND CHARITIES—Canadian War charities were aided in the amount of \$3,090 by benefit shows staged under Showmen's League of America auspices at Edmonton, Alta., and Toronto.

HENNIES GOOD AT ATLANTA—Hennies Bros. Shows, making their first appearance on the midway at Southeastern Fair, Atlanta, September 28-October 5, proved an outstanding success.

FRED BECKMANN PASSES—Fred Beckmann, 57, co-operator of Beckmann & Gerety Shows, called the "Grand Old Man" of outdoor show world, died in North Louisiana State Hospital, Shreveport, October 17 following a fall in his private car October 13 while en route from Lubbock, Tex., to State Fair at Louisiana, Shreveport.

CRAPTS TOUR BIG—O. N. Crafts 29th Big Shows successfully completed their 34-week tour in San Fernando, Calif., on October 12 after chalking up a 30 per cent increase in grosses over the 1940 trek.

LEWIS BUYS VA. QUARTERS—Art Lewis purchased permanent quarters in Norfolk, Va., for his organization by acquiring a 12-acre site at Princess Anne Road and Halstead Street.

DUFFIELD CHAIRMAN SLA BALL—John M. (Jack) Duffield was named general chairman of the Showmen's League of America Banquet and Ball in the Sherman Hotel, Chicago, December 3.

AL HARTMANN PASSES—Albert Clemens (Al) Hartmann, 49, outdoor editor of The Billboard, died October 29 in Christ Hospital, Cincinnati, after an illness of 10 weeks.

ELLIS OUTDOOR EDITOR—Claude R. Ellis, for 10 years associate editor of The Billboard in the Cincinnati office, was named outdoor editor, replacing the late A. G. Hartmann, who died October 29.

CONKLIN GETS ONE AGAIN—J. W. (Patty) Conklin was awarded the contract to produce the Proletariat at Canadian National Exhibition, Toronto, for the sixth consecutive time.

RUBACK PILOTS CLUB—Jack Ruback, one of the founders of San Antonio Showmen's Club, was elected president of the organization at a meeting in San Antonio October 29.

JONES JAUNT SETS RECORDS—Altho chalking up new records in grosses all along the route, Johnny J. Jones Exposition closed the season at Albany, Ga., November 1.

L. E. (PAT) REDDING DIES—Lewis Edward (Pat) Redding, 47, one of the largest clowns in the world, died at his home in Springfield, O., November 9.

LEWIS CLOSSES WELL—Art Lewis Shows closed a highly successful tour at Tarboro (N. C.) Fall Festival November 8 and went into Norfolk (Va.) quarters.

PONTANA LEASES ROTH SHOW—Joe J. Fontana, lessee-manager of L. J. Roth Shows in 1941, leased the title and equipment of Mr. and Mrs. L. E. (Eddie) Roth's Blue Ribbon Shows for 1942.

OTTAWA SIGNS CONKLIN—Central Canada Exhibition, Ottawa, awarded the midway contract for the 1942 event to J. W. (Patty) Conklin Shows.

RO IN BANNER STAND—Rubin & Cherry Exposition concluded its 1941 tour with a banner nine-day stand at Arizona State Fair, Phoenix, November 10.

STRATES REPEATS AT YORK—James E. Strates Shows were awarded midway contract for 1942 Interstate Fair, York, Pa., for the fifth consecutive time.

LET'S GO AMERICA!

EMPLOYERS

Look on page 7 of this issue NOW!

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Showmen's League of America

Sherman Hotel
Chicago



CHICAGO, Dec. 20.—President Carl J. Edlmayr presided at the first meeting following the big convention week. With him at the table were Vice-President Harry W. Hennies and M. J. Doolan, Secretary Joe Streiblich and Past President Edward A. Hock, Sam J. Levy, G. R. Fisher, J. C. McCaffery and Frank P. Duffield. Elected to membership were Claude B. Ellis, Swing Griffin and William E. Long. Leo LeDoux recovered from a recent eye operation, left for St. Louis. Still on the sick list are Brothers Chester Arthur, Dan Odum, Jack Pritchard, Harry Marbach, Tom Vollmer and Jack Lydick. Lew Keller was appointed chairman of the New Year's Party to be held in Louis XVI Room, Hotel Sherman.

Newly framed by-laws were referred to the committee which will review and present them at an early meeting.

New chairmen and committee appointments include: chaplain, Charles O. Driver; counsel, Morris A. Hart; Canadian counsel, Louis Herman; Canadian secretary, Neil Webb; Tyler, Max B. Brautman; League physicians, Dr. Max Thorek and Dr. A. J. Wochinski; House committee, John O'Shea; membership, Ned Torti, chairman; Rube Lieberman, co-chairman; and Neil Webb, Canadian chairman; League directory and charity fund drive, A. L. Rossmann; finance, Fred H. Kressman; Showmen's Home trustees, B. S. Oerety; ways and means, William Carney; press, Roger S. Littleford Jr.; entertainment, John M. Duffield; relief, H. A. Lehrter; cemetery, Edward A. Hock; funeral, Robert H. Miller.

Date for the Annual Spring Party is to be set later, with Brother William Carney as chairman. Directory Committee is working out some novel ideas and Brothers G. L. Wright and Maurice Franks are showing good co-operation. Club took action to pledge its support to a man to the President of the United States. Called upon for remarks were Max and Joe Goodman, Sam Gluskin, Gerald Spellers, S. T. Jessop, George W. Johnson, Harry Ross, G. L. Wright, Mike Rosen, Jack Duffield, Richard Miller, Dave Picard and George Terry. Brother (See SLA on page 120)

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Dec. 20.—The following, related to NSA and auxiliary members, are in the uniformed services of the United States and all of them will receive Christmas gifts.

David S. Lindenbaum, Battery B, 45th Field Artillery Battalion, Fort Jackson, S. C. He is the son of Brother Jake Linderman.

Sergeant George David, 1 Marshall Avenue, Langley View, Hampton, Va.

Private Nat Shapiro, Medical Detachment, Station Hospital, Fort Dix, N. J.

Private Charles J. Morris Jr., Battery D, 4th Regiment, F. A. B. Co., Fort Bragg, N. C.

Charles E. Eiland, 100th Infantry Camp 7, Fort McClellan, Ala.

Private Anthony Fore, Camp Shelby, La.

Private Guy Forte, Fort Blanding, Jacksonville, Fla.

Midshipman George A. Hamid Jr., Naval Training Station, 111 East Pearson Street, Chicago. He is the son of President Emeritus George A. Hamid.

Sister Peggy Holts' brother is in the service but we cannot, at this time, get his name and address. Sister Jean Windsor has a son in the service, Private George Windsor, 174th Infantry, Medical Department, Fort Bragg, N. C.

The testimonial dinner to President Emeritus Hamid and President Max Linderman is progressing rapidly and about 200 will attend tonight. Brother Murray Oelberg has donated 300 pounds of candy for the kiddies' Christmas dinner.

Birthday congratulations to Harry Kaplan, W. J. Giroud, Ralph N. Eudy, Ralph S. Corey, Arthur E. Campfield, Edward Branson, Morris Batsky, Eddie Belmont, George J. Diefenbach, Robert Kellow, Sam Crowell, Fred C. Bothwell, Harry Weiss, Frank C. Miller, Edward S. Raffa, Ben (Springs) Oshes, Carl Luntze. (See NSA on page 120)



Pacific Coast Showmen's Assn.

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

LOS ANGELES, Dec. 20.—December 8 meeting featured the reading of committee reports on events just completed and those set for the future. Outstanding were those filed by Ted Leford, Memorial Day Services chairman, and Abe Lorton and Charles Nelson, of the convention committee.

President Joe Olacy named Norman (Dutch) Schue chairman of the Christmas Day Dinner, with Harry Taylor and Al Moxie Miller as assistants. Because Schue has his cookhouse equipment stored in Oakland, Calif., O. N. Crafts offered to send in his show's equipment for the cooking of the turkeys and trimmings for the event. Fund has swelled to over \$300 and two more meetings will be held before the party. John Miller, finance committee chairman, has been conducting these drives and has done exceptionally well this year.

Sammy Dolman, membership committee, reported that his one-man drive had netted 103 members and he had set 110 as his goal. Refreshments were served after adjournment.

Heart of America Showmen's Club



Reid Hotel
Kansas City

KANSAS CITY, Mo., Dec. 20.—Regular weekly meeting was called to order by Past President Abner Kilne, with G. C. McClinton, secretary, and Harry Altschuler, treasurer, present. Nominating committee submitted this list of officers for 1942: L. C. Reynolds, president; Noble Fairly, first vice-president; C. P. Zeiger, second vice-president; Clay Weber, third vice-president; G. C. McClinton, secretary; Harry Altschuler, treasurer; George Elser, warden. For replacements on board of directors: Al Baysinger, W. Frank Delmaine and Hygie Schreiber.

Brother Delmaine reported he has completed all arrangements for Memorial Day Services. Brother Art Brainerd, Banquet & Ball Committee chairman, reports that the Hotel Continental management has assigned the Penthouse atop the hotel for this year's event. Arrangements have also been made with Tom Collins, of The Kansas City Journal, to finance the program again this year. Reservations have been coming in in good style and present indications are that this year's banquet and ball will draw a capacity crowd. Ladies Auxiliary Tacky Party will be held at the Reid Hotel December 30.

Ladies' Auxiliary
Thursday (11) was a regularly scheduled social night, so no business meeting was held. After cards, at which Hattie Hawk, Virginia Kline, Helen Helms (See HASC on page 120)



San Antonio Showmen's Club

216 Soledad St., San Antonio, Tex.

SAN ANTONIO, Dec. 20.—President Jack Ruback is planning a big party for New Year's Eve. An orchestra and entertainment has been engaged and favors and pot-smashers will be distributed. A turkey dinner and refreshments will be served. Clubrooms will accommodate about 200. Other parties will be held during Christmas week, with dancing and fun-making on top nightly. Club-

rooms and cocktail lounge have been decorated and two large Christmas trees have been set up. Nightly visitors include Edgar T. Neville, Sam Fintberg, Tommie Tidwell, J. George Loom, Tex Chambers, Kokomo Jimmie, Mr. and Mrs. Joe Rosen, R. W. Kidder, Joe Miller, Edna Wilson, Hubert Hall and Steve Handing.

Larry Mullins, publicity director Alamo Exposition Shows, is managing the Olmos Nite Club, owned and operated by Ben (Lefty) Wood. President Ruback, owner Alamo Exposition, has opened quarters, where a crew is working. O. B. Thomas, manager State Theater, is a member of the club.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

Communications to 25 Opera Place, Cincinnati, O.)

More Attractions and Increased Spending Tilt Takes of Sponsors

AS WAS the case in other branches of the amusement field, the spending of huge sums of money in connection with national defense made the difference between what would probably have been a mediocre season and one which proved to be a thumping success for the managements of sponsored events. Economic well-being of industrial workers because of defense work and a better-than-average price structure for agricultural products were clearly responsible for increased profits reported all along the line by auspices. Coupled with the increased circulation of money in helping to make sponsored events successful were good weather breaks and a noticeable improvement in the efficiency of committees. It is apparent that sponsors today have better organization and in other ways are displaying better understanding of their functions. This has resulted in elimination of many headaches encountered in the past and has boosted profits and the number of former years.

Also evident was the increased use of showmanship in presentation of events. This was especially noticeable in the case of fair associations sponsoring celebrations to raise funds for plant improvements. Fair secretaries are old hands in the use of showmanship and they staged events with the utmost legitimacy. Their use of attractions should call for special mention, since midway, acts, and fireworks were mentioned by them as being chiefly re-

sponsible for the high degree of success attained.

Home shows were numerous and successful. This was especially true in the South where a near record number were held during the winter. A noticeable feature of the season was that committees did not depend upon exhibits alone to draw, but also booked strong arrays of attractions. Another highlight of the winter season was the increase in the number of sportmen's shows and their use of talent. Some tremendous crowds were reported by committees of successful events held during winter

months, and frequent reports were received of shows being contracted for repeat dates. Christmas benefits made their appearance, too, and indications are that this field may develop into an important one. Held indoors, they usually featured concessions, some type of stage show, dancing and special events designed to put patrons in a carnival mood.

No drop-off in the number of sponsored events in 1940 was noticed. Some, of course, were discontinued, but there were numerous new ones to take their places. Continuation of annual events was the rule, and a strong tendency was noticed on the part of committees to lengthen former one and two-day events to a full week. It may be stated with some accuracy that initial successes will undoubtedly result in their establishment as annuals. It appears that the more experience that sponsoring groups accumulate the more certain they are to dispense with home-talent programs which lack the glamour to attract crowds. Reputable acts, promoters, showmen and riding device operators report that demand for their services continues to show steady increase as a result of realization on the part of committees that if they are to eliminate deficits they must obtain services and co-operation of trained professionals.

Big Results Chafed Up
As an indication of what may be accomplished by committees when the proper type of attractions are presented by people experienced in the entertainment field results of some leading events are printed here. Annual three-day Christmas Charity Carnival in Civic Auditorium, Winnipeg, netted \$6,200 under auspices of business groups. E. J. Casey, general manager of E. J. Casey

Shows, furnished 20 concessions and aided the committee in framing the event. Paid admissions of 14,000 was a new record. Concessions were heavily patronized and there was dancing. Marion County's 38th annual six-day Soldiers and Sailors' Reunion at Salem, Ill., featuring a pretentious bill costing \$8,500, netted \$2,000. An important part of the program was Beckmann & Oerety Shows, which grossed \$23,000 on the midway. Concessions brought in \$2,600. Milwaukee's eighth annual Midsummer (See SPONSORED EVENTS on page 120)

Thearle-Duffield Gets Milwaukee Fest Contract

CHICAGO, Dec. 20.—Midsummer Festival, annual Milwaukee lake front event, will again have a big fireworks display in 1942. Thearle-Duffield has been awarded an \$8,000 contract. Festival next summer has been cut to seven days.

T. Hason Named Producer For Charleston Charity Ball

CHARLESTON, S. C., Dec. 20.—Tom Hason, outdoor showman and promoter, has been signed to produce this city's Charity Ball and Frolic in the County Hall Auditorium, under Veterans of Foreign Wars Post 448 auspices. Proceeds will be used to help disabled war veterans and their families during the holidays. Committee in charge includes J. C. McCue, commander; C. A. Armstrong, chairman; H. E. Peaster, J. J. Ervin, J. A. Thomas, J. W. B. Patterson and E. F. Lutzke.

Executive staff includes Jack Alexander, publicity director; Helen Blenkinson, secretary; Ted Rogers, collector; Stanley Barnard and Frank Griffin, program men; Doc Nolan, Bob Cappa and George McGuire, phone men, and Tom Hason, general manager.

Blackouts Are Set by Billers In Detroit Area

DETROIT, Dec. 20.—Plans for blackout co-operation and national defense support have been thoroughly worked out in the billposting field here. Thru the lead of Walker & Company, leading outdoor-poster organization, and the Billposters' Union, members of the union, as well as practically the entire Walker staff, have been assigned to a definite number of billboards, with instructions to turn out lights on them immediately on notice of a blackout.

Set-up is expected to take about two hours to put into effect, as each one of thousands of boards must be switched off individually, and many switches have to be reached by climbing.

Idea has been to assign the billboards to men who regularly work on the paper on them and are familiar with the set-up. Small announcement boards are being assigned to men more familiar with them, and a master plan worked out will notify every man quickly to douse out his own assigned boards.

Billposters' Local 94, in addition to this voluntary wartime effort, has just bought \$2,000 worth of Defense Bonds out of its treasury funds.

Indoor Dates for Bell

GLEN BURNIE, Md., Dec. 20.—Bell Bros' Circus has been contracted to furnish its performance for several indoor dates around Washington. New stock is being trained and the old worked out daily. New acts have been lined up for the opening. Ray Brown, Side Show manager, will have a new line-up and his old equipment will be replaced with new. He has ordered a new car and truck to transport the show next season. At present he is clowning in a Baltimore department store. In quarters are Sam Dock, owner; Mr. and Mrs. Brown; Edward Davidson, show captain; Karl Cartwright and several animal men. Edward Smith, Baltimore fan, visited quarters.

DVA Show Goes Over Big

ZANESVILLE, O., Dec. 20.—Disabled American Veterans Circus here on December 8 was declared a financial success, more than 1,800 school children attending the matinee, and the night show being packed. Acts included Gladys and Fonda, aerialists; Barr Brothers, animal act; Larry Duane, waldo and knives; Hoffman and clown; Chis Varnell, wire and juggling; patriotic ensemble. Mildred L. Meyers handled advance ticket sale and program.



RALPH CLAWSON, who for many years was prominently identified with the larger circuses and one of the best liked men in the business, has been made general manager of Henries Bros' Shows for 1942. Photo by H. A. Atwell Studio.

Serving Under Canvas

DURING the past season circuses proved their loyalty and willingness to co-operate with our government long before war was declared. They did their bit toward building up a patriotic spirit, vital as a defense measure, in every section of America, and some of them presented gorgeously wardrobe red, white and blue spectacles on the ground and in the air. The Big One even tinted the shavings with the colors.

Old Glory was unfurled from the domes of big tops in mammoth size. Horsemen carried flags on hippodrome tracks, flags floated from lofty center poles, and bands played patriotic music to inspire showgoers with thoughts of liberty and Americanism. Thousands of dollars were spent by circus operators in presenting patriotic spectacles.

Last season circus folk purchased Defense Bonds and Stamps, entertained members of our armed forces gratis, gave bundles to Britain and staged benefit shows for military aid organizations. It would take reams to write of all the sacrifices made by circuses during the first World War. They gave up railroad cars, horses and many valuable pieces of equipment to our government.

Scarce as labor was at that time, managers encouraged their department heads to enlist and to help move equipment in real circus style. They gave their sons to the army and navy, their daughters to the Red Cross.

Among the things they can do in this war is encourage men, including employees, to enlist at each performance. Put up Defense Bonds and Stamps posters and other government announcements with regular circus paper. Buy bonds and stamps and encourage personnels to do likewise.

Make additional small service charges on passes for funds to buy smokes and candy for soldiers. Organize traveling home guard units among personnels.

Use more military features on programs and arrange for visits by soldiers in near-by camps. Co-operate in all local war drives. Give special matinees, at which admission would be two Defense Stamps, and arrange for stamp sales at ticket boxes. Play under war charity organizations.

Bob Morton's Circus, when it recently played Rameses Temple date in Toronto, gave the sponsors \$18,667.32, equally divided between the Temple fund for crippled children and The Evening Telegram British War Victims' Fund and The Daily Star Red Cross. In addition, Morton split \$2,500 of his net profits between the two funds and invested a like amount in Canadian War Bonds.

Won, Horse & Upp Combined Circus

An Equine and Canine Parade—The Show With a Leaf of Gold

By STARR DE BELLE

Wagon Rut, Ga.
Dec. 20, 1941.

Dear Editor:

Everyone is in a hurry around quarters to get the show out. This is our last week here and the show crew are behind with their work. In checking over the equipment, the bosses were surprised to learn that no blue seats had been built, but they agree with their foreman that free seats are not necessary, providing you have plenty of star-backs.

As this is a wagon show that cannot overload, many things that other shows carry and what we think is excess baggage will be eliminated. Our bosses always put questions up to themselves and then debate the matters with one another. They have about debated the show bare to the wagon axles. When debating sawdust and shavings, one asked, "What good are shavings?" Another answered, "You can't eat them." So shavings under the top were voted out. Other expenses were chopped in the same way. Why sprinkle under tops? Sprinkling wagons cost a lot of money; furthermore, if nature wanted the ground wet she would have it rain. Why pay water? Patrons will find a place to sit after buying reserved seat tickets. A big show announcer is a waste of money. Patrons who are really sincere in wanting to know the names of acts and actors can prove their sincerity by buying programs.

Free agents brag about straw houses. Why pay a guy to brag about something that happened yesterday? Besides, straw is high. If he must brag, let him do it about sand, gravel or grass house. They are more profitable than straw. We'll not carry an expensive medical unit nor a doctor. Sick people have no business traveling around with a show. Restrooms are a necessity that, when properly handled, will show a profit. In past years the show wanted a lot of money to have lots cleaned after leaving towns. When not occupied by a show most lots are used as dumps by the neighbors. The first show on the lot in spring pays for cleaning up and hauling away the

neighbors' winter ashes, garbage and trash. It's their turn to haul some of ours.

The show will not buy any expensive wardrobe or trappings. In every town enough Boy Scout troops and enough used-car dealers' jalopies are always available to put on a spec. This year our agents ahead will arrange for the bosses and performers to appear as guest entertainers at civic club luncheons daily. That will cut the cookhouse nut 20 per cent. The bosses decided not to pay any high salaries to acts just because they are good. Due to the show not using a sprinkler and the dust raised by the pony races, the six-oxen-bitch prairie schooner and our 15 Eastern cowboys, aided by 60 candy butchers and 25 concert ticket agents who cover all acts, the spectators couldn't see a good act if we had one. In the past we have noticed that our patrons talked more about acts and features that they didn't see than about those that they did see. This year's show should keep them talking.

Hines Retires in Detroit

DETROIT, Dec. 20.—Highlight of the annual election of Detroit Billposters' Local 94 was retirement of William P. Hines, who has served as secretary-treasurer 36 consecutive years. Now officers are John Carano, president; Matt Kobe, secretary-treasurer; Michael Noch, business representative; Albert Halley, Elmer Solomon and Turner Perry, trustees. The vote for vice-president will be decided at a special election next month.

Season Ends for Sparton

CINCINNATI, Dec. 20.—Due to bad weather and financial reverses, Sparton Bros' Circus recently closed at Watson Chapel, Ark. No information regarding where the show is wintering or whether it will take the road next season was given.

Joyce's Tour Good; Reopening Pending

LOS ANGELES, Dec. 20.—Jack Joyce's Circus closed at Salinas, Calif., December 7 after a successful season on the West Coast. Although the show has contracted dates for after the holidays, with conditions as they are at present, all dates are pending until certain of the possibilities of reopening. The last California stands of the season, Lindsay, Visalia, Merced, Modesto, Santa Cruz, Watsonville, Hollister and Salinas gave the show favorable business.

Program was as follows: Display 1—Grand tournament. 2—Henry Troupe, acrobats. 3—Riding Three. 4—Misses Wirth and Le Tourneau, swinging ladders. 5—Henry Duo, rolling globes. 6—Clown walkaround. 7—High school horses presented by Martha Joyce. 8—Juggling act. 9—Clowns. 10—Dynamite, unridable mule. 11—Maxine Le Tourneau, web. 12—Animal display of performing ponies, monkeys and bears. 13—Clown baseball game. 14—Senior Carlos, tight wire. 15—Performing ponies. 16—Stuntary. 17—Clowns. 18—Manage horses. 19—Performing Scotch gollies. 20—Miss Le Tourneau, too and heel catch. 21—Comedy tumbling. 22—Jack Joyce with Liberty horses. 23—Clown, Concert announcement. 24—Elephant act. 25—Patriotic spectacle.

Concert featured Duck Regan and his cowboys and girls.

Staff included Jack Joyce, owners manager; Harry Chipman, general agent; Ray Harris, secretary-treasurer; Bill Le Tourneau, superintendent of sound equipment; Blackie Koehler, special agent; Todd Henry, superintendent of concessions; Ed Brannon, superintendent of stock and transportation.

Hanneford Mending in Albany; Karen Has Show

ALBANY, N. Y., Dec. 20.—Poodle Hanneford, of Hanneford riding troupe, was operated on post Saturday for a glandular disturbance and is resting in Albany Hospital. Scheduled to be released before Christmas, Grace Hanneford is standing by in the city.

Karen Enterprises, local org., will handle Shrine Circus in near-by Schoenotady, a post-holiday date.

Local agencies complaining of act scarcity, claiming plenty of dates available but minimum of takers.

R. T. Ringling Estate Tax Case Settlement Announced

WASHINGTON, Dec. 20.—Settlement of income and estate taxes against the estate of Richard Theodore Ringling was announced by the United States Board of Tax Appeals this week. Deficiencies in the income and estate taxes amounting to \$338,438.72 were found by the board covering the period from 1920 thru 1931. Stipulations signed by Karl D. Lott, Washington attorney for Aubrey Barlow Ringling, executor, of White Sulphur Springs, Mont., agreed to the amount found.

Government, however, discharged over \$200,000 which had accumulated against the estate and in addition dropped a contention that the estate tax should have been \$103,197.27 and determined that \$10,540.62 is the amount of the deficiency, of which \$4,537.97 had been paid in 1937. Nevertheless penalties of \$14,510.38 were charged for returns on part of 1931 and all of 1932.

Internal Revenue Bureau originally had three cases involving the different Ringling estates. Taxes in dispute are the personal income taxes of three Ringlings, Charles, Richard and John, while they or their estates formed an equal partnership in the Ringling Bros. and Barnum & Bailey Combined Shows. This partnership, it was said, was dissolved in 1932.

Tax cases involving the Charles Ringling estate were settled only recently by the Board of Tax Appeals. Some cases involving the estate of John Ringling are pending in Federal Court at Sarasota, Fla., and other cases involving the Ringling Bros' circus corporation concern income taxes from 1933 thru 1935.



MR. and MRS. GARGANTUA THE GREAT

Wish You

**A Merry Christmas
and Happy New Year**

for the

GREATEST SHOW ON EARTH

**RINGLING BROS. and BARNUM
& BAILEY CIRCUS**

Winter Quarters, Sarasota, Florida

Circus Puts On Comeback

THE 1941 season can be chalked up as one of the best that the white tops have had for a number of years. Economic conditions were very favorable. The true fact that all shows did not have record tours, but circus business on the whole was exceptionally good. The public had money to spend and laid it on the line plentifully. Circuses were fewer in number than for some time. Again there were only two rail organizations—Ringling Bros. and Barnum & Bailey and Cole Bros. The former had an exceptionally long tour, opening in Madison Square Garden, New York, and terminating with a two-day engagement in Miami on November 21-22. Show also played an indoor engagement in Boston at the Garden. Following this date it went under canvas. The show played its usual territory, with a Coast tour scheduled this year. Cole Bros. also had a long season, getting under way at the winter-quarters city, Louisville, with a three-day engagement on April 25-27. Tour was brought to a close in Longview, Tex., on November 2.

The motorized field was represented by Bud E. Anderson, Barr Bros., Beer-Burnes, Bell Bros., Camel Bros., Dalley Bros., Jay Gould, Hunt Bros., Kay Bros., Al O. Kelly-Miller Bros., Lewis Bros., Atterbury show (Lee Bros.), Mills Bros., Russell Bros., Sparto Bros., Wallace Bros. and Yankee-Patterson, Gainesville (Tex.) Community Circus again played a number of dates in that section. Ira M. Waite, who had been assistant manager of the Cole show until October, opened a two-ring show (motorized) at Latton, Ark., to a full house.

RB Season Great

The Big One had a day's of a season; in fact, reports here it that it was the best ever, New York and Boston indoor dates were wows, as were numerous canvas dates, including Chicago, Philadelphia, Washington, Pittsburgh, Detroit, San Francisco, Los Angeles, New Orleans and Memphis. In the Windy City the show had a record nine-day run, crowds being capacity all week. In New York the show chalked up a new high for its Garden stay, following with a record Boston engagement. It played 27 1/2 days (55 performances) in New York to total attendance of more than 600,000. Gross averaged \$44,000 per day and the last two Saturdays averaged more than \$50,000 each. For the entire engagement the gross was reported at almost \$1,200,000.

Zack Terrell's Cole show was a winner. Business in some sections was spotty, but the better spots more than made up for it. Show also had some big days. In Mobile, Ala., it played to 23,000 at three performances.

In the truck field the Anderson, Bell, Hunt, Mills, Kelly-Miller, Wallace and Dalley shows had reported successful seasons. Russell business averaged the best in several years.

Indoor Shows Over Big

Indoor circuses staged during the winter, mostly under Shrine auspices, really went to town. Leading winter producers, Hamid-Morton, Frank Wirth, Orrin Davenport and Polack Bros. all had successful seasons, with grosses in many instances ahead of those of 1940. Among independent dates Macon (Ga.) Shrine and Providence (R. I.) Shrine were big.

Among Davenport dates that were very good were Cleveland and Detroit; Hamid-Morton, Cleveland, Milwaukee, Kansas City, Montreal, Boston and Toronto; Polack Bros., Davenport (Is.), Albuquerque (N. M.), Oakland (Calif.), San Francisco, Los Angeles, Cincinnati;

Wirth, Portland, Me., and Wilmington, Del.

Biggest loss to a show this year hit Ringling-Barnum when it lost 11 elephants thru arsenic poisoning. Most of them died when the show played Atlanta and the others several days later. Loss was placed at from \$100,000 to \$125,000.

Russell Bros. suffered a loss when the big top and several smaller tents were blown down at Richmond, Va. Damage was estimated at \$15,000. Christy Bros. quarters at Houston were partly wrecked by a hurricane. The big cat animal building was demolished and elephant and ring stock buildings damaged. Polo in some sections put a crimp in business for several big tops, including Cole Bros., Russell Bros. and Wallace Bros.

Prominents Die

Among prominent circus folk who died were Dode Flak, 81, retired circus owner, who originated the Dode Flak Great Combined Shows, December 31, 1940, at his home in Columbus, O.; Ernest Clarke, 64, serialist and equestrian of note, January 10 in Santa Monica, Calif.; Arthur Nelson, 75, head of the famous Nelson family, January 23 in Mount

Carmel Hospital, Detroit, of injuries sustained in an auto accident January 1; John Hagenbeck, 75, member of German family famous for its training of wild animals, in a British internment camp in Ceylon, India; Robert L. Atterbury, 75, owner of Atterbury Bros. Circus, in Sioux City, Ia., February 15; George Hartzell, 77, "the Millionaire Clown," at his home in Philadelphia, February 6; Billy Waite, 61, of Australian Waite, June 12 at Pilgrim State Hospital, Brentwood, L. I. N. Y., after two years' illness (had been with RB for many years); Rex de Rossett, press agent and speculator with Cole Bros., of a heart attack in Broadview Hotel, East St. Louis, Ill., July 21; Townsend Walsh, widely known p. a. in St. Petersburg, Fla., August 3; Robert D. Stickney, 69, veteran circus horseman, at his home in Des Moines; James R. Whalen, former superintendent of cevas for RB, October 17 at home in Baraboo, Wis.; George Wirth, 74, Australian circus owner, in Sydney, October 17; Mill Taylor, clown with RB, in Atlanta November 5 of a heart attack; L. C. Gillette, 71, former general agent, at his home in Pensacola, October 30.

New One in 1942

At this time only one new show is reported going out in '42 and that is Allen King's motorized circus. It is possible that there will be others, but no data as yet has been received. No doubt all shows that were on tour this season will again hit the road the coming year. From present observations the 1942 season will be equally as good as the one just passed.

Circus Chronology

(Data in Condensed Form From Files of The Billboard, December, 1940, to December, 1941)

TERRELL CONTROLS COLE—Zack Terrell announced at Cole Bros. Circus winter quarters, Louisville, November 20, 1940, that he had purchased the interest held by Mrs. Jess Adkins, making Terrell sole owner.

WIRTH BREAKS RECORD—Eks' Annual Circus at Portland, Me., produced by Frank Wirth, ended a record week November 23 at the Exposition Building, drawing 40,000 and grossing \$3,000 more than the top gross of two years before.

MACON (GA.) SHRINE DID—Under auspices of Al Sihal Temple, Macon Shrine Circus ended a week's run November 23, 1940, with total attendance of 40,000. Net profit was \$2,000, considerably ahead of the previous year.

RB BUYS HORSES—Dan DeBaugh, manager of the Chicago Ringling office, purchased 14 driving horses for the Ringling show.

ANNIE OAKLEY HOME SOLD—Historic homestead of Annie Oakley (Laura Moses), famous markswoman, located near Minister, O., passed from the hands of the Moses family at public auction to William Wingolovich.

COLE ENDS SUCCESSFUL TOUR—James M. Cole Indoor Circus ended a nine-week tour of excellent business at Manchester, N. Y., December 12.

AUSTIN KING QUILTS BIZ—It was announced late in December that Austin King would troupe no more, as he planned to devote his time to writing.

WB DID IN CLEVELAND—Winter Thrill Circus, staged and produced by George Hamid and Bob Morton, played a 10-day stay at the Arena, Cleveland, to 110,000.

DEISS DEATH—Julius Deiss, 61, circus and theater musician and composer, died December 23 at Masonic Home, Springfield, O.

FISK DEATH—Dode Flak, 81, retired circus owner, who originated Dode Flak Great Combined Shows, died December 23 at his home in Columbus, O.

CLARKE DEATH—Ernest Clarke, 64, serialist and equestrian of note, died January 10 in Santa Monica, Calif.

POWERS DEATH—John H. Powers, manager of the Tim McCoy Show of a few seasons ago, died January 13 of a

cerebral hemorrhage in Roosevelt Hospital, New York.

ABERNATHY RENOMINATED—President Leo Abernathy, International Alliance of Billposters, Billers and Distributors, was renomiated as president of the AFL Central Labor Union.

DAVENPORT BIG IN ST. PAUL—Orrin Davenport Winter Circus started well in St. Paul, with business up to the middle of its week run there 20 per cent ahead of 1940.

NELSON DEATH—Arthur Nelson, 75, head of the famous Nelson circus family, died January 23 in Mount Carmel Hospital, Detroit, of injuries sustained in an auto accident January 1.

HAGENBECK DEATH—John Hagenbeck, 75, member of the German family famous for its training of wild animals, died in a British internment camp in Ceylon, India.

HUNT BROS. BUYS LAND—Hunt Bros. Circus, in winter quarters at Tranton, N. J., purchased 10 acres for new quarters on Highway 25, south of Tronton, and built three buildings and elephant and cat animal barn, horse and pony barn and workshop.

POLACK CINCY DATE BIZ—Polack Bros. Circus, grossed about \$40,000 at its second year's date in Cincinnati in 12 performances under auspices of Syrian Temple Shrine.

CLEVELAND GROTTO RECORD—Al Sihal Grotto Circus, which opened February 3 in the Public Auditorium, Cleveland, for two weeks, drew 179,529 to set a new record for indoor shows in Cleveland. It was produced by Orrin Davenport.

KIRKPATRICK DEATH—F. C. Kirkpatrick, 74, former circus and vaudeville star, died January 29 in St. Joseph's Hospital, Port Wayne, Ind.

LOWANDE DEATH—Nella Lowande, 84, widow of Hugh Lowande, who appeared for years as a strong man with the old Barnum show, died February 3 at her home in Detroit.

THOMPSON DEATH—John L. Thompson, former stock-wire circus performer, died in St. Mary's Hospital, Waterbury, Conn., January 29.

BYNE DEATH—John P. Bynne, 41, who

had been with John Robinson, Hagenbeck-Wallace and Ringling-Barnum circuses, died in Jefferson Hospital, Philadelphia, January 29.

RE LOSES TAX SUIT—Ringling-Barnum circus lost a suit in Federal District Court in Austin, Tex., February 0 in an attempt to recover a State amusement tax totaling \$18,911.85 paid the previous season.

ATTERBURY DEATH—Robert Lee Atterbury, 75, veteran circus operator and owner of Atterbury Bros. Circus, which had been operated by his son, R. L. Atterbury Jr., the last several years, died in Sioux City, Ia., February 15.

HARTZELL DEATH—George Hartzell, 77, "the millionaire clown," died at his home in Philadelphia February 6.

KELSO DEATH—Frank B. Kelso, 60, animal trainer for Parker & Waite Circus, died in a Fort Smith (Ark.) Hospital February 17. He had also been with Barnum & Bailey and John Robinson circuses.

DETROIT SHRINE BEATS '40—The 36th annual Shrine Circus at Detroit opened a two-week run February 17 to business in excess of the previous year, opening day drawing 25,000. Total estimated attendance was 240,000, 5,000 ahead of the all-time record of 1935.

MCDANIEL DEATH—Robert McDaniel, veteran advance man, who had been with J. B. McLaugh and H. H. LaPearl circuses, Dekey's Circle D Ranch Wild West, Sipe's Dog and Pony Show and George H. Bubb Attractions, died in Portland, Ind., February 22.

MILWAUKEE SHRINE BEATS '40—Hamid-Morton Shrine Circus closed a week run March 2 at the Auditorium, Milwaukee, with total attendance of 60,000, 8,000 above 1940.

THOMAS WITH COLE—Harry Thomas, radio announcer, joined the Cole show as announcer and radio head.

Mpls. SHRINE AHEAD OF '40—20th St. Temple Shrine Circus, Minneapolis, week of March 3, had a larger gate than in 1940.

60,000 SEE EDM IN K. C.—Best attended five-day indoor circus ever held was the Hamid-Morton Police Circus in Municipal Auditorium, Kansas City, Mo., March 4-8. Admissions numbered over 60,000 and sponsors netted over \$20,000.

AFL GRANTS CHARTER TO RB—American Federation of Labor granted a charter to the Big Show's workers, traveling under the label of Circus Workers' Federal Labor Union No. 22226.

23,000 SEE POLACK—Polack Bros. Circus, under auspices of the Keala Temple Shrine, Davenport, Ia., played to 23,000 February 25-March 4.

61,000 SEE BUFFALO SHOW—CIO-sponsored Wild West Rodco and Hollywood Thrill Circus drew 61,000 at 11 performances on March 10-12 in Memorial Auditorium, Buffalo.

LA FLEUR DEATH—Joseph La Fleur, for years an acrobat with Ringling Bros. Circus, died in Cranston, R. I., March 30.

CYRIL MILLS RE-ELECTED—At the annual general meeting of the Association of Circus Proprietors of Great Britain Cyril B. Mills was re-elected president.

TENNYSON SIGNED FOR COLE—Zack Terrell, while in Chicago late in March, signed Florence Tennyson, noted soprano, to star in the Cole spec.

POLACK BIZ BIG—Polack Bros. Circus had big business at each of seven matinees and six night shows in Albuquerque, N. M., March 18-24.

SORULITZ CIRCUS SOLD—A. Mathieu, Ottawa, assistant custodian of enemy property, sold the last of the animals and equipment of the William Schultz Circus.

65,000 FOR LANSING SHOW—Largest gate in its five-year existence shot: gross of the annual Hospitalier Circus, Lansing, Mich., to \$18,000, and attendance during its run, March 24-29, was 65,000. Orrin Davenport produced the show under auspices of Lansing Knights Temple Commandery.

RB SIGNS WITH AGVA—John Ringling North and Leonard G. Blum, attorney, signed a contract in behalf of RB recognizing the American Guild of Variety Artists' as collective bargaining agent for performers.

DEVERE DEATH—Marie Devere, 67, many years a sword swallower with various shows, including Barnum & Bailey, Frank A. Robbins and Sig Sautelle circuses and the 101 Ranch Wild West Show, died in Providence, R. I., April 3. (See CIRCUS CHRONOLOGY on page 97)

Merry Christmas

From

FLYING BEHRS

Now Appearing With Atayde

Circus in South America

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

PALMS and canvas.

WONDER if anyone knows the year Barnum & Bailey opened on March 31. The spec was Prince of Arabia.

BUBY ORTON, well-known performer, is seriously ill and would appreciate hearing from friends. Her address is 1522 25th Avenue, Tuscaloosa, Ala.

BINIE WISWELL and His Dixie Lizzie have been contracted for Worcester, Mass., and Washington Shrine circuses, are being set thru Al Martin.

DOC WADDELL held services in Columbus, O., in remembrance of Percy Bering, former correspondent for The Billboard, who passed away recently.

HELP save paper by not covering up.

BUSTER MARSII, former clown with Ringling-Barnum and other circuses, is employed by Navy Department in the Panama Canal Zone.

DON SMITH cards from Farmington, Mich., that he is a member of CMBPOA and CMB, and not CMB only, as reported in a recent issue.

AERIAL ORTONS, after playing the East, jumped to Charleston, W. Va., to play Fraternal Order of Police Indoor Circus.

J. N. WISSNER, former circus man and retired cotton broker, is recuperating from an attack of the flu at his home in Palestine, Tex.

WHEN the flag goes up it will mean more than dinner this year.

A. C. BRADLEY, former circus man, now with Dodson's World's Fair Shows, departed for Washington, D. C., after attending the Chicago convention.

J. RAYMOND MORRIS, last two seasons usher on Ringling-Barnum circus, who was injured by a fall on December 15, is resting at Gary Hotel, Montgomery, Ala.

RALPH BLISS, billposter, who has been operating Step Inn cafe at Newburg, Mo., will leave for a defense job after January 1. He expects to be ahead of a show next season.

ARNOLD MASINO'S animal act is booked for dates in and around Chicago, to be followed by several engagements in the Alton district. Act is known as Arnold's Barnyard Frolics.

CIRCUS men complain less about glider mishaps than a home boy does.

ALBERT WHITE, clown, is working in Toyland for the Coen-Cola firm in Cincinnati. He is contracted with Cole Bros.' Circus. Will play Minneapolis Shrine date for Mrs. Edna Curtis.

KODIE HENDRICKS, rider, who has passed his final examination and will be inducted into the army at Fort Sheridan, Ill., in January, is now at his home in Mt. Pleasant, Mich.

AFTER closing with Dolley Bros.' Circus on December 3, Si and Nellie Ritchie are fishing and resting at Aransas Pass, Tex. They will return to the show next season as a feature act.

J. R. MALLOY circus unit is playing the Top Room Club, near Barbours, O. Featured turns are the Malloys, on Roman Rings, and Art Hill, fashion-plate cyclist.

THERE will be more ballet and gymnastics on circus programs this coming season.

ALLEN P. (SUOAR) NICE, who trouped with Ringling-Barnum circus for 15 years and opened with Mills Bros.' Circus last season, has been in Massachusetts General Hospital, Boston, seven months. He would enjoy reading letters from friends.

BEVERLY HARNETT and Billy Noble Jr., last season with Kay Bros.' Circus, are now playing Eastern Ohio night clubs. They appeared recently at Kiefer's Cafe, Canton, O., where they were greeted by members of the Canton Showmen's Club.

AFTER playing the Shrine date at Roanoke, Va., Aerial Ortons appeared at

Playland Park, Anderson, Ala. They were with Klein's Circus at Charleston, W. Va. Will soon go to Sarasota, Fla., to ready their high act for Hamid-Morton circus date at Milwaukee.

NATIONWIDE publicity has been given the school of acrobatics conducted at Canton, O., by Nancy Darnell (Mrs. J. R. Malloy). Associated Press recently sent a photographer to shoot several pictures of Mrs. Malloy teaching a group of youngsters.

OLD-TIMERS now on the retired list will be called back for circus service before the coming season is over.

JACK HAMILTON (the Great Knoll) has canceled all club bookings for his frog contortion act due to Mrs. Hamilton's illness in Chicago. He recently visited friends in Canton, O., while en route to the Windy City. He expects to resume club work after the holidays.

ED (SPIKE) HOWARD produced a circus side show for Variety Club of America, Tent 13, at Bellevue-Stratford Hotel, Philadelphia, on December 14. Acts were Winnie, fat girl; Pedro, sword swallower and fire-eater; Hot Shot, torture artist; Jack Howard, lectures and strong man.

MRS. ADDIE CLARK writes: "I will soon be 50 years old. My husband, the late W. C. Clark, started a show in 1872. Later known as M. L. Clark & Sons, I often wonder how many of the old-timers who were with us are still living. I presume I am the oldest circus co-owner still living."

HUMAN acts will be supplanted by more animal acts that can be worked by the same trainer.

REX ALLAN OAKHAM, "B" Battery, 97 F. A., Fort Dragg, N. C., writes: "I met with an accident recently while lifting some heavy supplies on a truck. A crate slipped, striking my right foot with such force it cracked an ankle bone and crushed a big toe. I will be in a hospital here for some time with my foot in a cast."

THE circus world lost another old-timer in the passing of Karl Benton Larkin, who died at his home in Springfield, Mo., December 11. As a juggler, he spent 35 years of his life with circuses and on vaudeville circuits. He left the Mills Bros. Circus in August on account of his health.

MOST concert announcements are stereotyped and heard year in and year out of almost every circus on tour.

R. W. COULS, assistant manager, writes: "Chick Le Roy's Circus will play schools and theaters in and around Detroit after January 1. Staff: Charles Le Roy, owner-manager; R. Kent, banners, and Jack Durand and William Floto, special event promoters. Show will use 10 acts, with Floto and Company furnishing dog, pony and clown numbers."

WINTERQUARTERS notes from Rubin Bros. Circus, Greenville, S. C., by Ted Russo: Manager Bud Beaton went to New York on business and plans to go to Hollywood before returning here. New big top and side-show canvas will arrive after Christmas. New seats are in the paint shop. Blackie King is superintending work.

WHILE telling another local about a circus performance, a hamlet wisecracker remarked, "One clown hit another clown with a board. Then a fat man jumped up and shouted, 'It is all out and over.'"

FURNISHING big top and managers, Escalante Troupe is filling a 10-week engagement in Mexico with Rodriguez Bros. Circus. Acts featured are Escalante's flying act and aerial bars; Philip, doing drunk on wire; Esther, heel-and-toe catches. Eddie Alberts, former Hollywood screen actor, is with the troupe, learning to fly. Show is making a two-week stand at Mexigall, L. C., with Tijuana and Benada to follow, advices Billy Temple from Calexico, Calif.

CANTON, O., Dec. 20.—C. A. Klein has contracted for exclusive use of Silvers Johnson, clown, and his comedy Austin, for the 1942 season. Johnson previously was with Klein's Circus unit, but last year worked for the Gus Sun Agency.

Mr. B. van Leer

Arrived in this country a short time ago from Europe with his famous group of

LIPPIZANE
ARABIAN
FRESIAN

★
High School
and
Liberty Horses
★

Extends to all the readers of
The Billboard his
Season's Greetings!

First Appearance

In the United States of America
RADIO CITY MUSIC HALL
New York, Dec. 18-30, 1941

New York Office
Hotel Commodore, Room 1780

Season's Greetings

C. F. A.

JOSEPH A. ROWE TENT

C. F. A.

Los Angeles


WANTED

WANTED

FAT WOMAN, GIANT for Season 1942. Can use new DOG and PONY TRAINER, man or woman, ALSO WOMAN who has had experience with CHIMPANZEES, HORSE TRAINER. All must be good conversationalists, sober, reliable. Address

BENSON'S WILD ANIMAL FARM

Nashua, N.H.

 **Circus Model Builders**
and Owners' Association

By RUSS T. WARNER
(Director of Publicity, 3418 Mulberry Street, Reading, Pa.)

READING, Pa., Dec. 20.—Election of officers of CMB for the year resulted: President, Charles Doelker, Harrisburg, Pa.; vice-president, Ray Friesel, Pittsburgh; general manager, Robert D. Good, Allentown, Pa.; secretary-treasurer, Clarence Pfeffer, Johnstown, Pa.; director of publicity, Russ Warner, Reading, Pa.; regional directors: No. 1, Jack Kyle, New York City; No. 2, Robert Garrett, Harrisburg; No. 3, George Hubler, Miami University, Oxford, O.; No. 4, Ivan Christy, Los Angeles. Amendment to by-laws concerning an official bulletin was carried, with only one negative vote.

Committee in charge of the first annual convention of CMB to be held in Peru, Ind., in April, announced it will continue arrangements for the convention as scheduled.

Chuck Stefa, CMB, Camden, N. J., former trouper with Russell Bros., Cole Bros. and other outfits, sent word that

he has left with his company in the U. S. Army.

On November 3 Region No. 3 held a short-notice get-together at the Hotel Olds, Lansing, Mich. Present were Mr. and Mrs. Delmar Brewer and daughter, Don Smith, Walter Piechman and George Hubler, with several of their friends. Brewer had a new half-scale baggage wagon on display while Smith and Piechman showed fine collections of old circus pictures.

John Shepard, CMB, Chicago, spent a pleasant evening at the home of Charles Bennett, where they viewed colored movies which Charles Fowler, CMB, Chicago, took on Ringling-Barnum lot the past season. Shepard also had a visit with Roland Weber, another Chicago CMB. For further information concerning CMB, write to Secretary Clarence Pfeffer, 1621 Ash Street, Johnstown, Pa.

Greetings for 1942

MORRIS I. KOHAN
200 TAFFET PLACE, BROOKLYN, N. Y.

TIGHTS

RUSSELL BROS. CIRCUS

SOUVENIR SEASON ROUTE CARDS

50 Cents (Each Including Postage, Four for \$1)
BILL ANTES
744 North La Jolla Ave., HOLLYWOOD, CALIF.

ROUNDING UP ALL THE BEST
Wishes of the Holiday Season
FOR ALL OUR FRIENDS



BILL CLEMANS
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EVERETT COLBURN
Managing Director

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WORLD'S CHAMPIONSHIP RODEO CORPORATION

PRODUCERS OF

WORLD'S CHAMPIONSHIP RODEO

Madison Square Garden, New York

OWNERS OF

Lightning C Ranch

DUBLIN, TEXAS
 FLORENCE, ARIZ.



OFFICE HEADQUARTERS,
 FLORENCE, ARIZ.

The Corral Circus Saints AND Sinners' Club

(Communications to 25-27 Opera Place, Cincinnati, O.)

ELDON PROCK, rodeo announcer of note, has been signed by HKO Pictures to assist on the writing, casting and production of *Cheyenne*.

ROBERT MARKLEY (Arizona Charley), well known in rodeo circles, is still confined in Veterans' Hospital, Bay Pines, Fla., and would like to read letters from friends.

GENE ATRY has purchased the top strings of bucking horses of Mack Barber, Elanath Falls, Ore.; George Hannan, Lewiston, Idaho, and Len Carmen, Douglas, Wyo., to add to his already large herd of stock.

FRANK MOORE announced from his Garden office in New York that his Buffalo rodeo grossed \$35,341 and net \$35,341 as carried in the December 8 issue. The *Billboard* repeats this typographical error. "It looked as if I got rich," Moore said.

TEXAS JIM MITCHELL, veteran rodeo performer, who has operated a snake farm in Barnsota, Fla., for several years, has returned to his home there after spending several days in a local hospital, where he was treated after being bitten by a moccasin. The snake bit Mitchell on the thumb of the right hand, but physicians at the hospital were able to save his arm from amputation.

"VISITED the J Lozy J Ranch Rodeo held here recently," letters Dixie Williams from Bainbridge, Ga. "Dixie drew good crowds despite much inclement weather. Cherokee Hammond provided the stock and was arena director, with the Junior Chamber of Commerce as sponsor. Mac McLaughlin is show's general agent, and line-up includes Mr. and Mrs. Chip Morris, Mr. and Mrs. Fee Web Morris, Mrs. Jack Rinehart, Leonard and Peggy Murray, Ollie, Jackie and Jake Rinehart, Billy and Ruth Keen, Pearl and Dan Biron, Hank and Dot Keenan, Art Keller, Clarence Canary, George Noble, Buck Martin, Gilbert Gray and Slim Arvin.

HAPPENINGS in the rodeo field 10 years ago: Mr. and Mrs. Smokey Snyder were wintering at their home in Brea, Calif. . . . After working several fair dates with his rope and whip set, Ted Burgess went to his home in Wichita Falls, Tex., for the winter. . . . Lewis Morphy and Maxton Stanley, trick shots, were playing theater in Florida. . . . After playing the Eastern and Western Los Angeles Shows, Lloyd and Helen Saunders took an apartment in Hollywood for the holidays instead of returning to their ranch in Sobera, Calif. . . . Johnnie Schneider was awarded first prize in the Rodeo Association of American Cowboy Championships. . . . Curly Vaughn, ace steer and high-jumping horse rider, was spending the winter with his mother on their cattle ranch near Sparks, Nev. . . . Sampson McDonald and Sanford Jerome, Texas and Oklahoma cowboy entertainers, were playing Phoenix (Ariz.) theaters and charitable clubs. . . . Curly Fletcher, all-around hand, cowboy-poet and author of the song *The Strawberry Roan*, was recuperating from compound ankle and knee fractures, which he sustained when stepped on by a pick-up horse at Los Angeles Rodeo. . . . Hugh Strickland was released from Mayo Bros' Hospital, Rochester, Minn., where he had spent several months on crutches waiting for a broken leg to knit.

Los Angeles

LOS ANGELES, Dec. 20.—Jimmy Hicks, of Warner Bros. Studios in Hollywood and a former circus concessionaire, has returned home from a quail-hunting trip in Imperial Valley.

Doc Cunningham and Dante, magician, have been renewing friendships during the past month. Cunningham at one time had his own magic show.

Cheerful Gardner, who is working Mabel and another elephant in the Paramount picture starring Dorothy Lamour now, in production in Santa Anita, recently entertained a group of local circus fans at his Baker Ranch elephant quarters in Venice.

Mr. and Mrs. J. Alex Brock, of Russell Bros. Circus, left California for Louisville.

Ernestine Clarke and mother visited

By Fred P. Pitzer
 (National Secretary, 292 Madison Ave., New York City)

NEW YORK, Dec. 20.—Nice letter from Bill Kanaka, temporarily under the weather, with which he encloses two interesting items, one the "Sugestions and Rules Employees Ringling Brothers", from which big business might profit, and an article from *The Capital Times*, Madison, Wis., on "Baraboo and Evansville, Women, Former Troupers of Tanbark Arena, Cherish Memories of Circus Exports." Glad to hear that A. Morton Smith will conduct the Circustiana department in *Hobbies* magazine.

Initiation of Governor Saltonstall in Fall City was a big success. Over 1,000 attended the luncheon, a scream from beginning to end. The unique manner in which the Governor was brought onto the scene is the talk of the big bus. He sailed in on a huge boat dubbed the Mayflower and awaiting him were news photographers and Grover Whalen. Sinner Bettin is a dead ringer for Grover. Tex O'Rourke, as a Pilgrim Mother, accompanied the leader to the dais, rigged up as a Puritanical settlement, and introduced him to Governor Bradford (Harold Hoffman). The program was excellent and many of the celebrities present got up and let loose their favorite stories. The stage showed two stocks and when these were released they did a dancing act that was loudly applauded. When it became necessary for Governor Saltonstall (dubbed Big Ed Grim by his medd) he surprised the crowd by his splendid talk.

Siegrist Members Quizzed

CANTON, O., Dec. 20.—A group of Charles Siegrist Showmen's Club members attended a show night session at Alpine Village Club here December 18. Curly Burns, currently at the club, interviewed these members on their experiences in show business: Jim Moran, R. J. Peters, R. Jay Myers, Jr. and Ted Deppish, all of Canton, and Andy Smith and Meyer Levine, Wooster, O. Deppish screened movies of Cole Bros' Circus.

Hugh McOill and his parents at their home at Hermosa Beach.

Bernie Griggs, clown, has returned to L. A. from the E. K. Fernandez Circus in Hawaii.

Bert Nelson, animal trainer, is working on a defense project in San Pedro.

George Perkins, clown, is recuperating at his home in L. A. from a recent illness.

Carl Traynor, clown, is now a sergeant at Camp Calkin, near San Diego.

Bill Dedrick is wintering his dogs and ponies in Hynes, Calif.

Ernestine Clarke, who returned to L. A. recently when the Russell show closed, is considering enlisting in the ambulance corps as a driver. Her mother, Elizabeth Hanneford, recently underwent an eye operation and is recuperating at the Clarke porthouse at a Venice, Calif. hotel.

Jack Joyce's Indoor Circus is wintering at Geobel's Lion Farm at Thousand Oaks, Calif. Joyce expects to continue his route on January 15.

Ken Maynard and Mrs. Maynard are back on the West Coast from a trip east. They are now at their San Fernando Valley home.

Merry Christmas and A Happy New Year
 To All My Friends and Customers From
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 Master Creator of the Finest in Wholesome SWIM
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LET'S GO AMERICA!
EMPLOYERS—
 Look on page 7
 of this issue **NOW!**

CIRCUS CHRONOLOGY

(Continued from page 78)

POLACK SETS RECORD—At Ashheim Shrine Temple's annual indoor show in Oakland, Calif., March 20-April 5, Polack Bros.' Circus set an attendance record for the annual event with 130,900.

LINARD JONES, MONUMENT—Dedication of a monument to "Oboloni" Linard Jones, circus-loving orphan lad, was held in Glendale Cemetery, Unadilla, Fla., April 20.

RE TAKES \$1,200,000—About 400,000 paid an average of \$3 a head to produce a box-office gross of \$1,200,000, best money stretch of all time at Madison Square Garden, New York.

TOWNE DEATH—C. W. (Boston) Towne, widely known carnival and circus side-show talker and operator, with Wallace Bros.' Circus last season, was killed April 27 when the truck in which he was riding collided with another truck on U. S. Route 23, three miles north of Delaware, O.

RUSSELL OPENS BIG—Favored by ideal weather, Russell Bros.' Circus bowed to near-capacity crowds at Rolla, Mo., May 1.

MILLS OPENING OKAY—Mills Bros. Circus, enlarged with much new equipment inaugurated its second season at Berea, O., April 25 to near-capacity biz.

40,000 SEE COLE OPENING—About 40,000 saw three matinees and three night shows of Cole Bros.' Circus at its opening in Louisville, April 25-27.

HM SETS RECORD—Hamkii-Morton Circus opened to record business at the Forum, Montreal, May 3, having the largest turnout at the night show ever experienced in Montreal. Show played to more than 100,000 in 16 performances, May 3-19. Gross was \$27,000.

PITTSBURGH RODEO 42G—Rodeo at the Gardens, Pittsburgh, starring Gene Avry, totaled \$42,000 in 10 days, slightly passing the '40 gate of better than \$40,000. Show was produced by Col. Jim Dwyer.

POLACK BREAKS RECORD—Polack Bros. Circus broke its previous attendance record at San Francisco when it played to 147,800 under auspices of Islam Shrine Temple May 8-13. Show was re-engaged for the next five years.

DAILEY'S BIZ IN BLACK—Dailey Bros. Circus, which opened in February in Southeast Texas, had 10 weeks of good business before entering Kansas.

CINCY BIG FOR COLE—Continued capacity night crowds for Cole Bros. Circus were registered at Cincinnati May 10-11.

RB SETS PHILLY RECORD—Ringling show broke all previous records for business in Philadelphia on May 19-24, with every performance, matinee and night, a turnaway.

SANGER DEATH—Christopher George Sanger, 42, of the Sanger Circus family in England, was killed in action with the South African Constabulary April 17. He had been a trick cyclist and acrobat with the Lord George Sanger Circus in England.

PITT OVERS RB CAPACITY—Despite a steady downpour throughout two of three days, Ringling-Barnum played to capacity at three performances and near capacity at the other three in Pittsburgh June 2-4.

BEHMANN DEATH—John G. Behmann, 72, veteran circus man, died in Bethesda Hospital Cincinnati, June 1. He had been with Barnum & Bailey, Ringling Bros., John Robinson, Belle-Isle and other shows.

APM FIXES RUSSELL BAND PAY—An agreement between Russell Bros. Circus and William Stevens, road representative of American Federation of Musicians, was made the first week of June, providing for a wage of \$21 a week.

CANDY DEATH—Thomas L. Candy, 82, former box wagon builder with Al O. Barrow Circus, died of heart attack at Laguna Honda Home, San Francisco, May 28.

WATTS DEATH—William (Billy) Watts, 61, former circus performer, died June 12 in Pilgrim State Hospital, Brentwood, L. I., N. Y., after two years' illness. He and his wife, Marion, comprised the Australian Watts and for many years were with the Ringling-Barnum show.

COLE PAIR IN DETROIT—Cole Bros. Circus had a fair two-day stand in Detroit, playing to 20,000 despite cold weather. Butler, Pa., was lost June 4 due to rain, and Warren, O., the next day gave poor biz.

CINCY OKAY FOR RB—Ringling-Barnum circus did good biz in Cincinnati on June 7 and 8, altho hampered by a late arrival, rain and heat.

DONOVAN DEATH—Mrs. Anna, Neche Donovan, 70, former circus performer, died at the home of a son in Norfolk, O., June 20. She was widow of James

Donovan, who owned several circuses in South America. Known as Anna Donovan, she became internationally prominent as an acrobat with the Woods and the Potters.

EASTMAN DEATH—Walter R. Eastman, 64, clown with the Ringling show from 1891 to 1900, died in Springfield, Mass., June 9.

UNION PULLS RUSSELL BAND—Instructions from James Pettilio, president of the American Federation of Musicians, Eddie Wockecker's band was pulled from Russell Bros.' Circus at Oceanside, N. Y., June 14. Action was called due to the show's failure to comply with a previous agreement to pay the musicians \$21 per week.

COLE'S 2D DETROIT STOP—Cole Bros.' Circus returned to Detroit on June 14 and 15 on a new lot. Due to cold and rain on both days, show drew only 18,000.

MILLS BIZ FINE—Mills Bros. Circus completed its sixth week at Danabson, Conn., June 20. Business and weather had been excellent since opening.

LEWIS BIZ UP 50 PER CENT—Lewis Bros. Circus ended its first month of the season about 80 per cent ahead of that period in 1940.

MILLER DEATH—Joe Dan Miller, 80, veteran member of the Ringling circus, died in a hospital in Sarasota, Fla., June 20.

WELSH DEATH—John P. Welsh, 70, former circus owner, died in Philadelphia July 3.

BARR BROS. LAUNCHED—A new motorized show, Barr Bros. Circus, was launched by William M. (Bill) Meyers.

MORTON SIGNS CONTRACT—Bob Morton, of the Hamkii-Morton Circus, signed what he termed the largest Shrine circus contract in history. It was for four years with Aleppo Shrine Temple, Boston.

O'DONNELL DEATH—Frank J. O'Donnell, 72, veteran circus press agent, died July 3 in Doyle Sanitarium, Grand Rapids, Mich.

DETROIT GREAT FOR RB—Total attendance for four days in Detroit was 74,000, highest figure in 20 years for the show there and 20 per cent above 1940.

DEMPEY SIGNS WITH COLE—Jack Dempsey, former heavyweight boxing champion, signed to tour with Cole Bros.' Circus and joined at Bluefield, W. Va., August 18 for remainder of the season.

HM SIGNS TORONTO SHRINE—Bob Morton, Hamkii-Morton Circus, closed a three-year contract with Ramrose Shrine Temple, Toronto, and Maple Leaf Circus, where Toronto's Shrine Indoor Circus is held, August 8.

WALSH DEATH—Townsend Walsh, widely known in the theatrical and circus fields, died in St. Petersburg, Fla., August 3.

RB CHI BIZ HITS HIGH—Ringling-Barnum show wound up a record five-day run in Chicago August 10. Crowds were capacity all week, with many sell-outs and turnaways.

RUSSELL TOP DESTROYED—Damage estimated at \$12,000 to \$15,000 was suffered by Russell Bros.' Circus at Richmond, Va., August 12 when a strong wind blew down the big top, covering hundreds of spectators. Animal, entrance and cookhouse tents also were blown down.

ACROBATS MEET IN A. C.—Some 200 acrobats from all over the country convened in Atlantic City August 9 for the second annual convention of the International Association of Acrobats. Site was Hamkii's Million-Dollar Pier Novelty Performers was the new title adopted for acrobats.

POLIO BAN HITS CIRCUSES—Russell Bros. Circus was barred from Chattanooga, Tenn., August 23 and Cole Bros. was barred on the 24d. Both had a tough break at Knoxville, Tenn., when the city did not allow children 12 years old and under to see the shows.

NEW ORG TAKES RB MAG—Circus Publishing Company announced August 16 a contract to publish RB's 1942 circus program, magazine and daily review, new organization being headed by Jack (Abie) Tavlin and Harry Dube.

WALLACE CANCELS DATES—Wallace Bros. Circus, altho heavily billed in Huntsville, Ala., canceled its date there and in several other cities because of infantile paralysis. Canceled dates included Corinth, Miss.; Florence and Gladesville, Ala., and Labor Day at Columbus, Ga.

RB SETS DENVER RECORD—Turnaways were scored by the Ringling show in Denver August 22-23. Advance sale was reported largest for any show ever to play the city, and, according to Henry Ringling North, the date also had the biggest one-day sale and the largest audience the show ever had on the road.

POLIO HITS COLT, RUSSELL—Disappointing business was done by Russell Bros. Circus at Chattanooga, Tenn., August 22 and by Cole Bros. there the next day. Prices started about cancellation of the circuses hindered biz, especially since later stories about hitting the ban were not played up.

POLIO CLOSURES WALLACE—Wallace Bros. Circus closed the season at Frankfort, Ky., September 2 and returned to quarters at York, S. C., because of spread of polio in Georgia and Alabama.

GAINESVILLE HAS RECORD—Gainesville Community Circus chalked up a record matinee at Dallas on Labor Day, when several hundred were turned away.

RB TURNS 'EM AWAY—Ringling-Barnum circus turned away several thousand on the closing night at San Francisco September 10 with the same situation prevailing at Oakland, Calif.

IARPD ADOPTS NEW CONTRACT—A new type of contract, based upon seating capacity, to cover circuses, carnivals and tent repertoire shows, was adopted by the International Alliance of Bill Posters, Billers and Distributors, in convention in Detroit September 17. New contract took into consideration price of admission, distances traveled and population of territory played in setting wage scales.

105,000 SEE POLACK IN L. A.—Polack Bros. Circus closed an eight-day engagement in Los Angeles September 20 with an estimated 105,000 having attended. Show was under Al Mahalakh Shrine.

TURNAWAYS FOR RB IN L. A.—Ringling-Barnum played to five turnaways during its five-day run in Los Angeles.

JESSUP; JOYCE JOIN—W. T. Jessup, well-known Pacific Coast general agent, and Jack Joyce, who had operated the Jack Joyce Trained Animal Circus, agreed to combine after close of the West Coast Circus Shows November 11 to produce the Jack Joyce Trained Wild Animal Shows and Indoor Circus.

RB SELLOUTS IN PHOENIX—Ringling-Barnum played to sellouts at both performances in Phoenix, Ariz., September 20. El Centro, Calif., the previous day, was shipped.

YOUNG GETS CONTRACT—At a meeting of St. Louis Police Relief Association Committee to handle the 1942 Police Circus the contract for the show was awarded to Ernie Young.

SHREVEPORT BIG FOR RB—With ideal weather, the Big Show played to an overflow crowd in Shreveport, La., September 29. The show had excellent biz in Texas.

CHRISTY QUARTERS WRECKED—Several buildings at quarters of Christy Bros. Circus in South Houston, Tex., were wrecked by a hurricane. Big cat animal building was demolished and the elephant and ring stock buildings badly damaged.

HM SETS MARK IN BOSTON—Hamkii-Morton Circus set an attendance record during its run in Boston Garden on September 29-October 4 under Aleppo Shrine Temple. Saturday matinee turned away thousands, attendance being estimated at 12,000, a record for the Garden. Playing at Philadelphia under Lu Lu Shrine Temple, the show got big crowds.

COLE RECORD IN MOBILE—Cole Bros. Circus set an all-time record for circuses in Mobile, Ala., October 7, playing to 25,000 at three performances. Business in Georgia had been big.

J. M. COLE OPENS INDOORS—James M. Cole Indoor Circus opened to 2,800 at Penn Yan, N. Y., September 29, beginning 12 weeks of one-day stands.

FRENCH DEATH—Mal. Leigh Hill French, 78, one-time owner of Howe's

London Circus, died of a heart attack at his home in Hidden Valley, Casanville, Calif., October 11.

RINGLING DEATH—Mrs. Louise Ringling, 80, widow of Al Ringling, one of the original Ringling brothers, died October 14 at her home in Baraboo, Wis.

STICKNEY DEATH—Robert Daniel Stickney, 66, veteran circus horseman and grandson of John Robinson, died at his home in Dos Mottas, La., October 10.

BARNUM CIRCUS SOLD—Big crowds attended sale of stock and equipment of Lord John Sanger & Sons Circus at Smallfield, near London, September 15-16.

SELLOUTS FOR RB IN LA.—Big Show played to sellouts in Baton Rouge, La., October 13 after similar biz in New Orleans on October 11 and 12. Adjacent Louisiana towns also gave big biz.

HM SETS PHILLY RECORD—Hamkii-Morton Circus, playing under Lu Lu Shrine Temple, chalked up what was reported as the largest indoor circus biz ever done in that city, attendance reaching 68,250 on the week.

IRA WATTS OPENS SHOW—Ira M. Watts, assistant manager of Cole Bros. Circus until October, opened his own two-ring show at Lavaca, Ark., to a full house.

HUNT SEASON GOOD—Hunt Bros. Circus closed a 24-week season October 6 at Elton, Md. Tour was reported one of its most successful.

ROONEY DEATH—Hugh Rooney, 60, father of the noted Rooney circus family, died October 17 in Baraboo, Wis.

WHALEN DEATH—James R. Whalen, former superintendent of canvas for the Ringling show, died October 17 at his home in Baraboo, Wis.

WIRTH DEATH—George Wirth, 74, Australian circus owner, died in Sydney, Australia, October 17.

RUSSELL GETS NEW TENT—A new 120-foot white big top, with three 50-foot middles, was hoisted on the Russell lot at Lawton, Okla., October 17. Rings and staves were enlarged.

COLE CLOSURES NOVEMBER 2—With total mileage of 16,604, Cole Bros. Circus ended its season at Longview, Tex., November 2. Last two weeks out the show encountered considerable rain but had excellent biz when weather was favorable.

RB ELEPHANTS POISONED—Eight bulls of Ringling-Barnum circus died of arsenic poisoning when show played Atlanta, Ga. Later three more elephants died.

TAYLOR DEATH—Milt Taylor, clown with RB, died in Atlanta November 5 of a heart attack just before the matinee.

L. C. CILLETTE DEATH—Luther C. Cillette, 71, former general agent for Jerry Maglian and other circuses, at his home in Pinesdale, Pa., October 30.

LINDA J. JULIAN DEATH—Linda J. Julian, 80, former equestrienne with Barnum & Bailey Circus over a half century ago, November 12 in St. John's Hospital, Springfield, Ill.

WANT CIRCUS ACTS

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Large Cows, 675. Perfectly tame Ocelot (can be fed ground), \$25. Tame Woolly Monkeys, \$75 each. Tame Brazilian Ringed Monkeys, \$25 each. Spider Monkeys, \$25. Marmosets, \$15 each. Also 2 Baby Female Chimpanzees, \$150 each. One large Female Chimpanzee, collar and chain broken, \$200. One tame Adult Female European Bear, \$80 (weight about 250 lbs), Rere Amier (Damsel) Dox, \$100 each.

Also an assortment of colorful birds

HENRY TREFFLICH, 215 Fulton Street, New York City

STATE GROUPS IN WAR AID

WFA Offers Use of Plants

Officers renamed — San Francisco chosen for '42 meeting—PCSA entertains

LOS ANGELES, Dec. 20.—Western Fairs Association in annual convention here on Dec. 10-12 went on record in the form of resolutions to give undivided support to national defense and unlimited use of fairgrounds if the country should need them. Members also voted to retain present officers and made a few changes in directors. Meeting was held at the Biltmore Hotel and was highlighted with social functions which included attendance at the 20th annual Pacific Coast Showmen's Association Banquet and Ball Thursday night in the Biltmore Bowl. San Francisco was selected for the 1942 meeting.

Jerry Giesler, chairman of the California State Racing Board, hit the nail on the head when he recommended in his Thursday morning talk engagement in normal pursuits until authorities decree otherwise. He cited precedents established by England and Australia, which prohibited amusements and horse racing at beginning of the war. When it was discovered these things were needed to build morale, they were resumed. Glenn Waterhouse, assistant State leader of 4-H Clubs, praised the way the organizations had encouraged young farmers and stressed the importance of food in wartime. J. D. Mickle, Oregon State director of agriculturists, also spoke on the 4-H Club work.

First day was given over to the registration and presentation of credentials. Mayor Fletcher Bowron extended greetings and Tevis Paine, WFA secretary, read minutes of the previous meeting. Other speakers were A. E. Selder, chief of Division of Fairs and Expositions; Milton Duffy, chief of Division of Foods and Drugs, State Department of Public Health; James Thorp, assemblyman; Prof. C. E. Howell, University of California; and Ted Huggins, chairman, Western States Promotion Council. Following the afternoon recess Kenneth R. Hammer, Roy Driscoll, Lou Merrill. (See WFA Offers Grounds on page 104)

Air Corps To Use Ill. Fair Plant; Annual To Be Held

CHICAGO, Dec. 20.—Illinois State Fair grounds at Springfield will be leased to the U. S. War Department for \$1 a year for use as an army air corps ground training school, it was announced this week by Howard Leonard, director of the State Department of Agriculture. The agreement has been sent to Washington for final action by federal officials.

Some 15 or 20 buildings on the 360-acre grounds can be adapted for use as barracks and training school buildings, Leonard said, and facilities for 10,000 men can be provided.

Use of the grounds will not prevent holding the 1942 State fair, Leonard stated. Army officials have agreed to turn the grounds back to the State during the fair.

Snyder With Nat'l Speedways

CHICAGO, Dec. 20.—Al Sweeney and Gaylord White, operating National Speedways, have signed Deb Snyder for the 1942 season. They purchased the late Gus Schrader's Offenburger motor from his widow, Mrs. Eunice Ballinger, for use by Snyder.

"Food Will Win"

A NUMBER of fair managers, in their functions as educators and entertainers of the public, adopted defense themes for their annuals in 1940-'41 and featured defense exhibits, quite often assembled under severe handicaps, in an effort to further a patriotic spirit on the part of the public and to quicken its interest in what the government was doing to assure hemispherical defense. These efforts, however, were but signposts pointing the way to what they must do to help win the struggle for preservation of our democratic form of government. That defense exhibits were well worth the time and effort expended on them this year has been proved. Every fair manager should feel obligated to stage some type of defense exhibit. Contact your local manufacturers of military equipment and near-by military posts. They will be eager to aid.

The slogan "Food Will Win the War," made popular during the first World War, is no less true today. Because of fairdom's close association with agricultural interests it is particularly appropriate that it should place every emphasis possible on production of bumper crops and allied products of agriculture.

In financing our war effort fairs can again play an important role. Surplus funds invested in Defense Bonds form the safest investment existent.

Premiums paid in Defense Stamps will give you the satisfaction of knowing you are helping the cause and will give recipients the same degree of gratification.

Aided by our defense effort, agricultural and industrial people are receiving the highest compensation for their work in years. Their desire to win the war is as great as yours. You can spur them and at the same time gain much good will for your fair by offering the sale of bonds and stamps at a booth on your grounds.

To maintain morale of public and servicemen will be an important function of fairs. This year many fairs offered servicemen free admission to grounds and reduced rates for attractions. This policy is of great value in keeping spirit high. It is hoped that all fairs will institute such a policy for the remainder of the conflict.

There also is presented opportunity for diversified activities. It is certain that suppliers of grandstand shows and midway attractions, in themselves necessary adjuncts for maintenance of morale, will adopt patriotic motifs. Band programs of patriotic music, special events with a defense theme, fair advertising featuring patriotic exhibits and programs and decoration of grounds and booths are all methods of reminding the public that it must do its utmost.

RCA Signs 10 1942 Annuals WPA Iowa Project Stopped

CHICAGO, Dec. 20.—John Sloan, head of Racing Corporation of America, has signed contracts for 1942 for a number of leading fairs. Among those signed are Tampa; Iowa, Mich.; Toledo and Hutchinson, Kan.; Nashville, Muskogee, Okla.; Owatonna, Minn.; DePere and Marshfield, Wis., and Davenport, Ia.

MARSHALLTOWN, Ia., Dec. 20.—Construction of a concrete grandstand to replace one destroyed by fire on Marshall County Fairgrounds here has been halted because of expiration of the WPA project. WPA officials said county board of supervisors and the fair board has failed to take adequate action to comply with federal regulations.

New Slant on Fairs and Defense

Dramatic picture of York, Pa., and its defense exhibit

The following address was delivered before the convention of the International Association of Fairs and Expositions by Hon. Samuel S. Lewis, president and general manager of York Interstate Fair, December 3, Sherman Hotel, Chicago:

The subject, Defense Exhibits, is so important and far-reaching that the time allotted for discussion will permit me to touch upon but a few phases thereof. It will not be my purpose to discuss the beneficial phase to fairs, but what the fairs can do for defense.

Before the creation of the Pennsylvania State Council of Defense, of which, because of my official position, I am a member, I was impressed, as you no doubt have been, by the danger to America from the Axis powers, by the preparedness apathy of the American people and by the urgent necessity of their awakening fully to these dangers. Young men from all over the land have, voluntarily or thru selective service, left their homes and employment for mili-



Samuel S. Lewis

tary and naval training. Sacrifices and extra burdens have been imposed, old factories expanded, new factories erected (See FAIRS AND DEFENSE on page 104)

Iowans Pledge All-Out Efforts

DES MOINES, Dec. 20.—Fair Managers Association of Iowa at close of its annual session in the Hotel Savary here on December 10 adopted resolutions pledging all possible aid to the nation in winning the war. Annual banquet Wednesday night was declared the most successful in the history of the association.

Entertainment program presented was without doubt one of the best the association has ever staged. Bruce Jordan was the capable emcee and the show included several entertaining routines by the Harriett McGivern Dancers; Ronnie and Mary Norman, clever acrobats; Daredevil Dault in thrilling gymnastic stunts; Terry Trina, graceful dancer; Bonella Troupe, excellent teeterboard act, and Bruce Jordan, barnyard imitations. Music was furnished by Joe Garzo and his band.

State Board Session

State Fair Board met at 9:30 a.m. Wednesday with President J. P. Mullen in the chair. Following the president's address and the reports of Secretary L. B. Cunningham and Treasurer N. E. McBeath, submitted in printed form, Frank Harris discussed the proper method of filling out forms in applying for State aid. Addresses were delivered by W. Earl Hall, editor of *The Mason City Globe-Gazette*, and Virgil M. Hancher, president of the University of Iowa, Iowa City. Bob Burlingame, Des Moines, addressed the afternoon session on *World Conditions Today*.

President Mullen, Fonda, was re-elected president and Frank E. Sheldon, (See IOWANS PLEDGE AID on page 104)

Dallas To Proceed Under War Set-Up

DALLAS, Dec. 20.—Newly elected officials of the State Fair of Texas and directors discussed plans to hold the 1942 54th annual under wartime conditions at their annual meeting and election in the Baker Hotel here on December 15.

Harry L. Seay was re-elected president and Hugo Schoellkopf and T. M. Cullom were named vice-presidents. Secretary Roy Burpard and Fred F. Florence, treasurer, were re-elected. C. A. Tatum was elected to the fair's junior board of directors.

President Seay told directors that the management would perfect 1942 plans on the assumption that the army would not need the fairgrounds. Army has plans for establishing barracks in State Fair buildings and for converting grounds into a camp. He said information obtained from discussions with Canadian fair officials showed that attendance at Canadian fairs increased 40 per cent since war began. He also (See DALLAS TO PROCEED on page 104)

No 1942 Burlington Annual; Ordinance Expansion Factor

BURLINGTON, Ia., Dec. 20.—It has been decided not to hold a Burlington Tri-State Fair in 1942 because of reasons beyond control of Burlington Tri-State Fair Corporation, reported Secretary A. L. Biken. Grounds are being advertised for sale and bids have been asked, he said, but if bids are not satisfactory grounds will be retained and a 4-H Club show will be staged.

Near-by ordinance plant has taken 20,000 acres of the best farm lands in the area and about 200 families lost their homes. Many of the families were fair patrons. Heretofore the fair corporation, which owns 42 acres, leased from an estate 20 acres which are now for sale.

★ ★ LET'S GO, AMERICA!—Keep Old Glory Flying! ★ ★

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Un-American Performers

The following is reprinted from our column of October 4:

FROM time to time this column gets reports of back-stage controversies arising from mixed nationalities and mixed sympathies. No reporter worthy of the name likes to give the dignity of print to sensational and therefore highly readable, juicy items that are not, however, accompanied by conclusive proof of guilt. The word guilt is not used in the criminal sense because it is not a crime to air one's views. Nevertheless, freedom of speech has its limits, even in a democracy like ours.

This nation has gone on record in a very definite way as favoring, with "more than mere words," England and the Allies in their struggle with the Axis powers. The great country called the United States is, by its actions, if not technically, at war with the Axis on the side of Britain and her supporters. That we are not in bloody or shooting war (even the navy is by Presidential decree) is no argument. We have just passed the highest tax legislation in our history. We all know what this astronomical money is for. Any performer, alien or naturalized, who talks or acts in a manner that is inimical to the interests of the United States does not deserve to get employment on our soil and his activities should be reported to the proper authorities.

It is up to bookers to see that work by such "suspicious characters" is not handed out. Bookers know well enough which of their artists are in this category. As a matter of fact, employers owe it to themselves and their country to investigate anyone about whom the least suspicion revolves. Buyers (fairs, etc.) can help by boycotting performers and troupes when and if reports about them prove founded.

This does not mean that anyone and everyone born abroad is to be immediately put down in the books as a subversive element. Hotheads are reminded that many of our foreign born happen to be among the best Americans.

Frank Soper, until recently with RKO in its Boston office, has joined Al Martin, New England booker, as production man and assistant, according to Arthur P. Brunner, Martin's press agent. Soper had been on tour with an RKO unit in the South. His main duties will be in the production of units which will be developed for outdoor dates. Martin's office announced that it has signed several fairs "which have asked for big production units this year."

The Frank Wirth Booking Association has been awarded the contract to furnish a revue, seven acts and a band at

the Steuben County Fair, Bath, N. Y. Wirth has supplied the attractions as this spot for the last three seasons.

Central Wisconsin State Fair, Marshfield, has booked an Ernie Young revue as night feature. John Sloan's auto races are carded for one afternoon.



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 9 and 10, Imperial Hotel, Portland. H. B. Chingreen, president, Molalla.

Washington Fairs' Association, January 9 and 10, Imperial Hotel, Portland, Ore.

Kansas Fairs Association, January 13 and 14, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glaxco.

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, Beak's Hotel, Norway. J. S. Dutter, secretary, Lewiston.

Minnesota Federation of County Fairs, January 14-16, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Georgia Association of Agricultural Fairs, January 15, Dempsey Hotel, Macon. E. Boss Jordan, secretary, Macon.

South Carolina Association of Fairs, January 17, Wade Hampton Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

North Carolina Association of Agricultural Fairs, January 18, Sir Walter Hotel, Raleigh. W. H. Dunn, secretary, Wilson.

Western Canada Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. St. W. Johns, secretary, Saskatoon, Sask.

Canadian Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Walter D. Jackson, secretary, London, Ont.

Western Canada Fairs Association, January 19-21, Royal Alexandra Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Michigan Association of Fairs, January 20-22, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

North Dakota Association of Fairs, January 22 and 23, Dacotah Hotel, Grand Forks. G. A. Ottinger, secretary, Jamestown.

Nebraska Association of Fair Managers, January 26 and 27, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.

Virginia Association of Fairs, January 26 and 27, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Rocky Mountain Association of Fairs, January 25-27, New Florence Hotel, Missoula, Mont. J. M. Suck-steff, secretary, Sidney, Mont.

Pennsylvania State Association of County Fairs, January 29 and 29, Americus Hotel, Allentown. Charles W. Swoyer, secretary, 528 Court Street, Reading.

Wisconsin Association of Fairs, January 28-30, Hotel Schroeder, Milwaukee. James F. Malone, secretary, Beaver Dam.

Association of Tennessee Fairs, February 3 and 4, Noel Hotel, Nashville. O. D. Mass, secretary, Cookeville.

Texas Association of Fairs, February 5-7, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

New York State Association of County Agricultural Societies, February 10, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

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.

A MERRY CHRISTMAS

and a

PROSPEROUS NEW YEAR

to all our friends

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HUSTREI TROUPE

HIGH WIRE ACT

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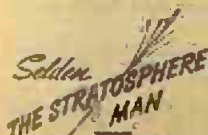
Write or Wire



Stock Show for Greenwood

GREENWOOD, Miss., Dec. 20.—Plans are perfected for the first annual Delta Livestock Show to be held here in the spring. Drive has been opened to secure necessary funds for permanent grounds and buildings. Greenwood gets the show for at least 10 years, said C. E. Humphrey, committee chairman. Association sponsoring the show promised to bring up the level of stock raising so as to compete with cotton.

Best Holiday Wishes



Write: Highest Aerial Act
Representative—Barnes-Carruthers

Sensational and breath-taking night of fun, from beginning to end. 500 Ft. "Bike for Life." Never fails to attract large crowds. NOW BOOKING 1942 DATES. Permanent Address Care of The Billboard, Cincinnati, Ohio.

Minnesota Federation Asks That Showmen Affiliate

ST. PAUL, Dec. 20.—When Minnesota Federation of County Fairs meets here on January 14-16 it is expected that many showmen and concession men will have become associate members of the federation. At a recent meeting of the federation board it was decided that everyone furnishing or selling shows, rides, concessions or attractions to county fairs should be asked to become associate members.

"The board feels that by making concession people associate members it will promote mutual interests and co-opera-

tion," said Secretary Lewis Scofield. Associate members, who will pay dues of \$10 per year, are to be given a membership card and a location card, 10 by 10 inches, to be used at the door of their display room.

McKENNEY, Tex.—Collin County Fair here was one of the most successful in years, with increased exhibits in nearly every department. Dairy cattle, horse and mule shows were outstanding. Junior Chamber of Commerce sponsored two booster trips, visiting 18 communities. Extra buildings were erected to house this year's livestock show. Doc Lang's Famous Shows provided the mid-

Fairs Take Huge Upswing

STIMULATED by defense spending, and the desire of the populace to get their minds off world conditions, State and county fairs in the United States and Canada experienced one of the most successful years in their long history. Except in isolated localities where annuals were affected by adverse weather conditions and an infantile paralysis epidemic of mild proportions which necessitated banning children, fairs by the hundreds set new records for attendance and receipts. Chances close to the fair scene determined total attendance this year at 60,000,000, an increase of about 5,000,000 over last year, in itself a better-than-average season, and a 25 per cent increase over the 50,000,000 average for the past five years. In stride with attendance was spending.

Industrial workers, their purses bulging as a result of record wages in defense industries, and farmers, well upholstered with the long green because of good crops and above-average prices for produce, spent generously at grandstands, midway and the thousand and one eating and novelty stands which are established parts of the modern fair. Meritorious carnivals played to extremely heavy business, as did attractions before the grandstand. Of particular interest and a point which should not go unheeded by fair managers, was the fact that grandstand shows of unusual quality and diversification in most cases played to record business and frequently had to turn crowds away. All in all, attractions, showmen, concessionaires and exhibitors had a year far better than average, and one they found extremely useful after a number of mediocre seasons.

Canada Carries On

Decision of the Dominion Department of Agriculture in 1940 to eliminate all grants to fairs for the duration of the war was at first believed to have been a body-blow which those in charge of Canadian annuals could not survive, but with courage characteristic of the people they depended upon their ingenuity to finance and house their events, and in the majority of cases 1941 exhibitions were bigger and better than ever before. In a number of cases where fair plants were taken over for the training of servicemen the annuals were housed under canvas, with notable success. On other fairgrounds partial use of plants for military training, the ensuing cramped conditions, failed to interfere with success of the exhibitions.

Defense Exhibits Stressed

An outstanding feature of the season and a preview of what will undoubtedly grow to huge proportions in 1942 and possibly several years thereafter was presentation of defense exhibits at some leading fairs, notably Canadian National Exhibition, Toronto; Eastern States Exposition, Springfield, Mass., and York (Pa.) Interstate Fair. They were reported as being excellent drawing cards and morale builders. At the CNE there was a working display of the Department of Munitions and Supply in the electrical and engineering building. Equipment made there was turned directly into the war production line. Planes, tanks, gun carriers, universal carriers, ambulances and other mechanical war vehicles were on exhibit in the automotive building, while in another building was shown Bren guns in process of manufacture and the interior of a Canadian corvette with its engine operated by electric power. CNE carried on by all departments, but with emphasis on Canada's war effort. Acoust was on defense at ESE this year, which drew a new high of 332,516. Grounds bristled with guns and teamed with soldiers and every exhibit echoed this keynote. Plans had been made to celebrate the fair's silver jubilee, but officials received a letter from President Roosevelt approving a plan to have defense industries make use of the grounds. Immediately officials discarded original plans and swung into action on the new theme. War Department ordered the Coast Artillery (Anti-Aircraft) to the grounds and 2,000 men were there. They arrived in 300 trucks with all equipment. Each afternoon they staged retreat in the race track infield and at night demonstrations of the workings of the unit were put on. York's exhibit, while on a smaller scale, nevertheless received much favorable com-

ment and served to emphasize the importance of an impregnable defense.

Big Ones Show Gains

In the Western Canada Class A Circuit heavy business and attendance were recorded. Provincial Exhibition of Manitoba, Brandon, hung up new records, with attendance ahead of every day of 1940. Except for a drizzly opening and a showery finale, weather was brilliant. Calgary (Alta.) Exhibition, and Stampede broke its all-time attendance record of 258,499 set in 1920 with a mark of 267,420 and set a new one-day figure of 69,203. Heavy midway business was done. Edmonton (Alta.) Exhibition was hit by an intense heat wave and when final attendance was tabulated it was found to be 10,000 less than the 145,500 reported in 1940. Slight increase was reported for midway business. Albia Saskatoon (Sask.) Exhibition ended in rain, attendance was 78,893. Paid grandstand attendance was 49,125, 815 more than in 1940, and receipts from general admissions, parking, midway and concessions exceeded estimates by a considerable margin. Regina (Sask.) Agricultural and Industrial Exhibition had rain on all except two days, holding attendance to 104,434, compared with 128,876 in 1940, and grandstand attendance of 57,303 was about 2,000 below the 1940 figure.

Sold-out grandstands featured the best attended and most profitable annual in the history of North Montana State Fair, Great Falls, and receipts were up in every department. Records made by grandstand and midway combined to give Iowa (Mich.) Free Fair its biggest attendance, estimated at 350,000, no against about 325,000 in 1940 and several single-day grandstand records were set. Illinois State Fair, Springfield, maintained a strict pay gate for the first time, in memory of residents and 437,846 paid to enter. Total attendance was 924,959, accounted for by free days for children and veterans. Attendance at Iowa State Fair, Des Moines, was 227,363, less than 10,000 short of the all-time record. There was a net profit of 478,000. Ohio State Fair, Columbus, had paid attendance of 286,685 as compared with the record 1939 mark of 258,088 and grandstand receipts of \$85,500 set a new high.

More Gate Peaks

New turnstile record of 670,260 was set by Wisconsin State Fair, Milwaukee. Previous high was 650,954 in 1939. Generally fair weather prevailed and with few exceptions the grandstand was packed afternoon and night. Improved spending went hand in hand with hiked attendance. Central Canada Exhibition, Ottawa, suspended in 1940, had total attendance of 247,794, over 10,000 more than the 1939 figure and achieved despite rain two afternoons and nights. Rain failed to dampen the ardor of Missourians, 222,112 of whom paid to attend Missouri State Fair, St. Louis, also there were three days of heavy rain. Grandstand attendance was heavy. Big increases in many departments, with records broken daily, marked Quebec Exposition Provinciale. Grandstand presentation was credited with increasing night show attendance more than 10,000 over 1940 despite adverse weather. New York State Fair, Syracuse, set an all-time attendance record with a gate of 880,054, over 100,000 more than the previous nine-day record of 272,883 in 1940 and exceeding the record for a 13-day fair made in 1938 with attendance of

363,770. All attendance records were shattered by Minnesota State Fair, St. Paul, with a mark of 762,228. Previous record was 706,241 in 1939.

Ending in a downpour, Canada Pacific Exhibition, Vancouver, drew 371,960, nearly reaching previous mark of 381,681 set in 1938. Featuring a \$37,000 talent budget, California State Fair, Sacramento, broke its high attendance record of 713,393 in 1940 with 748,393. Profit of about \$100,000 was recorded by Indiana State Fair, Indianapolis, which bucked rain on five days and set a new attendance figure of 486,928. Canadian National Exhibition's estimated 2,100,000 was a record breaker. Michigan's 11-day State Fair at Detroit drew 689,333, setting a new record for a pay gate, exceeded only by the 16-day 1938 fair. Kentucky State Fair, Louisville, had large increases in all departments and was the most successful in history. Reading (Pa.) Fair, while restricted because of a polo ban of children under 16, had one of its biggest years. Clay County Fair, Spencer, Ia., rang up a new gate record of 172,200 despite some unfavorable weather. Brockton (Mass.) Fair experienced flurries weather and had attendance of 206,318, the first time in years the gate reached the 200,000 mark. Kansas Free Fair, Topeka, drew an estimated 420,000 and set new marks for midway and grandstand receipts. All records were shattered with attendance of 171,300 and receipts were lifted 54 per cent at Soginaw Fair and Michigan Farm Products Show. Colorado State Fair, Pueblo, drew 148,000 and midway gross was up 10 per cent. Timonium (Md.) Fair drew an estimated 330,000 and part-mutuel handle was up 40 per cent over last year's record of \$1,373,829. Unofficial attendance at Rutland (Vt.) State Fair was 190,000, increase of about 13,000 over 1940.

Southern Annuals Up

Despite rain or threat of rain on four days, Alabama State Fair, Birmingham, set a new attendance mark of 347,423 and midway gross of \$80,178 was up

about \$18,000 over last year. Greater Greensboro (N. C.) Fair had attendance of 175,000, largest in history, and the grandstand did capacity business. Oklahoma Free State Fair, Muskogee, pulled an estimated 270,000 in an all-week run, about 23,000 under the 300,000 estimated for 1940. Southern Louisiana State Fair, Donaldsonville, drew 85,000 despite two days of heavy rain. Last year 90,000 attended. Kansas State Fair, Hutchinson, drew an estimated 320,000, compared with 225,000 last year and was one of the most successful as to gate receipts. Children were barred at Tennessee State Fair, Nashville, because of the prevalence of polio and attendance of 94,074 represented a 17 per cent drop, but midway receipts were up.

New attendance record of 600,249 was set by Los Angeles County Fair, Pomona, Calif., and heavy takes were reported for the midway and grandstand. An all-time turnstile record was made by Virginia State Fair, Richmond, drawing 246,791. Good weather helped Oklahoma State Fair and Exposition, Oklahoma City, to a new gate peak of 337,601 compared with the previous high of 298,289 set in 1939. Pulling crowds estimated at 250,000, Mississippi Free State Fair, Jackson, went over the average of 226,000 for the past five years. Southeastern Fair, Atlanta, set a new total attendance record of 720,537, about 75,000 more than the 1940 gate mark. State Fair of Texas, Dallas, broke its 1940 attendance record by 130,080, setting an all-time mark of 1,252,597. Mid-South Fair, Memphis, had unfavorable weather on four of eight days, but its 222,583 attendance set a new record. North Carolina State Fair, Raleigh, set a new record with an estimated attendance of 230,000. Estimates placed total attendance at Louisiana State Fair, Shreveport, at about the same as last year's record-breaking 314,862. Rain and chilly weather prevented Southern States Fair, Charlotte, N. C., from breaking its high attendance mark of 210,000 set last year. Attendance was announced at 203,000.

Fair Chronology

(Data in Condensed Form From Files of The Billboard, December, 1940, to December, 1941)

TENN. NET UP—Profit for 1940 Tennessee State Fair, Nashville, was greater than that of 1939 despite lower attendance, said Manager Phil C. Travis.

IAPA MAKES CHANGES—Sweeping changes in by-laws, calling for seven-zone set-up in the United States and Canada, together with an increase in dues to \$80 and \$30 for respective nations to allow more funds for committee, field and missionary work, highlighted the 60th anniversary convention of the International Association of Fairs and Expositions on December 1-4 in Hotel Sherman, Chicago. Charles W. Green, St. Louis, Mo., was elected president.

IA. WOULD VOID TAX—Resolution was adopted at annual meeting of Fair Managers' Association of Iowa in the Savery Hotel, Des Moines, on December 9 and 10 to seek aid in having a government ruling exempting fairs from payment of Social Security tax, effective January 1, 1940, made retroactive for 1937-'39. J. Howard Peterson was elected president.

DALLAS NET BIG—Report on December 9 for State Fair of Texas, Dallas, showed 1940 net profit of \$72,223. Stockholders recommended expenditures of \$30,000 for permanent improvements and creation of a reserve for emergencies.

BEAM-WOOLFOLK COMBO—B. Ward Beam, thrill show producer, joined Boyle Woolfolk Agency in December as a partner in fair booking, combo to be known as Boyle Woolfolk Booking Agency and B. Ward Beam.

WPA IVOS MUTUEL FUNDS—Western Fairs Association, meeting in the Palace Hotel, San Francisco, December 11-14, approved continuance of distribution of part-mutuel revenue to California State Fair, Sacramento, and 60 county fairs and voted opposition to any move to divert funds from present

channels. President Ed G. Vollman and other officers were re-elected.

BADGERS OPTIMISTIC—Optimism over 1941 prospects was voiced by members of Wisconsin Association of Fairs, meeting in the Hotel Schroeder, Milwaukee, on January 8-10. President A. W. Kalbus and other officers were re-elected.

KAN. TALES CARNIVALS—While admitting that carnivals are the best means of attracting patrons, members of the Kansas Fairs Association in annual session in the Hotel Jayhawk, Topeka, on January 7 and 8 complained that some carnivals are guilty of practices which have hurt some small fairs. D. Lynn Livers was elected president.

IND. TALKS INSURANCE—Public liability of fair associations and whether they have adequate insurance protection were main topics at annual meeting of Indiana Association of County and District Fairs in the Lincoln Hotel, Indianapolis, on January 9-8. President W. C. Manrow and other officers were re-elected.

ORE. SEEKS PROTECTION—Oregon Fairs Association at its 13th annual meeting in the Imperial Hotel, Portland, January 10 adopted a resolution that carnival owners or attraction producers have certificate of membership in the association before any business is done with them, and that members deal only with association members in good standing.

MINN. ELECTS THIAS—At one of the most heavily attended annual sessions in history of Minnesota Federation of County Fairs in the Lorry Hotel, St. Paul, January 15 and 16 in conjunction with the State Agricultural Society, Fred D. W. Thias was elected president.

COOPER TROPHY AWARDED—From County Fair, Georgetown, O., was judged

ent Ohio county fair in 1940" and was awarded the annual Myers V. Cooper trophy at the banquet of Ohio Fair Managers' Association, which closed a three-day session in the Deahler-Walligk Hotel, Columbus, on January 10. R. C. Barnes was named president.

CAN. CARRIES ON—Decision to carry on thru the war and award amusement contracts to Canadian interests, as far as possible, marked annual meeting of Western Canada Association of Exhibitions (Class A) and Western Canada Fairs Association (Class B) in Fort Garry Hotel, Winnipeg, January 20-22.

INSTRUM ELECTED—Arnell Engstrom, secretary of Northwestern Michigan Fair, Traverse City, was elected president of Michigan Association of Fairs at the annual meeting in Hotel West/Speiby, Detroit, January 21-24. He succeeded Robert P. Buckley, Bad Axe, retired.

GA. WORKS ON TAXES—Committee was named at the 20th annual meeting of Georgia Association of Agricultural Fairs in Hotel Dempsey, Macon, January 17 to work for legislation relieving fairs from State taxation. L. C. Sumner was elected president.

WASH.-ORE. JOIN—At annual meeting of Washington Fairs' Association on January 10 and 17 in New Washington Hotel, Seattle, delegates accepted a proposal to meet hereafter with Oregon Fairs' Association as a co-operative gesture to attractionists. President Chapin D. Foster and other officers were re-elected.

N. E. OPTIMISTIC—With banquet attendance over 225, near-record registration and the largest attractionist turnout in history, the 31st annual meeting of Massachusetts Agricultural Fairs' Association closed two-day deliberations on January 22 in the Hotel Bradford, Boston, and participants left optimistic over the 1941 outlook. Robert P. Trask, Topsfield, was named president.

ME. PICKS WHEELER—Over 375 attended the 29th annual meeting of Maine Association of Agricultural Fairs in the Augusta House, Augusta, on January 17, when Stanley M. Wheeler was elected president.

TENN. ELECTS BENNETT—J. H. Bennett was elected president of Association of Tennessee Fairs at its 19th annual meeting in the Noel Hotel, Nashville, on January 21 and 22, highlighted by adoption of resolutions requesting further State aid, that fairs feature national exhibits and Tennessee Valley Authority displays and that State aid not be given projects other than agricultural fairs.

S. C. CONTRACTS—J. Cliff Brown was elected president of South Carolina Association of Fairs at the 12th annual meeting in the Jefferson Hotel, Columbia, January 22, and a number of contracts with attractionists were announced.

ILL. MEET 'BIG—The 31st annual meeting of Illinois Association of Agricultural Fairs drew over 300 representatives from 32 fairs at sessions in the Hotel Abraham Lincoln, Springfield, on January 29 and 30. President E. E. Irwin and other officers were re-elected.

PA. RE-ELECTS—President William Brice Jr. and other officers were re-elected at annual convention of Pennsylvania State Association of County Fairs on January 30 and 31 in Penn Harris Hotel, Harrisburg.

VA. TOLD TO ADJUST—In an address before members of Virginia Association of Fairs on January 27 and 28 in Hotel John Marshall, Richmond, John R. Hutcheson, State director of extension service, said the next 10 years would prove vital to the destiny of the nation because of the war and that fair men who could not adjust during the period would adjourn. President Charles A. Seema and other officers were re-elected.

SHOW STEPS OUT—Dr. Linwood W. Snow, under whose management Michigan State Fair, Detroit, in 1940 operated at a reported profit for the first time in history, tendered his resignation to Gov. Murray D. Van Wagener on February 1.

MISS. FOR NEW SCHEDULE—Mississippi Association of Fairs in annual meeting in the Edwards Hotel, Jackson, on January 21 and 23 favored a schedule under which all county fairs in the State would precede district fairs, and all district fairs would precede the State Fair so as to give attractionists better booking breaks.

N. C. WOULD FIX CLASSES—Classification of fairs by fixed standards and State appropriations, to supplement premiums given by county agricultural fairs meeting specifications were recommended to the General Assembly in resolutions at the annual meeting of North Carolina Association of Agriculture Fairs

in Sir Walter Hotel, Raleigh, January 24 and 25.

REED LOGS NEW POST—Joint annual meeting of Nebraska Association of Fair Managers and State Board of Agriculture in the Lincoln Hotel, Lincoln, on January 27-29 was highlighted by the stopping down of Perry Reed, State Fair secretary since 1933, and a county-fair fostered bill for reorganization of the State board, introduced in the unicameral Legislature.

RECORD RM TURNOUT—Record registration of 66 fair representatives and 32 attractionists was made at the 10th annual meeting of Rocky Mountain Association of Fairs in the Hotel Rainbow, Great Falls, on January 26-28, when Frank Barnum was elected president.

N. D. SEEKS GAINS—To improve their annuals, members of North Dakota Association of Fairs at the annual meeting in the Waldorf Hotel, Fargo, on January 23-25 decided to press the Legislature for passage of a pari-mutuel measure and another to provide that the State appropriate \$20,000 to maintain fairs.

DUNN SUCCEEDS TEMPLETON—Paul Dunn, Indianapolis Republican, succeeded Harry C. Templeton in February as manager of Indiana State Fair, Indianapolis.

ORANGE PETE BIG—Florida Orange Festival, Winter Haven, on January 27-February 1 was the most successful in history. Attendance was 101,352, and margin of receipts over expenditures was so great that interest charges were able to be met and guarantors were not called upon to pay a cent, officials said.

TEX. MEET PULLS—Annual meeting of Texas Association of Fairs in the Adolphus Hotel, Dallas, on January 31-February 1 had delegates from 56 fairs and many attractions people who attended reported signing contracts.

WY. SEEKS 4000—At annual meeting of Western New York Fair Managers' Association on February 5 in the Hotel Lafayette, Buffalo, interest centered on a resolution opposing omission of an additional \$150,000 from the governor's budget derived from State pari-mutuels and designed to reimburse fairs for premiums and purses paid in 1940 fairs.

CANADIAN SECS ELECT—Delegates to the 17th annual meeting of Canadian Association of Exhibitions in the Royal York Hotel, Toronto, February 7 and 8 elected Sydney G. McLennan president.

HENDRIX ELECTED—At the two-day Idaho State Fairs' Association meeting in mid-February in the Rogerson Hotel, Twin Falls, William Hendrix was elected president.

607,177 TAMPA OATE BEST—Florida State Fair, Tampa, February 6-15, had total attendance of 607,177, compared with 556,224 in 1940, biggest previous year, and gate gross was reported up \$5,000 over 1940.

WARD NEW ILL. PILOT—E. S. (Gene) Irwin, the past six years manager of Illinois State Fair, Springfield, was succeeded early in March by William V. Ward, thru appointment by Gov. Dwight H. Green.

OLMSTED DIES—Harry A. Olmsted, 67, six times president of State Fair of Texas, Dallas, and director-general of Texas Centennial Exposition, died March 6 in Dallas.

YOUNGBLOOD IN AT MICH.—Bernard J. Youngblood, formerly manager of the Secretary of State's office, was named manager of Michigan State Fair, Detroit, in March by Gov. Murray D. Van Wagener.

NEW FORT WORTH MARK—Reported attendance of 375,000 at Southwestern Exposition and Fat Stock Show and Rodeo, Fort Worth, March 7-10, was a new mark for the annual, exceeding the record made in 1940 by 49,000.

RIDDICK DIES—Clarence T. Riddick, 51, treasurer and assistant general manager of Virginia State Fair, Richmond, died April 29 in that city.

CAYCE DEATH—James A. Cayce, 57, a director of Tennessee State Fair, Nashville, who had charge of amusement and publicity departments, died May 20 in that city.

DANZIGER LEAVES ESE—Resignation of Milton Danziger, since 1923 assistant general manager of Eastern States Exposition, Springfield, Mass., was accepted on May 19.

ARK. TAX EXEMPTS FAIRS—Two per cent retail sales tax in Arkansas was broadened to include sale of admissions to all places of amusement except State, county and township fairs.

WAY GETS TULSA POST—William B. Way, general manager of the International Petroleum Exposition since 1929, was elected secretary-manager of Tulsa (Okla.) State Fair on July 1, succeeding Hade E. Bridgce, resigned.

CANADIAN LOOP GAINS—Fairs comprising Western Canada Association of Exhibitions, Brandon, Man.; Edmonton, Alta.; Calgary, Alta.; Saskatoon, Sask.; and Regina, Sask. in general were highly successful, some attendance and receipts records being broken. Rain hurt gates at some.

CLASS A SET FOR 1942—Threat of a collapse of Western Canada Circuit in 1942 because of the war and government use of fair buildings was averted. Officials of the five annuals met in Regina, Sask., July 31 and decided to carry on.

GREAT FALLS SOARS—Sold-out grandstands featured the best attended and most profitable annual in the 11-year history of North Montana State Fair, Great Falls, August 4-8. Receipts went up in every department.

NEW IONIA HIGHS—Records made by grandstand and midway combined to give Ionia (Mich.) Free Fair, August 11-16, its biggest attendance, estimated at 350,000 as against 325,000 in 1940.

ILL. PAY OATE BIG—For the first time in memory, Illinois State Fair, Springfield, August 9-17, maintained a 25-cent pay gate and 437,840 visitors paid. Total attendance was 624,950.

425,560 AT IOWA—Iowa State Fair, Des Moines, August 22-29, drew 427,993, fourth largest attendance in its 87-year history and but 10,000 short of the all-time 1929 mark.

O. SETS NEW RECORDS—Ohio State Fair, Columbus, August 23-29, had paid attendance of 236,285, compared with the previous record of 238,085 set in 1939, and grandstand receipts of \$53,500 bested the 1931 all-time high of \$24,500.

OTTAWA BEATS '39—Central Canada Exhibition, Ottawa, August 18-23, drew 247,794 despite rain two afternoons and two nights, about 17,000 more than in 1939, last year's annual having been suspended.

SEDALIA PUT OVER BIG—The 41st Missouri State Fair, Sedalia, August 17-24, had paid admissions of 222,112, an increase of 3,338 over 1940 despite three days of heavy rain.

676,288 NEW WIS. PEAK—New attendance mark of 676,288 was set by Wisconsin State Fair, Milwaukee, August 18-24, compared with the previous 1939 high of 630,944.

NEW SYRACUSE TOP—New York State Fair, Syracuse, August 24-September 1, set an all-time gate mark of 380,034, about 108,000 over the previous nine-day record of 1940.

MINN. GOES TO 762,228—Minnesota State Fair, St. Paul, August 23-September 1, drew 762,228, compared with the 1939 record of 706,241.

VANCOUVER IN PEAK—Ending in a downpour, Canada Pacific Exhibition, August 26-September 1, attracted attendance of 371,000. All-time record was 381,681 in 1938.

NAMES DRAW AT CALIF.—Featuring a \$37,000 talent budget, which included name attractions, California State Fair, Sacramento, August 29-September 7, broke its 1940 gate record of 713,625 with attendance of 748,939.

IND. WHIPS RAIN FOR MARK—Indiana State Fair, Indianapolis, August 25-September 3, came closer to the 600,000 mark than ever before with a paid gate of 486,926.

ONE GATE OVER 2,000,000—Gratified with a paid gate of 1,639,000 at Canadian National Exhibition, Toronto, August 22-September 6, officials announced total attendance was greatest in history, 2,100,000, and showmen said business was best since 1929.

689,193 AT DETROIT—Paid attendance of 689,193 at Michigan State Fair, Detroit, August 27-September 7, was exceeded only by the 16-day count at the 1938 fair.

NEB. BIZ SPORTS—Business at Nebraska State Fair, Lincoln, August 31-September 5, was best since 1929 and attendance was best since 1938.

BIG KY. GAINS—Kentucky State Fair, Louisville, September 7-13, had large increases in all departments and was most successful in history. Attendance was 235,137, compared with 186,150 last year.

BROCKTON PASSES 200,000—For the first time in memory, Brockton (Mass.) Fair, September 7-13, rode thru with flawless weather and for the first time in years passed the 200,000 gate mark with 208,218.

TOPEKA HAS ALL-TIMER—Kansas Free Fair, Topeka, September 7-13, set all-time records on grounds, midway and grandstand. Estimated attendance was 420,000, compared with 250,000 in 1940.

TIMONIUM TAKE HOLDS—Timonium (Md.) Fair, August 31-September 11, had a 40 per cent increase in pari-mutuel handle over the \$1,378,836 of 1940 and

other departments showed similar gains. Attendance of \$30,000 represented a drop of about 15 per cent, attributed to polo and exaggeration of previous figures.

PEAK FOR N. J.—New Jersey State Fair, Trenton, September 21-27, had record attendance of 394,746 and gate receipts of \$68,431, with grandstand shows playing to 73,000 compared with 60,000 in 1940. Attendance last year was 238,021.

KANSAS STATE UP—With attendance estimated at 320,000, compared with 225,000 in 1940, Kansas State Fair, Hutchinson, September 14-19, was one of the most successful as to gate and receipts.

DE PUE TO GRAND NATIONAL—Harold P. de Pue, for 10 years secretary-manager of North Montana State Fair, Great Falls, was made general manager of Grand National Livestock Exposition, San Francisco, in September.

BAKER GETS MO. POST—Ernest W. Baker was appointed secretary-manager of Missouri State Fair, Sedalia, succeeding Charles W. Green.

NEW ESE HIGH—Eastern States Exposition, Springfield, Mo., September 14-20, celebrated its silver jubilee by topping its 1939 high of \$13,370 by \$9,172.

NASHVILLE BIZ HOLDS—Altho attendance of 94,078 at Tennessee State Fair, Nashville, September 15-20, was over 47 per cent below the 1940 gate, blamed on prevalence of polo which caused a ban of children, midway business was nearly equal to that of 1940.

POMONA HITS 800,249—Los Angeles County Fair, Pomona, Calif., September 12-28, broke its record for a 20-year period with attendance of 800,349 and grandstand business exceeded exports, Mo.

NEW RICHMOND RECORD—All-time attendance record of \$44,791 was set by Virginia State Fair, Richmond, on September 22-27, previous mark set in 1939 being 225,339.

NEW OKLA. CITY MARK—Oklahoma State Fair and Exposition, Oklahoma City, September 20-27, clocked off a new attendance record of 337,951. Previous high was 298,660 in 1929.

KNOXVILLE IN PEAK—Tennessee Valley A. and I. Fair, Knoxville, September 22-27, had estimated attendance of 212,000, 5 to 10 per cent over last year's 200,000.

BRAM IN ALL-TIMER—All-time attendance record of 347,423 was set by Alabama State Fair, Birmingham, on September 29-October 4 despite rain or threats of rain on four days. Previous mark was 343,546 in 1940.

RAIN HITS MUSKOGEE—Oklahoma Free State Fair, Muskogee, drew an estimated 275,000 despite daily rain, about 25,000 below 1940.

GREEN GETS ARIZ. POST—Charles W. Green, president of the International Association of Fairs and Expositions, who retired in September as secretary-manager of Missouri State Fair, Sedalia, was made special assistant to the new Arizona State Fair Commission in conducting the 1941 State Fair at Phoenix.

YORK BATTLES POLIO—York (Pa.) Interstate Fair, September 30-October 4, was hit by polio epidemic conditions, but succeeded in drawing 137,033. Last year's attendance was 241,828.

TWO GREENSBORO HIGHS—Greator Greensboro (N. C.) Fair, September 29-October 4, had record attendance of 175,000 and capacity grandstand business at each showing.

DALLAS GATE TOPS—State Fair of Texas, Dallas, October 4-12, broke its 1940 attendance record by 130,030, drawing in all-time high of 1,252,827. Gross of the independent midway was reported at 50 per cent over the organized zone of 1940 and grandstand shows drew heavily.

MEMPHIS IN NEW HIGH—Mid-south Fair, Memphis, October 11-18, broke all attendance records with a draw of 231,593 despite unfavorable weather on four days.

MACON MAKES GAINS—Georgia State Fair, Macon, October 13-16, was best since boom years of the late '30s, with gate receipts about 35 per cent ahead of those of last year and estimated attendance over 100,000.

RALPHOOR COUNTS UP—With perfect weather and defense money, North Carolina State Fair, Raleigh, October 14-18 went to a new estimated attendance record of 235,000 and set marks in midway and grandstand grosses.

ATLANTA HAS GATE MARK—Southern State Fair, Atlanta, on September 20-October 5 set a new total attendance record of 726,537, about 75,000 more than the 1940 gate mark.

MISS. STATE STIRS SUPPORT—With crowds estimated at about 250,000 (See FAIR CHRONOLOGY on page 105)

WFA OFFERS GROUNDS

(Continued from page 100) Fred McCarger, Jerry Carpenter, John Long, John Knezevich and Chet Crank held a conference on publicity.

Delegates PCSA Guests

At noon Thursday members were guests of the Pacific Coast Showmen's Association at a buffet lunch in PCSA clubroom, which had been opened to delegates during their stay here.

Afternoon program included addresses by Julian McPhee, president, California Polytechnic School, on 'We're Learning by Doing'; John Long, manager, California Newspaper Publishers' Association, 'The Newspaper Publishers' Contribution to California'; John Knezevich, newspaper publisher and public relations director, Hollywood Park, 'Observations of Your Fair'; and Robert Wayne Burns, State administrator, National Youth Administration, 'National Youth Administration's Aid to Your Fair'. Jack Afflerbaugh, Los Angeles County Fair, Pomona, chairman; Lou Merrill, Jess Chambers, D. V. Stewart, Guyann Wilson, A. E. Bartel and Leo Spitzbard conferred on space and concessions.

Last day of the convention was opened with a meeting of the Trotting Horse Association and members of Redwood Empire Fair Circuit, of which Clyde Edmondson is chairman. Talks during the morning included 'The Proposed Animal Disease Diagnostic Laboratories', W. C. Jacobson, assistant to the State director of agriculture; 'Laws Pertaining to Your County Fairs', Toland C. McGittigan, Sonoma County district attorney; 'Questions and Answers Pertaining to Rules and Regulations', Hal Smith, deputy chief, Division of Fairs and Expositions; 'Tennessee Walking Horses', Dr. Thomas O. Berger, San Diego, and 'Safety Voice', which gave members an opportunity to air their views.

Re-elected were President E. G. Vollman, Stockton; Jesse H. Chambers, Santa Maria, vice-president; Tavis Palma, Sacramento, secretary-treasurer; James J. Boyle, Los Angeles, field secretary, and three directors: A. E. Bartel, Puyallup, Wash.; J. J. Flaherty, Orlando, Dr. J. N. D. Hindley, Ferndale; Fred McCarger, Salinas, and D. V. Stewart, Imperial. New directors are Milton Taylor, Marysville; A. H. Lee, Gresham, Ore., and Ralph Brown, Santa Rosa.

Friday afternoon the fair managers and PCSA put on an hour show in Parkland Square, across from the hotel, to sell Defense Bonds and Stamps. Office Defense house has been constructed there to take care of sales. Acts offering their services for the show included Charles Soderberg, Monte Montana and Company, Bill Bernard, Charles McCarthy, Joe Warner, Bud Cañon Troupe and Joan Soto. Show was produced by Charles W. Nelson and announced by Eldon Prock and Abe Lofton.

Fair managers' banquet was held in the Rose Room of the Billmore. Show was produced by Nelson, with Leflon emceeing. Attractions appearing included Lorraine Gerard, Charles McCarthy, Herb Wilkins and his orchestra, Hollywood Starlets-Remus, Don Zelaya, Joan Soto, Billy Bernard, Doreen and Douglas, Lorraine Brothers, Sabina's Marionettes, Three Comets, Fulton and Johnson-Hazel, Quinn's Melodiers, Bell Thazzer Trio and Palenberg's Bears.

Saturday Show

While the convention officially ended with the banquet, a jamboree was staged Saturday afternoon by the PCSA for delegates at Rancho Cortez. Nelson produced the show and Lefton announced. On the program were Mrs. Bunn's Six Pony Hitch, Monte Montana Troupe, Coleman and Douglas, Mark Smith's Rancho Cortez Menage Horses, Homer Holcomb and Mortimer Sneed, Sonny Moore's Dogs and Ponies, Rancho Cortez Palomino Homes, Cy Ritter's Disappointed Ford, Bud Carson Troupe, Monte Montana Liberty Drill, Rancho Cortez bareback riding act featuring Janice Kaundsen, and Christine Taylor, Sonny Moore's Comedy Mule, Captain Boy's Police Dogs, Rancho Cortez Liberty horse drill, Four-Sky-High Apollos and Charles Post's Circus Band. Show was viewed by Gene Autry and Jerry Colonna, radio and screen personalities.

Convention registrants numbered 237. While this was not the largest convention, it was said to be the most enthusiastic.

IOWANS PLEDGE AID

(Continued from page 100) Mount Ayr, was renominated vice-president at the annual election here on December 10.

Lloyd B. Cunningham, Creco, was selected again as secretary and N. W.

McBeath, Des Moines, was renominated treasurer. Cunningham was named a year ago as secretary, replacing A. R. Corey, Des Moines, who had held the post 30 years.

Directors elected for two-year terms are W. J. Campbell, Jesup; C. B. Macy, Grundy Center; W. H. Maxwell, Winterset, and John W. Cory, Jr., Spencer, superintendent of speed of Clay County Fair. Cory is a new member. Campbell was opposed by C. J. Knickerbocker, Fairfax, the two directors having been thrown into the same district as a result of congressional redistricting by the last Legislature. Campbell won, 82 to 21. Macy and Maxwell were unopposed. Cory won over O. J. Ditto, Stibitz, 89 to 22.

Holdover directors are E. T. Davis, Iowa City; O. Edelman, Okaloosa; Paul P. Zerliss, Algona, and Carl E. Hoffman, Atlantic, H. L. Pike, Whiting, was dropped as a result of redistricting.

Corey Not Re-Engaged

The board failed to re-engage A. R. Corey, former secretary, who was retained as assistant secretary last year, when Lloyd Cunningham was given the post of secretary. After the meeting it was reported that no action had been taken on Corey and it was explained that he had been retained only for one year. It was reported that he would announce his plans soon.

Attractions People

While there was a good attendance of attractions people, there were fewer than last year. Several newcomers were in evidence. There was no general registration, but among those checked were Baysinger Shows, Mr. and Mrs. Al Baysinger, Eddie Moran; Barnes-Carruthers Fair Booking Association, M. H. Barnes, Sam J. Levy, Ernie A. Young, Rube Liebman, Randolph Arroy; DeWaldo Attractions, H. DeWaldo; Boreas's Shows, Roy Lee; Fair Publishing House, A. H. Siltson; Fuzzell's United Shows, Tom A. Fuzzell; Globe-Poster Corporation, Sunny Bernet; Goodman Wonder Shows, Max Goodman; Hartzler P.-A. System, W. L. Hartzler; McMahon Shows; Northwestern Amusement Company, Julie Miller, Cecelia Wold; Eddie Grady Shows, Kelle Grady, Dannie Ryan; Jay Gould Million Dollar Circus, Jay Gould; National Speedways, Al Sweeney, Gaylord White; International Congress of Durodevilla, B. Ward Beam; Melvin's Shows, A. M. Balderson; Joe Morris Dovel Drivers, Joe Morris; Miller Rodeo, Clyde W. Miller; Dobson Shows, W. O. Dobson; Reeder Sound System, James Reeder; Regalia Manufacturing Company, T. P. A. F. and E. Ted Eichtendoerfer, Frank Sharpe, Frank Van Brockland; Reynolds & Wells Shows, W. J. Lindsay; So's Liberty Shows, Sam Solomon; Gus Sun Agency, W. O. (Billy) Senior, Irving H. Grossman, Marie C. Stokes; E. O. Stants & Company, Russell Green, Marshall Lines; Theatre-Duffield Fireworks Company, Frank P. Duffield, Ray Anderson; Art. B. Thomas Shows, J. H. Ekerson; Dee Lang's Famous Shows, Noble C. Parry; Sunset Amusement Company, K. H. Garman; Triangle Poster Corporation, Jake Shapiro; Williams Thrill Attractions, Mr. and Mrs. Flash Williams; Wyeze Shows, H. L. Wyeze; Williams & Lee, Billy Williams; Boye Woolfolk Attractions, Mr. and Mrs. George Flint, Frank Winkley; WLS Artists' Bureau, George Ferguson; Winkley Thrill Attractions, Frank R. Winkley; Tivoli Exposition Shows, Joe Green; Jimmie Lynch Thrill Shows, Jimmie Lynch, Irish Moran, Eddie Watta, George Crowder; Robinson Concession Company, Ralph W. Glick, Lillian O. Robinson; World of Today Shows, Dennis Pugh, Joe Murphy, Sam Benjamin, Mel Vaughn; S. S. Parkhurst, Mrs. W. H. Huffman, Dorothy Hoover, Joy Roberts, Spies Sisters; Prometheus Tent & Awning Company, J. A. Rogers; Ruth Orr Service, Ruth Orr; Garrett P.-A. System, Mr. and Mrs. Bill Garrett; Low Rosenthal Attractions, Lew Rosenthal, Patricia Kelly; Phil Little, P. M. Shortridge; Monte Montana.

DALLAS TO PROCEED

(Continued from page 100) pointed out that 18 months had been devoted by the army to constructing camps in Texas and that it was unlikely the army would need the fairgrounds as it did in 1917.

Fair was held every year of the World War with the exception of 1918. Other suspensions were during Texas Centennial Exposition in 1936 and Pan American Exposition of 1937.

The 1941 annual was keynoted by its popular national defense program. Military maneuvers and defense exhibits were attractions that helped draw over 1,250,000. Program had a contingent of

the 36th Division from Camp Bowie stationed on the grounds. There were also exhibits by anti-aircraft units from Camp Hulen and tank units from Fort Knox. Navy and the Marine Corps also maintained outstanding exhibits. First public war games ever held by the new U. S. Army were exhibited to tremendous crowds at the fair's stadium, the Cotton Bowl.

FAIRS AND DEFENSE

(Continued from page 100)

and unworked and new mines opened. Notwithstanding this tangible evidence of defense activities, strange as it may appear, in centers of defense industrial activity there exists the greatest preparedness apathy, and this despite the increased hours of labor and bulging pay envelopes. This apparent unconcern is indelibly impressed upon my mind because of the conditions existing in my home city of York which, with a population of approximately 60,000, holds government defense contracts in excess of \$140,000,000. The picture of existing conditions in York County was graphically portrayed in the October 25 issue of The Saturday Evening Post.

I find that defense employees are "so close to the trees they cannot see the forest." While they do their job well, apparently they do not realize how important is each man's work in the national defense program.

To Spotlight Democracy

This local condition suggested to me that a defense exhibit might possibly awaken the public, at least the fair patrons, to the danger which confronts the entire American people, and, above all, bring forcibly home to those engaged in defense industries and activities that the success of preserving democracy depends just as much upon their work as upon those engaged in the active army and naval forces of the country.

After much correspondence with Washington authorities and army corps area officials, we were informed that all military equipment was necessary for army maneuvers and that none was available for fair exhibits. I visited several State fairs which had defense exhibits. While I was disappointed in the type and size of the exhibits, due to army restrictions, it was evident that they were among the major attractions.

Having in mind the continued, marked, preparedness apathy and the failure of federal co-operation in the matter of supplying defense exhibits, we determined to put on an exhibition of locally manufactured defense products. Prior to this time the York manufacturers evolved the well-known "York Plan," widely publicized by the Washington authorities as a system by which a community's industrial resources could be pooled and mobilized, thus permitting the obtaining of larger government defense contracts and the more economical and expeditious fulfillment thereof.

It was of the opinion that the combination of the York Plan and the diversified industries of York would make such an exhibit comparatively easy. I was surprised, however, when the manufacturers were approached to participate in such an exhibit to learn how little they realized that they were making important contributions toward the defense of democracy.

Examples of York defense production read like facts from Robert Ripsey's "Believe-It-or-Not."

It was comparatively easy to interest the manufacturers of anti-aircraft guns, anti-tank guns, trench mortars, ether artillery, as well as manufacturers of mines and depth charges. The same was true with the manufacturers of horse vans for the cavalry, radio vans for the signal corps, ambulances, airplane seats, machine parts for airplane motors, gun mounts, armor plate, shells and projectiles, powder presses for making explosives, machine gun parts, valves for tanks, parts for battleships and destroyers, and refrigeration units for naval vessel army posts and contingents.

Importance Unappreciated

When a roofing manufacturer was approached he laughingly said "we are not manufacturing defense products." It was revealed, however, that in a period of eight months there was shipped from a single plant, paper that would cover a space one yard wide for a distance from New York to San Francisco. This paper was used on the continent of North America, at our advance bases in Iceland, Newfoundland, Puerto Rico, Cuba, Bermuda, Panama and Hawaii.

The wire cloth industry of York area, which shipped 52,450,000 square feet of wire cloth for defense purposes, had 50 be shown that they

were actively engaged in defense work. I found another concern that did not realize that it was making a defense contribution, but in the past year had shipped to the army and navy 2,284,437 pairs of socks. The same attitude was revealed by a shoe manufacturer whose firm supplied the United States Government with hundreds of thousands of pairs of shoes.

A brick manufacturer, who also alleged that he was not engaged in making defense products, put on a very creditable display which indicated that 20,000,000 bricks had been manufactured by his plant alone, which were used in the building of arsenals, proving grounds, defense housing projects and other defense purposes. An artificial tooth manufacturer insisted his product had no place in the defense picture. When it was brought home to him that they were supplying millions, in fact, practically all the false teeth used in the armies of the United States and British Empire, his firm became interested and put on a very constructive, educational display.

High Praise From Press

The chain manufacturers' display was a revelation to the public which, for the first time, learned thru this exhibit that hundreds of thousands of tons of chain had been supplied, not only to the army and navy, but to the civilian defense units. An air-conditioning exhibit showed what an important function this industry is performing in the way of defense. These air-conditioning units have been installed in cantonments, battleships, industries manufacturing defense materials and for many other purposes, which it can truthfully be said, are too numerous to mention.

The manufacturer of bakers' supplies could not see how they fitted into the picture. It was learned and brought out in the exhibit that this concern had supplied dough-mixing machines and other equipment incident thereto for cantonments, army reservations, battleships, troop transports, etc.

I will not go on enumerating or elaborating upon either the open-air display or on the 200 items shown by the 80 exhibitors in what we called the United States Defense Building. This defense exhibit did what we anticipated it would do. We showed to labor, industry and the public the part our community was in an unostentatious manner, doing for defense.

The press referred to this exhibit as "the crowning feature of a fair of many features." As a matter of fact, the federal authorities were so impressed and enthusiastic about the exhibition that they requested that it be not dismantled until several days after the close of the fair, this in order that they might bring out-of-town visitors to see the display. The York Interstate Fair is pardonably proud of the fact that the entire defense exhibition was made up of products manufactured within the county in which the fair is located.

I doubt whether there is any other fair so fortunate as to be able to put on such an interesting and diversified home county defense products show.

Personally, I know of no better medium for educating or enlightening the public in the matter of defense than thru defense exhibits at the several fairs thruout the United States and Canada. An effort should be made by our association to enlist the co-operation of the authorities of both countries in putting on defense exhibits at every fair in the year 1942.

The Chinese proverb to the effect that "one picture is worth ten thousand words" is particularly applicable at this time. I have brought with me a booklet of photographs of the booths in the interior of our Defense Exhibition Building, which any of you are welcome to peruse if you so desire.

DOVER, O.—Tuscarawas County Agricultural Society re-elected Walter Hanner, president; J. A. Lebold, vice-president; C. V. Shepler, treasurer; S. O. Masc, secretary.

LET'S GO AMERICA! EMPLOYERS— Look on page 7 of this issue NOW!

War Dampers Biz on Coasts; Midwest Okay

CINCINNATI, Dec. 20.—Entrance of the United States into the war has affected rink business in varying degrees, dependent largely on locations, according to a survey conducted by The Billboard. While it is too early to predict the ultimate outcome, it is apparent to most operators along the East and West coasts that business will be sharply curtailed because of air raid threats and their attendant blackouts and possible taking over of rinks by the government for military purposes.

West Coast managers have already felt the effect of the conflict. Blackouts at California beaches, location of a number of rinks, have dealt a heavy blow to operators by eliminating to a substantial degree night sessions and their heavy takes. While matinees may take up some of the slack, it is not believed they will compensate for loss of night business if blackouts continue with any degree of frequency.

First to write on the Western situation



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LET'S GO AMERICA!

EMPLOYERS—
Look on page 7 of this issue **NOW!**

Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

was George C. Ham, who reported that members of San Francisco's Ambassador Roller-Rink Club, en route to Hollister, Oakland, Calif., were detained two and a half hours the night of December 8 on San Francisco-Oakland Bay Bridge because of a blackout.

It is known that at least three rinks in New York, Massachusetts and New Jersey have already been taken by military authorities for use as armories. Eastern operators view the situation with some alarm, for even if their establishments are not seized they look for a drop in business if air raids, accompanied by fear on the part of the public, become fact rather than supposition.

Cincinnati Biz' Good

Rinks in the Cincinnati area, which may be used as a yardstick to judge business at other Midwestern rinks, generally did excellent business the night war broke out. Patrons showed few signs of war nerves, attributed to the fact that this territory is generally conceded to be safe from air raids because it is far removed from possible war zones. Norwood (O.) Rink was reported to have had a big crowd and officials of Gelferino's Rollerdom here said business was heavy. On December 7 the latter instituted a patriotic feature, award of \$20 in Defense Stamps, designed to encourage the public to buy Defense Stamps and Bonds. It will be a regular Sunday night feature and if it proves successful the award will be raised to \$40, officials said.

Western Hills Rollerarium here, erected about three years ago, sustained a 20 per cent drop in receipts the night of December 7, but business went back to normal the following night, said Manager Ralph Schaumböck. Since then there has been a gradual slump because of coming holidays, but he looks for continued good business after January 1. Management reported excellent business the first three months of the season, receipts showing about a 25 per cent gain over those for the corresponding period of 1940. From the standpoint of size, drawing power and facilities the rink ranks with other major roller spots in the area, having 24,000 square feet of skating area and an overall surface of 38,000 feet. It is of brick and steel and was constructed at a cost of nearly \$100,000. Herman Wehmeler's four-piece orchestra furnishes music.

Promotions Up Gate At Mammoth Gardens

DENVER, Dec. 20.—Two promotions in progress at Mammoth Gardens Roller Rink here, a queen contest and a weekly learn-to-skate matinee, have been important factors in increasing attendance in recent weeks, according to Manager Irving Jacobs.

There are 13 entries in the queen contest and Sunday skaters are allowed to vote for their choice. Pictures of each girl are on display in the rink and prizes totaling over \$100 in value will be awarded. Wednesday learn-to-skate matinees are for youngsters of grade-school age. They may skate two hours for 10 cents and receive free instructions. Attendance at these sessions has reached as high as 500, according to the management. After a student has attended 10 sessions he is awarded a certificate telling of his attendance and accomplishment.

State-dance contest is scheduled to start on December 21. It will be judged by members of the Denver Figure Ice Skating Club. Collegiate and Kea's Fox-Trot will be the basis for judging, and six prizes, including radios, will be given to each member of winning teams. Rink is now a participant in the "Meet the Boys in the Band" program broadcast daily over KMYR. Marvel Hixon is new head cashier.

Opening Good for Mo. Spot
ST. LOUIS, Dec. 20.—Spinning Wheels is the name of a new roller rink which opened here on November 28 and which has been doing good business. Rink has been averaging 300 at sessions. Ed Marquardt, speed skater, is manager. Assisting him is his wife, Earline. They were known professionally for years as the team of Spider Marquardt and Patay Kelley. At grand opening parties on November 28-30 the team of Lloyd Christopher, Eve Wilketa and Edgar Feldman did fancy skating turns.

Dance Finals Seen By 1,000 in Denver

DENVER, Dec. 20.—About 1,000 spectators on December 2 and 3 saw finals in a senior and novice dance championship which started November 5 at State-Land Roller Rink here.

Winners in the senior division, dancing the Fox-Trot, Tango, 14-Step and Continental Waltz, were Sue Martinecky and Gene Young; Hazel Arvidson and Joseph Buod, second, and Ardyth Anderson and Homer Seaman. In the novice bracket, dancing the Two Stop Promenade, Mohawk Waltz, Barn Dance and Collegiate, Ann Mumford and Harry Lauder were first, followed by Irene Martinecky and Al Smith and Jane and Frank Newberry. Judging was handled by members of the Denver Figure Skating Ice Club. First two couples in each division were to go to Salt Lake City December 15 to compete with contestants from Greeley, Colo., and Salt Lake City and Ogden, Utah.

Steady increases in business during the past few months are reported for the rink and much interest is being shown in several clubs now in operation. Mr. and Mrs. Joe Hill have been added to the staff of instructors in the place of Mary Collett, who married and moved to Cleveland.

"POSSIBLY some who read my previous notes relative to apportionment of rink routine, may have drawn wrong conclusions," writes Cyril Beasall from Chesterfield, England. "Consequently I hasten to make clear certain elements of the situation in order to avoid anyone's deciding that my opinion is subject to undue changeability. While some may regard me as one with a passion for roller hockey, they are quite at fault in imagining my outlook so narrow. Admitting to having been deeply involved in hockey activity for 18 years, nevertheless I would like it understood that my enthusiasm for skating has caused me to become an exponent of every branch of the sport, to varying degrees of performance and activity, and as a writer I have always tried to mark my all-round interest.

"I have written about advantages of concentrating upon development of advanced fancy skating, preferably under the able wing of the ISROA. I believe this a sound policy to adopt in these days when the sport is progressing so favorably under new methods which are way ahead of bygone days when rinking was subjected to rebukes from many and eventually suffered eclipse in public favor. The days of the periodical craze appear to have passed; operators have the opportunity of keeping roller skating as a permanent institution patronized by young and old, but every angle of managerial policy is worth studying before deciding final routine. While my interest in the sport is decidedly varied, it seem hardly just that people who have in recent years been boosting dance

skating with such excellent results should eventually become so obsessed with their particular interest as to neglect any effort on behalf of the remaining branches of skating. As the people boosting dance skating are the most influential in the sport today, my concern is not without reason. If these people are genuinely concerned with the future of all branches of skating, as I have believed them to be, it would seem that now is the time to display evidence that my faith has been justified."

G. WILFORD CAMPBELL, St. John, N. B., who recently celebrated his 80th birthday, has been identified with ice and roller skating 62 years. Originally a competitive speed and fancy skater, he has been giving exhibitions each winter in ice figures and instructing at rinks in maritime provinces.

JACK WALBERG, runner-up in the 1941 Illinois State roller skating speed championship meet, has joined the U.S. Marines.

MADISON Gardens Rink, Chicago, is preparing to hold a skating contest in January.

NEWEST rink to open near Richmond, Va., was at Bellwood, eight miles out on Petersburg Turnpike, at site of a new quartermaster's depot. Admission is 10 cents, with 25 cents charged for skating.

MAGIC FLIERS are in the holiday revue at Lexington Casino, Philadelphia. Parker Sisters, tap dancers on skates, are on the bill at Silver Meets Inn in that city.

FAIR CHRONOLOGY

(Continued from page 103)

Mississippi Free State Fair, Jackson, October 5-11, stirred supporters to push a move in the next Legislature to obtain State aid.

SERVEPORT NETS \$30—Louisiana State Fair, Shreveport, made profit of \$38,584 on October 18-27, with midway and grandstand showing respective gains of 26 1/4 and 7 1/2 per cent over 1940. Attendance was estimated at about the same as the 314,802 record mark of 1940.

THURBER TO GREAT FALLS—Dah Thurber, agricultural conservation director for Great Northern Railroad, was appointed manager of North Montana State Fair, Great Falls, in November.

WEATHER CURBS 887—Rain and chilly weather prevented third annual Southern State Fair, Charlotte, N. C., from breaking its high 1940 attendance mark of 210,000. Draw was 205,000.

OHIO NETS 180—Profit of \$18,000, second in the past 20 years, was netted by Ohio State Fair, Columbus, on attendance of 286,513 and heavy receipt increases in State-operated concessions.

RECORD 1000-BY IND.—Net profit of \$101,160 by Indiana State Fair, Indianapolis, was reported in November.

IOWA NETS \$78,000—Figures indicated that Iowa State Fair, Des Moines, August 22-29, made profit of about \$78,000.

MICH. GETS \$28,407—Profit of at least \$28,407 was shown by 1941 Michigan State Fair, Detroit, according to a November report.

RECORD IONIA NET—Profit of \$16,527, greatest in history, was reported for 1941 Ionia (Mich.) Free Fair.

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COAST HIT; OHIO TO BUILD

Buckeyes Will Push '42 Plans

Materials on hand permit some construction—heavy season seen for area

CANTON, O., Dec. 20.—Entry of the United States into war is not expected to seriously affect the 1942 park season in Eastern Ohio, a survey revealed this week. Operators admit that there must be some adjustment in plans due to the pinch of materials resulting from the war, but original construction plans will go forward, in most instances, early in 1943 in anticipation of one of the best seasons in years.

Operators of some spots have been set on 1942 plans for several weeks and have on hand materials that are now affected by priorities. They are confident that the projects will be completed in time for start of the new season. There will be some alterations in improvement plans, however, where there is no chance of getting materials.

Clyd Sinclair, manager of Meyer's Lake Park here, is confident that his construction program will not be interrupted, since the major project, an outdoor dance, was started during the past season and is ready for operation, aside from a few details. At least two rides are to be added, but as no construction is necessary, it is expected that installations will not be obstructed.

Operators of Summit Beach Park, Akron, have maintained crews of workmen since close of the season and are rushing new midway features. In accordance with original plans, rejuvenation of the roller rink was completed recently and work has been going ahead on strengthening of the dance pavilion, also near completion. Several new midway features, including rides, are practically assured.

There is a general feeling that the new season will be a banner one, since Eastern Ohio is dominated by defense industry. (See *Ohioans Plan To Build* on page 111)

Jr. Billings to Detroit

NORTH VERNON, Ind., Dec. 20.—Rex D. Billings Jr., here for the holiday period, announced he will have a managerial post with Edgewater Park, Detroit, in '43. Past season he was manager of Seaside Park, Virginia Beach, Va.

Shean at Seaside

VIRGINIA BEACH, Va., Dec. 20.—Frank D. (Doc) Shean, prominent showman and exhibition exec, returned here from the Chicago convention to complete preliminary work at Seaside Park. If plans go thru, he will pilot the spot next year with option of another two years.

Improved Beatty Zoo Opens With School Kids as Guests

FORT LAUDERDALE, Fla., Dec. 20.—Many improvements have been made on Clyde Beatty's Jungle Zoo here which opened today with school children guests of the management, reported Mike Michaels. Variety of small animals have been added, plus two lion cubs born November 3, and Manager Beatty has purchased a miniature streamlined train for the children's zoo.

Two performances will be given daily. They will include Jean Evans, aerialist; trained chimps and elephants; Kinko and Florenz, clowns; acrobats; Mrs. Harriet Beatty, tiger and elephants act, and Beatty with his cat act.

HOUSTON.—A 320-pound Canadian brown bear has been given Hermann Park Zoo by Railway Express Company.

Another Call to Arms

AMUSEMENT park operators and personnel are called upon again to respond to the appeal for all-out service with the enthusiasm and valor which they so splendidly exhibited during the first great conflict.

They are now charged with the duties of expending all physical and mental energy and of submerging for the remainder of the war motives of personal gain, if necessary, to aid in the job set before this country. How they can help presents numerous opportunities for display of the initiative and acumen with which operators in this field are so abundantly endowed.

Money is the motivating force behind our whole defense program. Without it the victory march against the aggressors will come to a standstill. Unlike the totalitarian powers, your government does not seize money, but asks with an earnestness which must not and shall not go unheeded that the necessary funds be loaned it.

Place your surplus funds in Defense Bonds. Educate your patrons to do likewise with every device at your command. It will pay rich dividends, for you will secure for your park public good will which no advertising budget, no matter how big, could buy. You can obtain this good will at only slight cost by erecting on your midway a booth for the sale of Defense Bonds and by keying your advertising and promotional features to defense.

In the past war the industry contributed generously of men who conducted themselves with distinction in the country's armed forces. This emergency is no exception, for already numerous members of the industry are in uniform and it is unthinkable that others will not follow with the high degree of courage which they have always exhibited.

In the field of morale is offered the widest scope for activities. It is an excellent commentary on the patriotism of park men to recall that a number of operators allowed servicemen free admission to their parks and reduced rates on attractions during the past season. Such action is of tremendous value in maintaining a high morale in all branches of service. The present great emergency calls for such a gesture on the part of all operators for the remainder of the conflict.

Talent programs with a patriotic slant, band concerts of martial music, special events with a defense slant and concession booths and fronts done in patriotic styles are all methods of keeping the public's mind on the job it has before it.

These outlined tasks are important and they must be accomplished if we are to prevent a blackout of the light of democracy that has made the world a better place in which to live.

Ride Factory All-Out for Defense

Problems met by a builder in converting plant for armament production

The following address was delivered before the meeting of the American Recreational Equipment Association by George H. Cramer, president of Spillman Engineering Corporation, December 21, Hotel Sherman, Chicago.

As the 1940 season was drawing to a close we were facing the problem of procuring materials for amusement rides for 1941. After making a complete survey of the possibilities of getting materials we decided that the only thing to do was to climb on the defense band wagon.

This, of course, means much planning and searching for the kind of work we were equipped to handle. At the same time it meant retooling of our employees in the matter of closer working tolerances, purchasing of new machines, checking on machinery in general, taking up slack in lathes, milling machines and screw machines, and the problem of designing and making accurate special tools, jigs and fixtures with which this close work must be done.

Imagine if you can the problem of changing a complete plant, used to doing the usual class of machine and structural work, into a plant now doing the highest type of precision machine and structural work.

In the background of all this activity there is one essential department which is versatile enough to be able to swing into anything which may come along: the same department which under ordinary conditions designs the requirements for thrill rides from the smallest portable



George H. Cramer

ride to the world's fair type of large stationary structure. Our engineering department is constantly called upon to analyze inquiries, prepare and present estimates of bids and bid on work for which there are no drawings, thereby designing and supervising the construction of equipment which must do the required work when finished.

I will endeavor to briefly outline some of the work we have done. Our first job was to make a large quantity of hooks for Curtiss Aeroplane Company for use on airplane packing cases which were shipped abroad. This proved an interesting job, as it required use of a large press to bend the hooks to shape. We didn't have the press, but we did (See *Ride Factory All-Out* on page 111)

Blackouts Hold Biz to Daytime

Beaches around Los come under regulations—some spots lighted few hours

LOS ANGELES, Dec. 20.—Beach concessionaires in this area will have to depend upon daytime business during the war, government orders having closed many beachfront spots thru enforcement of blackout regulations. While some spots allow lights a few hours at night, most of the beaches will be affected by the ruling.

Al (Monte) Miller, Mission Beach concessionaire, reported that no spots were being operated at night in that vicinity. Mission Beach is near San Diego, where navy and marine bases and several aircraft factories are located.

At Agoura Beach the blackout has not been so rigidly enforced. According to Hugh McGill, on the night of December 8 large hotel signs along the beachfront were ordered out, as were filling station floodlights. Concessionaires in many cases had closed their stands before the blackout was ordered at 10 p. m. Enforcement of the rule extended into town and no display windows were allowed to remain lighted. Sirens and church bells gave the signal for lights out.

Hasty Chipman, advance man for the Jack Joyce Indoor Circus, recently arrived here for the holidays. He said that blackouts were in effect in many coastal towns and that traveling was difficult because of trucks moving airplane detectors and troops along highways. Troops are stationed along highways and cars are searched at intervals.

"We Stand Ready"

By R. E. CHAMBERS

President American Recreational Equipment Association and Head of R. E. Chambers Company, Inc.

BEAVER FALLS, Pa., Dec. 20.—The first and primary duty of every ride manufacturer is to serve in the best way possible toward winning the war. We sincerely believe that we contribute toward this end by supplying the equipment necessary for the relaxation and wholesome outdoor recreation necessary to keep up military and civilian morale.

It goes without saying that we would much prefer to manufacture those things that contribute to the happiness and enjoyment of the people, but unless we win this war there will not be much. (See "We Stand Ready" on page 111)

Blackouts Curtail Business At Playland, San Francisco

SAN FRANCISCO, Dec. 20.—Crowds have been sparse at Playland-at-the-Beach since blackout regulations have gone into effect. Spot has undergone three blackouts and is feeling the business slump that has hit other amusement places in the area. Management indicated that a few rides will be shut down.

Leaving their jobs this week for service with the armed forces were J. O. Irvine, Funhouse employee; Charles Potter, Penny Arcade attendant; Ralph Donner, concession department; and Joe Domeringer, shooting gallery attendant.

ATLANTIC CITY.—Resort's 62 goodwill ambassadors who went to Florida on a booster trip returned December 14. Salt water taffy was distributed at southern points reached and invitations were extended to visit Atlantic City next summer.

★ ★ LET'S GO, AMERICA!—KEEP 'EM FLYING! ★ ★

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Help Your Government

Continuing discussion started in this column last week concerning anxiety of men in the swim profess to help their country in its hour of need; your correspondent wishes to report that there are many odd jobs that pool men can do which will be of great service to the nation. I had a number of talks last week with officials of the American Red Cross and the Department of Civilian Defense and mentioned to them about conversations I've had with operators of tanks, pool managers and lifeguards and asked them what those in aquatic big could do to help. You will be enlightened, I am sure, at their suggestions.

For one thing, all government agencies would be most grateful if natatoriums like all branches of amusement, would help them educate the public in matters of civilian defense. It is suggested that pool men, those operating indoor pools at present, consult their local recruiting offices and relief organizations and see if they have any posters and literature which you can help disseminate to your citizens. Healthy, strong men visit indoor piscines. Therefore it would be a logical place to try to encourage some of them to enlist in one of the services or to encourage men and women to become air raid wardens, auxiliary firemen and nurses. So you see you can do your part by getting the story over to the public.

Then, too, air raid warden groups, orgs like American Women's Voluntary Services and even small chapters of American Red Cross are sorely in need of meeting places. What better place is there for a demonstration of first aid than in a gymnasium of an indoor pool in the tank itself, with the audience sitting in the balcony overhead? Offer facilities of your place in the morning or late at night after your regular sessions, Don't, in any case, try to profit by these get-togethers. Make your offers free and clear. While you undoubtedly can reap a lot of valuable free publicity through-ups of this nature, it certainly would be bad taste to attempt to charge an admission fee or even offer out rates.

If you wish, you might consider staging charity swims to raise money for your local Red Cross or Civilian Defense group. In these instances you are entitled to deduct operating expenses but please don't try to make a profit. So much is needed; so much has to be done, and so many people are trying to do their best. So be altruistic all the way!

Still another suggestion that was offered and which is passed along for what it's worth—and believe me it's worth plenty—is co-operation from poolmen in regard to sale of United States Defense Bonds. Encourage purchase of them, instead of giving medals and other awards for prizes for swim races, why not offer Defense Saving Stamps? Or, if you really want to do something worth while, conduct a Defense Savings Night and permit all who bring Defense

Stamps or Bonds to swim free or at half price. In this way you will be helping your patron help your government. And in turn you will be helping yourself!

Scoperoo

When swim coaches meet in Fort Lauderdale, Fla., late this week for their annual Aquatic Forum look for a startling speed-up to be made which will reveal how Japan built up its military power these past few years under the disguise of athletic training. It will be remembered that when Olympics were held, the Land of the Rising Sun (which will soon set forever) boasted of the world's championship swim team. Their athletes were regimented. They took compulsory athletic training and when they won Olympic games we all admired them for their fine tutelage. But now it can be told—or rather it will be told at the Fort Lauderdale coaches' meeting—that this compulsory athletic program was not designed to win swim races or Olympic medals, but rather as a preparation for war and military exploits.

And if plans aren't changed the very last minute don't be surprised if our American swim coaches go on record pledging that American swimmers will now compete against Jap swimmers for generations to come.

Men and Mentions

Hats off to Martin Stern, secretary of National Swim for Health Week, who on the second day of war was still able to land photographs of his Swim for Health Week Girl in two New York papers and via three national picture services. That, brother, is publicity!

Did you know that Gen. Douglas MacArthur, boss-man of our entire armed forces in the Far East, lived in a hotel in Manila fronting a beautiful open-air swim pool? If you don't believe me look up Life magazine of a few issues ago which published a pic of the tank.

Advertising biggies who just returned from their annual convention in Florida were unanimous in praise of Alex Ott for the swell water show he staged at Miami Biltmore plunges exclusively for their members. Understand he used an alligator boy as thriller-diller of his aquatic pageant. I wish Ott would change his bill a little or else get a new alligator routine, for I'm afraid his played that act too often.

Florida pool men, incidentally, are varied in their opinions about this winter. Some feel that all resorts definitely will be hurt by the war, claiming that persons are afraid to leave their families back home and want to be with them, blackouts or no blackouts. Others are of the opinion that blackouts and air raids in metropolitan cities are going to send thousands to Southern shores for evacuation precautions. At any rate, plans for elaborate water shows are being prepared despite the war and it looks like big do's in the land of the palm trees and dog tracks.

'41 AC Beauty Pageant Big Surplus Reported at \$8,000

ATLANTIC CITY, Dec. 20.—Atlantic City's 1941 beauty pageant Labor Day week was reported a huge success financially and from an attendance standpoint at a meeting of the sponsoring committee. As a result the city will get back \$10,000 it advanced the committee for staging the event.

Committee decided to change the event's name from Showmen's Valetty Jubilee to Miss America Pageant. Al Sheen, head of the Convention Bureau, was elected to the board, replacing John R. Hollinger, a former director-general. Reappointed were Frank P. Gravatt, operator of Steel Pier; Vice-President Arthur S. Chenoweth, J. Haines Lippincott and Kenneth B. Walton.

Income in 1941 totaled \$43,132.68, with expenditures of \$47,348. Committee contributed \$2,000 to charities. With some \$3,100 left over from 1940 the committee has a sinking fund of over \$8,000. That the Baby Parade is giving the Beauty Parade stiff competition was indicated in the report that estimated attendance at juvenile events was over 60,000.

CINCINNATI.—A 12-foot South American lion has been ordered by the zoo here. It is expected to arrive about December 28 and will be housed in the reptile house. Negotiations are under way with other zoos whereby the Cincinnati zoo will part with some duplicate specimens in order to obtain several young female animals. It is expected that they will rapidly rebuild the eland colony which was lost thru the costly visit fire.

American Recreational Equipment Association

By R. S. UZZELL

A. W. Ketchum can and did deliver an excellent keynote address. There are still other good keynotes as yet undiscovered. They can be brought out when required.

It would be a pleasure to mention all of the fine youngsters coming up in the outdoor show business if space permitted and we were unafraid of unintentionally omitting some. The best way to bring them out is to give them something to do. We are impressed with their seriousness and enthusiasm for the work.

A fine spirit of co-operation and helpfulness was exemplified when a director and former president of our national association went into action to help one of our AREA members. We should like to tell it in detail, but could not do it without being misunderstood by the customer. No one was injured and all were benefited. The producer of the goods was given assurance of perfect safety in delivering the goods from his exhibit, which saved time and freight back home again. The purchaser paid less freight than from the factory and got exactly what he saw at the convention.

We can serve each other without loss and in these times it means much to your producers.

Program Constructive

That fine constructive program was not built in a day. Many long and thoughtful hours were put in on it by Fred L. Markey, chairman, and his enthusiastic assistant, Cy Bond. They sustained interest for the three days right up to the close on Friday afternoon. Instead of fading out Friday they held the interest by having everybody participate in the headache clinic, well conducted by J. E. Lambie. A more democratic session could not be desired. Best of all they had something to say that was helpful. Not one tenth of the subjects proposed for consideration were touched upon, but the big one of taxation held the spotlight with no abatement of interest. There was plenty of important material in reserve, but there was not time enough for it. This year the whole program was spright, with no time given to horseplay and all seemed satisfied. The films of various places were instructive and held a good audience. Belmont Park, Montreal, by Rex D. Billings, and Chutes of the Beach by Whitney Brothers, were new this year and must have cost considerable to produce. Yet they were loaned without charge. Many

of us were anxious to see what L. G. Custer had gathered in South America. Failure of local appliances prevented the showing. Custer was there ready to describe them from his experience in South America this year.

Exhibit Praised

A. B. Hodge never worked harder for a convention nor under so many handicaps. He had enough to discover the most courageous and had it suggested from several sources that no exhibit be held this year. No criticism should be made of the exhibit with so many odds stacked against it, but rather praised for making a showing against such adversity. Had loyal AREA members dropped out it would have been unfortunate. The old reliables came thru, with Philadelphia Toboggan Company doing a magnificent job, thru the determination of hard-working Herbert Schmidt, A. Vasin and Charles Page went to no small expense in making their exhibit.

Perhaps none of our 23 conventions have elicited so many expressions of satisfaction or shown such fine determination of the national officers to make it useful and worth the trip of members.

It was often repeated that priority to the mother of invention. We like to inquire "Who is the father?" Will Professor Quiz please answer. The war is on. As Americans we shall not falter. In war and in peace we have always done our duty according to our standards of right and justice. We shall continue that policy.

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Following Rides and Concessions open on percentage at Playland Park Ferris Wheel, Kiddie Rides, Tilt-a-Whirl, Flying Scooter or what Rides have you? Bingo, Scales, Novelties. South Bend on war orders, looking for best season in history.

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LEO INSALACO, 136 William St., Pittston, Pa.

Parks Get Spending Break

OPERATORS of amusement parks, pools and beaches, who for over a decade have battled valiantly against a number of almost insurmountable odds, of which not the least were bleak depression years and some exceedingly bad weather breaks, struck the path leading to the pot of gold in 1941 and found it paved with defense dollars. Circulation of defense money in ever-increasing quantities this year was the difference between what would have been an ordinary season and a year which reached boom proportions. Not since the halcyon days of 1920 has a season come close to approaching the satisfying results attained in 1941. Excellent weather conditions for the most part was a big factor in aiding operators. If the European struggle was any drawback it was not evident to operators. On the contrary, some managers believed that the public, tired of reading war headlines, came to the resorts to enjoy themselves and forget their worries.

In a closing-season cross-sectional report issued by Executive Secretary A. B. Hodge, National Association of Amusement Parks, Pools and Beaches, an average increase in revenue of 46 1/2 per cent was indicated. Average per capita increase in spending for parks reporting was 100/13 per cent and the average increase in pay-roll costs was 18 1/2 per cent.

Among the increases in receipts reported was 306/11 per cent for riding devices over the season of 1940. Refreshments showed a gain of 103/10 per cent and games went up 237/9 per cent. Dance revenue showed a 205/7 per cent gain; swimming, 171/3 per cent, and miscellaneous, 26 per cent. Sectional grosses also increased in every instance, California having a 28 per cent gain; Eastern Canada, 68.31 per cent; South-west Connecticut, 60 per cent; Illinois, 37 per cent; Eastern Maryland, 30 per cent; Southwestern Maryland, 15 per cent; Central Massachusetts, 55 per cent; Northeastern Massachusetts, 50 per cent; Southeastern Massachusetts, 46 per cent; Southwestern Massachusetts, 100 per cent; East Central Michigan, 75 per cent; Southwestern Michigan, 12 1/2 per cent; Missouri, 62 per cent; Eastern New York, 31 per cent; Northern Ohio, 23 per cent; Southern Ohio, 23.9 per cent; Oklahoma, 19 per cent; Oregon, 16 per cent; Eastern Pennsylvania, 23 per cent; North-eastern Pennsylvania, 23 per cent; South-western Pennsylvania, 22 per cent; Rocky Mountain District, 26 per cent; South-eastern Tennessee, 43 per cent; South-eastern Virginia, 228 per cent, and West Central West Virginia, better.

Holiday Biz Big

Except in scattered cases, where inclement weather hurt operations, holidays set scores of records for attendance and grosses. Probably the outstanding feature of Easter trade was the 500,000 who visited Atlantic City, breaking all prevailing records for July 4 and Easter, and hotel and amusement interests reported bumper business. Ideal weather at New Orleans helped Pontchartrain Beach there draw about 23,000 at its pre-season Easter opening. Other spots also reported the day a success. Galveston Beach drawing large crowds and Lakeide Park, Dayton, O., getting the biggest business of any similar opening in 15 years.

Grosses soared over the Decoration Day week-end, particularly in the Middle West and Far West, where heavy attendance and huge increases in spending were reported. Along the Eastern seaboard rain struck a demoralizing blow, but even so, some reports were able to report satisfactory business. Light rains fell in At-

lantic City after the crowds had gathered, with the result that through-out advantage of sheltered pier spots and gave attractions a heavy pay. Survey of parks and piers in California revealed a 50 per cent increase in business over the week-end and satisfactory trade was reported for resorts in Salt Lake City. Parks in the Buffalo area reported excellent business, as did some spots in New England.

New records were set in parks scattered over a wide area on July 4. Atlantic City again had to buck rain, with a crowd estimated at 500,000 on its hands, and amusement interests played to overflow crowds. New peaks for gate and receipts were recorded at spots in Ohio, Oregon and Western New York. Labor Day week-end business was heavy for most parks, exceptions being spots along the Gulf Coast, where high winds and heavy rains practically ruined most programs and caused drastic curtailment of attendance.

Favorable Returns Numerous

Among spots reporting excellent seasons were Marshall Hall (Md.) Park, which had its biggest season in history and has been undergoing a constant program of improvement; Riverside Park, Agawam, Mass., where Owner-Manager

Edward J. Carroll in his second year of operation spent \$100,000 on improvements, and Rockaways' Playland, Rockaway Beach, N. Y., Natatorium Park, Spokane, had an increase in gross, but its net about equalled the satisfactory 1940 season's because of increased operating costs.

Gulf Coast spots had stand-out seasons, especially Bontchartrain Beach, New Orleans, which had the best patronage in its history, and Galveston Beach, Jantzen Beach Park, Portland, Ore., had a hectic season, battling rain practically all of May and June. Pool receipts were down, but rides and concessions had healthy seasons and the ball-room broke all records. Attendance remained about the same, indicating greater per capita spending. Steel Pier, Atlantic City, reported one of the greatest seasons in its 44-year history, while resorts in the Buffalo area such as Celeron Park, Olcott Beach, Fort Niagara Beach, Midway Park and Palace Park had gains in grosses and attendance ranging from 30 to 40 per cent. Carlin's Park, Baltimore, had one of the best seasons in the past 10 years. Net receipts for Springlake Park, Oklahoma City, were up 19 per cent over last year's.

Heavy concentration of defense industries in Canton, O., and vicinity gave Meyers Lake Park there its best season in 10 years, while Summit Beach Park, stimulated by similar activities, showed a 100 per cent rise in revenue over that of 1940 and equalled 1929 figures. Better economic conditions and good weather combined to give Coney Island, Cincinnati, its greatest season in history, the park registering a 24 per cent increase in gross business over that of 1940.

Park Chronology

(Data in Condensed Form From Files of The Billboard, December, 1940, to December, 1941)

TAPPAN DIES—William T. Tappan, 72, who was instrumental in the building of Rehoboth Beach, Del., and former official of the resort, died November 23, 1940, in that city.

SPLIT HURTS NAAAPB MEET—Attendance at general sessions of the National Association of Amusement Parks, Pools and Beaches' 22d annual convention at the Hotel LaSalle, Chicago, on December 2-6 was good. Adrian W. Ketchum, Forest Park Highlands, St. Louis, was elected 1941 president. There was a good showing of exhibits staged by the manufacturers' division of the association, but visitors were small in number the first three days because of the competing day-and-date display of the Showmen's Exhibit Association in the Hotel Sherman. Slightly increased trading at the park exhibit was noted the latter part of the meet. At close of the outdoor meetings park men and the Showmen's League of America reached an understanding whereby there would be one trade show in the future.

SILBERMAN DIES—Harry T. Silbermann, 18 years manager of Steel Pier Ballroom, Atlantic City, died December 13 in that city.

REX D. BILLINGS JR., 26-year-old son of Rex D. Billings, manager of Belmont Park, Montreal, and who worked with his father in the park business, was named manager of Seaside Park, Virginia Beach, Va.

VOORHEIS DIES—Ben H. Voorheis, 47, who had been connected with circuses and carnivals and who handled publicity and promotions at Summit Beach Park, Akron, in 1940, died December 11 in Columbia, Mo.

HARDING DIES—Herbert H. Harding, 44, many years mechanical superintendent of Harding Bros. Amusement, Revere Beach, Mass., died December 16 in Revere.

MILLON DIES—James D. Mellon, 61, owner of Willow Lake Park, Schuylkill Haven, Pa., died January 17 in that city.

OVERLY DEATH—William George Overly, 61, superintendent of Springlake Park, Oklahoma City, Okla., died there in late January.

SANTA MONICA CHANGES—Walter D. Newcomb Jr., owner-operator of concessions on Venice Pier and Santa Monica (Calif.) Pier, took over operation of the latter pier early in 1941. It was improved shortly before acquisition by a new concrete approach and bridge at cost of several hundred thousand dollars.

BYRDONS BUYS IND. SPOT—Purchase of Bass Lake (Ind.) Beach Park from Harry W. Rannels by Bass Lake Beach Improvement Company, holding company comprised of Itay Marsh Brydon, Mrs. Theresa Adkins Brydon and J. J. Stevens, was announced in mid-February by Brydon.

CINCY ZOO ARENA RECOMMENDED—Immediate construction of an open-air arena in Cincinnati Zoo to permit presentation of animal acts was recommended by President James A. Reilly at the annual directors' meeting on February 4. Paid 1940 attendance of 574,234, 18,000 less than in 1939, attributed to rainy weather, was reported.

NEELIS DIES—Frank E. Neelis, 78, for 16 years superintendent of Audubon Park Zoo, New Orleans, died February 13 of a heart attack in that city.

400 SEASIDE BLAZE—Fire on February 8, attributed to a faulty chimney, destroyed the dance hall and another section of the amusement pavilion at Seaside Park, Virginia Beach, Va., doing estimated damage of \$40,000, covered by insurance.

SMITH LEASES L. W.—Port Worth (Tex.) City Council in mid-February authorized lease of Lake Worth Casino to George T. Smith, manager, for five years.

PALISADES CHANGES—Irring and Jack Henshal, operators of Palisades (N. Y.) Park, announced many changes for 1941, including repainting and modernization, addition of much neon lighting equipment and an administration building and three new rides.

NAAAPB FIRE RISK PLAN—Special fire insurance plan for the National Association of Amusement Parks, Pools and Beaches was announced by Executive Secretary, A. B. Hodge, supplementing

the association's successful liability insurance set-up.

N. Y. SPOT LAUNCHED—New 40-acre amusement park, Coccoanut Grove Beach, near Niagara Falls, N. Y., was announced by Joseph F. Patino, owner and operator for 18 years of Neptune Beach, near the falls, abandoned as being too small.

AC STEEPLCHASE LEASED—Ten-year lease on Steeplechase Pier, Atlantic City, was negotiated early in March by Edward Tilyou, son of George C. Tilyou, original operator. Since fire destroyed 85 per cent of the structure nine years ago the pier had been operated by the Tilyous as a children's spot. Several adult rides would be constructed and the long-term lease was looked upon as start of a progressive rebuilding program.

CARROLL EXPANDING—Completion of a new Roller Coaster was the signal for work to begin on a midge auto speedway, second unit of a \$100,000 expansion program in Edward J. Carroll's Riverside Park, Agawam, Mass. Other plans announced were for neonizing of midway, new left-in-the-Dark and in-lor house; additional parking area, new roadway and bridge to outing grounds and painting of buildings.

NEW MO. SPOT—Plans for Ozark Amusement Park, Newburg, Mo., near Fort Leonard Wood, were announced by Rex Howe, former cookhouse operator. He planned a dance hall, restaurant, six permanent rides and buildings to house other attractions.

CRAMER DEATH—Charles H. Cramer, 77, Atlantic City resort builder, died March 7 in Somers Point, N. J.

HEHRT DIES—Augustus Ehret, 78, pioneer Ohio amusement park operator and ride and concession operator, died March 10 in Canton, O. From 1910 to 1918 he operated Springdale Lake Park, Akron.

E. MEET BIG—Setting a mark in a single day for the parent organization took place at New England Section, National Association of Amusement Parks, Pools and Beaches, held its annual convention in the Manger Hotel, Boston, on March 11, regarded as the best and most diversified program in history of the group. John T. Clare, Crescent Park, Providence, R. I., was re-elected president. E. J. Carroll and I. Mark Polakewich were named vice-presidents, with Fred L. Markey, Dodgem Corporation, and A. A. Casassa, Revere Beach, succeeding them as secretary and treasurer.

REBSTECK DIES—John E. Rebstock, 88, founder of Crystal Beach, (Ont.) Park, died March 21 in Port Erie, Ont.

HEINZE DIES—Paul Heinze, 60, co-owner and manager of Edgewater Park, Detroit, for the past four years and who spent 30 years in the business, died April 2 in Detroit.

1000 PITTSBURGH OUTLAY—About \$50,000 was spent by each of Pittsburgh's two parks, Kennywood and Westview, in preparation for 1941. Both spots made structural and layout changes and purchased new rides and other attractions.

EASTER BIZ BUZZ—Parks and resorts operating over the Easter week-end reported huge crowds. Atlantic City had a record draw estimated at 500,000 and breaking July 4 and all prevailing Easter records. Lakeside Park, Dayton, O., did bigger business than for any similar opening in 15 years. Ideal weather, which allowed bathing, helped the pre-season opening of Pontchartrain Beach, New Orleans, draw about 25,000 on Sunday. Over 6,000 kids and many times that many adults crowded Galveston (Tex.) Beach on Sunday.

RICHWINE SPENDS 300—Roy E. Richwine, owner-manager of Williams Grove Park, Mechanicsburg, Pa., spent \$30,000 for rides and improvements in preparation for 1941.

PALISADES START GOOD—Palisades (N. Y.) Park opened April 23 to big attendance and spending by patrons.

CLAIR TO BASS BEACH—Arch E. Clair, former manager of Bay Shore Park, Sparrows Point, Md., assumed the management of Brydon's Bass Beach, near Knox, Ind., early in May.

PORT ARTHUR OKS HIS PROGRAM—Residents of Port Arthur, Tex., in late April voted in favor of spending \$300,000 in revenue bonds and leasing Pleasure Pier to F. M. McPalls, Fort Worth park operator, in a plan of restoration of the resort. Under the agreement McPalls said he would spend about \$100,000 for installation of attractions.

AGAWAM DRAWS 325,000—Despite snow, hail, rain and lightning which struck the area a few hours prior to opening time, first day's business en-

LET'S AMERICA
EMPLOYERS—
Look on page 7
of this issue NOW!

May 2 to Riverdale Park, Springfield, Mass., was termed terrific and attendance the first three days totaled 125,000. 50,000 TURNOUT AT N. O.—Opening on May 3 of Pontchartrain Beach, New Orleans, upon which \$35,000 was spent in an expansion program, drew 50,000. Fireworks, army and navy maneuvers and a free act were attractions.

RACE PLANT FOR JANTZEN—Harvey Wells, president of Hayden Island Amusement Company, operator of Jantzen Beach Park, Portland, Ore., announced early in May that negotiations were under way to build a one-mile horse race track in the park for 20-day fall race meets.

RISK CAMPAIGN SETS MARE—Officials of the National Association of Amusement Parks, Pools and Beaches said the association-sponsored public liability insurance campaign which closed in early May was the most effective ever made by the association. Over 750 operators who came under the plan in the past five years renewed 1041 policies in almost every instance and many new participants were added.

M. J. NEARY, Roller Coaster contractor and former operator of Northern Electric Park, Clark Summit, Pa., died May 11 in West Forest Hills, L. I.

GALVESTON PIER STARTED—Kansas City (Mo.) Bridge Company was awarded contract on a bid of \$1,287,500 for base construction of a steel pier to extend into the Gulf of Mexico at Galveston, project to include theater, community hall, dance floor, fishing pier, rides, concessions and bathing facilities.

LUNA OPENS BIG—Revitalized "Luna Park World's Fair of 1941" opened May 29 with a stampede of patrons ushering in the Decoration Day period. There was a free gate and thousands of tickets good for 21 attractions sold at \$1 a piece for benefit of British War Relief Society.

GROCKETT PASSES—T. Wister Grockett, 36, hotel man and former manager of Million-Dollar Pier, Atlantic City, died May 24 there.

SHELLY DEATH—Charles J. Shelly, 23 years manager of Croop's Glenn (Pa.) Park, died May 24 in Wilkes-Barre, Pa.

SUMMIT OPENER UP 50 PER CENT—Summit Beach Park, Akron, opened on May 24 with patronage about 50 per cent over last year's opening week-end.

CINCY CONEY BOW OKAY—Attendance at Coney Island, Cincinnati, on opening day, May 24, showed a healthy increase over 1940 and spending was correspondingly better.

DECORATION DAY BIZ UP—Almost without exception park operators over a wide area reported better attendance and receipt figures for the 1941 week-end Decoration Day openings in comparison with those of 1940. At some Eastern spots record grosses were hung up despite wet weather.

BAY SHORE FIRE—Fire swept the midway of Bay Shore Park, Sparrows Point, Md., on May 24, doing heavy uninsured damage. Portions of the park not affected continued operation, and Owner George P. Mahoney laid plans for rebuilding.

PONTY DIES—Frederick H. Ponty, 67, widely known amusement park operator and promoter and the past two years manager of Atlantic Beach Park, Atlantic Highlands, N. J., died June 19 at his home in Rye, N. Y.

LUNA OWNERSHIP RESHUFFLED—Milton Shoen sold his interest and lease share in Luna Park, Coney Island, N. Y., to Co-Operators Edward J. and Harry Lee Danziger and Bill Miller in June for a reported \$25,000.

DAVENPORT DEATH—Bert Davenport, former owner-operator of Mystic Park, Tusville, Pa., died June 20 in Westfield, N. Y.

MILLER PASSES—John A. Miller, 69, called "the father of the Roller Coaster" and developer of riding devices, died June 24 in Houston.

WEGFORTH DIES—Harry M. Wegforth, 59, developer of San Diego (Calif.) Zoo and organizer and president for 25 years of San Diego Zoological Society, died June 25 in that city.

NEW JULY 4 MARKS—Despite rain in some localities, especially in the East, record crowds and business were recorded by parks in practically every section of the country.

WIALOM IMPROVEMENTS—Completion of a \$10,000 improvement program in Wialom Park, Fitchburg, Mass., was reported. New facilities including bathhouse, 38,000-square-foot sand beach, 1,000 feet of fencing, parking field, boat with diving boards and diving tower.

SMITH DEATH—Charles Smith, superintendent of San Diego (Calif.) Zoo, died July 17 in Bawtelle, Calif.

HE HEARS MORALE AIDS—The way in which amusement parks can aid na-

tional defense by building morale of enlisted men was keynote of the 15th annual summer meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in Riverside Park, Agawam, Mass., on July 23.

ROSS APPOINTMENT—Marion Ross was appointed manager of Pacific Coast Amusement Company, Ltd., owner-operator of Happyland, Hastings Park, Vancouver, B. C., succeeding J. K. Matheson, who was made a member of the Dominion Pleasure Board, Ottawa. Gordon Whiteway was named assistant.

OLD ORCHARD BLAZE COSTLY—Half a block of rides, concessions and small shops were destroyed or damaged by fire at Old Orchard Beach, Me., on July 23, with loss estimated at \$50,000.

LINDBORG DIES—Oscar O. Lindborg, 53, auditor of Playland Park, Rye, N. Y., died August 20 in Rye.

NEW CINCY CONEY MARK—As Coney Island, Cincinnati, entered the closing phase of 1941 operations with largest gross receipts in the 17-year history of the present management, substantial increases were reported for the first eight days of the finale attraction, billed as a fireworks carnival and aerial circus. August 22-September 1, over corresponding days of 1940. When a similar attraction was presented.

PAPA TAKES PITT BID—Fifty-five members and guests at the seventh annual meeting of Pennsylvania Amusement Parks Association, with Manager J. E. Sollenberger, Hershey (Pa.) Park, as host, attended business and social sessions there on August 20 and 21 and voted to hold the 1942 meeting in Kennywood Park, Pittsburgh.

LABOR DAY BIZ—Labor Day week-end resulted in big grosses for parks from Coast to Coast, exception being along the Gulf Coast, where heavy rains washed out programs.

DES MOINES SPOT UP—New River-view Park, Des Moines, closed on Labor Day with one of its best seasons in 10 years. Labor Day business was up 30 per cent and the season's business was estimated as at least 20 per cent over 1940's.

TOP PROFIT AT M. H.—The 1941 season for Marshall Hall (Md.) Park was biggest in history, the ninth there for Manager L. C. Addison, who has been constantly improving the resort.

AGAWAM OROES UP—Riverside Park, Agawam, Mass., closed its second season under ownership and management of Edward J. Carroll, with receipts considerably over those of 1940.

NATATORIUM NET EQUALS '40—Gross at Natatorium Park, Spokane, Wash., was greater than last year's, but net profit was about the same, due to heavier operating costs.

GUMM NEW SUMMIT PILOT—W. L. Gumm was named general manager of Summit Beach Park, Akron, late in September, succeeding Frank Rafal, resigned.

GULF SPOTS UP—Gulf Coast resorts closed the most successful season in years, with possible exception of thinning patronage at Florida spots due to polio. Pontchartrain Beach, New Orleans, had best patronage in its 12-year history, better business conditions, special activities and influx of thousands of soldiers combining to bring out record crowds despite much rain. Galveston (Tex.) Beach also did well, the tropical disturbances hit Labor Day business. Opening of Stewart Beach highlighted the season.

JANTZEN IN 22 PER CENT TILT—Jantzen Beach Park, Portland, Ore., battled rain to a 22 per cent gain in receipts for a new record.

DEFENSE AIDS MYERS LAKE—Industrial operations and good weather helped Myers Lake Park, Canton, O., to the best season in a decade, gross being double that of 1940.

DEBES DEATH—Roman Debes, 71, once associated with the late Frederic W. Thompson and Elmer S. Dundy in operating Luna Park, Coney Island, died September 18 in Brooklyn.

GREAT '41 AT STEEL PIER—Frank P. Orzutt shuttered Steel Pier, Atlantic City, on September 21 after one of the greatest seasons in its 44-year history.

BUFFALO AREA UP 30-40 PER CENT—Park season in the Buffalo area was one of the best in years, operators reporting increases over 1940 of 30 to 40 per cent.

STATION SPOT UP 19 PER CENT—Net receipts in 1941 at Springdale Park, Oklahoma City, showed an increase of 19 per cent over 1940, said Owner-Operator Roy Station.

700 AGAWAM PROJECT—Ground was broken in Agawam, Mass., on October 7 for a \$70,000 bowling alley and administration building, first unit in a 1942 expansion program for Riverside Park.

BIG BLOW PASSES—Francis H. Big-

Western Pa. Biz Soars 15 to 35%

Banner seasons for Kennywood, West View, Conneaut Lake—features pull

PITTSBURGH, Dec. 20.—Amusement park business last summer in Western Pennsylvania was from 15 to 35 per cent ahead of 1940 grosses, a survey indicated. Opinion was varied on gate-pulling power of free acts and name bands. Indications are that 1942 business, judging from industrial pay rolls and advance picnic bookings, will be even better than this year's if men of families have sufficient time off from work to visit parks. Blessed with fair weather throughout most of the summer, parks had heavy outings attendance and brisk transient trade. Although none exact gate tolls, and therefore are unable to report exact attendance figures, most managers believed per capita spending and attendance were up. Nine parks operated in the area.

Kennywood Attractions Draw

Kennywood Park here reported gains of 20 to 30 per cent for various departments. President A. Brady McSwigan attributed some of the increase, particularly on Sundays, to free acts. Best draws, he said, were Peaches Sky Rerun, Eric the Great, Four Sides, Cansirelli Troupe, Lorenzo with Vicki and Walkmire. Other acts appearing were Torrence and Victoria, Rulon's Dogs, Bobby Whaling, Ermine's Royal Midgets, Ken Maynard and his horse Tarzan, Mile. LaToosa, Wilfred Mae Trio, Billy Bart, Ferdinand the Bull, Great Fahud Troupe and Polly Jenkins and Her Plowboys.

Best drawing bands, according to McSwigan, were Herbie Holmes, Ray Herbeck, Del Courtney and Paul Pendarvis. KDKA troupe of Sigmund Bryant and the Georgia Wildcats also was a top draw, appearing three times. Other musical outfits were Bob Chester, Johnny Messner, Jimmy Joy, Brad Hunt, Emerson Mountaineers, Westinghouse, Electric Band, Clyde Knight, Lang Thompson, Orrin Tucker, Tiny Hill and Lawrence Weiz.

Games, swimming pool, refreshment stands and rides all showed gains, as did the ballroom, although not so noticeably as other attractions. Kennywood handled

low, founder of White City Park, Worcester, Mass., died October 11 in San Juan, Puerto Rico.

CROWHURST DIES—Ernest H. Crowhurst, 78, former manager of Woodside Park, Philadelphia, died October 18 there.

SUMMIT REV UP 100 PER CENT—Indication of conditions in Akron was the report of Summit Beach Park officials that the spot reached its 1940 grand total in revenue by the first week in August of 1941 and topped last year's grosses by slightly over 100 per cent.

STARWEATHER DIES—Charles V. (Chick) Starkweather, 46, president of the American Recreational Equipment Association and secretary-treasurer of the Allan Herschell Company, North Tonawanda, N. Y., was killed November 2 when his automobile struck a culvert near Lockport, N. Y.

CINCY CONEY YEAR BEST—Better economic conditions and good weather combined to give Coney Island, Cincinnati, its greatest season in history, park registering a 24 per cent increase in gross business over that of 1940, and President and General Manager Edward L. Schott announced planning of large-scale improvements on the park-operated boat and addition of a Moon Rocket ride for 1942.

BATT, DIENES HURT—Harry J. Batt, head of Playland, Inc., operator of Pontchartrain Beach, New Orleans, and Malcolm M. Dienes, Pontchartrain auditor, were injured in an automobile accident near Huntsville, Tex., on November 8; the former sustaining eight broken ribs and the latter a leg injury.

2000 PALISADES OUTLAY—Operating schedule of 22 weeks in 1941 at Palisades (N. J.) Park was so successful that an extended schedule and \$200,000 improvement program was announced for 1942. Attendance of over 3,000,000 was largest in history.

NAGEL KILLED—Hans Nagel, zoo-keeper at Hermann Park Zoo, Houston, was shot to death November 17 in a quarrel with a policeman.

205 picnics and has over 100 already booked for 1942, some of them new ones. Advance schedule is about 20 per cent ahead of previous years.

Staff included Carl E. Henninger, manager; Frank L. Danahy, public relations and picnic; W. M. Wenzel, restaurant and refreshments; John P. McTigue, games and novelty; Walter Chapple, grounds superintendent; Roy W. Hoover, chief electrician; James Kennedy, dance pavilion; Harry W. Henninger, auditor; John Tinson, swimming pool, and Jack Hollister, publicity.

West View Biz Up 30 Per Cent

West View Park business increased per cent over that of 1940, according to President Charles L. Beares Sr. Unlike Kennywood, however, West View's business was not helped much by free acts, Beares claimed, and dance orchestras were sometimes a problem.

Best attraction was the Fire Festival, Beares declared. It jammed the grounds. Also big money-getters were three Roller Coasters and two Merry-Go-Rounds. An expanded children's playground and an enlarged parking lot accommodating 3,000 automobiles also helped boost the take. West View handled 180 picnics, compared with 163 in 1940. For 1942 bookings indicate that old ones will be retained and that a few new ones will be added.

Free attractions were Jamboree Revue, Working Animal Circus, Drevities of 1941, Gem Revue, California Skyettes, Revival Revue, Harry Berry's Sunkist Vanities, Dean and Burke's Vanderbilt Highlights, Broadway Soundals, Aerial Ballet, Bee Kyle, high diver, Hurrah for Rayburn, Bits of Melody, Flying Beach, Festival of Fire, Six Avalons, Six Romanoffs, Varieties of 1941, Sensational Waldo, Carnival Revue, Torrence and Victoria, Continental Revue, Summer Politics and Tip-Top Revue.

At West View outdoor acts played seven days and seven nights weekly and were augmented Sunday afternoons and nights by the musical revues in the park's Talkie Temple. At Kennywood acts had the same schedule and were augmented on Sundays by concerts by the park's dance orchestra of each week.

Bands at West View were Clyde Knight, Jimmy Gamble, Brad Hunt, Benny Burton, Al Kavelin, Joey Shaffer and Buzz Aston.

West View's staff included C. O. Kane, secretary; Charles L. Beares Jr., treasurer; John Heicy, solicitor; Edward Votel, engineer; Dick Rome, games, and Kenneth C. Withrow, publicity.

Banner business was also done by Conneaut Lake Park, according to John H. Lucas, vice-president of Peoples-Pittsburgh Trust Company, head of the park company. Managed by Tom Foley, the Conneaut layout includes two hotels, cottages, boating and swimming concessions, bowling, stores and amusement park facilities.

Other parks in the area are Olympia, McKeesport; Idlewild, Greensburg; Oakford, Jeannette; Book Springs, Chasler, W. Va.; Burke Glen, Wilkinsburg; Itakurn Lakes, Bridgeville, and Alameda, Butler.

HOUSTON—With operations continuing at newly constructed Playland Park, management has completed erection of two new rides, Spitfire and Tumble Bug. Roller Coaster has been main attraction this fall.



AMERICAN RED CROSS

Claude Ellis's

The Editor's Desk

CINCINNATI

THAT it is a privilege rather than a sacrifice or a duty to give their all to their country in this war is the spirit with which outdoor showmen face the future. They can and they will do everything humanly possible to win the victorious peace. This early in the conflict it is difficult to say specifically just what showmen and show women will be called upon to do. They are now doing those things which are first to hand and which united people are eager and able to do. As the 1942 outdoor season draws, exact channels of action doubtless will be definitely mapped and special activities peculiar to the business will be laid out. Leaders in the fields of fairs, parks, circuses and carnivals hope that events will demand the utmost from them in constructive and intelligent maintenance of public morals.

BECAUSE fairs and allied shows agree a definite need, Harold F. Dupuis, president of the International Association of Fairs and Expositions and general manager of the Grand National Livestock Show, San Francisco, believes they will be a major force of offense and defense. Contacted by this pillar, with other heads of outdoor groups, he said: "I don't think there ever was a time when fairs and livestock shows were more important than they are now. Such shows and fairs underscore the importance of food production, and food production and food are going to be major factors in the winning of this war. Canada has set us a splendid example in this respect in the two years our neighbor has been involved in the war. Canadian shows and fairs have grown larger and stronger, with better attendance. Farmers have taken more interest in them as a source of new ideas for greater production. Our livestock shows and fairs therefore serve a definite need in the nation's wartime economy, and on this basis I believe the prospects for the coming season are very good."

AMUSEMENT parks, like fairs and tented shows, did a man service in the last war in providing that diversion necessary to a balanced pattern of reasonably rational living during times of stress. What is now in the minds of operators is reflected in the words of Adrien W. Ketchum, president of the National Association of Amusement Parks, Pools and Beaches and general manager of Forest Park Highlands, St. Louis, who declared:

"The amusement park industry is preparing to go the limit in maintaining high morale among service men, defense workers and the civilian population thru its vast recreational facilities. We will only be handicapped or limited thru lack of materials possibly denied us by the defense program. If the public manifests the same demand for relaxation and recreation as was evident during the last world war, great increases in business may be expected. But, as to profits, there will no doubt be largely or wholly wiped out thru added taxation. Our industry stands ready to serve in every way possible to hasten victory, but we believe that the highest possible standard of morale will be of great importance to this end."

DECLARATION of war stagnated business for two small circuses still out in Louisiana. However, the owners hope to happen upon if labor can be secured. Slump in business was accompanied by a drain on help, numerous employees leaving for their homes to report to their local draft boards or to enlist. Circus men plan to co-operate in the war effort by putting up government posters with their regular paper, organizing guard units among their personnel, increasing military features on programs, giving special defense-stamp matinees and perhaps raising funds for smokes and candy for soldiers by additional service charges on parties. Asked us to ideas for the future, Henry Ringling North, assistant to the president of Ringling Bros.-Barnum & Bailey Circus, replied:

"We have no definite statement to make at the time other than that the circus intends to cooperate and to meet the national emergency with full co-operation in any manner possible."

WHAT carnivals can do and what their prospects are were outlined, as follows, by Floyd E. Gooding, president of the American Carnival Association, Inc.,

and head of the F. E. Gooding Amusement Company, Columbus, O.

"The best co-operation the carnival industry can give the government in helping to win the war is to encourage purchase of all types of defense bonds and stamps, to the fullest extent possible with the operation of business in a normal manner so far as possible, spread patriotism, set aside certain periods to accommodate organizations that may be having important drives to raise funds for worthy causes, and be obedient to all commands of the government for any co-operation that it may desire. In my opinion, our government will not interfere with the amusement industry. Its importance is appreciated during this great time of distress and emergency. No one can predict prospects for the coming season, for many things can happen to change the present outlook. But I am positive the outdoor amusement business will enjoy good patronage in 1942. Principal reason is that the public will be seeking relief from worry and pressure caused by the war. Hence it will resort to amusements. Spending power will be high because of heavy employment, good wages and better prices for agricultural products. The tax burden will be high, but we should not complain. We should be grateful instead that we have a free government and still have a business to operate and of which to be proud. We all have a duty to perform and that is to extend 100 per cent co-operation to our government. Victory in the war has the right of way, and without it we are all lost."

REMEMBER Pearl Harbor! Hey, Rubel! Hey, Rubel! exclaims John S. Riggs, retired circus trouper, from Atlanta. "If I were to write to you and express my opinion of the operator who knocks off the privates in the army camps I could be put in Leavenworth for sending obscenity thru the mails," scribbles a carnival executive. "No lengthy tirade on the subject is necessary. Any right-thinking person can see my point." Let's hope no one will give occasion for such condemnation. "Uncle Sam" is taking out a show and we are all on the program. Boy's up to us to put on the greatest performance ever given," reminds Billy Papp, circus performer. "Are you laying off this week? Volunteers may be needed by your local civilian defense board. Help keep the good old U. S. top guyed out. Let there be no blow-downs here!"

Leonard Traube's

Out in the Open

NEW YORK

THE lopsided world situation is made to order for commentators with a bent toward fancy dramatization strung together to make sentences. Since for the last two weeks there has been enough evidence on hand to lead even the most pessimistic to the conclusion that Americans are united as never before in their checkered history, the time for extra-heavy helpings of self-conscious patriotism would seem to have passed. Speaking for outdoor show business, for which it is a distinct privilege to speak even without being asked, where do the multitudes engaged in that industry go from here? For the most part, they stay right where they are, and if the government asks them to alter their operations to meet any given or unpredictable emergency, they merely shift from the so-called status quo into whatever realm which a nation fighting for its life decides.

NO ONE we have talked to since Japan exposed its treacherous character and since the transplanted Austrian with the trick lip apitach declared war upon us, an action in which he was diffused by his chief but negative stroke, the same being the former journalist now imprisoned in his Roman trap, is worried about his livelihood as such. As a matter of fact, this class, which virtually blankets the industry, is, contrarily, worried as to what part it can take in helping to obliterate brutality, bestiality and iniquity from the face of a mother earth which could very well do without such scourges as the Axis.

Nat Green's

The Crossroads

CHICAGO

WAR, however frightful, cannot kill the yuletide spirit! No one knows how soon Mrs. May lose his frightful-ness on our shores nor to what extent his visitation may be felt thruout the North American continent. But we can be deeply grateful that this week the Christmas holiday can be celebrated without restrictions. It may be less joyous and more subdued than in normal times. There are cares that weigh heavily upon all of us; cares that cannot be shaken off or dismissed from our minds. Nevertheless we have much to offset these worries. With a world at war we still know the meaning and the blessings of liberty, and are thankful we have the spirit and the means to defend that precious gift without which life would not be worth living. The spirit of Christmas is deeply rooted in our consciousness and our traditions. It supplies a very necessary uplift to our morale. However worldly we may be, there is an inner something that is touched by the yuletide, giving us new fortitude, tenacity of purpose and a heartening belief in the ultimate triumph of right.

So, on Thursday, whether we happen to be round the family hearth or far from home and friends, we'll celebrate in the true Christmas spirit. I am sure we shall all give a thought to the millions who are not so fortunate as we and will utter a prayer that our liberties may be preserved and peace may come to a troubled world. Not only that, but we will do our bit, however small, to speed our country to victory.

Not all of us can shoulder a gun, drive a tank or fly a plane; but we who have to remain on the home front can help in many ways. We can buy Defense Bonds and Stamps. We can give our services for civilian defense work. And you people whose business is entertaining the public will be doing a service to your country by relieving the tension of troubled minds and building morale. May next yuletide find us all in a better and more stable era!

LEE SLOAN, store show operator who turned legit producer, and his partner, Clyde Elliott, former stock company operator, so far have had a rather sad experience with their Great Northern Theater venture. Neither of their two

offerings, *The Village Green* and *Let's Have a Baby*, clicked. The theater, dark for years, is off the beaten path, and the material selected for the first shows was very poor. The boys will try again Christmas week. Reports on the street are that the real reason for Marjorie the Great Northern company was to bring Tobacco Road into Chicago again, the show it was expected to square it with Mayor Kelly was not explained. There's not a change now; that the show has been banned in Hammond, reportedly at the behest of Chicago's mayor.

HARLAN TARBELL, whose feats of magic have made him known thruout the country, is trying to complete his five-volume set of books on magic before the paper shortage catches up with him. One volume is already on the press and the others will follow as rapidly as possible. . . . Delays are still plaguing Samuel Shaffer in the construction of his super roller rink, the Roller Bowl, which will be one of the finest between the two oceans. It looks now as if it will be ready to go about the middle of January. . . . Dan DeBaugh, manager of the Ringling office, has had quite a sleep in the hospital but is back home recuperating. . . . O. D. Odom, who has been alternating between the hospital and his hotel for months, is back in the hotel for further treatment. . . . Al Martin, back from a swing around the country, is spending a week at the camp of his brother at Antioch, Ill. . . . John (Shuby) Shubert, aerial constructionist, who was with Cole Bros. Circus last season, is likely to find some circus fans who are collectors of circus material trailing him, for he has a complete file of *The Menage Club Weekly News*, which was published on the show and circulated among the personnel. The final issue was especially interesting, filled as it was with quips and gossip, cartoons by Emmett Kelly, and the home addresses of most of the personnel of the show.

chase of \$10,000 in Defense Bonds. This is not only good business but a promise paid for victory insurance. What could be a better combination?

IT TOOK an actor, Woland, the old-time high-wire troupe, to make the suggestion terrific to help us win the war. You first read about it in last week's issue and it should spread like the proverbial wildfire. Woland asks everyone to paste a Defense Stamp on a one-cent post card and mail it to "Uncle Sam, Washington, D. C." The sender cancels the stamp by writing his name and address across the face of it, and thus the U. S. would realize the full benefit from the sale. We might suggest that senders also note on the card that the stamp comes from *Outdoor Show Business, U. S. A.*

IMAGINE a guy with the handle of "Tex" being a Nazi agent. The only Sherman word he knows is blundering, which he mispronounces. Yet Tex Sherman, cowboy press agent and magazine writer, played a Nazi agent in *Here Come the Marines*, filmed by Louis Gasnier, formerly of Pathé and Paramount. - Tex almost hopes they left him out on the cutting room floor. Say not so, Tex. Art is art.

SINCE that day we were lit Chicago, things in the good old U. S. A. have taken quite a change, but everything is being done to keep us going forward," writes Jack J. (Light Summer) Dick, veteran clown, from Cudahy, Wis. "I was calling on an old showman, Frank Trotman, a former park manager and theater owner, in Milwaukee. He had been sick. Just as I walked past the door he said they had heard over the radio that we were attacked by Japan. I was stunned for the moment. Now we will all have to do our best to keep Old Glory flying higher than ever." Which reminds us of a suggestion to the American navy chasing the Jap warships: "Keep 'em fleeing."

AT THE third meeting of the Jolly Hogan Luncheon Club in Joe Rogers' Corner, the group discussed a donation to some timely cause. It is the easiest thing nowadays to select an object worthy of one of man's noblest virtues—charity. Any one of a dozen causes come to mind. With the war on, any one of them could use the money to advantage. In the non-charity class, Defense Bonds purchases are, of course, a must for those who have the extra-where-with-it; and even the poorest are buying Defense Stamps.

Finally the club decided to send a check to a cause which to us is one of the greatest. It is not related to the war but is as much a part of our national welfare as the Red Cross is to the military. - The New York Times Hundred Needles Cases receives the money. By the way, the National Showmen's Association has set aside \$1,500 for the pur-

Winter Fairs

Arizona

Tucson-Tucson Livestock Show, Feb. 14-23.
Henry Doice
Imperial-Imperial Co. Fair, March 1-13.
D. V. Stewart
San Bernardino-National Orange Show,
March 19-23. William Marks.

California

Berry-Nail, Western Stock Show, Jan. 18-19.
G. R. Jones, Union Stockyards
Florida

Belle Glade-Strawberry Fair, April 1-10.
J. Friedlander
Bowling Green-Harden Co. Strawberry Festival,
Jan. 12-17. J. A. Abertson
Dunbar-Lake Co. Fair, March 8-14. Karl
Lehmann, Taverna, Fla.
Fort Lauderdale-Broward Agr. Fair, Ann.
Feb. 23-28. Bert Grutich
Fort Myers-Southwest Fla. Fair, Feb. 14-21.
C. P. Heick
Fort Pierce-St. Lucie Co. Fair, March 8-14.
Dick Pearce
Hollywood-South Broward Co. Fair, Sale, of
Foreign Wares, Jan. 17-24. Robert H. New-
ton

Homestead-Redland District Fruit Festival,
Feb. 6-12. E. H. Galbraith
Largo-Pinellas Co. Fair & Rodeo, Jan. 12-17.
J. H. Logan
Melbourne-Brevard Co. Fair, Ann., Jan. 2-24.
C. T. Hoekstra
Orlando-Central Fla. Expo, Feb. 23-28.
Crawford T. Slickford
Palmetto-Manatee River Fair, Week of Jan. 11.
Wm. Snyder
Plant City-Florida Strawberry Festival,
March 3-7. H. H. Hurr
Reading-Florida Tomato Festival, April 23-
May 3. George Buchanan
Sarasota-Sarasota Co. Fair, Jr. Chamber of
Commerce, March 3-7. Ben Hopkins
Spring-Highlands Co. Fair, Ann., March
1-7. Royal R. Wyman
Tampa-Florida State Fair & Gasparilla Car-
nival, Feb. 3-14. P. T. Slicker
Vero Beach-Indian River Fruit Festival, Jan.
20-31. B. H. Phillips
Wauchula-Herde Co. Strawberry Festival,
Jan. 12-17

Winter Haven-Florida Orange Festival, Jan.
13-24. Johnny A. Switzer, Jr.

Louisiana

Lafayette-South La. Mid-Winter Fair, Jan. 13-14.
Edward Stagg, Lake Charles, La.

Michigan

Cheboygan-Cheboygan Community Fair, Jan. 24-26.
C. L. Taylor

Texas

Corpus Christi-Livestock & Agr. Show, Dec. 23-27.
J. N. Eason
Fort Worth-Southwestern Expo. & Fat Stock
Show, March 13-22. John B. Davis
Houston-Houston Fair, Stock Show & Livestock
Expo, Feb. 3-13. W. O. Cox
San Antonio-Fat Stock Show & Rodeo, March
6-11. J. Deal

Coming Events

These dates are for a five-week period.

Arizona

Bufford-Citta River Round-Up, Jan. 21-Feb. 1.
Donald Walker
California

Los Angeles-Gift & Art Show, Jan. 23-27.
James F. Bone, Chamber of Commerce
Los Angeles-Winter Show Sports Fiesta, Jan. 26-Feb. 1.
Clifford L. Dawson, 1131 South Broadway
Sacramento-Winter Sports Carnival, Jan. 3

Florida

Arcadia-Tin Can Tourists Home-Coming, Dec. 22-Jan. 1. M. E. Ketchum, Miami
Arcadia-Mid-Winter Rodeo, Dec. 31-Jan. 4.
Ed C. Welles
Brevard-National Trailer Round-Up, Dec. 23-Jan. 4. Ted Decker, City Trailer Park
Tampa-Latin Carnival, Jan. 24-31. Nick Colindares, Bog 322

Idaho

Idaho Valley-Mid-Winter Sports Carnival, Jan. 27-Feb. 1.
W. P. Rogers
Louisiana

New Orleans-Carnival of Sports, Dec. 27-Jan. 1. A. N. Goldberg
Maine

Leviston-Agr. Trade Show, Jan. 20-23. E. L. Needick, Augusta, Me.
Massachusetts

Worcester-Charity Circus, Jan. 19-20. Emilio L. Housheer, 1 Weymouth St.
Michigan

Frederic-Community Fair, Jan. 8-9. E. E. Peterson
Crystal Falls-Winter Sports Frolic, Jan. 26-Feb. 1.
C. H. Hoffman
Grand Rapids-Shrine Circus, Jan. 26-Feb. 1.
C. H. Hoffman
Saginaw-Winter Sports Frolic, Jan. 24-Feb. 1.

Minnesota

Marshall-Winter Carnival, Jan. 18-22. A. H. Becker
St. Paul-Farm-Home Week, Jan. 19-24.
Leola Traver, Univ. Park, St. Paul
St. Paul-Winter Carnival, Jan. 24-Feb. 1.
Henry A. Lund, 215 First Natl. Bank Bldg.


New Jersey

Trenton-Param Show of N. J., Jan. 27-30.
Wm. O. Lynn, 1 West State St.
New York

New York-Automobile Accessories Expo., Grand Central Palace, Jan. 28-29.
New York-Luxury Show, Jan. 19-23. George F. Little, 720 5th Ave.
Pennsylvania

Harrisburg-Farm Show of Pa., Jan. 19-23.
J. M. Fry, Rice College, Pa.
Philadelphia-New Year Celebration, Jan. 1.
Gus Uman, 432 City Hall
Texas

El Paso-Southwestern Sun Carnival, Dec. 29-Jan. 2. Wiley Edwards
Mission-Texas Citrus Fiesta, Jan. 13-17.
W. H. Glasgow



Poultry Shows

These Dates Are for a Five-Week Period

California

Long Beach-Jan. 14. R. T. Shastart, 4070 10th Ave., Los Angeles
Colorado

Delta-Jan. 5-8. C. W. Yeager, Montross, Colo.
Connecticut

Middletown-Jan. 7-8. John L. Park, Box 862.
Willimantic-Jan. 21-Feb. 1. D. D. Cavanaugh, North Windham, Conn.
Kansas

Emporia-Jan. 3-10. Jas. R. Conroy, 3273 W. 17th St., Topeka
Massachusetts

Boston-Jan. 14-19. Paul Nes, 28 Church St., New Haven, Conn.
Michigan

Bay City-Jan. 2-11. Harold G. Bellows, 1442 Midland Road.
Detroit-Jan. 7-11. A. Taggart, 2328 South Deacon St.
New Jersey

Tronson-Jan. 20-29. L. M. Blacker, Collier Farm, New Brunswick
New York

New York-Jan. 7-11. Fred H. Bohrer, Marcy, N. Y.
North Dakota

Grand Forks-Jan. 12-16. W. W. Blair, Box 863.
Pennsylvania

Harrisburg-Jan. 18-23. M. G. Rodes, Independence, Pa.
South Dakota

Watertown-Jan. 6-8. Edwin H. Otten



Dog Shows

These Dates Are for a Five-Week Period

California

San Francisco-Jan. 24-25. Nat. T. Meiser, 443 Front St.
Florida

Narasota-Jan. 20-21. Mrs. John D. Prince, Box 1291
Maryland

Baltimore-Jan. 21-Feb. 1. Foley, Inc., 2000 Hanover St., Philadelphia, Pa.
New Jersey

Newark-Jan. 11. Foley, Inc., 2000 Hanover St., Philadelphia, Pa.
New York

New York-Jan. 4-5. Foley, Inc., 2000 Hanover St., Philadelphia, Pa.
New York-Jan. 9. Irlis de la Torre Brena, 400 Pelham Road, New Rochelle, N. Y.

RIDE FACTORY ALL-OUT

(Continued from page 106)

have a horizontal bulldozer which formed the tracks of many of our rides, and in spite of the protest that it couldn't be done, we did it by pulling up the slack and reinforcing so that it would do the work.
Then various jobs began to come in, calling for making of ligs and fixtures for tank production, also for airplane gun mounts; new tools, ligs, fixtures, punches, dies, gauges, etc., all for airplane work. This kept our machine shop busy, so we turned to other classes of work for our fabricating, erection and woodworking departments.
Airplane companies such as Bell and Curtis required assembly stands, engine stands, shop dollies and other devices by the hundreds, made from angle iron, etc. which, of course, called for a certain amount of extremely accurate work.

The Navy Department, Bureau of Aeronautics, required special equipment to service the largest types of airplanes. We were commissioned to design and build a sample and herein we used our experience in building portable rides. Because of the secrecy surrounding this job we are unable to describe it, but we can

say that it was completely portable—went up in a hurry, down in a hurry and packed into a self-contained haul-away unit.

Another outstanding Spillman development was the designing and construction of many sets of automatic motorized transfer tables which are devices used in connection with the enormous hydraulic presses now being used by the airplane industry. With the use of these tables each press can now do the work which normally would require four presses. This is a considerable speed-up and is an important link in airplane production.

Helped in Many Fields

We should like to call your attention to a point which we feel somewhat proud of. When reading the news of successes of the U. S.-built 26-ton tanks in action, or the record-breaking speed of the Bell Alacobra or the fast maneuvering of the Curtiss planes, or the long-range Martin bombers, just remember that Spillman helped, in all these modern devices of war, and so we shall, as long as this present emergency lasts.

Still another important task is the purchasing and procurement of materials. This is a time when price dickering is almost out of line. The most important factor is delivery of the right materials. Herein lie two important factors—government specifications, and priority ratings. The first of these two points requires material which, up to the present time, were not common to the trade. This meant that we had to scour the country within a radius of 500 miles or more to locate materials which according to their manufacturers came up to specifications. This, however, is not sufficient. The government requires that of each lot of material purchased test bars must be sent to government approved laboratories for test and approval before we are allowed to use the material in question. The second factor, priority rating, is the pendulum of time which governs the deliveries of material. The higher the rating the better are the chances of getting materials in proper time to do the work and make deliveries on time.

Closer-than-ever supervision through the entire plant was necessary and that called for a close check-up on each operation and comparing the actual time of these operations with the estimated time allowed for them. It also called for the hiring of professional inspectors to closely watch the various operations, which are constantly being checked with numberless gauges, to see that our rejects are kept at a minimum. By this method we have greatly improved the accuracy of workmen, who now are doing many jobs which they themselves at first thought were impossible.

Greater Responsibility
Nothing yet has been said as to the increased responsibilities thrown upon management, but I can assure you that such matters as pay-rate advances, financing and the probability of a slight profit, if any, all present constant problems and are not like the well-tried principles laid down over a period of years under normal business conditions. The great quantity of this new and unique business also increased the duties of every one of our office employees, especially our bookkeeping and pricing departments, wherein all records of cost must be accurately kept and constantly referred to. There is also a vast amount of overtime which itself puts an extra burden upon their shoulders.

And so it goes on and on in every defense plant through this great arsenal of democracy. Production, men, materials and machinery are of urgent importance. National defense overshadows all other responsibilities. All else may be futile without the attainment of that objective. The welfare of the individual citizen or the individual business is not dissolvable from the welfare of the nation. No crystal ball is needed to see what lies ahead, generally, for industry. If we now have important shortages of material for civilian use; if we have curtailment of non-essentials, what it will be when we are on a wartime footing is beyond comprehension. This crisis, like all others, will eventually fade into history, industry will again go thru a period of readjustment. A higher order of living will spring from the refining influences of the common struggle for universal freedom, and we, along with other manufacturers whose factories have been temporarily diverted into defense channels, will again be ready to give to the public the clean, wholesome and legitimate entertainment it has a right to expect.

"WE STAND READY"

(Continued from page 105)

of happiness or enjoyment left either in this country or anywhere else.
First things must come first, and if the valuable contributions which our parks, fairs and traveling shows can do to make to the mental and physical welfare of our people are recognized to the extent that we, as manufacturers, are able to secure materials, we shall be only too glad to serve in this way.

However, if material, machinery and man power are more urgently needed for munitions and war material, then we stand ready to throw all our efforts and energies toward that end. Our one and only purpose now is to win this war and to this end we dedicate our time, our energies and our manufacturing facilities in whatever way they may best be used.

OHIOANS PLAN TO BUILD

(Continued from page 106)

tries, employment continues at a record high and big pay rolls have kept spending at new levels. Park men believe that in the face of speeded production workers will have some time to visit recreation centers and will spend at least as heavily as they did in 1940. Officials are aware that the coming season will see a drop-off in industrial outlays owing to increased operating schedules, but they expect to pick up slack by increased efforts of exploitation and public relation staffs, bigger budgets for free attractions and more intensive advertising campaigns.

Another angle that is being given consideration is the decline in dance patronage which became apparent late in 1940. Operators blame industrial work for the drop-off. Such work absorbed many young men and required them to work at night. Enlistments and the draft also made inroads on business. Operators have already discontinued playing costly bands, realizing they can not grow enough to pay off and make money. Higher admission prices, they said, have met with little resistance. Majority of dance spots are playing middle-bracket bands with top admission 75 cents, compared with top-flight bands a year ago at \$1.50 a person. Local bands are being played at 35 and 40 cents to fair patronage. Some operators have curtailed operations, while others have promoted private parties.

AC Pier Food Sale Problem Is Tossed About in Courts

ATLANTIC CITY, Dec. 20.—Third U. S. Circuit Court of Appeals sitting here ruled that legal right of Steel Pier to lease concessions is a matter for the Federal District Court of New Jersey and not the State Chancery Court to decide. In March 17 resort restaurant owners filed suit in Chancery Court to prevent sale of food and other articles on Steel Pier.

They contend that terms by which pier operators acquired their land included the provision that only one charge, that of admission, could be made. Pier owners and the city obtained a restraining order from Federal Judge John Boyd Aves forbidding the restaurant group to prosecute in the State Court. Restaurant owners then appealed to the Circuit Court.

With the Zoos

PHILADELPHIA.—Phil Edwards, Philadelphia zoo director of publicity has enlisted in the Marine Corps. He produced radio programs emanating each week from the zoo over KYW, WFEN and WHAT.

SPRINGFIELD, Mass.—Latest addition to the bear family at Forest Park Zoo here arrived recently from Canada. A gift from Howard Neff, the bear, a 250-pound black male, joins three females acquired by gifts during the past year.

ST. LOUIS.—Musie, one of four gorillas bought in September by the St. Louis Zoo and insured for \$2,857, died recently of peritonitis, reported Director George P. Verheller. Autopsy showed the four-year-old 80-pound animal had an intestinal parasite which broke thru an intestinal wall, causing acute inflammation. Musie and three other gorillas, Mattie, Pepper and Phil, cost \$14,000. They were part of a shipment of eight brought to this country from Africa by Phil Carroll, animal dealer, who plans another trip to Africa. If the war doesn't stop him he will bring back another gorilla to take Musie's place.

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 "bill" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when placing the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

AT WAR—NOW, STILL LATEST SNAPPY HIT-ter Tones, many other fast numbers. LA FRANCE PARLORS, 55 Hanover Street, Boston, Mass.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. If you sell printing and advertising specialties we have an excellent sideline featuring Decalcomania Name Plates in small quantities. "RALCO," 727 Atlantic Ave., Boston, Mass.

EARN WHILE TOURING—SELL IMPROVED Original, Chargeable, Reusable (Blue Stock Signs, cost 3c, retail 25c.) KOEHLER'S, 385 Gertz, St. Louis, Mo.

KEY CHECK STAMPING OUTFITS—BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 309 Degraw St., Brooklyn, N. Y.

AGENTS & DISTRIBUTORS

WHOMAKE TOP MONEY
READ THE MERCHANDISE SECTION OF THE BILLBOARD EVERY WEEK.

-DO YOU?-

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York.

WINDOW SIGN LETTERS—NEW "ROMAN" style. Large sizes, penny each! Absolutely beautiful. Free samples, new catalogue. ATLAS, 7941-L Halsted, Chicago.

SALESMEN WANTED

SELL BUSINESS CARDS, STATIONERY, SOCIAL Security Payroll Forms, Book Matches, Gummed Tape, Salesbooks, Advertising Specialties, Tags, Pricing Sets. Lowest prices. 40% commission. Experience unnecessary. Free deals. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 312, Chicago.

FORMULAS & PLAYS

PITCHMEN'S NEW 924 PAGE MONEY-MAKING Bible containing 10,000 Formulas, Recipes, Secrets for easily making fast sellers and bigger profits. \$1.50 postpaid or C. O. D. ADAMS BROWNS COMPANY, Chestnut Hill, Mass.

INSTRUCTIONS BOOKS & CARTOONS

FOR A RAPID-FIRE NOVELTY ACT USE OUR Trick Drawings and Real Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis.

PRETTY GIRL (REAL PHOTOGRAPHS) BOOKS, 40c. Big assortment, \$1.00; catalog 10c. B. BRAUN, 353 W. 47th St., Chicago.

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.

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.

FOR SALE—MAIL ORDER BUSINESS. HERE Luxative and New Cleaner for household use. A large Publishers Library, Books of great value and many more. A great bargain. Write HEALTH BUILDERS, Post Office Box 25, Dykar Heights Station, Brooklyn, N. Y.

OUR NEW WINTER CATALOG NOW READY—Any kind of Motion Picture you want. Brand 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-218, Billboard, Cincinnati.

PITCHMEN'S SOLICITORS MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 67-B free. C. H. HANSON, 903 W. Erie, Chicago.

PORTABLE ROLLER RINK—NORTHERN Maple Floor, 40' x 90', 125 Watt Sound System, 160 Pairs of Chicago Skates, Grinder, Repair Parts; now operating in building. First \$1,000,000 takes it. PAUL MATTLE, 121 E. Broad St., Spartanburg, S. C.

PRINTING

NOTICE—HUBBARD SHOPPRINT, MOVED Mountain Grove, Mo., now larger plant consolidated. Customers note changed address. Window Cards, two colors, \$3.00.

100 CARDS, 14x22, THREE COLORS, \$3.50. 10x12 Handbills, 5,000, \$6.50; 10,000, \$10.00. Cash with order. MAIN SHOW PRINT, 17 North Dewey, Oklahoma City.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

ABOUT 150 PEANUT VENDORS, \$2.25 EACH. Morley L. Se Vendors, \$2.00 up. Northwestern Sales, Lowest prices. NORTHSIDE SALES CO., Indianapolis, Ia.

ALL KINDS OF VENDING GUNS—BALL, Bulk, Checks, Sticks and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.

ANY KIND PIN TABLES, SLOTS, VEST Pockets, Free Play Consoles, Guns. Can use late Wurlitz Scales. My prices lower than advertised. COLBERT COIN MACHINE, Nebraska City, Nebraska.

CASH WAITING FOR YOUR USED PHONOGRAPHS—Best prices. When writing give serial numbers and condition. MODERN MUSIC COMPANY, 1318 11th St., Denver, Colo.

CASH PAID FOR A. B. T. BLUE CABINET Model F, Gottlieb Triple Clips. Any quantity. Peanut Machines for sale or trade. BOX C-293, Billboard, Cincinnati.

CONVERTED MARVELS—TAX FREE, \$29.50. Paces Races, brown walnut; jackpot, like new, \$159.50. Bargain list free. COLEMAN NOVELTY Rockford, Ill.

DUGRENIER 41 BAR 5c SELECTIVE CANDY Vendors, \$9.00; Exhibit Baseball, \$7.00; Free Plays, Red Hat, Super Six Speed Demon, Jolly, Thriller, Mr. Chin, O'Boy, Follies, Box Score, Billy Alley, 99.00 each; Big Six, Robinson, Hold Over, Supercharger, Flagship, Golden Gate, Lucky, \$8.00 each; Devil Charm, Zip, Buckaroo, \$6.00 each; Mills Dix Luce Dance Master, Rockola Regular, refinished, \$15.00; 6 Column Cigarette Vendors with stands, Stewart McGuire, \$10.00; Corbett, \$7.00. CARSTENS, 1144 North 15th, Milwaukee, Wis.

FOR SALE—ROUTE OF FIFTY CIGARETTE Vending Machines, in small community in New York State, twenty miles from New York City; averaging seventy-five dollars weekly. BOX C-284, Billboard, Cincinnati.

FOR SALE—2,500 LIKE NEW AND USED Merchandise Vending Machines. Will vend package up to 2"x1"x1/2". Will sell the entire lot cheap as we need the space. KASCO, 1815 S. Kostner Ave., Chicago, Ill.

FOR SALE—15 JENNINGS SILVER MOON Totalizers, used 3 weeks, \$95.00; 4 Mills One, Two, Three, free plays, \$50.00. BADGER MUSIC CO., Sullivan, Wis. Phone 30.

MAKE OFFER—ADVANCE 64 NICKEL BAR, Wagon Nickel Package Good Shipman 4-Column Penny Hershey, Peanut Machines, 10-Column Dushways Cigarette; Rowe Aristocrat, Want Arcade Equipment. KAYCEE DISTRIBUTORS, 4043 Agnes, Kansas City, Mo.

ONE MILLS OWL, LIKE NEW, \$95.00; TEXAS 1 Leaguers, \$21.50 each; Exhibit Cones, \$18.50; Western's Baseball De Luce, \$45.00; KING PIN GAMES, 826 Mills St., Kalamazoo Michigan.

LEGAL EQUIPMENT—FIVE CHICKEN SAMS with base, \$69.50 each; Western Barber: 1939, \$57.50 each; 1940 Brown, \$77.50 each; 1941 Major League, \$89.50 each; Gottlieb and Evans Skeeballette, \$45.00 each. One-third cash, balance C. O. D. BIRMINGHAM VENDING COMPANY, 2117 Third Ave., North, Birmingham, Ala.

PENNY WEIGHING SCALE ROUTES FOR SALE cheap. Southern Texas owner sick. Address OPERATOR, 215 E. 20th St., Houston, Texas.

PHONOTICS WANTED—PAY CASH. Describes fully. Warner Automatic Voice Recorder for sale, \$395.00. MCGUIRE, 1322 Lee, Long Beach, Calif.

"SPECIAL"—50 IC CIGARETTE VENDERS, \$4.00; 8 Panama Diggers, \$29.95; 150 Ic Northwestern No. 39 Balls, \$6.00; 50 Stewart-McGuire Nut, \$3.33. CAMEO VENDING, 437 W. 42d, New York.

TEN 616 WURLITZERS—COMPLETELY RE-modeled. Illuminated grills and dials, marble floor, ready to operate; money back guarantee, \$94.50 each. STARK NOVELTY, 511 Mahoning, Canton, O.

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—ROLASCORES, BOWLETTE (RS. Rockeball Jr., Taggart Rob Jr.), other Star Ball Alloys. Name lowest price. B. BLOW, 2512 Irving Park Rd., Chicago.

WANTED FOR CASH—EVANS TEN-STRIKES, Rockola Ten Pins or Gottlieb Skeeballettes. State price, condition and the type of dial on Evans and Rockola. AL CURTIS, 59 Seward, Detroit, Mich.

WANTED—SLOT MACHINES, MARBLE TABLES, Phonographs. Will buy any quantity. WESTERN DISTRIBUTING CO., 2710 Live Oak St., Dallas, Tex. Phone T7-1622.

WE PAY \$400 FOR 616S, \$800.00 FOR 24s, \$10.00 for 616 and 24 Model Cabinets. Can also use mechanisms, amplifiers, and parts for these models. Advise lowest price first letter. LAREDO IMPORTING CO., Laredo, Tex.

2 NAYED IC SCALES—\$16.00. A. S. COLE, Marion, Ind.

2 KICKER-CATCHER, 1c PLAY, AT \$19.50 each; Northwestern Deluxe 1c 5c, \$10.95; 1 Flipper, \$8.00. TIMMONS, 111 W. Michigan St., Muncie, Ind.

16 PHONOGRAPHS—MILLS 12 RECORD, Ferris Wheel Type, in good operating condition—no junk, \$34.50 each; 1 Seeburg Selectionophone, \$28.50. I. BAEE LEVY, 2830 10th Court South, Birmingham, Ala.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES, POPPERS, CABINET Model. All Electric Popper, \$45.00; burnd quart heavy bak-cool Popping Kettle, \$14.50. CAMELORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

ATTENTION, ROADSHOWS AND CIRCUIT Operators. We have the best in 35MM. Sound Attractions. Also Posters and Equipment. Get our new list. BOX C-284, Billboard, Cincinnati.

CORN POPPERS, CAMELORN EQUIPMENT, Aluminum Coated Popping Kettles, Burners, Tank Lenses, Bunch, Crater, Dunker. NORTHSIDE MFG. CO., Indianapolis, Iowa.

FOR SALE—COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 So. Wabash, Chicago.

IMMEDIATE DELIVERY—VACABOND Tandem, Alms 90, Birch Interior, Alma 90, with toilet. No writer payments. We do business by mail anywhere. SELLMORNS, East Lansing, Mich.

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-230, Billboard, Cincinnati.

POPCORN CRISPETTE MACHINE, CARAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O.

SLEEPER BUS AND ALL MODERN ROAD BAND Equipment. Leader drafted. Band willing to remain intact under proper management. Hope to close deal by January 10, 1942. Contact MUSICIAN, 2124 S. 49th St., Omaha, Neb.

WATCHES—FIVE USED RUNNING POCKET and Wrist Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 525, Chicago, Ill.

FOR SALE—SECOND-HAND SHOW PROPERTY

DIG SALE OF MOTION PICTURE FILM—35MM. Sound on Film. Late releases. New and used prints. Free advertising. Plenty of product to choose from. Life of Our Saviour, Uncle Tom's Cabin, White Zombie, Port of Halo, Jungle Pictures, Abraham Lincoln, Amazon Head Hunters, Found Alive Unknown, Blood Tygar, Johnny Mack Brown, Bob Steele, Tom Tyler, Tim McCoy and Ken Maynard Westerns. Plenty of Serials and Action Pictures of every description. Send today for our big free catalog. For outright sale only. BOX C-281, Billboard, Cincinnati.

EIGHTEEN FOOT MOTORCYCLE GLOBE OR Death, used two seasons, worth five thousand, sacrifice eight hundred cash. BOX C-274, Billboard, Cincinnati.

FOR SALE—NUMBER 5 ELI WHEEL, in good condition and ready to go. W. A. THOMAS, Fullerton, Neb.

FOR SALE—I SPILLMAN 3' ABREAST MERRY-Go-Round, 2 Ell Ferris Wheels, Swooper, 15 Car Dodgem, 8 Car Whip, Kiddie Auto, Kiddie Octopus, Kiddie Train, 5 Pumping Cycle Horse, 1 E. KAUS, 202 George St., New Barn, N. C.

NET—20x50 FEET, TRACTOR AND TRAILER. FEARLESS CREEGS, Plymouth, Wis.

SEVEN ERIE DIGGERS—ON FACTORY BUILT Trailer, can be coin or non-coin operated, \$380.00, with Amplifier, Excitement. Also 1937 Chevy Coupe or 1937 Buick Tudor, either one \$230.00. LEO ROOT, General Delivery, San Antonio, Texas.

WESTERNS, ACTIONS, COMEDY AND SENSATIONAL Features at give away prices; also two real Slashtick Comedies. Lists. BOX C-285, Billboard, Cincinnati.

PHOTO SUPPLIES DEVELOPING-PRINTING

A LARGE STOCK OF 35MM. TALKIES MOTION Picture Film for outright sale only. Carbons, Westerns, Slashtick Comedies, Exploitation Pictures, Roadshow Attractions, Complete and Horror Pictures, Serials. Free advertising. Low prices. New and used prints. Catalog free. BOX C-279, Billboard, Cincinnati.

ASK FOR BIG NEW MARVEL DIRECT-POSITIVE Catalog. Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new and old, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. BB1, Rochester, N. Y.

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Real Bargains. P. O. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill.

FEATURES AND SHORT SUBJECTS—35MM. Sound only; at bargain prices. Send for new list and our new low prices. BOX C-283, Billboard, Cincinnati.

ROLLS DEVELOPED—TWO PRINTS EACH and two free Entertainment Coupons, 25c. Reprints 20 each; 100 or more, 1 1/2c. GUMMER'S STUDIO, Unionville, Mo.

4 FOR 10 SUPPLIES. DEEP CUT PRICES. Complete line of equipment and supplies. Patriotic frames in beautiful colors. Back-grounds. Free catalog. HANLEY'S PHOTO COMPANY, 1207 Holmes St., Kansas City, Mo.

ACTS, SONGS & PARODIES

LYRIC WRITERS—SUCCESSFUL COMPOSER will compose a melody for your lyrics, \$2.00 and 1/2 share. PETE BARD, Billboard, 154 Broadway, New York.

MUSICAL INSTRUMENTS, ACCESSORIES

MODEL B HAMMOND ORGAN, 8-49 Speaker, pre-amplifier, Cost, \$1,800.00, will sell for \$950.00 cash. DON McELMINNEY, Box 229, Morrison, Ill.

COSTUMES, UNIFORMS, WARDROBES

ACT BARGAINS—EVENING GOWNS, WRAPS Stage and Masquerade Costumes, bargain prices. Mixed Bundles, \$1.00. CONLEY, 310 W. 47th, New York.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill.

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Fairy casts, Buddha, Future Photos, Crystals, Lucky Places, Palmistry, Grimoire, Charts and Books Wholesale. Largest stock 64-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 E. High, Columbus, O.

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. KANTER'S, 8-1811 Walnut, Philadelphia, Pa.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c—MAX HOLDEN, 220 W. 42d St., New York City, N. Y.

VENTRILOQUIST AND PUNCH FIGURES... special effects. TURNER, 911 Parson, St. Joseph, Mo.

ANIMALS, BIRDS, REPTILES

AA ANIMALS, BIRDS AND SNAKES, SOUTH American, Pecan, Costimundia, Monkey, Glass, Misc. lots of snakes for shows. SNAKE KING, Brownsville, Tex. Jan 174

ALLIGATORS, SNAKE DENS, \$5.00-\$20.00... RACING TURTLES, Chameleons, Fox, Opossum, Bear, Squirrels, Rattlesnake Oil. Catalog-10c. ROSS ALLEN, Ocala, Fla. Jan 133

ANIMALS, BIRDS, REPTILES—ALWAYS IN STOCK, write for our large free 24-page catalogue. MEEMS BROS. & WARD, Oceanside, N. Y.

IMPANZEEES WANTED—ANY AGE, trained or untrained. Write full description and price to BOX 294, The Billboard, 354 Broadway, New York.

MOTORHOME LICED—RIDES AUTOMOBILE perfectly, make 27 years old, only \$75.00. S. EGBERT, c/o Magnolia Trailer Park, Route 3, Charleston, S. C.

MOUNTED TWO HEADED COAT—MAKE offer, C. O. D. MRS. C. CLARK, R. 1, Box 2225, Del Paso Heights, Calif.

HELP WANTED

ACCORDION—EXPERIENCED IN SOCIETY Bands, must read; also First Trumpet, Singer or Comedian preferred. Also German doubling Vibes. BOX C-295, Billboard, Cincinnati.

COLORS DRUMMER WHO DOUBLES SAX, Trumpet or Guitar. Preference given one who sings. Steady job. Write ORCHESTRA, Box 34, Mauston, Wis.

ENTERTAINERS WANTED—SINGLE GIRLS, Novelty Acts, Star Acts. EDDIE DOYLE ENTERTAINMENT SERVICE, Room 1, 814 1/2 Wabash, Terre Haute, Ind.

EXPERIENCED AMUSEMENT PARK MANAGER. Large park in St. Louis close to Army Camp. Prefer with some capital. Details BOX 171, c/o Billboard, St. Louis, Mo.

GIRL SINGER—SWEET AND SWING. STATE 25+ experience. Steady work six nights a week. State wages expected to start. ARAGON TAVERN, 610 Sycamore St., Waterloo, Ia. de 27

POPULAR DANCE BAND WANTS TRUMPET, Trombone, Sax, Piano men. Others write. Steady work, fine opportunity. Write BOX 45, Kadinak, Iowa.

WANTED—MED PERFORMERS. OPEN IN halls January 5. State lowest winter salary in first letter. W.M. AUTON, Hebron, Neb.

WANTED—MAN FOR CHARACTER COMEDY. Must have good sedan car. One nighters. Small jumps. Long season and sure money. State top particulars in first letter, and send photo. No drinking. Address ROY F. LEWIS, Central Delivery, Greensboro, N. C.

YOUNG WOMAN NOT OVER 30—DIRECT amateur shows in small towns. Expenses paid. Bookings made in advance. State all first letters. Enclose photograph. MEYER, 3005 Harrison, Kansas City, Mo.

WANTED TO BUY

SET PONY WORK HARNESS FOR 300 LB. Animals; 1,500 Watt Spotlight; Color Wheel. A. MORTON SMITH, Gainesville, Tex.

WANTED TO BUY—300 FEET LINK BELT Chain. CIOZD, THE BIRDSALL AMUSEMENT CO., 24 Grove St., West Haven, Conn.

WANTED—HAMMOND USED TONE CABINETS, any type; state model and best price. Write LEAH HOLT, 434 W. 23th, Spokane, Wash.

WANTED—PIANO. SOLO ARRANGEMENTS as played by famous popular phonograph records. Send sample and price. BOX C-297, Billboard, Cincinnati, O.

NEW IDEAS—NEW MERCHANDISE NEW WAYS TO MAKE MONEY WILL BE FOUND IN THE MERCHANDISE SECTION OF THE BILLBOARD EVERY WEEK. BE SURE TO READ IT!

America is in a state of emergency. Every citizen is urged to do his part by buying Defogoo Savings Bonds and Stamps.

At Liberty Advertisements 2c a Word (First Line Large Light Capital) 2c a Word (First Line Small Light Capital) 2c a Word (Body Ad Small Light Type) Figure Total of Words at One Rate only MINIMUM 25c CASH WITH COPY

NOTICE Due to the expense of postage necessary for the forwarding of mail addressed to "Billboard" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS Agent—Fast, capable Contractor and Publicist. Man open January 6 to address A-1 mail. Clubs, theaters, schools, auditoriums, Kentucky, West Virginia, Tennessee, Alabama, Georgia. Quick action necessary, so state it all in first letter. "Agent," 3821 Overcup Ave., Ashland, Va.

AT LIBERTY BANDS AND ORCHESTRAS Available Immediately—Trio, Accordion, Music. Hats and Electric Heater. Girl Singer if desired. Now working, desire change. Address EUGENIA SMITH, c/o New Good, 314 N. Queen, Littleton, Ia. de 27

AT LIBERTY CIRCUS AND CARNIVAL Half and Half Annex Feature, account of war. Closed three successful seasons in Canada. Available for Musicians and comedy acts. BOBBY KORK, 166 East 34th, c/o Elliott, New York, N. Y.

NADJA—HALF AND HALF Half Annex Attraction. Reliable managers. Write best proposition. J. NADJA, 32 Allen Street, New York, N. Y.

AT LIBERTY COLORED PEOPLE HAMMOND ORGANIST—COLORED; AVAILABLE immediately. Eighteen years' experience concert and popular numbers. Prefer cocktail lounges, theatres or hotels. Specialize in dinner music. Good appearance, excellent references. Can furnish pianist for duo or singer on trio. REGINALD SMITH, 232 Broadway, Buffalo, N. Y. de 27

AT LIBERTY MISCELLANEOUS Nellie M. H. King—High class Novelty Musical Act. Groups King, French and Jazz and Ventriloquist Act. Outstanding attraction for indoor shows. Box 88, Haver City, Va. de 27

AT LIBERTY MUSICIANS ALTO TENOR CLARINET—Any chair, big tone, play jazz. Draft exempt. Write, don't wire. BOX C-298, Billboard, Cincinnati. HAMMOND ORGANIST—Available New Year's. Read details at below. "FERNANDEZ," Milner Hotel, Rush St., Chicago.

ALTO SAX DOUBLING CLARINET, VIOLIN, Union Location only. MUSICIAN, Room 331, YMCA, Sioux City, Ia.

AT LIBERTY—TENOR SAX, CLARINET Sing, union, good habits, experienced. Versatile style. Will join dance unit, anywhere, January, February. Objective defense training work. GEORGE W.M. BROWN, Band Hall, Alplene, Texas.

BARITONE AND ALTO SAX—NOVELTY songs, Married, draft exempt; Location only. MUSICIAN, Box 182, Clinton, Iowa. de 10

DANCE TRUMPET—READ, SWING, GOOD tone. Married, have car. Can join immediately. State all in first. Home byref. Cut-off show, union. DANCE TRUMPET, 131 St. Clair, Vandalia, Ill.

HAMMOND ORGANIST—THOROUGHLY EXPERIENCED musician, Theatre, night-club, dance background. Modern dance rhythms, dinner music; requests played. Comprehensive, indexed library late music. Pleasing personality, professional appearance, age 40, best wardrobe, reliability, congeniality, sobriety. Will go anywhere for dependable position. Do not own organ. Can double Novachord, Solovox, Union, good standing. Hotels, bars, cocktail lounges, clubs, wire or personal particulars, hours, duties, best salary you can offer. All communications considered and answered. Can send references, photo, and publicity material. New York, Los Angeles, Pittsburgh references. Florida, Gulf Coast, Southwest answer, but will go anywhere. Available to open New Year's. Just closing successful night club engagement. Communicate quick. "FERNANDEZ," Milner Hotel, Rush St. and Grand Ave., Chicago.

SEMI-NAME BRASS SECTION AND DRUMMER available due to misrepresentation of present leader. All between 22-26 and 3-A. Solid Lead Trumpet and Drummer, Second Trumpet and Trombone. High range and good modern technique. All letters answered. BOX C-296, Billboard, Cincinnati.

VIOLIN DOUBLING STRING BASS—EXPERIENCED, V. COURVILLE, American Legion 404, Jacksonville, Fla.

VIOLINIST, DOUBLING CELLO AND SAX—EXPERIENCED pit, symphony, radio. Age 40, sober, reliable. Wife experienced Pianist, Organist. KESSNER, 504 Perry, Vincennes, Ind.

Electric Steel and Rhythmic Guitarist—Doubling string, piano, sax, clarinet and violin. Read and see. Good appearance, all essential. Ray Wallace, 331 N. Colfax, Fayetteville, Ark.

Hammond Organist—With own Organ and Pedals. Opening November, Plano. Have business' rating. Complete contract management January 6. Location preferred. All offers considered and answered. 25 years' experience all lines. Plan for dancing, floorshows, community singing, all requests. Male, sober, reliable. Room 424, Industrial Hotel, St. Louis, Mo. de 27

NIGHT CLUB REVIEWS (Continued from page 107) setting here allows for a colorful curtain showing old Chris climbing down the chimney. Lighting effects create a snow fall; scene opens with singing of Silent Night and the girls going into the Skaters' Falls with a Jingle Bells finish. Talbot made for the family trade.

Bonnie Stuart, local radio songstress, takes over for a round of pop-tunes that shows her as one of the best ballad singers hereabouts. With better stage presence, gal could rate with the best. Alma and Rowland, mixed team, offer Rhythm tape along speed lines. Both plenty light-footed and click big.

Yvonnettes back for a South American strut, gals shaking maracas and bodies in seductive fashion to lend a bit of spice to the show. Serve as setting for a Spanish castanet dance by Mary Grey. Ben Perry, emcee, has his inking next and scores solidly. With a wealth of personality, a smooth line of patter and a neat bary singing range, he makes the old-time song and dance man live all over again.

Kaye and Grey, gal team, are show-stoppers with their comedy songs. In exaggerated spinster-get-up, they plead for males, with one of the girls doing an Ann Corio down to her flannels for the smash finish. Sopha trio of the Three Peppers, instrumental and vocal five pieces fast becoming a Palumbo institution, still go over terrific with their hot rhythm ditties.

Line of girls winds up the fast 60-minute show with a Frolic routine which calls for the males to step up on the stage to help the cuties lace their corsets. Howard Reynolds (6) still providing the muscle for show and dance, with Jimmy Venuti (3) plus troubador Henry Patrick filling out the hulls. Host Frankie Palumbo still dishing out the brand of hospitality that has characterized this nery since 1884. Maurice Orendorfer.

Kern's Restaurant, New York Talent policy: Dance band, Management; Robert Kern, owner; Jay Faggen, press agent. Prices: Dinner from 75 cents; drinks from 30 cents; no cover or minimum.

Robert Kern, former legit co-producer and for years a restaurateur, returned to his old job of 20 years ago when he was a partner in Freeman's Restaurant, the Lindy's of its day, with a pop-priced eatery and a minimum of talent. Spot is a nice addition to Times Square eating houses, plenty large and quietly atmospheric.

Only amusement is in the hands of Cornel Tansay's seven-piece org, playing just for dancing. Main attractions are food and a provocative statue of a nude boy and girl over a water fountain, which the liquor board has ordered removed for additional drapery. G-stringed sculpture, weighing a ton and a half, is due back next week. Pierre-Bordelle, sculptor stone-and-chisel artist, performed the masonry. Sol Zoff.

Gay Nineties Backstage Club, Akron Talent policy: Pianist, melodrama, continuous entertainment. Prices: Dinner, 40 cents; drinks from 25 cents. Management; Bill Cash, manager. This business of laughing at the creaky melodramas of the gaudy era has been going on for seasons, but it remained until this milestone for a local spot to book such a show. Building a stage over the bar, Bill Cash imported from Boston a troupe that set an all-time record there. If you care about Adrift in New York itself, it is one of those deep and dark plots involving the mortgage on the old farm, the plotting, murderous villain who lures the heroine to New York and the stalwart hero who rises over all adversity to win the girl. It isn't the play, it's the players and their ability to draw the audience into the mood of cheering, booing, hissing and giving advice to the company. They succeeded excellently. From lead to character support, everybody joins in the olio specialties. Presenting the show, under direction of John Calor, are Eldon Clifford, Corrine Longdon, Jack Clifford, Evelyn Harris, Hazel Williams, Pete Wright and Dick Lauderbank. The Three Loose Screws provide hilarious fun. Sammy Smolka, former org leader here, presides at the piano keyboard. Reg. McConhill.

Merchandise

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DEALS

A Column for OPERATORS • DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS

By BEN SMITH

Some months ago an operator dropped into our office to say he had received an official okay in Washington to stimulate the sale of Defense Bonds and Stamps by means of the salescard and salesboard. He said that this patriotic merchandising plan would be confirmed in writing and that he would return when he had it. To date we haven't heard from him again—but that's not too important. What is important is the idea, and that's good. In communities where the plan can be operated, Defense Bonds in various denominations could be offered as major awards and Defense Savings Stamps as consolation, and given a chance to try for them. John Public should respond generously. The plan appeals to us for many reasons—for one, it would give operators a chance to do their bit, for another it would help Uncle Sam get the money he needs to drive to victory. Let's put our thinking caps together on this and if there is a possibility of following thru, let's go!

J. E. N., of North Platte, Neb., writes: "I have been trying to find out who manufactures salesboards with an emblem of a Black Hawk Indian on the back. Could you give me the name and address of this firm?"

We do not have this information and would appreciate hearing from someone who can supply it.

Evans Novelty Company is still hitting on all four with its Flippy military strip-case cigarette case. There's no question about this deal having scored for the boys.

Mills Sales offer on the Zephyr Electric Shaver brings back memories of the many hot shaver deals which produced so well several years ago. The item may still get some of the 40-to-60 on a quickie for Christmas.

How often have you said to yourself, "Why didn't I get on to that item when it was first introduced?" referring to a number which went to town but which you did not get-herp to until most of the cream had been ladled off by others. Check back and you may find that that is the reason you did not make as much money this year as you had hoped you would.

This business is a fast business. The average life of a deal is comparatively short, and in most cases money must be made quickly, if at all. Most operators know that, but sometimes they'll go conservative; they'll see a new item, a new deal, may even like it, but instead of taking a little flir to test its possibilities will say to themselves, "We're from Missouri; we want to be shown." By the time they are shown it is often too late for them to cash in with the others who were not so wary.

We believe that every new deal is worth a test if nothing more. There is no big gamble involved in placing a few cents just to see how they'll move. Maybe the operator who does this will lose a couple of bucks occasionally, and his time, but in testing all possibilities the

(See DEALS on page 116)

Wartime Merchandising

In the transition from peace toward an all-out war basis the merchandise field can make a substantial contribution to the war effort. It is an indisputable fact that along with slogans, posters, and songs, novelty items such as banners, pennants, flags, buttons, auto stickers and decals of various kinds play an important part in maintaining public morale. The wide acceptance of red, white and blue merchandise during the past year was the result of the American public's mass reaction against dictatorships and all they stand for. Now that we are in the war, patriotic novelties will be in greater demand than ever before.

Manufacturers are busy at this writing readying a long list of timely patriotic stimulants. Some have already made their appearance and, as time goes on, items which give visual evidence of the united stand of this nation against the enemy will be seen everywhere. Indication of the widespread acceptance of patriotic items is the fact that the demand for American flags since America's entry into the war with the Axis powers has increased approximately 70 per cent over the normal demand for this time of the year. It is true that the morale of the public is bound to ebb and flow to some degree as the struggle is prolonged. By introducing new patriotic items the merchandise field will do much to hypo morale whenever it shows signs of lagging.

Bingo games and salesboards have been used effectively in the past by various organizations to raise funds for worth-while charities. Now operators can co-operate with their local patriotic organizations in raising funds to be used for the men in the armed forces. Funds are required for books, cigarettes, tobacco, candy and other incidental creature comforts. Money will also be required for local defense measures and in all this fund-raising activity bingo games and salesboards can prove very effective.

Bingo and salesboard operators in their own localities can also do a great deal to further the sale of Defense Stamps and Bonds wherever local authorities sanction this type of patriotic merchandising. These two branches of the merchandise field reach a large mass of the public, and it would be no exaggeration to say that they would stimulate the sale of bonds and stamps. Pitchmen, while they are not in a position to make actual sales, can be of service too, by making an appeal to their listeners to buy stamps and bonds during the course of their spiel. Pitchmen speak to fair-sized groups which, added up, make a very large audience throughout the country. The merchandise field has always done its part in times of crisis and in this conflict the possibilities of practical service are unlimited.

New England Reports 1941 Was Banner Year

BOSTON, Dec. 20.—Merchandise users throughout New England have every reason to be satisfied with the 1941 season. Conditions were far more favorable during the current year than they were during 1940, as far as bingo operators, concessionaires, pitchmen and others were concerned. There were few restrictive legislative attacks and the public was in more of a spending mood than it had been for some time. The summer especially was good, with all operators and concessionaires reporting the greatest volume of business ever recorded.

If nothing else, the 1941 season proved conclusively to Massachusetts merchandisers men the immediate effect of the international situation upon their business. Smart operators and concessionaires who followed this trend were able to cash in on the public consciousness of world affairs. Others who failed to realize the exploitation value of certain world happenings still managed to cash in as a result of the general state of mind of the public.

Red, white and blue merchandise of all types led the parade of souve and novelty sales all thru the year but enjoyed particularly great popularity during November. Concessionaires and pitchmen, souve and novelty workers are unanimous in their praise of the patriotic items as money-makers. Bingo operators in this section are figuring an

stocking the patriotic items heavily for the coming year in the belief that they will be the easiest items to dispose of despite the war.

Another unlooked for result of the war is the sudden interest in cameras. Stores featuring photographic supplies are doing exceptional business.

Novelty and souve workers who have been working the army camps, navy yard and defense plants in this vicinity all report business exceptionally good. Soldiers from other parts of the country generally go for souvenirs and tokens which can be sent home to families and sweethearts. This is especially true since the war started, with none of the soldiers sure as to his future ability to purchase novelties and souvenirs.

Streetmen in this section have announced their intentions of making this a banner year for the sales of noise-makers. The theory is that this year, more than any other, the public will want to celebrate the advent of the new year. Altho mass celebrations, similar to the Times Square celebration in New York, probably will be outlawed, there will be numerous private parties and other celebrations. Therefore, streetmen are concentrating on Christmas shopping crowds, attempting as much as possible to make sales for home consumption. This practice was more or less successful. (See New England Reports on page 116)

BINGO BUSINESS

By JOHN CARY

A VERY definite service that bingo operators will be able to perform in connection with the war effort is to tie up with various fund-raising drives for worth-while patriotic services. The public is rallying to the call to buy Defense Bonds and Stamps, and bingo operators can stimulate interest by offering Defense Stamp books as extra prizes. Organizations are readying drives for Buddy Bundles and other activities designed to make the boys in the armed forces more comfortable. Funds for community defense efforts will also be required. All this fund-raising activity creates an unprecedented opportunity for bingo operators to serve their respective communities while, at the same time, they will be able to continue their operations with a fair return during the war period.

A SERIES of public penny bingo parties is being given thru the winter in Evansville, Wis., under the auspices of Group 1 of the Rebekah Lodge, of the Odd Fellows. Baskets of groceries are being distributed as bingo awards, with an attractive door prize awarded to the holders of the lucky numbers. It is said the parties were started in the town two years ago and have proved so successful it was decided to continue the amusement project.

OUR SOURCE in Trenton, N. J., reports that the New Jersey Legislature, at its next session, will be asked to legalize merchandise bingo under local option throughout the State. Pro-bingo forces have been working away quietly to achieve this end for the past several months and it is anticipated that the bill will receive favorable action.

FROM BUFFALO comes word that a Supreme Court jury of six men and six women returned a verdict of acquittal in a bingo trial to decide whether the game violated the State anti-lottery laws. The jury deliberated six hours. The verdict is important, as it is the first of its kind in Buffalo. Another bingo case last year had ended in a disagreement. Several other so-called bingo indictments are awaiting trial, and the district attorney's office issued a statement to the effect that it will decide shortly whether to move them for trial or ask that they be dismissed. In effect the jury's verdict is a victory for pro-bingo forces, as it holds that bingo playing does not violate State anti-gambling laws.

BINGO-MANIA has hit Detroit hard, according to O. A. Baker, of Baker's Game Shop, and creator of an automatic bingo blower. Games are fun everywhere and include many variations. It is said that bingo is proving to be one of the most effective ways of raising funds in the city for charitable purposes. Events range from once-a-year bingo parties to weekly church bingos. Prizes include everything from poultry and groceries to a complete home bar. Stunts are used to enliven the bingo evenings.

A LEASE has just been signed by Metro Manufacturing Company for new and larger quarters, and the firm expects to be located there some time in January. In the new location their complete plant and showrooms will be under one roof. The plant includes all equipment necessary to manufacture a complete

(See BINGO BUSINESS on page 116)

★ ★ LET'S GO, AMERICA! — Remember Pearl Harbor! ★ ★

WHOLESALE & JOBBERS! SCOOP YOUR TERRITORY

EVERY AMERICAN WILL BUY ONE!

"REMEMBER PEARL HARBOR" BANNER

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BEAUTIFULLY DESIGNED PATRIOTIC SUBJECT IN 4 COLORS ON DUVETEEN. GOLD-TIPPED SPEARS, GOLD TASSELS.

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CHAMPION SPECIALTY CO. 214 & X Central Street BANGOR CITY, MO.

DEALS

(Continued from page 114)
chance of missing out on the big deal will be practically nil.

It's smart business and good operating to change off on consolation awards from time to time. There is no reason why the pen and pencil should not continue to play an important role on deals—but not in exclusion to other items, even if on occasion the operator must pay a few cents more for the change-over. The added zest and quicker turnover should more than compensate for the additional cost.

HAPPY LANDING. NEW ENGLAND REPORTS

(Continued from page 114)

Full according to a check-up this week. The various novelty items such as rattlers, Bronx cheer, paper hats, feather blowouts, confetti, noisemakers, spectacles and schnozzoli combinations, mousetraps, trick glasses, shooting books, handshakers, trick perfume bottles, and the multitude of bottles disguised as liquor or beer and containing paper snakes have been in demand. The streetmen featuring these items concentrated their activities in the heart of the downtown shopping center and at the North and South Stations railroad terminals to the suburbs thru which an estimated 10,000 persons pass each day.

Some workers found it profitable to carry a line of Christmas decorations with the noisemakers and novelties. Chief question asked the streetmen as far as could be determined was the origin of the Christmas decorations on sale. Most of the purchasers wanted to be assured that they were not manufactured in Japan.

BINGO BUSINESS

(Continued from page 114)

plote line of bingo supplies and equipment. The move is being made in anticipation of a really big year in 1942, a company executive explained. The expansion move is the direct result of the larger volume of business enjoyed in 1941—the biggest in the firm's history, the executive concluded.

NEW AMERICAN MADE Patented Master Brand DANCE CHECKS



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to Keep Mosquitoes and other Insects Away and

DOCTORS SAY VERDARA

to Conserve Vitamin A and Reduce Fatigue

FREE Literature—SAVE ELECTRIC—Tobacco

POPULAR ITEMS

(Continued from page 115) is by having a map of this theater of war. American Poster is offering a large 20-by-28-inch full-color map showing the entire Pacific, islands, mainlands, diatombs, etc. The firm claims the map has been selling well, as it makes it easy to follow the war bulletins. It is said the map is complete, giving all the pertinent details necessary and item is adaptable for framing.

V Banners

Liberty Products, offering one of the largest lines of patriotic banners, reports that their V Banner is meeting heavy demand. It is said the banner sells because it is well made, fine, satin-finished and fringed. The victory V is crossed with a shaft that shows the famous three-dots-and-a-dash sign. The slogan reads: "Freedom Must Win and On to Victory." The 9 by 12 size banner is suitable for the home, while it is said that a smaller, 5 by 7 fringed effect banner is popular with motorists.

Darning Hoops

Hoops for darning outfits are especially useful for the boys in the armed service as well as for the home. The Gibbs Manufacturing Company has hoops made especially for machine darning kits. The item is made of bright silver metal, is three inches in diameter and has smooth rolled edges. Demand has been good for this useful item. It is reported.

Events for Two Weeks
HOLD NEW FEATURES

- December 22-27
FLA.-Arcadia. Tin Can Tourists' Home-Coming, 22-Jan. 2.
Jacksonville. Moose Charly Ball, 22-Jan. 4.
Maitland. NFL - Trailer Roundup, 22-Jan. 4.
Dec. 22-Jan. 3
CALIF.-Sacramento. Winter Sports Carnival, 2.
FLA.-Arcadia. Rodeo, 21-Jan. 4.
LA.-New Orleans. Carnival of Sports, 27-Jan. 1.
N. Y.-New York. Doc Show, 4-5.
TEX.-El Paso. Sun Carnival, 29-Jan. 1.

St. Louis

ST. LOUIS, Dec. 20.—Snowmen and showwomen here are giving their all to the government to help win the war. All are putting every spare penny in Defense Bonds and Stamps. Many have reported to the local Red Cross and donated blood. Both the International Association of Showmen and the Missouri Show Women's Club have purchased big blocks of Defense Bonds, and members of the former have enlisted in the various Home Defense units. Many members of the MSWC are knitting, wrapping bandages and doing other Red Cross work. So in this usually reserved city the hue and cry is "Let's Go America."

Dee Lang, owner Dee Lang's Famous Shows, successfully underwent an operation Wednesday morning at Missouri Baptist Hospital and is doing well. E. E. Farrow and Glenn Osborne, Wallace Bros.' Shows, passed thru the city Tuesday en route to quarters in Jackson, Miss. Sam Solomon, owner Sol's Liberty Shows, came thru Monday en route from Iowa to quarters in Caruthersville, Mo. Mr. and Mrs. Sam Lieberwitz, Reynolds & Wells Shows, were here on a buying expedition. Mr. and Mrs. Al Baysinger, Al Baysinger Shows, spent several days visiting friends. Mr. and Mrs. Noble C. Friery, Dee Lang Shows, left for Wichita, Kan., and then will go to Kansas City, Mo., for the Heart of America Showmen's Club festivities. A. M. Balderston, owner, and Don Liggett, concessionaire Melvin's United Shows, spent Tuesday visiting friends and left that night for Morrilton, Ark., where the shows are wintering. Mr. and Mrs. Jack Keanyon, cookhouse operators, came thru this city, en route from Hot Springs. Joe Darpo, who operated several shows as Bill Haines Shows last season, visited The Billboard office Wednesday. He will spend the holidays with his family and relatives here. R. W. Morlock, agent Bomer's United Shows, came thru Tuesday, en route to the North, and reported a good season. George W. Davis and

Floyd Hoase, Johnny J. Jones Exposition, are wintering here. They are regular visitors around the IAS clubrooms. Morris Lipaky, who has been visiting relatives here, left for Washington on Monday. He will return for the holidays. Mr. and Mrs. Marvin Laird, who are wintering here, booked their concessions with Johnny J. Jones Exposition for 1942. William and Eugene Pink came in from Los Angeles to visit relatives. Tom W. Allen, who is spending much time in Waynesboro, Mo., where he is operating the Fort Wood Recreation Arcade, reports good business.

Art and Hazel Martin passed thru St. Louis en route from Decatur, Ill., to Oklahoma City. Ed Moran, general agent Al Baysinger Shows, returned here after a booking tour. Mr. and Mrs. George (Whitey) Golden passed thru the city while en route to Tampa, where they will vacation. Tom Sharkey, Johnny J. Jones Exposition, visited The Billboard Wednesday while en route from Chicago to Augusta, Ga.

Coast Notes

By WALTON de PELLATON
LOS ANGELES, Dec. 20.—Showfolk in Southern California are turning their efforts to serving and preparing for war defense. The annual PCSA banquet at the Biltmore Bowl was a triumph, so were many other events presented for visiting members of the Western Fairs Association. Keen disappointment is being felt by many showfolk over the cancellation of annual Rose Bowl tournament and football at Pasadena. One of the highlights of the PCSA ball were the attractive gowns worn by the women in attendance.

Among those noted were Mabelle Crafts, Marie LeFors, Margaret Palmer, Nina Rogers, Alberta Foster, Mrs. Abe Lefton, Millie Douthett, Ethel Krug, Lucille King, May Ward, Rosemary Loomis, Babe Miller, Betty Coe, Rose Clark, Fay Fine, Pearl de Pellaton, Pearl Runkle, Edith Bullock, Jewel Hobday, Vivien Horton, Inez Alton, Mildred Levitt, Peggy Forstall, Peggy Steinberg, Fern Chaney, Jessie Loomis, Mabel Stark, Minnie Fisher, Martha Levine, Inez Wainh, Tillie Palmateer, Mary Taylor, Marie Jessup, Lil Elamang, Lilabel Williams, Sis Dyer, Grace Asher, Gladys Patrick, Charlotte Warren, Lillian Schue, Olga Joyce, Jessie Campbell, Mrs. Roy E. Lindington, Mrs. Sam Dolman, Mrs. John Miller, Mrs. Frank Dewble, Florence Webber, Mrs. Elmer Hancock, Mrs. Earl Douglas, Marjory Steffens, Mrs. Jack Schaller, Mrs. Eddie J. Brown, Blossom Robinson, Mrs. Rose Davis, Mrs. Hugh Bowen, Mrs. Harry Rawlings and Anna Velde Metcalf.

Sudden passing of Burt Warren, vet showman, after a year of hospitalization in a local hospital was regretted by his many friends. Johnnie and Irene Gibson have leased their new home and taken an apartment for the winter. Martha and Dolores Arthur, who spent several weeks in Santa Cruz, left for Oregon and Washington but will return for the holidays. John Donnell and family

arrived from Wisconsin. Claude and Leone Bartle have been hosts to many home-coming showfolk at their apartment on Main Street. Mike Krokos spends his leisure time between the PCSA and Gilman's Hot Springs. The Ted Levitts have taken an apartment on Figueroa Street for the winter. Jimmy Lynch, cookhouse operator on Crafts 20 Big Shows, returned from a successful fishing trip in the Northwest. Inez Alton has returned from an extensive trip into the Middle West.

Billie Farmer has been host to the many visiting showfolk who congregated nightly in the cafe where he is employed in Virginia Park, Long Beach. Alice Blash left to visit relatives in the East. Mr. and Mrs. Jerry Fox have taken an apartment in Hollywood for the winter. Charles Marshall and Bill Dalton made a fast trip to San Francisco, where Dalton visited his mother, who is ill at a local hospital. Cleo and Mae Qualls spent a few days visiting at the Bristol Hotel and then left for Sacramento.

Mr. and Mrs. Ted Henry closed with Joyce Circus in Central California and returned to their home here on Garvey Boulevard. Grace Asher, who closed a successful season with Crafts 20 Big Shows, is wintering in her apartment in Hollywood. Manfred and Mae Stewart have taken an apartment on Trinity Street. Jack Brick, socialist with the Four Appoles, was one of the features at El Rancho Coctos recently. Eddie Stanley pines from Honolulu that he is carrying on despite war activities. Mr. and Mrs. Harry Sucker are enjoying a successful engagement with their baby sides at the Auchbach Department Store, Salt Lake City. Mr. and Mrs. Bob Perry are wintering in Red Grove Acres, Bellgardena. Mr. and Mrs. Frank Forrest are wintering here, as are Mr. and Mrs. Long. Mr. and Mrs. George Vanderhoef are wintering in Oregon, and Connie Steen is visiting relatives in Salinas, Calif. Virgie Miller Martin, who did not go on the road this season, is residing at her apartment on Main Street.

Strates Inks Victor Wetter Midgets, Roy Wood for 1942

MULLINS, S. C., Dec. 20.—James E. Strates Shows has contracted the Victor Wetter troupe of midgets from Hollywood for the Midget Revue for 1942. Colonel Casper has been signed to emcee the show and a new tented theater is being built to house the revue.

Roy Wood has been contracted for the Lion Motorcade and will report here January 5 to superintendent building of a new front for the attraction.

Gaylord Whites Tour N. Y.

NEW YORK, Dec. 20.—Gaylord White, co-pilot of National Speedways, auto-racing org. is on a pleasure trip east with Mrs. White, their first local tripping since marriage. They're seeing shows and meeting people. Scheduled to motor back to Chicago early next week.

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

By STARR DE BELLE

HP Kick, La.
Week ended December 20, 1941.

Dear Editor:
You can bank on this show helping to win this war. The press department received orders from the office to refrain from writing "New Territory Will Be Invaded" unless used in conjunction with the name of one of our general agents who enlisted last week. The cookhouse manager agreed to save on food and to recognize meatless and other days should the government decide to again hold such days as in the last war. The five past rainy weeks have already put us on ration cards out of the office. We will defy any inspector to find meat in our burger, should meatless days arrive.

To prove the show's eagerness to help Company B, Circulating Home Guards, was organized. On account of the show carrying a balloon ascension and parachute leap for a free act, we had the advantage over other guard units in invasion training. We sent him up 15 times and each time that he dropped he was shot at with blanks and captured before he could reach his objective, the

Q-top. So realistic was the drill that some of the excited local guards joined in the shooting while he was ascending. Now he won't even make a jump as an act.

It dawned upon our guard unit that it needed an armyman as a leader, one who knew the manual of arms and could drill the company. General Lem Trucklow, who was out booking, was called to the show to take charge as drill instructor. The morning following his return our guard unit arrived at the drill grounds early, but General Lem failed to appear. An orderly awakened him in his easy chair under the office wagon canopy five times, once each half hour, but he didn't show up to take over the command. We then learned that he wasn't an army general but a general agent. Chair sleeping proved it.

During a general staff meeting, Field Marshal Layout Pin Whitey, who in carnival life is a lot superintendant, suggested that our forces drill with local home guards in every town. Such an arrangement would bring the town and

show closer together. Our guards immediately arranged for a lawn party to raise money for uniforms. Some 500 attended and a good time was had playing head-and-head skills, under-and-over-seven, the old army game, and three-card rummy. Three-card rummy, the way we play it, uses only three aces, two black and one red.

Friday night war games between the two units gave both sides valuable training. We thought a snowstorm had hit the lot during the night and later learned that the local unit had launched a surprise attack from the air by using sacks of flour as bombs. The ground and every top was covered with flour to eight inches of flour. That put hot cakes on the breakfast menu and stocked up the kitchen with a month's supply. A sudden shower hit at tear-down time, turning the flour into paste and posting the show to the lot. May have to stick around for another week.

MAJOR PRIVILEGE

HELP LICK THE JAPS! AT \$6.00 PER 100
REMEMBER PEARL HARBOR
"REMEMBER PEARL HARBOR" PENNANT
100 Pennants \$30.00
"REMEMBER PEARL HARBOR" BUTTONS 100 Buttons \$10.00
WAR SLOGAN BUTTONS 20 Assorted Kinds 100 War Slogan Buttons (Assorted) \$15.00

BENGOR PRODUCTS CO
678 BRADWAY, NEW YORK, N. Y.

ELGIN GRUEN \$2.95 BUILDOVA
Take advantage of these re-conditioned nationaly distributed watches in new 41-42 case. Each is newly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers.
STAR WATCH CO. Wholesale Jewellers 124 S. 3rd STREET, PHILA., PA.

No Charge SALESBOARD ABC'S
For this excellent copy-right from The Billboard Article covers the sales-board field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today!
DEALS, The Billboard, 1564 Bdw, N. Y.

PAPERMEN
Two full-page NATIONAL publications also an experienced square shooter in several states. Write for territory, pricing references. ED HUFF, 5410 Phillips, Dallas, Texas

WHOLESALE FREE CATALOG
SPORS
4000 MONEY-MAKING MARKS-TO-LEAD BUSINESS OPPORTUNITIES
SPORS CO., 5241 Mill St. Dallas, Texas

and reports good business. Hyatt and Little Chase and Jake Ginsburg report results on the leaf are way above expectations. Outdoor showmen visiting recently included Carl J. Lauther, Tommy Carson, J. J. Johnson, Floyd King, Jack Ross, Dutch Hoffman and Willie Davis. Walter Stoffel is on the advance, with Maude Deacon, cashier; Roger Young, lecturer, and Nancy King, hostess."

YOU'RE at your best only when you try your best.

RED NOBLY is working nice in Grand Rapids, Mich., to good takes, according to word hitting the desk from that sector.

SPEEDY ROSS is getting exceptionally good returns on the mod at Sampson's Mod Store in Cleveland.

DISAPPOINTMENT and dissatisfaction spring from inability and laziness.

JIM FERDON (Great Picarro) rambled into Cincinnati last week and, with Mrs. Ferdon and daughter, visited the pipes desk. The ace mod purveyor, who closed a successful 14th tour at Worlton, W. Va., said he planned to remain in the Queen City over the holidays. He will reopen his unit about January 1 in a Northern Ohio location.

WHY ENVY the man of woman has a real purpose in life?

CHIEF KELLER is corraling the long green, with his mod layout in Cleveland.

STANLEY NAUREFF is closing his demonstration in a local store on Christmas eve and will reopen in the same spot for a week, beginning January 5.

A GOOD insurance policy for open towns is leaving your tip satisfied.

OPENING OF THE tobacco markets in Kentucky in December is time for the knights of the tripod to get in their best holes in garnering the money of the tobacco realm. Tobacco growers waiting for their lots to be sold are perfect prospects for pens, blades or what have you. In addition to the bare outbursts, the court and community sales days are many in that neck of the woods, and those working that territory should be able to keep the wolf away from the door.

TOBY JOHNSON with Dr. Tom Deag's mod show the last six weeks of the season, is working a Blytheville (Ark.) drugstore for Christmas, having been set there by Dean. Toby has been clocking at the spot with Dean's Dalton Compound, while Dean is going a national broadcast.

MUSTERS' TIPS: Boys working the pedicels can arrange tie-ups with cooking-school classes held in department stores during the winter to successful results.

TOBACCO TOWNS active this time of the year in Kentucky include Mayfield, Murray, Winchester, Mayaville, Mount Sterling, Glasgow, Bowling Green, Hopkinsville, Harrodsburg, Elizabethtown, Latexater, Nicholasville and Lexington. The more important tobacco centers in Tennessee are Springfield, Hartsville, Cookeville, Woodford and Franklin. Other good Tennessee towns are Lewisburg, Fayetteville, Columbia, Pulaski, Lawrenceburg, Tullahoma, Shelbyville, Murfreesboro, Sparta, Livingston, McMinisville and Tracy. The towns mentioned are in the money; Take your best hold, boys.

THE PITCHMAN who does not expect more than is granted to a local citizen is never disappointed. Don't go out and knock the local merchant and then expect to work a local corner. This is a violation of a city ordinance in a locality as well as the outsider.

REPORTS HITTING the pipes desk indicate that the tobacco warehouses are being loaded with the wood, with the market attracting

many buyers. Thanks to government subsidization, it is bringing new high prices.

Pitchdom Five Years Ago

Mr. and Mrs. Bert Glauner were working a large assortment of merchandise around Detroit and adjoining spots. . . Pitch Perkins was working Tulsa (Okla.) lots to exceptionally good business. . . J. R. Burroughs, veteran ace, was doing swell business with the paper on the West Coast. . . Phil Fresson was clicking with an attractive outfit of manikins and charts in Tulsa, Okla. . . Prof. A. P. Seward was working Miami with a swell flash and building a beautiful hotel in Miami Beach. . . DeWitt Shanks was in Columbus, Miss., after holding down Nashville, Tenn., for five years. . . Jack Scharding was working Miami auditoriums to successful turns. . . De Cleo, magician and escape artist, joined Madame Mayfield's Players at Brockway, Pa. . . Joseph A. (Polka) Finn was confined in State Hospital, Tewksbury, Mass. . . Dale Brothers closed their mod opry at Marianna, Ark., to one of the most successful years in their history. . . Mary Ragan was purveying mod to good results on the West Coast. . . Detroit was proving boom territory for James E. Miller. . . Gale Swartz was working The Breeders Gazette in Indiana to highly satisfactory results. . . Ray Bowers, of dog show fame, was elected alderman of Barry, Ill. . . Doc and Mrs. Lovine continued to get the geedus working the Carolinas. . . English Tommy Evans was chalking up big returns in Bennettsville, S. C. . . Shorty Woodard was getting the ge in Seattle with strops and dressing. Dr. LaSalle had his vaude show operating to click returns in Western Texas. . . Tom Dean and wife, Aletha, returned to Blytheville, Ark., for the winter. . . Thomas (Haynes) McCluskey was corraling his share of the long green in San Francisco. . . After a good ses-

son at fair, "Slim" Rhodes tied up for the winter in San Antonio. . . Topeka, Kan., proved a Larry for Ray Redding. . . Dr. J. A. Speagle, of Spangolax, Mo., was working South Carolina towns to good results. . . That's all.

Curiosity

By E. F. HANNAN

ONCE knew a mod lecturer named Henry Mercer who never did the same sales talk twice. At one time he worked a platform show and was careful to have something different on the platform each night to catch the eye. For instance, he carried two large ventriloquist dummies and he'd set them on a box or table well in view of his audience. Once on a fairground I saw him with a large telescope on his platform, the instrument being almost as tall as Henry himself.

I asked him what it was all about and got this reply: "I picked it up in a pawn shop for ballyhoo. It cost me \$9, but there's no lens in it." At intervals Mercer would stop his lecture and look thru the end of the fake telescope, shake his head and start talking again. It made the listeners curious and they stuck close to see what was going to happen.

I knew a handkerchief salesman who would open his pitch by getting two or three boys on the platform, blindfolding them and letting them sit there until the boys got to squirming to get the handkerchiefs off their eyes. Three blindfolded boys collected a crowd and so answered the purpose. Let one person stop and look up at any tall building in any large city, or even look up at the clouds, and others will at once try to horn in on the look. There was never a top mod salesman or pitchman who did not make use of such things as curiosity-arousers. Like Joe Cook's crazy stage gauds, they invite inspection, and what more do you want?

AGRICULTURAL SITUATION Condensed Data From November Summary by U. S. Department of Agriculture, Washington, D. C.

Farmers are preparing to produce in 1942 the biggest supply of foods in our history—milk, eggs, meats and vegetables. National production goals have been set up for this purpose and suggestions have been made for State and county goals. The next step is to translate the needs for production in 1942 into practicable goals for individual farms. Over 6,000,000 farmers individually the country over are being asked this fall to set down their production plans for 1942.

The job of 1942 production will not even be well started until national goals are broken down into practicable jobs for every farmer in the country. Sign-ups must be reconsidered in terms of the best contribution to goals that can be made from the productive resources of each farm. Some farms cannot expand, and their share of the defense effort will be to hold production at present levels. Better situated farms must carry the load.

The national goal for milk in 1942 calls for production of 125,000,000,000 pounds, and for eggs 4,000,000,000 dozen. Such figures are probably beyond human comprehension. It means considerably more to individual producers to say that an increase of 7 per cent in production of milk is required in 1942, and an increase of 4 per cent in production of eggs. Similarly, as to meats, vegetables and other foods for which increased production is sought for domestic consumption and export.

PLANNING NEEDED Paramount is the need for meeting 1942 production goals without endangering physical resources of any farm. The nation cannot afford to have dissipated the agricultural conservation gains of the past 10 years; if for no other reason than that there is every likelihood that usual production efforts will need to be continued in 1943. Moreover, 1942 goals can be achieved without repetition of the disastrous exploitation of World War I, when land was indiscriminately plowed up.

But for the individual farmer the question arises as to the adjustments he can make in contributing to national goals in 1942. Wide variations exist in production capacity of individual farms; probably still wider variations in the extent to which farmers are utilizing that capacity. Many farmers already have anticipated present needs and favorable prices; others are hampered by physical economic or social conditions peculiar to individual farms, groups of farms or entire regions. Even where physical conditions do not prevent the increased production of needed foods, the unavailability or the high cost of materials and services needed in farm production may be limiting factors.

What the farmer may expect after 1942 is, of course, fundamental to the

This 1942 production program is not merely a "sign-up" campaign. It is contemplated that in every case the individual farmer will have available the counsel of agricultural technicians informed as to local farm practices and conditions—counselors capable of advising with farmers as to the adjustments which may be needed in contributing to the national production goals in 1942. Available to farmers also are the long-time adjustment recommendations based upon careful research and analysis by the Bureau of Agricultural Economics as well as the records of agricultural action agencies co-operating in the agricultural planning program.

present defense effort. However, production goals achieved by properly distributing the job among individual farmers in the different type-of-farming areas will not result in the violent repercussions experienced following World War I. The goal approach when integrated with other federal and State activities is flexible enough to meet any emergency, either of contraction or expansion.

Agriculture has the producing plant and most of the information required for a carefully planned expansion of production. The need for careful planning is evident, if one checks the production goals for 1942 against the available area of cropland, or the expected increase in livestock production against the expected increase in feed and forage production. For the country as a whole, our feeding goal in 1942 falls short of meeting livestock needs by about 200,000,000 bushels of corn. This quantity of grain is, of course, available in the over-normal granary, but good management will be needed to get feed from surplus areas (largely in the Corn Belt) to the deficit areas in the Northeast, South and West. More grain will be needed also to offset prospective shortages of hay in some regions. Some deficit areas will probably exceed their minimum feed production goals in 1942, thus easing the national feed load somewhat. But even with the best of weather and good organization, the job of making 1942 goals effective is a challenge to every farmer and farm leader.

CO-OPERATION NECESSARY In most farm areas it had not now in (See AGRICULTURAL on page 125)

WARTIME LOYALTY PLEDGE To Our Country and President Roosevelt Selling Everywhere on Sight

ZIRCONS Genuine White Diamond Cut 3 for \$2.75

LET'S GO AMERICA! EMPLOYERS- Look on page 7 of this issue NOW!

WAR SLOGAN BUTTONS!! God Bless America Buttons—\$1.00 per 100 New Slogans \$1.25 PER 100

EPSTEIN NOVELTY CO., Inc 116 PARK ROW, NEW YORK, N. Y.

REMEMBER PEARL HARBOR! Live Patriotic Posters—14x22, Beautifully Colored \$1.25 PER 100 EDWARD LOWE ART STUDIO 300 BROAD ST. NEWARK, N. J.

Lists A list of coming events and other dates will be found in this List Section of this issue.

ROUTES

(Continued from page 44)

Chappel & Hannon (Casanova) NYC, re.
Chappell & Hannon (Casanova) Detroit, re.
Charles & Lee (Silver Congo Room) Boston City, La., re.

HAEL, Patricia (Versailles) NYC, re.
Hanna, Jean (Casanova) NYC, re.
Hanna, Jean (Casanova) NYC, re.
Hanna, Jean (Casanova) NYC, re.
Hanna, Jean (Casanova) NYC, re.

March, Carolyn (Netherland Plaza) Cincinnati, re.
Marshall, Jack (Mainstreet) Kansas City, re.
Marshall, Jack (Mainstreet) Kansas City, re.
Marshall, Jack (Mainstreet) Kansas City, re.

Shuman, Bill (Van-Jo) Port Huron, Mich., re.
Shuman, Bill (Van-Jo) Port Huron, Mich., re.
Shuman, Bill (Van-Jo) Port Huron, Mich., re.

Season's Greetings
CAPPELLA & PATRICIA
Opening Dec. 29
BROWN HOTEL, Louisville, Ky.
to follow opening Jan. 1st
CLUB ROYALE, Detroit
(thanks to Phil Tyrell)

Cher, Three (Opera House) Bayonne, N. J., re.
Cher, Three (Opera House) Bayonne, N. J., re.
Cher, Three (Opera House) Bayonne, N. J., re.

CHEENA DE SIMONE
DANCERS
Curney YACHT CLUB, Pittsburgh, Pa.
Dr. Sel Tappan, RKO Bldg., N. Y. C.

Central, Gert (Old Rumanian) NYC, re.
Central, Gert (Old Rumanian) NYC, re.
Central, Gert (Old Rumanian) NYC, re.

DeWalt, Jeanne (McAlpin) NYC, re.
DeWalt, Jeanne (McAlpin) NYC, re.
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DeWalt, Jeanne (McAlpin) NYC, re.

Ice-Capades (Tower) Kansas City, re.
Ice-Capades (Tower) Kansas City, re.
Ice-Capades (Tower) Kansas City, re.

POLLY JENKINS
AND HER MUSICAL PLOWBOYS
Dec. 23-25-27, Court Square Theatre, Springfield, Mass.
For times and dates address Polly Jenkins & Her Musical Plowboys, 4 Mass St., Boston, N. Y.

Jack, Eddie (Old Rumanian) NYC, re.
Jack, Eddie (Old Rumanian) NYC, re.
Jack, Eddie (Old Rumanian) NYC, re.

A JOLLY
Seasonal Greeting
JOLLY JOYCE
Marie Therese (Old Philadelphia, Penna.)

Joe, Joe (Cafe Society Uptown) NYC, re.
Joe, Joe (Cafe Society Uptown) NYC, re.
Joe, Joe (Cafe Society Uptown) NYC, re.

Kathie's Hawaiiana (Gibson) Cincinnati, re.
Kathie's Hawaiiana (Gibson) Cincinnati, re.
Kathie's Hawaiiana (Gibson) Cincinnati, re.

LaRoche, Paddy (La Conga) Cleveland, re.
LaRoche, Paddy (La Conga) Cleveland, re.
LaRoche, Paddy (La Conga) Cleveland, re.

Lane, Richard (Ambassador) NYC, re.
Lane, Richard (Ambassador) NYC, re.
Lane, Richard (Ambassador) NYC, re.

Leah, Tom (La Conga) NYC, re.
Leah, Tom (La Conga) NYC, re.
Leah, Tom (La Conga) NYC, re.

Leah, Tom (La Conga) NYC, re.
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Leah, Tom (La Conga) NYC, re.

Mafia & Basha (Casino Russa) NYC, re.
Mafia & Basha (Casino Russa) NYC, re.
Mafia & Basha (Casino Russa) NYC, re.

O'Dell, Dell (Ropers Corner) NYC, re.
O'Dell, Dell (Ropers Corner) NYC, re.
O'Dell, Dell (Ropers Corner) NYC, re.

Parsons, Ray (Tall) NYC, re.
Parsons, Ray (Tall) NYC, re.
Parsons, Ray (Tall) NYC, re.

Reburn, Pat (Cafe Madison) NYC, re.
Reburn, Pat (Cafe Madison) NYC, re.
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Reburn, Pat (Cafe Madison) NYC, re.

Rings & Harris (Mar-Jo) Detroit, re.
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Rings & Harris (Mar-Jo) Detroit, re.

TIRZA
and her Wine Bath
At Globe, Boston, Mass.
Week of January 4th, 1944
Personal Manager:
ALLAN RUPERT, N. Y. City

Tirza (Fay) Philadelphia-3-31, re.
Tirza (Fay) Philadelphia-3-31, re.
Tirza (Fay) Philadelphia-3-31, re.

ICE SHOWS ON TOUR

Ice-Capades of 1943 (Boston Garden) Boston
Ice-Capades of 1943 (Boston Garden) Boston
Ice-Capades of 1943 (Boston Garden) Boston

DRAMATIC AND MUSICAL

Arsenio and Old Lady (Cafe) Detroit 25-27.
Arsenio and Old Lady (Cafe) Detroit 25-27.
Arsenio and Old Lady (Cafe) Detroit 25-27.

CARNIVAL

Bill Joy (Marja, Ga.) Stateville 20-Jan. 1.
Bill Joy (Marja, Ga.) Stateville 20-Jan. 1.
Bill Joy (Marja, Ga.) Stateville 20-Jan. 1.

MISCELLANEOUS

Green, Magellan (Mondart, Alta, Can.) 22-Jan. 2.
Green, Magellan (Mondart, Alta, Can.) 22-Jan. 2.
Green, Magellan (Mondart, Alta, Can.) 22-Jan. 2.

ADDITIONAL ROUTES

Clark, Beverly (Strand Theater) Brooklyn 23-25.
Clark, Beverly (Strand Theater) Brooklyn 23-25.
Clark, Beverly (Strand Theater) Brooklyn 23-25.

The Final Curtain

BEEHAN—Edward (Eddie) Mott, juggler, of the team of Vereck and Mott, in an air raid on Sheffield, England, December 12, 1940. It has just been learned. Survived by his widow and five children in Mablethorpe, England, and two sisters, Chic Barrie, London, and Theresa Beaman, Chicago.

BROGAN—Fred A. (Curly), 33, former bannerman, suddenly December 13 in Atlanta. He was formerly with the Col. Tim McCoy and Ringling shows, and Day Bros., a parade equipment firm. He was also with a number of carnivals. Survived by four sisters, Mrs. Ray Adams, Linden, O.; Mrs. Guy Miller, Columbus, O.; Mrs. Earl Hicks, Beverly Hills, Calif.; and Mrs. John Burns, Salem, O., and two brothers, Harris, Akron, O., and Conley E., Cambridge, O. Services and burial in Hanoverton, O.

BROOKS—Frank, 72, former circus man and since 1933 connected with Tacoma Park, Dayton, Ky., December 11 in Bellevue, Ky., at the home of his sister, Mrs. Bealin Casser, who at one time operated the park with her husband. Brooks until 1921 worked as a biller. For the next 11 years he was with the Higginthorn-Barnum circus as advance agent. Survived by his widow, Maude; three daughters and another sister, Mrs. Ethel Steoler.

CARY—Ralph H., 69, cornetist in many theater orchestras in New York. December 9 at his home in Burton, O. At 21 he played the Philadelphia Centennial and then was with Joe Emmet Productions and a troupe presenting Gilbert and Sullivan. Two brothers and a sister survive. Services and burial in Burton.

CHEVRAUX—Frank J., 69, former showman, December 12 at the Hg Convalescent Home, Canton, O. He started his career with the Mike Exposition Company as a side show operator. Later he was with the General Amusement Company and in charge of an exhibit at the St. Louis Exposition. He also handled amusement enterprises for his brother, Amos, a designer and builder of amusement devices. Two other brothers, Norbert J., of Canton, and Edmund L., of South Bend, Ind., survive. Services and burial in Canton December 16.

DANZIG—Helen Wolf, 52, mother of Jerry Danzig, press chief of Station WOR, New York, and Frank K. Danzig, CBS producer, recently at home in New York. She was a radio writer in the early days of the industry and during the World War supervised soldier entertainment. Besides her two sons, she leaves her husband, a daughter and two brothers.

EDWARDS—Wilbur, tuba player with Joseph Sanders' orchestra, December 11 in Edward Hines Hospital, Chicago.

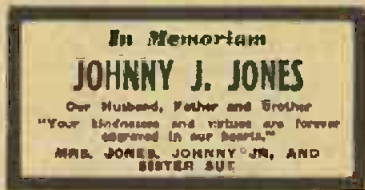
GILLETTE—Luther C., 71, former circus general agent, in Flint, Mich., December 9. He started his career with the old Whitney Family Circus, and later was with the John H. Sparks, J. Augustus Jones and Cole Brothers' shows. He also owned a poster advertising firm in Ann Arbor, Mich., from 1906 to 1923. Survived by his widow, Dora; a daughter, Louisa, and a brother, L. I. of Flint.

GOODALL—William (Billy), 62, tuba comic, December 13 in Allegheny General Hospital, Pittsburgh, of pneumonia. He was working in a night club with his wife, Kay Sanborn, when stricken. Also survived by a son, Denton, East Orange, N. J. Buried in the NVA plot, Kenosha, W. Va., under the auspices of the American Guild of Variety Artists and the Actors Fund.

HAGER—Ray, formerly with carnivals, fatally wounded in an attempted escape at State Prison, Raleigh, N. C., November 29. Body was sent to Gastonia, N. C.

HAMBLY—Mrs. Bea, known as "Mabel, the Strangest Girl Alive," November 27. Survived by her husband, Dave, and a foster daughter, Nellie Baker.

December 17 at the home of his daughter in Brooklyn of a heart attack. He traveled with several circuses and outdoor shows, including Payne's Fireworks and the Black Crook show. He retired when he was 45. Besides his daughter, he leaves three sons.



MCCINTOCK—Ira, 44, wife of Robert McIntock, Ferris Wheel foreman, December 13 in St. Paris, O. She and her husband were with the Keystone, J. P. Sparks and Bantley's All-American shows. Also, survived by three sons, Harold and Lowell Pritchard and Lloyd McIntock; a daughter, Alberta Pritchard Fuller; her parents, Mr. and Mrs. Elmer Redefter, all of St. Paris, and a brother, Harry Redefter, Columbus, O.

MCDONOUGH—George, veteran stagehand at the Erie Theater, Philadelphia, December 8 at his home in that city. Services and burial December 11 in Philadelphia.

NEWCORBE—Caroline, 69, former character actress, December 17 at the Home for Incurables, the Bronx, N. Y. She made her debut just after the turn of the century at the Temple Theater, Detroit, in Frederick Bond's company. For several seasons also appeared with the late Bertha Kirlich and was with the New Theater Company when it was organized. She played in *The Shama Woman*, *An American Tragedy*, *Playing the Game*, *Coprice*, *This Life's Tones*, *Post Road* and *The Pyrites*. She was a life member of the Actors' Equity Association. Buried in the Actors' Fund plot, Kenosha Cemetery, Westchester County, N. Y.

OBENAUER—Richard A. (Dick Bernard), 68, former juggler in vaude, films and with circuses, December 17 in Kingston, N. Y. On the stage he was a member of the team of Kipatrick, McOill and Bernard. He toured England and Europe with circuses, and in the days of silent films appeared in *The Perils of Pauline* series. Survived by his widow, Christina; two daughters, Mrs. Richard Cole and Marion B. Obennau, and two brothers, William J. and Jiglus B. Services in Kingston with burial in Graceland Cemetery, Albany, N. Y.

PATTERSON—Fred B., of the Ideal Novelty Company, Mt. Vernon, Ill., September 15 in that city. Survived by his widow, Josephine, and a son.

PETERS—Mrs. Callie Sumrall, December 12 in the John Canton Hospital, Memphis. Survived by three sons, Ernest, Louis and Lonnie, and a daughter, Mrs. Carrie Graham Parrigo.

RAILEY—A. R. (Gus), veteran member of the International Alliance of Theatrical Stage Employees, Houston, December 10 in a Houston hospital. Survived by his widow, a son, John P.; two sisters and a brother. Services and burial December 11 in Houston.

RAYNER—Minnie, 72, English actress, December 13 in London of a heart attack. She made her debut in 1859 at the Hammermith Palace of Varieties, after which she appeared in Dorothy in London, later touring South Africa with a Gilbert and Sullivan company. After touring the Far East she returned to England in 1913 to appear in motion pictures. In 1920 she played the Shubert Theater, New York, in *Symphony in Two Flats* and in 1931 appeared in New York in *Sherlock Holmes's Fatal Hour*. She made her 10,000th appearance on the stage in *Fresh Fields* in London in 1933.

RENO—George, performer with Abbott's Comedy Company, December 2 in St. Louis.

SHYVAK-KALLO—Joe Shyvak, bass player with Mario's orchestra, to Molly Kallo, nonpro, in Pittsburgh December 23.

He was with the Hamburg Symphony in Germany; the Walter Damrosch and Metropolitan orchestras, New York, and the Philadelphia Orchestra. A brother and a sister survive. Services December 16 in Philadelphia.

ROY—Andrew J., 61, former carnival worker, at home in Evansville, Ind., recently. Survived by his widow, Myrl, and three sons, Herman, Joseph and James.

SAEGER—J. B., former theater owner, recently in Chattanooga, Tenn.

SCHNEIDER—William D., 67, former circus man, December 14 at his home in Maplewood, N. J. He was a brother-in-law of Walter L. Main, former circus owner, and made his first professional contact in 1912 with a wagon show operated by George Hapdick and leased from Main. In 1913 he and his two sisters operated a one-acting show leased from Main. Early in 1917 when Main was associated with the Polack Bros.' show, Schneider was sent for and introduced a system which facilitated transportation. He spent the remainder of the season with Andrew Downie's circus as assistant manager. He served in the Spanish-American and World wars and was a member of the Veterans of Foreign Wars. Survived by two sisters, Elizabeth Schneider, Pittsburgh, and Mrs. Main, Geneva, O. Services at the residence and burial in Maplewood December 17.

SENEK—George T., 62, formerly with Hemenstein's Imperials, Mel Reed's Ken-Buckling, Louisiana Lou, Jim and Lottie Rutherford and Half-Back Hank on the Pantages and Orpheum circuits, at his home in Toledo November 19. He retired about 20 years ago.

TURNER—Emanuel A., 57, stage and screen player, December 14 in Los Angeles following a long illness. Turner was a native of San Francisco and played in legit for nearly 40 years. Before his retirement several months ago because of illness, he worked at Metro. Survived by his widow and sister, Carmelita Meek, actress.

WALLACE—James, with the Buckeye State Shows, last season, recently in Mobile, Ala. Survived by two brothers, H. T. of the World of Mirth Shows, and Albert, Los Angeles, and four sisters, Minnie Barfield, of World of Mirth Shows; Mildred McCarthy, Boston; Leola Holt, Mobile, and Mary Oroy, Birmingham. Interment in Forest Hills Cemetery, Gadsden, Ala.

Marriages

CLEARWATER-PAQUETTE—Edward Clearwater, nonpro, and Regina Paquette, chorus girl at Club Ball, Philadelphia, December 10 in Elton, Md.

D'AMICO-CARROVALI—Gabe D'Amico, with Raymond Scott's orchestra, to Jean Carrovalli in Boyton recently.

EDWARDS-BEST—Don C. Edwards Jr., Tallahassee, Fla., nonpro, and Jan Best, Detroit, vocalist and saxophonist with the Ladies of Note, at Crawfordville, Fla., December 12.

JYONS-JOBEY—Larry Lyons, nonpro, and Vilpa Josey, comedienne, December 14 in New York.

MARLOWE-WILLIAMS—Don Marlowe, vaude cofedian, and Barbara Williams, nonpro, in Philadelphia December 6.

RENO-ABBOTT—George Reno and Fay Abbott, performers with Abbott's Comedy Company, December 2 in St. Louis.

SHYVAK-KALLO—Joe Shyvak, bass player with Mario's orchestra, to Molly Kallo, nonpro, in Pittsburgh December 23.

Coming Marriages

Tom, Aber, manager of the Fairmount Theater, Philadelphia, and Zena Cooper-Smith, nonpro, in Milford, Del., soon.

James Brady, nonpro, and Mary Raeburn, of the dancing Raeburn Twins, in New York soon.

Samuel A. Oltor, member of Johnny Martin's orchestra, and Vera Oracel, nonpro, soon.

Mickey Rooney, film actor, and Ava Gardner, actress.

Richard Greene, former movie actor now working with the 87th Hussars in England, to Patricia Medina, British film actress, soon in England.

John W. Biermann, one of the Bodyguard with Orel's Tuckett's orchestra, to Gine Phillips, December 26 in New York.

Will Price, motion picture dialog di-

rector, and Maureen O'Hara, screen actress, in Hollywood after the first of the year.

Don Marlowe, comedian, and Barbara Williams, nonpro, in Philadelphia soon. **Harry D'Arcy**, auto racer, and Ruth Norikin, singer, in Philadelphia soon.

Frank Payne, mimic, and Madeline Quinlivan, nonpro, in June, 1942.

Jack Hutchinson, Philadelphia singer, and Fritza Wagner, nonpro, in Philadelphia next June.

William Raymond Laaky, youngest son of Jess L. Laaky and Margery Lowe, film player, in Los Angeles in January.

Tark Greenough, rodeo rider, and Sally Rand, fan dancer, in Glendora, Calif., January 6.

Jack Kaleheim, with the William Morris Agency, Chicago, and Leone Manaster, nonpro, in Chicago January 11.

Births

A daughter to Mr. and Mrs. Anthony Quinn at Cedars of Lebanon Hospital, Los Angeles, December 1. Mother was Katharine deMille.

A son, George Arthur, to Mr. and Mrs. Joe Hough November 26 at St. Mary's Hospital, Philadelphia. Father is surgeon-general at Wilson's Cafe there.

A son to Mr. and Mrs. Roy Wilder October 24. Father is concessionaire and mother is former dancer on Midwest Shows.

A son to Mr. and Mrs. Ernest Varner in Hollywood Hospital, Hollywood. November 26. Father is guitarist with Ted Tio Kito's band.

A daughter, Yvonne B., to Mr. and Mrs. Alfred Simon, October 28 at Harper Hospital, Detroit. Father is musician, and mother is nitery entertainer, known as Elaine Skirko.

A daughter to Mr. and Mrs. P. A. Fuzzell, of Fuzzell's United Shows, recently.

A daughter to Mr. and Mrs. Gilbert Roland December 9 in Beverly Hills, Calif. Mother is Constance Bennett, screen actress. Father is a screen actor.

A daughter, Hildegarde Harriet, to Mr. and Mrs. Horace Heidt December 7 in Hollywood. Father is well-known band leader.

A daughter to Mr. R. W. Conlin of Mount Carmel Hospital, Detroit, November 19. Father is a professional magician.

A daughter, Alice, to Mr. and Mrs. Morris H. Surath November 21 in Detroit. Father is head of Abbott's Supply Company, theatrical supply house, that city.

A daughter, Sharon Lee, to Mr. and Mrs. Ted MacMurray recently at Edna (Ill.) Hospital. Father is director of Tom Mix program on NBC.

A son to Mr. and Mrs. Everett Lawson in Knoxville General Hospital November 9.

A daughter, Susan Hunsdell, to Mr. and Mrs. H. T. (Ted) Shaw Jr., at Des Moines December 11. Father is with the Iowa Broadcasting Company.

A daughter, Nancy Louise, to Mr. and Mrs. Joe Tonkin, recently in Harrisburg, Pa. Father is member of staff at Station WHIP there.

A daughter, Mary Ann, to Mr. and Mrs. Charles Shewey, recently in Harrisburg, Pa. Father is engineer on staff of Station WHIP there.

A son to Mr. and Mrs. Jerry Butler December 14 in Wilkes-Barre, Pa. Father is staff announcer on Station WBBE there.

A son to Mr. and Mrs. Jim Breyer at Edgewater Hospital, Chicago, December 14. Father is a one-night, booker for MCA in that city and mother is Virginia Verrill, radio songstress.

A son, James H., to Mr. and Mrs. James Kendall Dreyfus December 14 at the Edgewater Hospital, Chicago. Mother is Virginia Verrill, radio singer.

Divorces

Estine Bartie, actress, from John Barrymore, actor of stage and screen, recently in Hollywood.

Robin Raymond, film actress, from Norman E. Hook, night club owner, in Los Angeles, November 28.

Del Percilla, circus musician, known as Del Hoyt, from Martha Coleman Percilla, nonpro, recently in Macon, Ga.

Frances V. Strotz from Sidney N. Strotz, vice-president of NBC, in Washington, Ill., December 11.

Sunbrock Readying Chi Show

CHICAGO, Dec. 20.—Larry Sunbrock is in Chicago working out the details of his rodeo and thrill show to be staged at the International Amphitheater. Sunbrock recently incorporated in Illinois as Sunbrock Shows, Inc.

In Memory of
JOHNNY J. JONES
Whose deeds perpetuated themselves as a monument for our efforts of attainment.
E. LAWRENCE PHILLIPS
for
NEW JOHNNY J. JONES EXPOSITION

In Loving Remembrance of My Beloved
Husband, Pal and Partner
CHARLES ROONEY
(Rising Rooney)
Who Departed Dec. 14th, 1936.
I Still Miss You Dear
MINNIE H. ROONEY

REINHOLD—Henry M., 48, music publisher representative, in Chicago December 14. He was with Ager, Yellen & Rosenthal, and had been in the music business 28 years. Funeral December 16 in Chicago. Survived by his widow, mother, sister and two brothers.

RITSE—Albert H., 81, retired musician, December 13 at his home in Philadelphia.

KAPNER—Louis, 61, theater owner, November 29 at his home in Philadelphia. He owned the Park and Jefferson theaters in that city. His widow and three children survive. Services and burial November 30 in Philadelphia.

LOTZ—William, 69, former acrobat,

Wash. Doubts U. S. Will Use Fair Property

WASHINGTON, Dec. 20.—Regarding rumors that the army or other branches would take over numerous fair plants for government use, no one at offices of the Department of Agriculture, army or OPA here professes at this time to know anything about such plans.

Agricultural department officials yesterday talked over long-distance phone with P. T. Strieder, manager of Florida State Fair, Tampa, and asked specifically whether overtures had been made for the grounds there. Manager Strieder denied that any had been made and said that the 1942 dates for the fair were still scheduled.

Army men doubted that there were any such plans, because fairgrounds are considered too small for cantonments, as it is necessary to have thousands of acres to train soldiers in tactics, fire ranges and use of varied terrain. It was said 21 camp sites, have been selected in all parts of the country and that none involve fairgrounds, as new construction is preferred. OPA is buying sites for defense facilities but not on fairgrounds, and SPAD is said not to be interested in this type procurement. Army suggested that State Guard units might be interested but expressed doubt regarding this.

Tampa Fair Will Continue; Gasparilla Fete Called Off

TAMPA, Dec. 20.—Quenching rumors that Florida State Fair would cancel its 1942 annual, officers and directors on December 19 voted unanimously to carry on for the full 11-day period, fulfill all contracts and dedicate all departments to defense aid.

Simultaneously directors of the Gasparilla Association, which annually sponsors the pirate celebration during the fair, voted to discontinue the event for duration of the war. While the pirate parade has also been canceled, directors are considering substituting a military pageant, with school bands of the State and military units featured. Army participation in the fair has been assured by the department of exhibits and plans are for an extensive display of anti-aircraft equipment.

Three days of auto racing, sponsored by Racing Corporation of America; four thrill shows by Irish Horn's unit of Jimmie Lynch Death Dodgers, Frank Wirth's Thumbs Up rerun, Izzy Cerrone's band and a bill of acts will be on the grandstand menu. Circulation of The Florida State Fair News, a 12-page tabloid, has been increased to 100,000 copies. Biggest county agricultural exhibition in history of the fair, a Negro farmers' exposition, occupying two big buildings, and Florida National Exhibits building and shows for beef and dairy cattle are to be among expansions.

Solons Urge Calif. Fair

SACRAMENTO, Dec. 20.—The Legislature today adopted a resolution urging continued preparations for the 1942 California State Fair here, unless cancellation of the fair is urgently requested by military authorities.

RADIO'S STEPCHILD

(Continued from page 26) Cashing out at crucial moments to attend to other shows. And so it goes—get the maximum effect at the minimum expenditure—complete with your better bet brethren, the commercials, for the public makes no distinctions; the same standards apply to both.

Production's Best Training Ground

This struggle, for existence, this gathering of crumbs, is not to be despised, however. It's good for the muscles. The best training ground anywhere for radio production is in sustainers. It wouldn't be true to say that a man can't be a good producer without station-training—but the writer favors the assertion that the majority of more capable producers working for advertising agencies and independent program-builders are station-trained men. And that's a contribution which cannot be overlooked. The poor sustainer, then, is not so

poor in hidden treasures. Like so many of his human brethren, it plods along in its own quiet way, doing a job without much fanfare and recognition.

Isn't there some soul-saving, tho, some horizon-brightening we can do for it?

Under present station operation, there can only be one—more attention from the advertising agencies. It's common knowledge that agencies rarely buy station-built shows for their clients. In a way, that's understandable. Agencies and independent producers have their own staffs whose job it is to create programs. This creation within the organization, naturally, can be done at a cheaper cost than buying a comparable creation in the open market. Agencies must justify the cost of maintaining their program-building units. That fact may explain why one program, station-built, attracting a fair amount of favorable reaction from the public, will languish—while another, agency-built and not better than the first, will still maintain its place on the air-waves. It is, in effect, subsidized by the agency that built it and sold it to a client.

Stations Vs. Agencies

But this almost complete absorption of the function of program-creation by the agencies may not be as desirable in the long run as some other arrangement. Radio stations, in the last analysis, are better equipped to be entertainment specialists than advertising agencies. They are closer to the public, day and night, and they are staffed with showmen rather than advertisers. If agencies would pay more attention to sustainers, the stations would be encouraged to develop them. This increased care and attention would lead to a general heightening of the whole level of a station's schedule. This heightening would increase listener-interest and result in a better sounding-board for the sponsor's message.

But that's a horizon that's a little beyond the ken of this piece. As far as these paragraphs are concerned—next time you see anyone arch an eyebrow at the mention of a sustainer, kindly tell him not to say "oh."

CASTING FOR TELEVISION

(Continued from page 27) projecting their specialties from a stage or from the floor. Now they have to learn to act for the television cameras, which is, in effect, like acting for a group of a half dozen or so people who are located not more than a few feet away. When performers project on television, we have found that the results in general, are unsatisfactory. Television amplifies each move, each gesture. And, strangely enough, it tends to amplify the less attractive features of an act to a greater degree.

Just for the record, here are a few of the other performers who have been on our Men at Work show: Goodrich and Nelson, acrobats; Al Libby and Betty, bicycle specialty; Estelle and LeRoy, dance team; Freddie Gibson, singer; Ray and Arthur, acrobats; Betty Jane Smith, tap dancer; Jack McCoy, comedian; Sue Reed and Her Men of Anorah, vocalists; Jack Horner, puppeteer; Hildegard Hallday, mimic; the Dancing Debs; Bankoff and Cannon, comic dancers; Thirteen Dogs; Robin Adair, toe dancer; Holly Rollis, the Mad Pianist; Barry and Salo, comedy tumblers; Joe Termini, comedian; Pepita and Luella, Mexican singers; Banzo the Dog; Adia Kuznetsoff, Russian baritone; Three Blue Jackets, tap dancers; Los Ojedas, Spanish dancers, and a long list of others.

Informality Helps

I think the answer to the success of the Men at Work program lies in the almost tangible air of ease and contagious informality that pervades the studio. I recall the time that Al Bernie started to inspect one of our television cameras while we were actually on the air. Naturally we had told him to feel at home on the studio floor and to do anything that came to his mind, but frankly we didn't expect him to perform his antics atop one of our cameras. Another in-

cident that stands out is the Paul Draper appearance. He was fascinated by the air of informality, and at one point turned his back to the camera after telling the audience that he would return to them in a minute. I hope these incidents don't appear trivial or irrelevant. The reason I bring them up is that they were very effective on the broadcast and are good illustrations of what makes television, the unique art medium that it is.

Our Visual Quiz program presents an entirely different type of casting problem. Its type is illustrated by its name, and the participants are laymen chosen from any number of occupations and professions. An interesting feature of Visual Quiz is that every sixth week we plan to use the winners of the previous five weeks on an extra-special quiz show with extra-special rewards. We have already had one show of this nature, and it turned out well.

Another of our programs is Table Talk, an open forum discussion conducted Wednesday afternoons by Helen Stoussat, of the CBS Education Department. For this show Gilbert Seides, head of our television program department, Miss Stoussat and I confer to decide on each week's topic and the people we think are most suitable.

Create New Talent

Will television create new talent or will it make use of existing talent? There are questions often asked. My answer is, "Both." I should say that the existing talent will modify its technique for television, and that new talent will be developed for television alone. Radio, pictures and legit have their own talent and techniques; there is every indication that television, too, will have its own in the not too distant future.

ROLL TICKETS
Flat • Folded • Book • Coupon

Millions in Stock for Immediate Delivery. Cash Room Checks, Etc.

SEASON'S GREETINGS
Let's Go, America!
For a Victorious 1942

AMERICAN TICKET CO.
115 GREENE AVE., BROOKLYN, N.Y.



The Greatest Show in All the World!

SUNBROCK SHOWS, INC.

PRESENTS

The 3rd Annual Hugo Combined

WILD RODEO & Thrill Circus

8—Big Days and Nights—8

Sun., Jan. 18 to Sun., Jan. 25, Inc. 16—SHOWS—16

INTERNATIONAL AMPHITHEATRE
—CHICAGO, ILLINOIS—

Will Show to Over 100,000

—WANTED—

Have 30,000 square feet of indoor midway in addition to the huge arena. Will sell space for all legitimate Concessions and Exhibitions. (For desirable space wire or write)

SUNBROCK SHOWS, INC.
INT. AMPHITHEATRE
CHICAGO, ILL.

LET'S GO AMERICA!

Season's Greetings
and a
Happy, Prosperous New Year

ELLA CARVER

Internationally Known High Dive Diver
—presenting—

the most difficult kind of a high dive, the Swan Dive, on fire into fire!

ALREADY BOOKED AS THE FEATURE FREE ATTRACTION
with the

WORLD OF PLEASURE SHOWS
FOR 22 WEEKS FOR THE COMING SEASON

HAVE SOME OPEN TIME IN JANUARY, FEBRUARY, MARCH, APRIL, SEPTEMBER, OCTOBER AND NOVEMBER.

FOR OPEN TIME AND COMPLETE DETAILS WIRE OR WRITE
ELLA CARVER, Care The Billboard, Cincinnati, Ohio

BANTLY'S ALL AMERICAN SHOWS
HERMAN BANTLY, Gen. Mgr. L. O. TED MILLER, Gen. Agt.

ATTENTION, SHOWMEN!

We are now ready to book for '42 any entertainers (show that does not conflict with the '42 we have or will finance any now or more later) that will entertain the thousands of our relatives in giving the public real entertainment value. We have already booked two of the greatest celebrities in this territory—namely E. LIVERPOOL, OHIO, and CHARLENOT, PA.—for 20 more weeks of Fairs and Celebrations to follow. Attention Celebration Committees—There are a few open weeks, contact us now and avoid disappointment later. All Address: HERMAN BANTLY, Reynolds, Pa.

So Long to All My Friends in Show Business!
Now in the Biggest Thrill Show on Earth for the
Duration With the United States Army

FRANK R. WINKLEY

Endy Miami Shrine Date Is Big Draw; Beatty Act Clicks

MIAMI, Dec. 20.—Miami Shrine Fair and Exposition, produced by Endy Bros. Shows and featuring Clyde Beatty's animal act, November 29-December 13, drew over 80,000 paid admissions, although capped somewhat by war tension and rain on several days, reported Luther Evans, of the press department. Bee Kyle, free attraction, also was a feature. Eddy Shows presented 32 pay attractions and about 80 concessions. Date marked initial appearance of Beatty's act here and it proved a good draw. William Kistrow and his circus crew handled tickets.

Local papers gave good co-operation, as did Shrine members, over 100 of whom turned out nightly. Opening day saw all Shrine units and bands, together with five high-school bands, Beatty's animals and Eddy Shows' equipment, participate in a colorful downtown parade. Potentate Oles Smith headed all committees, and three large exhibit tents were used for advance promotional work. Local permits were handled by the Shriners, and more than 1,000 showfolk wintering here were nightly visitors.

Business for the first 10 days was big, but it tapered off on two days because of the war. On the 13th day a car was given away and attendance for that day totaled 11,000. Shows employed a large staff for three weeks prior to opening. David B. Endy was in charge, assisted by Jake Croft, local exhibits; Louis Hoffmann, advertising, assisted by Al Cole, Bill Baasener, Louis Gratino, Roy A. Graham, Mrs. Blanche Fish, Joe Heffle-hemer, and George Barnea. Billposting and advertising were handled by Barney

Neehan, while Luther Evans was in charge of press activities. Two news carriers' nights were held and over 50,000 tickets were distributed to school children. Shows' local staff included Louis A. Rice, William Tucker, Barney Meahan, Vernon Korbn, Louis Hoffman, Whitey Hewitt, Neville Baker, Luther Evans, Jake Davis, Sam Murphy, B. L. (Bennie) Beckwith, Charles Hulfish, Chuck Conners and Dink Neuffer. Equipment was placed in quarters purchased by Endy during the past season. Visitors included Bennie and Mariba Weiss, Mr. and Mrs. Maxie Herman, W. D. Bartlett, Bob Parker, Rex D. Billings, Billy Cereau, Percy Martin, Matthew J. Riley, Clem Schmitz, Ralph Lockett, Meyer Harris, Hugh Dilkman, Mr. and Mrs. Max Krieger and Henry Robinson.

President David B. Endy returned from the Chicago meetings and reported purchase of five new DeSiel light plants, two trucks, Kiddie Auto Ride and new Rocket. Shrine committee held a big jamboree honoring showfolk and among active members were Harry Ebright, William Reed, Norman Howard, Dr. Keith Phillips, Rocoorder Robert Booth, Robbin Mulloy, E. E. Westman, George Bell, Hayes Wood, Lawrence Boyl and Carley Smith.

RB Circus Prepping As Usual for Season

SARASOTA, Fla., Dec. 20.—The Big One, according to RB officials, has not as yet been affected by the national emergency and plans are going ahead to take the road again in '42. Work in winter quarters here is well advanced for this time of year.

Roland Butler, general press agent, said that so far as he knows there has been no alteration in any plans in any department. Paint, railroad, wood and blacksmithing departments are functioning. New main top is well advanced. First of the year will see truck and electric units going full blast; Press releases for the coming season have been going out of Butler's office for two weeks.

Last Sunday, despite a cool day, a large turnout of visitors watched initial training routines. Mr. and Mrs. Gargy got the big play, although an added 25-cent admission was charged.

Eddie Mader, former big-time heavy-weight boxer, who worked on the front door on the show last season, returned to the ring here Monday night and scored a technical knockout in the second round over Al Williams, Miami 200-pounder. Jimmy Reynolds, seal boss, and Henry Ringling North worked in Mader's corner as seconds.

Frank R. Winkley in Army

CHICAGO, Dec. 20.—Frank R. Winkley, thrill show producer, will be out of show business for the duration of the war. Word received from Winkley this week from Minneapolis states that he has enlisted in army and has been assigned to the infantry. "I know that I am going to miss the show business terribly," says Winkley, "especially since I was having such a great battle to get and retain business. However, it wasn't hard to make the decision when I thought of the great need of our country as compared to the small security of just one person."

Plans Set for Big New Year's Eve Party

CHICAGO, Dec. 20.—Law Keller, chairman of the New Year's Eve Party of the Showmen's League of America, announced that all arrangements for the party in Hotel Sherman are complete and that interest shown by members indicates a large attendance. Keller promises a gala night for all. He says that in addition to a fine dinner there will be an excellent program of entertainment and good music. Tickets are \$4, including tax. Party is for League members and friends.

Robert Bonnetti Joins Army

PORTLAND, Me., Dec. 20.—Robert D. Bonnetti, secretary of the Pine Tree State Shows, enlisted in the United States armed forces here on Wednesday.

AGRICULTURAL

(Continued from page 119)
groups—land which can be brought into production without endangering the soil

resources. Remarkable increases in production can be made thru greater efficiency in handling land, crops and livestock. In the South greater diversification toward livestock has long been advocated, but little progress has been made in achieving it. In the dry-land areas there is continuing need for shifting from cash grain to livestock production. An old problem in the South is the need for the development of skills among farm people that will permit the expansion of dairy, poultry and other industries, and relieve the congestion that now presses farms into more intensive cultivation than is good for either the soil or the people.

An emergency phase of the current situation is the shortage of farm labor in some parts of the country. In many cases it appears that federal action will be required if the labor needed for increased production is to be made available. In areas where large seasonal demands for labor can no longer be met, it may be necessary to organize community

harvest, or other community action. The Civilian Conservation Corps, the WPA and perhaps even the Army camps furnish additional possibilities in acute situations. Higher prices and farm income in 1942 will also permit farmers to compete more effectively for labor by increasing farm wages.

Lack of experience in new farming enterprises, and insufficient equipment, materials and available credit are among the major obstacles to adjustment for defense or post-defense situations by large numbers of farmers. Large commercial farmers have less difficulty in this regard; but it must be appreciated that approximately half the farmers of the United States are not in this category. These farmers need more than moral support if the adjustments and expansions required now and to meet post-war situations are to be made. The production program for 1942 and beyond may well be the rallying point for a vast job of agricultural adjustment that has long been needed.

Season's Greetings From
FAIR DEPARTMENT
under the direction of
THOMAS SACCO



For Service, Satisfaction and Quality, Bookings at its Best.

All Ads Cost Less for the 1942 Season.

Will be in Indianapolis Jan. 6-7 for Indiana Fair Manager's Conference.

TOMMY SACCO THEATRICAL MART
162 N. STATE STREET, SUITE 1305 CHICAGO, ILL.
A Complete Booking Service for all Entertainment!

VIRGINIA GREATER SHOWS

Best Wishes for a Merry Christmas and A Happy New Year To Our Employees, Committees and All Our Friends

Now booking for 1942: Legitimate Concessions of all kinds. Shows that don't conflict! Good opening for ten-in-one. Will buy or book Rolloplano and Octopus.

S. L. NUGER
Winchester, Va.

All mail to ROCCO MASUCCI
118 So. Jefferson St., Orange, N. J.

SEASON'S GREETINGS
HAROLD BARNES
— AND HIS WIRE —
AMERICAN ACT EVEN BEFORE THE WAR
LET'S GO, AMERICA!

FRED ALLEN SHOWS
Extend Season's Greetings AND PROSPERITY

FOR SUCCESS

TO ALL FRIENDS AND ASSOCIATES and will do all in its power to keep the morale of the people at the highest point. Now booking for the big 1942 season. Will open May 1, Syracuse, N. Y., where everything is at capacity, and continue in the many spots of New York and New England States. Our 50 Shows are ready to go. Many Concessions already contracted. Short of mail, get in touch. Seasonal Free Attractions, Wires, Wire Nets that can drive, also good Electrician, No Whisk, Roll Downs or Racks. Concessions, Concessions, Shows and Acts, don't delay get in touch today.
FRED ALLEN, 107 OBERT ST., SYRACUSE, N. Y.

"Duke" Drukenbrod, Pres.
Holiday Greetings To Our Friends Everywhere
The **CHARLES SIEGRIST SHOWMAN'S CLUB**
Canton, Ohio

Lester Rodgers
C. A. Klein
Van Block
Jim Moran
Don Taylor
John Drabick
Ted Depolish
Rex McConnell

Class I. Wagner
Nick Hink
Ralph J. Peters
Maynard (Doc) Mead
Jim Crawford
Leah Leitchman
Jay Myers Jr.

WANTED--O. J. BACH SHOWS, INC.--WANTED
Season 1942 Opening April, Near Albany, N. Y.

Tilt or Octopus with own transportation. Have Athletic Show, Girl Show complete for capable Managers. Will book Side Shows, Arcades, Kiddie Rides, Corn Game, Lead Gallies, Photos, Patrons and all Items Concessions. Wanted—Persons for 30 Shows in N. Y., also, 100 Shows Year round drive truck. Address
O. J. BACH, Box 232, Ormsdell, N. Y. S. S. BECKER, 414 So. Main St., Albany, N. Y.

GREETINGS To All Our Friends

Thanks to Barnes-Carruthers and all the staff for a long and most pleasant 1941 season.

COUNT ERNESTO WISWELL & CO.

With Original Dixie Lizzie of the Sawdust, America's recognized greatest comedy Automobile Act. A Patented Feature.
1942—With Barnes-Carruthers—1942

Great Sutton Shows

We are now ready to book for the coming season. SHOWS, RIDES and CLEAN CONCESSIONS. Would like to book TILT-A-WHIRL, OCTOPUS, WHIP, ROLL-O-PLANE or any other major ride with or without transportation. Will furnish tents and panel fronts for shows. WHAT HAVE YOU? Would like to buy TILT-A-WHIRL.
BOX 304, OSCOLA, ARKANSAS

EVANGELINE SHOWS WANTS

Chicagoland—Bumper, Palmist, Coco-Cola Bottle, Hoop-La, Bowling Alley, Cane Rack, Kiddy Race, Cigarette Gallery, Lead Gallies, Ball Game, any legitimate Concessions. Place Shows with own equipment and transportation. Be out all winter. Put Dave, Jan. 6-10, December 24-26, and Washington, January 6-10. Address: G. R. LEGGETTE, Mgr., 25 Pine Street

WANTED

To run three or four rides for use with black rental two weeks in June or July. Have excellent location near center of city. Also want Circos to show under five company banner.
MOSE COMPANY NO. 4
G. E. Welliver, President, Middletown, West Va.

COOKHOUSE FOR SALE

Complete with floor and all modern equipment, \$200.00 down, \$40.00 per month, used two months, sells 60 people. Tables and Horse Show Counter.
A. W. WHITESIDE, Williams Trailer Park, 229 N. E. 70th Street, Miami, Florida.

WANT LIVE PROMOTERS

Who can travel and book in Indiana, Ohio, Kansas, Ky, South West, Missouri, Illinois, Pennsylvania, N. Carolina and Ohio for Traveling Shows or Shows National in nature. Write, care, 1000 N. 10th St., Suite 100, Omaha, Neb. 68102. (Phone: Jefferson 6380). If you write I'll reply.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Industry Spirit

Helps To Build National Morale

In this period of rapid adjustment to war conditions, many suggestions are being made as to what the coin machine industry can and should do to aid the nation in its fight against militarism. An early summary of suggestions from various sources will help to concentrate the efforts of the industry toward those objectives that are deemed most worthy. As time goes on, many ideas will be offered by national leaders as well as members of the industry itself.

1. The most important suggestion is that the industry must arouse and maintain its own patriotic spirit at white heat. The industry has been forward all along in showing a united front in support of national defense. Now that war is upon us, it goes without saying that the coin machine industry will go all-out in support of the nation.

The industry can best contribute to national morale by maintaining industry morale. Let it be said that the coin machine industry keeps its own trade spirit and enthusiasm at a record high and thus is able to contribute all the more to national morale.

Industry spirit needs encouragement from day to day and to that end all the organizations, all the leaders, all the spokesmen for the industry must put their best efforts into keeping up trade enthusiasm to help the nation win over all its enemies.

But even after industry leaders have performed their duty, it is still the duty of each member of the trade to volunteer his services in order to contribute as much as possible in the name of the industry.

2. The manufacturing industry is taking on war orders as fast as its facilities permit. The nation has called upon the industry to do its part and the manufacturing plants are being adjusted as quickly as possible. This is a work in which the whole industry can take pride, altho it will cause many inconveniences to the industry as a whole. As the factories undertake to do as much defense work as possible, it will be necessary for the trade to co-operate with the manufacturers in many ways to help them make a real contribution.

3. The manufacturing industry is also faced with the job of maintaining production of new machines and parts to keep the industry going. The nation is faced with the problem of making war materials as fast as possible and also disturbing civilian industry as little as possible. The coin machine industry is co-operating with the government to find some solution to the problem. The industry will turn out war materials and it will also do what it can to maintain the industry thru wartimes. This is a job that taxes the best brains of the nation, but almost miraculous speed is being obtained as the work goes forward. It is a boon to industry spirit to know that the manufacturing section is playing a part in this great movement.

4. Maintaining the industry in the field will help maintain national morale. Recent trends indicate that the operating and distributing sections may find business

steadily increasing as wages and employment increase. This will be a real industry contribution to national morale. People need work, the government needs revenue, retail locations need the help of the coin machine trade. The home fires will burn brighter as industries are able to keep going under war conditions. Coin machines will furnish amusement, music and convenient services to a nation at war. This is a service and a duty that the coin machine trade must keep at a high stage of efficiency during the war.

5. The coin machine trade has already contributed its ratio of young men to the armed services of the nation and will continue to do so. It was also evident many months ago that the industry was contributing a creditable number of skilled workers to larger defense industries. The trade has trained a creditable number of skilled mechanics and many of them have been drawn into the large factories that build war machines. The manufacturing industry will use more of its own skilled workers on war orders now, but the trade will continue to contribute to the force of skilled labor as distributors and operators train more and more workers.

6. Everybody recognizes that it costs billions to fight a modern war and that sources of revenue are an important aid to the nation. All amusement machines now pay federal taxes, and thus contribute directly to helping win the war. It is expected that an increasing number of city and State governments will also collect revenues from these machines to help keep home governments going.

7. The coin machine industry has turned all the publicity power of its machines to helping sell U. S. Defense Bonds. The phonographs have been very successful in this field and amusement games and vending machines are being used in a limited way. The industry will continue to boost bonds and the industry is also buying bonds.

8. The coin machine industry early recognized the importance of civilian defense and volunteered its services as soon as the Office of Civilian Defense was set up. As civilian defense plans are pushed forward now with great speed, the coin machine industry thru all of its organizations will co-operate with local and State defense organizations to perform any and all services possible.

9. As the war continues many patriotic and charitable organizations become increasingly important and solicit contributions and services from the public. The coin machine industry has been forward in supporting these organizations and will continue to do so.

10. Some have suggested a single patriotic objective that could be supported by the coin machine industry on a national scale. Such an objective may be developed in time. At present the program of the industry is to support local and State work in every way possible.

This is a brief outline of what the industry is doing and suggests the lines of activity which will be increased with great vigor. The coin machine industry is united in helping Uncle Sam fight to win.

★ LET'S GO, AMERICA!—BUY DEFENSE BONDS! ★

Coin Machine Trade Among First Industries To Start Educational Campaign for Civilian Defense

The statement has been made that the coin machine industry was among the first industries in the country to recognize the importance of civilian defense and to begin educating its membership to what could be done in this respect. Retail locations were also among the first to enlist in the cause of civilian defense. Editorial proof of the early activities of the coin machine trade is found in the editorial reprinted below from The Billboard:

CIVILIAN—New Civil Defense Program Will Get Hearty Support of Coin Machine Industry and Its Organizations. (Reprinted from The Billboard, June 7, 1941.)

The appointment of Mayor La Guardia of New York City to head the new Office of Civilian Defense (OCD) is truly a great step forward for the nation. It marks the beginning of a much-needed program of preparedness and it marks also the placing of a great leader at the head of this important program.

Mayor La Guardia has the patriotism, the training and the genius to direct the nation in this program. As many have suggested, the only danger is that he may be overworked. The very fact that he is the right man in the right place, and also that he has more than he can do, is a summons to every American to volunteer his co-operation and support.

The coin machine industry is offering its full co-operation in every way possible. Homer E. Caphart, chairman of the Committee on Defense Support, representing the Coin Machine Industries, is officially offering the co-operation of the industry to Mayor La Guardia. The committee representing our industry will not only carry on its work of boosting national morale, but it may eventually be given some definite assignment by the OCD. The industry was fortunate in having set up its own committee for defense support and is also fortunate in having Homer Caphart as chairman. In other words, the industry already has the nucleus of an organization ready to go to work.

The majority of operators are above the age for military duty and for that reason the new program for civilian defense will give them an opportunity to serve. At a recent meeting of operators it was observed that only about eight in a group of 50 were within the age limit for military service. But many operators were in the previous World War and they will appreciate some definite plan by which they can help support the nation.

The new Office of Civilian Defense which La Guardia heads has four points of service assigned to it by President Roosevelt. At least two of these will be open to members of the coin machine industry. They are (1) "Facilitating constructive civilian participation in the defense program," and (2) "Sustaining national morale."

These two lines of duty will appeal to the coin machine industry. The music division of the industry is already making a worthy contribution to morale in supplying popular and patriotic music to the masses. The amusement games division is contributing much-needed revenues to local governments. The vending division is extending its special services to workers in industrial plants. But the industry can and will do more in support of national unity and morale.

The industry has been forward in crystallizing sentiment in support of the government. Its trade associations and its trade papers have been very active

in promoting strong support of national defense.

It is generally recognized that one of the big jobs facing Mayor La Guardia and his Civilian Defense Program will be that of building up a stronger and more aggressive national unity. National defense will mean nothing until the country overcomes the present confusion about what national defense means. It is generally agreed that Mayor La Guardia represents that true aggressiveness of the American people and that he will lead where all loyal Americans dare to follow.

In order to unite the American people for defense it is urgent that a few simple facts about the present war be considered fully and also what these facts mean for the United States.

1. The fact that the American people are divided today on what is national defense means that the dictators have already won the first battle with the United States. The dictators have made it plain from the beginning that they counted on spreading the propaganda of defeatism, pacifism and isolationism so widely in the nation that it could never really prepare for its own safety. The very fact that the people are divided, after the war has gone for so long, in-

dicates the dictators have won the first round.

2. National unity can never be had until millions of Americans face the simple fact of what national defense means. The present war has shown clearly that there is no such thing as national defense except when a nation is prepared well enough to take the offensive against its enemies. England had a navy to take the offensive at the beginning of the war or there would be no England today. All other nations that depend on defensive warfare have fallen before modern war machines. Defense simply will not stand up before such machines; as always, the only good defense is to take the offensive.

Accordingly, the American people must unite on building a navy, a mechanized army and enough planes to quickly assume the offensive against any enemy. The United States can only defend itself by being equipped to strike anywhere, anywhere in the world, at its own home base rather than sitting at home waiting to defend America.

Anyone who can read a map of the United States knows that it is impossible to build defense for the thousands of miles of coast line, border line, etc., and to protect the industrial plants

and large cities of the United States. Much less to defend the Western Hemisphere. There is no use kidding ourselves about defending three things. There is only one way to defend them and that is to be prepared to take the offensive anywhere in the world.

The United States has had a very bad psychology about the whole subject of defense, kidding itself all the while that watchful waiting is the best form of defense against modern machinery. Although we have profited immensely by the machine age, we have not yet waked up to what a serious threat it can be.

These are simple facts, but evident to anyone who cares to read the facts from day to day. At the present stage of the war, the United States is being heavily bombarded from day to day by defeatist and peace propaganda. All of this weakens our national unity and morale.

What a pity that the agencies, committees and individuals now bombarding the American people with this propaganda don't turn some of it loose on the militaristic nations!

Ready To Aid

This hour of our national emergency finds the members of the Associated Operators of Los Angeles County, Inc., and its entire resources and facilities wholeheartedly devoted to the Army, Navy, Marine and Civilian Defense Program.

There is no task too large or too small that will fail to find the members of our coin machine industry giving their all toward the successful culmination of this—Our Fight for Democracy.

(Signed) Curley Robinson, managing director
Associated Operators of Los Angeles County.

Boston

BOSTON, Dec. 20.—Business has picked up and distributors were kept busy filling orders from operators all over the section. Last week was reported particularly good for collections on music machines and pin tables.

Atlantic Distributing Company celebrated its first anniversary Wednesday (21). Business has been good during the first year and the Schultz brothers, Murray, Dave and Lenny, recently acquired the Packard distributorship.

Andy Vrica, of Lynn, Mass., reports he has completed an installation of 200 Packard Pin-Mor boxes at the Hawthorne Restaurant in Lynn.

James Balboni, of Springfield, Mass., busy removing most of his location business around Springfield is good and coin machine collections are mounting rapidly.

Patriotic music machines have been set up in Boston. A Defense Stamp is sold to each person who inserts a quarter in the machine.

WANTED FOR CASH . . .

Night Bombers, Rapid Fire, Air Defense, Air Radar, Sky Fighters, Battle-Barricade, Special Machines, Old Tosses, Victrolas, Scopes, Photographs, Records, Discs and everything in Arcade Equipment! We accept Western Union your list today!

MIKE MUNVES CORP.

593 10th Ave., New York, N. Y.

I WILL PAY CASH FOR

Jockey Clubs \$110.00 Sports Kings . . . \$75.00
Kentucky . . . 95.00 Grand Hotel . . . 80.00
Long Shots . . . 85.00 Race Makers . . . 45.00
Santa Anita . . . 75.00 Star's Feet . . . 120.00
(Daily Double Inv.)

Cash paid for Consoles, Sets, Ray Guns made by Evans, Penn, Wren, Jennings, Kenney, McCoskey, Goldberg Daily. Give complete description and your best price.

STEWART NOVELTY CO.

132 East Second Street, Salt Lake City, Utah



BRIEFS OF THE WEEK

Deaths

Ray Bates, widely known coinman of Rockland, Mo., at his home December 13.

Walter Oles, 48, associated with Henry Ballard in the operating business, suddenly at his home in Monterey Park, Calif., December 13.

Marriages

Helmut Leiboff, secretary of National Coin Machine Exchange, Chicago, and Gilbert Barton December 13.

Births

A girl December 13 to Mr. and Mrs. James Kartus. Father is affiliated with the JAK Sales Company, Minneapolis. A daughter, Roberta Carol, to Mr. and Mrs. Irv Sax in Des Moines December 15. Father is Midwestern representative for Superior Products.

Personnel

Harry Smith has joined the Saxon Cigarette Service, Miami. Formerly with Square Amusement Company, Poughkeepsie, N. Y.

S. Levine has left the coin machine business to go into defense work. Formerly associated with J. B. Healy Estate, operating firm of Hibbing, Minn.

Irv Sandler now with Mayflower Novelty Company, Minneapolis.

Charles Hart has joined Wigginton Amusement Company, Richmond, Va., as service chief.

Louis Glachman has been promoted in charge of the music operators' record counter at Raymond Rosen, Inc., Philadelphia.

Lester Griffin appointed manager of sales for Mississippi Vending Company, Philadelphia, Miss.

In the Army

John Lombardo, operator, Nautilus, Minn.

Freddie Snyderman, of Overbrook Music Company, Philadelphia.

In the Navy

George Spivak and Norman Scotch, mechanics with Atlantic Distributing Company, enlisted after the attack on Pearl Harbor.

Firm Changes

E. H. Ballard, of the Potato

Chip Company, Duncan, Ark., purchased four pin game routes in Eastern Arizona from Art Heck and Dallas Cluff.

Morris Halperin and Morris Davis have formed the Michigan Vending Company to take over the business of the former Michigan Vending Company in which they were principal owners.

New Addresses

Rowe Cigarette Service Company to move from 17 East 16th Street to 31 East 17th Street, New York, January 15.

O'Conner Vending Machine Company from 17 North Addison Street to 2318-20 West Main Street, Richmond, Va.

Strauss Vending Company from 257 West Broadway to 1672 Washington Street, South Boston, Mass.

In Chicago Last Week

Barney and Louis Blatt, of Atlas Coin Machine Company, Boston.

Irv McClelland, New England Seaburg representative.

Harry Mowley, Richmond, Va.

B. Di and J. D. Lazar, Pittsburgh.

Joe Frank, Automatic Sales Company, Nashville.

Mike Munves, Mike Munves Corporation, New York.

Hymie Budin, Budin, Inc., Brooklyn.

In New York Last Week

Marlo Castagnaro, of Associated Producers' Distributors, Inc., Hollywood.

Sam Lucas, APD distrib from Detroit.

Howard Poo, Rochester, N. Y.

Bernie Bossens, American Automatic Amusements, Hartford, Conn.

COMING EVENTS



January 13-17, 1942—10th annual convention, National Association of Tobacco Distributors, Palmer House, Chicago.

January—Last week of month designated as National Peanut Week.

June 8 to 14.—National Confectioners' Association 59th Annual Convention, Hotel Waldorf-Astoria, New York.

Season's Greetings

from

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

MUSIC MERCHANDISING

ALL OUT FOR UNCLE SAM

Demand for Patriotic Records Soars; Bond Drive Redoubled

Operators take steps to harness power of phono network as morale boosting force — army given phonos and disks — play on machines booms

CHICAGO, Dec. 20.—Eager to do its part, the automatic phonograph industry got no time this week in going to work for Uncle Sam. Record distributors here and in other parts of the country reported an avalanche of orders for patriotic records. A note of grimness was reflected by the demands for pure patriotic fare like the *Marine's Hymn*, *America*, *Columbia, the Gem of the Ocean*, and *Stars and Stripes Forever*. Big call was also reported for more recent tunes like *He's My Uncle*, *Thank Your Lucky Stars* and *Stripes*, *God Bless America* and *We're All Americans*. Some operators who had stocked up heavily on patriotic disks more than a year and a half ago when the beginning of the national defense program raked the fires of patriotism pressed those stocks into action immediately. The slogan, "A Patriotic Record in Every Phonograph," adopted at the beginning of the defense program, was quoted off and became a reality almost overnight.

As one operator put it, "We aren't using patriotic tunes because we want to cash in on the wave of patriotism. On the contrary, we don't expect those numbers to get the play some of the current hit tunes would receive that we might use. We feel, however, that this is the patriotic thing to do, for certainly the automatic phonograph is a potent force to help keep heads up in these trying times—and we are harnessing that force for the good of the nation."

Bond Drive Booms

The industry-wide drive to boost the sale of Defense Stamps and Bonds by putting the official Treasury theme song *Any Bonds Today?* in the No. 1 tray on every phonograph, took on greater importance with the declaration of war. Operator and distributor groups determined to redouble their efforts to sell bonds.

The *Cleveland Press*, December 12, ran a good-sized cut of a Seeburg Minuteman phonograph which Acme Phonograph Company had placed in the Cleveland Union Terminal with an attractive model to sell stamps. Story accompanying the photo cited the fact that sales thru the phono had jumped from a \$75-a-day average to \$150 since the attack on Pearl Harbor.

Morale Maintenance

But it wasn't only to deeds of a strictly patriotic nature that the trade turned during the past week. Realizing the heavy responsibility that now falls on the industry in helping to keep military and civilian morale at key pitch, plans were set to discharge this duty as efficiently as possible. Many operators issued instructions to servicemen to watch closely the avalanche of war songs soon to be released, and to increase their purchases of new records so that each box would be filled with the top tunes of the day. Operators with equipment in locations near defense factories set up 24-hour service plans in an effort to give these spots special attention.

Army department released information that the Rudolph Wurlitzer Company had donated 65 phonos and 12,000 Columbia and Okeh disks for use in overseas bases. More gifts of this nature are expected to be announced soon.

Play Up

That people already are turning to the automatic phonographs for relaxation and diversion from war worries is proved by reports of increased play on phonos in all parts of the country. Many loca-

tions report average play has increased 50 per cent.

This boost in play is an infallible indication that the soldiers and sailors on leave, workers in defense industries and men and women who keep essential services in operation will turn to the automatic phonograph for the songs they want.

Wired Music Systems Means of Communication During Air Raid Blackouts

SAN FRANCISCO, Dec. 20.—Ralph Brown, secretary of the Wired Music Company, said that beyond warning of an impending raid, the music machines will be one of the few means of information left open to the general public when radio stations go off the air.

"We can spread the alarm thru our operators, but more important we can readily transmit any orders or information from defense authorities to the general public. In fact, with telephone circuits jammed and radios dead, we will furnish the only quick means of communication."

All wired music studios have private telephone services which will not be disrupted in emergencies. Brown said. He declared that there were 600 telephone phonographs in the city.

Phonos Keep 'Em Flying...

WASHINGTON, Dec. 20.—It was announced here December 18 that the patriotic campaign of the commercial phonograph industry would continue by using the recording of "Keep 'Em Flying" by Gene Krupa, in all the automatic phonographs in the nation.

The agreement was made between the War Department and representatives of the phonograph industry. The campaign will in effect be a continuance of the campaign using the record "Any Bonds Today?" to boost the sale of U. S. Defense Bonds. The U. S. Treasury was strongly in favor of the music box program for boosting bonds and the army officials are equally enthusiastic about the new program.

Dedicated to the air corps, "Keep 'Em Flying" was written by Bill Coleman, of the radio section of the Army Public Relations Bureau. Radio stations will begin broadcasting the tune next week and sheet music and records of the tune will also be made available to the public.

Plans for the co-operation of the music box trade have been discussed with J. E. Broyles, president of the Automatic Phonograph Manufacturers' Association.



THE STAFF OF THE MAYFLOWER NOVELTY COMPANY, St. Paul, has worked hard in co-operation with music operators in the Twin Cities to put across the bond drive. The staff, left to right, front row: Matthew Engel, John Nilro, Magdalena Timm, Clyde Newell, Bronson Gilman. Back row: Gladys Anderson, San Edgstein, of Hibbing; Margaret Gussman, Lucille Dolan, Herman Paster and Bessie Nilro.

Pa. and N. J. Phono Assn. Elects New Heads; Reorganized

PHILADELPHIA, Dec. 20.—Phonograph Operators' Association of Eastern Pennsylvania and New Jersey announces that the association has undergone a reorganization and that new officers have been elected.

Following are the new officers: President, Phillip Frank, Automatic Vending Corporation, Chester, Pa.; vice-president, Jack Sheppard, Bell Amusement Company, Philadelphia; secretary, William

Record Jump

Noting the experience of the phonograph record companies in England, manufacturers here expect their sales to reach new heights. In England the more news the radio stations broadcast, the more people bought records. English Decca's sales are running at two or three times their pre-war rate, and Canadian Decca's business is double last year's. —Tide, December 15.

King, Quaker Vending Company, Philadelphia; treasurer, Maurice Pinkel, High Point Amusement Company, Philadelphia.

On the board of directors are the following: Meyer Cowan, Major Amusement Company, Philadelphia; Samuel Weinstein, Mutual Music Machine Company, Philadelphia; Louis Gussman, Lyric Amusement Company, Philadelphia; Samuel Stern, Keystone Vending Company, Philadelphia; Edward Klein, Premier Music Company, Philadelphia; Charles Young, Delaware River Music Company, Haddonfield, N. J.; and Marita Levitt, Garden State Amusement Company, Camden, N. J.

Said a spokesman for the association: "Altho we felt the loss of our former manager, Frank Hammond, the association has operated successfully for the past three months and expects to carry on with success in the future. Our officers give much of their time and ability to the association, work for the mutual benefit of the entire membership. The organization will co-operate with the nation's defense program in every way possible and is asking members to keep the record *Any Bonds Today?* as the No. 1 selection on all phonographs."

"The association is making progress in its work to have every operator in the territory co-operate for the good of the business."

"The first monthly dinner-meeting of the organization was held December 11, and a pleasant time was had by all who attended. These dinner-meetings, sponsored by the association, will be a regular feature each month."

★ LET'S GO, AMERICA!—BUY DEFENSE BONDS! ★

PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

Listed below are: (1) films to be released within the next two weeks which feature tunes that have been or are scheduled to be waxed by recording companies; (2) the national release date for each film listed; (3) the recordings of the film tunes, as well as the artists and labels.

"Babes on Broadway"

(MGM)
 Judy Garland-Mickey Rooney
 Release Date: December 31, 1941

- RECORDINGS:**
- "How About You"
 Eddy Duchin (Columbia)
 Judy Garland (Decca)
 Dick Jagers (Ckeh)
 Teddy Powell (Bluebird)
 Dick Todd (Bluebird)
 - "Too Darn Hot"
 Teddy Powell (Bluebird)
 - "By the Light of the Silvery Moon"
 Bartlesville Barflies (Decca)
 Guy Lombardo (Decca)
 Ray Noble (Columbia)
 Dick Todd (Bluebird)

"Jingle Bells"

With the advent of the Christmas holidays, operators can profit from a triple tie-up, provided the Universal film, *Jingle Bells*, opens in their territories within the next week or so. The picture features the Mill Hersh Trio and Gloria Jean singing *Jingle Bells* and *That Old Gentleman*, both of which always invite the nickels of yuletide celebrants. Newest and most potent of the *Jingle Bells* recordings is Glenn Miller's treatment on Bluebird. Columbia offers Elin Logan, Ozma Nelson and Jo Guerin on the higher-priced label, with Tiny Tim, the Hoosier Hot Shots and the American Novelty orchestra on the Okeh listing.

"I Said No"

Augmenting the prospective tie-up with *Liberty* magazine on the song *I Said No*, from the forthcoming film, *Sacater Girl*, Victor announces that a Nan Wynn recording of the tune will be released shortly. Tie-up at first hinged only on Alvin Rey's recording.

Columbia Records may garner some of the publicity value, though not involved in the tie-up, since two of their top artists, Tommy Tucker and Claude Thornhill, have recorded the melody for future release.

Record Round-Up

Latest addition to the list of recorded tunes from Universal's *Keep 'Em Flying* is Carol Bruce's rendition of *The Boy With the Wistful Eyes* on Columbia label. Jane Froman has waxed on Columbia label *Baby Mine* and *When I see An Elephant Fly*, from Walt Disney's *Dumbo*. From another feature-length cartoon, Paramount's *Mr. Bug Goes to Town*, a Columbia recording of *We're the Couple in the Castle* has been made by Claude Thornhill. A Vincent Lopez recording of *Chattanooga Choo Choo*, from *Sun Valley Serenade*, has been issued by the new Imperial Recording company on its Elite label.

MUSIC HECTIC YEAR

(Continued from page 28)
 ment of Justice was called upon by AGMA to stop Petrillo and the AFM on the Sherman Anti-Trust law, and Thurman Arnold, of the DJ, still has a dossier of the case on his desk. Meanwhile, a majority of the instrumentalists in question have joined the AFM.

The union's annual convention, which was held in Seattle last June, turned out to be a cut-and-dried affair. The restraining and conservative influence of ex-president Joseph N. Weber was considered by observers as the chief reason for the convention's calm air. Most of the important bit was handled by the exec. committee after the Seattle confab. Outside band financiers and corporate bonds were ruled out by the committee. The old question of "canned music" was again raised, but stabled for further study. Generally, the AFM's policy-making committee proceeded with caution the past year, principally because of the attitude of the DJ toward labor unions.

Most of the AFM locals failed earlier to meet the increased cost of living. Unemployment did not appreciably decrease; in fact, the union protested the government's cutting of the WPA rolls due to national defense employment on the ground that such employment was not absorbing musicians.

The Record Biz

The year 1941 was one of the biggest in the history of the disk biz. Over 100 million platters were sold by the three major companies, and all of them were having difficulty keeping up with orders as the year drew to a close. A good 40 per cent of the platters sold went to the operators of coin phonographs. Disk outfits estimated that a \$3,000,000 million was paid out to hands during the year for record sessions.

Jimmy Dorsey held the title of "King" of the coin phones for the major part of the past 12 months, and Glenn Miller (the 1940 "King") made a comeback toward the end of 1941.

Disk companies came under the new excise taxes, but the slight lift in retail prices had no appreciable effect on sales. Only other problem bothering the wax outfits the past several months has been that of materials. The war in general, and specifically the U. S. involvement

this month made the shipment of shellac a vital problem. But storage reservoirs and the discovery of substitutes have eased this situation now, according to the wax execs.

Music Machines

Last half of the year just past saw the heaviest play on the coin phones ever reported by the operators of the automatic boxes. Future looked even brighter. Tough war production schedules figured to give a good bunk of the populace just fleeting moments for recreation, and this is where the music box ops say they will cash in. Most of the defense workers will be working too strenuously to take time for the bigger entertainment spots, and operators feel the slots will be getting plenty play as a result.

In line of this outlook, the music machines stand to become even greater builders of bands and other recording artists. Over 400,000 phones are operating in the U. S. now and their effect on the musical tastes of the nation will play a larger role than ever before, according to band bookers, theater managers and ballroom operators.

1941 Flashbacks

The *Billboard's* Fourth Annual College Fall chose Glenn Miller for the second consecutive year as the most popular campus band leader. . . . Monte Proser, night club impresario, tried unsuccessfully to run New York's Madison Square Garden as a huge "Dance Carnival" with as many as three name orks at a time. . . . RCA Victor later took the Proser idea over, putting it out as a road tour with Tommy Dorsey and Shep Fields. It turned out to be one of the biggest record promotions ever pulled, and the disk outfit plans to repeat in 1942. . . . Road accidents and fatalities among traveling bands were greater than ever before, and the AFM instituted a rule prohibiting orks from traveling more than 400 miles in any 24-hour period. . . . A song poll conducted by *The Billboard* among band leaders showed that *Stardust* was considered the greatest song ever published. . . . Vaughn Monroe's band was chosen in the *College Poll* as the most promising ork of the year. . . . And as the year was fading into the pages of history a song pioneer polished off a ditty tagged *Let's Knock the "Hit" Out of Hitler*.



Here Is
ASSOCIATED PRODUCERS' DISTRIBUTING, INC.
 Gift for 1942
to MOVIE MACHINE OPERATORS!

★
 A full reel of 8 three-minute pictures featuring top stars of the entertainment world for

70 1/2c average cost per week



Never before in the history of movie machines has top quality film product featuring top names been made available to movie machine operators at such a phenomenally low cost.

PHONE — WIRE OR WRITE

Here is the sensational ASSOCIATED PRODUCERS' DISTRIBUTING Program

105 featuring

GERTRUDE NIESEN

SINGING

"OH, JOHNNY"

In the naughty Mao West style
 A SURE MONEY-MAKER IN EVERY LOCATION!

●

Always on the Bench
 Kisses to You
 Oh, Johnny
 Doin' the Argentine
 Sweaters and Sundae
 At Your Service
 Oh, Susanna
 Unsophisticated Ben

●

Two new programs every month.
 Watch for them!

★

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ASSOCIATED PRODUCERS' DISTRIBUTING, INC.

Telephone, HILLSIDE, 8179
 1117 North McCadden Place
 Hollywood, Calif.

or

SAM LUCAS
 GENERAL SALES MGR.

TOWNSEND 8-4039
 3216 Webb Ave.
 Detroit, Mich.

OPENING FANFARE



FOR '42 ON VICTOR BLUEBIRD RECORDS TONY PASTOR

leads off with another



"THE BELLS OF SAN RAQUEL"

Time in to the Fitch Bandwagons show yourself on Sunday night. Listen while Tony Pastor spotlights this catchy, torchy topnotcher to millions of fans. Then get your coin machines in the boom—but fast for a New Year spending spree. Tony Pastor—B-11307

RING IN THE NEW YEAR

With This Medley of Money-Makers, Too

ART KASSEL

B-11395 You Made Me Love You

Don't Be a Wearybird

SAMMY KAYE

27725 Begin the Beguine

Sometimes

FREDDY MARTIN

B-11393 Until the Stars Fall Down

Make double sure to get this one, because it's sure to be featured on the "Hit of the Week" in Pick Your Weekly, starting 5,138,523 readers. They'll want to be sure to get it!

"In Autumn"

EARL HINES

B-11394 You Don't Know What Love Is

The Guy With the Watful Eyes

*Vocal Refrain

ORDER TODAY FROM YOUR VICTOR RECORD DISTRIBUTOR

In Canada: Contact RCA Victor 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 consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

GOING STRONG

I DON'T WANT TO SET THE WORLD ON FIRE (14th week)	HORACE HEIDY (Larry Cotton-Donna and Max Dan Juans)
CHATTANOOGA CHOO CHOO (10th week)	INK SPOTS
ELMER'S TUNE (6th week)	TOMMY TUCKER (Amy Amell-Voloes Three)
PIANO CONCERTO (7th week)	GLENN MILLER (Tex Beneke-Moderates)
THIS LOVE OF MINE (4th week)	GLENN MILLER (Ray Eberle-Moderates)
SHEPHERD SERENADE (2nd week)	ANDREWS SISTERS
	DICK JURGENS (No Vocal)
	FREDDY MARTIN (No Vocal)
	TOMMY DORSEY (Frank Sinatra)
	BING CROSBY
	HORACE HEIDY (Larry Cotton-Fred Lowery-Glee Club)

COMING UP

THE WHITE CLIFFS OF DOVER	KAY KYSER (Harry Rabbit-Clio Club)
	TOMMY TUCKER (Amy Amell-Dan Brown-Voloes Five)
	SAMMY KAYE (Arthur Wright-Chair)
	This song is ready to move into Going Strong within the next week. It has had no trouble catching hold, because it has a topical theme, a happy-ending feeling lyric and a pleasant melody. The three versions listed are all fine arrangements which treat the song with the respect due it in times such as these. A few ops haven't tried this thing yet, but shouldn't, because its success has been sensational so far, and its appeal is universal.
THIS TIME THE DREAM'S ON ME	WOODY HERMAN (Woody Herman-Ensemble)
	GLENN MILLER (Ray Eberle)
	The picture tune benefited greatly from constant network radio plugging during the past week and seems as if it will be ready to make its big move. The pic, <i>Bliss in the Night</i> , is getting around the country now, which helps plenty, too. Ops who abandoned this ditty during the last several weeks had better climb back on. Reports look healthy at this stage.
BY-U BY-O	WOODY HERMAN (Muriel Lane)
	FREDDY MARTIN (Clyde Rogers-Quartet)
	KAY KYSER (Harry Rabbit-Trudy-Jack-Max)
	This novelty tune is still on the upgrade, making steady progress. It's only two weeks longer it will continue rising or exactly how far it will rise until it stops is problematical right now. It will bear close watching. Reports which mention it come from all over the country, from all kinds of spots, and it hasn't worn itself out anywhere as yet.
THE BELLS OF SAN RAQUEL	DICK JURGENS (Harry Cool)
	GLENN GRAY (Kenny Sargent)
	Last week this ditty was the best of a sorry crop. This week some of the other tunes showed a little more life, and <i>Bells</i> made only faint progress. Song has excellent possibilities for higher ranking. Just needs installation on a few more phones, plus the kind of play it seems to attract in those spots where it is already holding sway.
TWO IN LOVE	TOMMY DORSEY (Frank Sinatra)
	Written by Meredith Willson, composer of <i>You and I</i> , this swell ballad is given sensational treatment by Dorsey and his crew. Appeared in Possibilities a number of weeks ago and has been on the fringe of this category ever since. Would seem to have everything it takes to hit Going Strong. The next move is up to the public. This past week produced a steady stream of nickels for the tune, and there is little reason to suppose that the flow won't continue.
WHY DON'T WE DO THIS MORE OFTEN?	KAY KYSER (Harry Rabbit-Glenn Sinners)
	FREDDY MARTIN (Eddie Stone)
	ANDREWS SISTERS
	Still deserving of rank in this section, this cute number is practically out of the running as far as hitting the upper crust is concerned. It still on plenty of machines but is drawing less play and is being given the air in many locations. Will take a setback for it to recover the lost ground.
JEALOUS	ANDREWS SISTERS (Male Chorus)
	This disk isn't out of it yet by any means. Showed real life in many sections during the week just concluded. It may be a little late for it to start a real climb, but other records have done it in the past.
THE WHISTLER'S MOTHER-IN-LAW	BING CROSBY (Muriel Lane-Woody Herman's Woodchoppers)
	The Crosby novelty didn't do anything this week, merely holding its ground. Will have to do a lot better if it is to stay up here.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned in enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

B-I-BI (10th week) On the Way Out	HORACE HEIDY (Donna and Max Dan Juans)
	KING SISTERS (Rhythm Rays)

Names in parentheses indicate vocalists. Discs/records mentioned are purposely omitted from this column.

PART TWO

of the Record Buying Guide discussing Possibilities and the Week's Best Records appears on another page in this department.

ACES HIGH...

these sure-profit platters for your machines... on Columbia and Okeh records



by "KING OF SWING" BENNY GOODMAN

Okeh LET'S DO IT—Full Orchestra 6474 (Let's Fall in Love)

Okeh THE EARL IF I HAD YOU—The Sinfonia 6486 LIMEHOUSE BLUES



by "TOP TRUMPETER" HARRY JAMES

Columbia YOU MADE ME LOVE YOU 36396 (I Didn't Want To Do It)

Columbia HE'S I-A IN THE ARMY AND 36455 HE'S A-I IN MY HEART

and watch out for these... they're winners!

THIS IS NO LAUGHING MATTER
Eddy Duchin—Columbia 36457
Charlie Spivak—Okeh 6458

SHEPHERD SERENADE
Horace Heidt—Columbia 36370
Tommy Tucker—Okeh 6353
(There'll Be Bluebirds Over)

THE WHITE CLIFFS OF DOVER
Kate Smith—Columbia 36448
Kay Kyser—Columbia 36445
Tommy Tucker—Okeh 6487

ELMER'S TUNE
Benny Goodman—Columbia 36359
Dick Jurgen—Okeh 6209
The Charitoters—Okeh 6390

Trade Marks "Columbia" "Okeh"
Inc. U. S. Pat. Off.

AT YOUR
Columbia
DISTRIBUTOR

A Message Of Vital Importance To Operators
From America's Most Consistent Publishers Of Hit Songs

For your
protection,
study this list!

Radio singers and orchestra leaders look for hit songs to keep them on top, just as operators depend on hit songs for bigger revenues.

The 20,000,000 records of Robbins, Faist and Miller songs sold last year is perfect proof of the enormous demand for their hits. That's why operators safely select songs from these catalogs for their music machines.

Remember these facts when ordering records from your distributor!

Recording artists are listed alphabetically.

MILLER MUSIC, Inc.

ORANGE BLOSSOM LANE

- GLENN MILLER — Bluebird 11326
- CLAUDE THORNHILL — Columbia 36391
- DICK TODD — Bluebird 11338

I GUESS I'LL BE ON MY WAY

- WOODY HERMAN — Decca 4059
- DICK JURGENS — Okeh 6525
- MILLS BROTHERS — Decca 4070
- VAUGHN MONROE — Bluebird 11399
- THE FOUR CLEFS — Bluebird 8624

HONEY DEAR

- ERSKINE BUTTERFIELD — Decca 4538
- THE FOUR CLEFS — Bluebird 8670
- GRIFF WILLIAMS — Okeh 6510

Coming!
JESSIE MATTHEWS
in "The Lady Comes Across"

Watch for these record releases:
Summer Is A-Comin' In
You Took Me By Surprise

LEO FEIST, Inc.

CHATTANOOGA CHOO CHOO

from the 20th Century-Fox Picture,
"Sun Valley Serenade"

- ANDREWS SISTERS — Decca 4074
- CAB CALLOWAY — Okeh 6305
- JOHNNY LONG — Decca 3905
- GLENN MILLER — Bluebird 11230
- JAN SAVITT — Victor 27573
- CLAUDE THORNHILL — Columbia*

I KNOW WHY (And So Do You)

from the 20th Century-Fox Picture,
"Sun Valley Serenade"

- RICHARD HIMBER — Decca 3896
- GLENN MILLER — Bluebird 11230
- CARL HOFF — Okeh 6478

HOW ABOUT YOU?

from the M-G-M Picture, "Babe On Broadway"

- TOMMY DORSEY — Victor*
- JUDY GARLAND — Decca 4072
- DICK JURGENS — Okeh*
- GUY LOMBARDO — Decca*
- TEDDY POWELL — Bluebird 11388
- DICK TODD — Bluebird*

WINTER WEATHER

- BOB CHESTER — Bluebird*
- TOMMY DORSEY — Victor*
- BENNY GOODMAN — Okeh 6516
- GUY LOMBARDO — Decca*
- FATS WALLER — Bluebird*

From Broadway's Biggest Show Hit
OLSEN & JOHNSON
in "Sons O' Fun"

Watch for these record releases:
Happy In Love
Let's Say Goodnight
With A Dance

ROBBINS MUSIC CORPORATION

ELMER'S TUNE

- ANDREWS SISTERS — Decca 4001
- BOB CROSBY — Decca 3929
- BENNY GOODMAN — Columbia 36359
- DICK JURGENS — Okeh 6209
- GLENN MILLER — Bluebird 11274
- THE CHARIOTEERS — Okeh 6390
- LAWRENCE WELK — Decca 4096

I GOT IT BAD And That Ain't Good

- LES BROWN — Okeh 6414
- DUKE ELLINGTON — Victor 27531
- ELLA FITZGERALD — Decca 3968
- BENNY GOODMAN — Columbia 35421
- EARL HINES — Bluebird 11374
- EDDY HOWARD — Columbia 36409
- VAUGHN MONROE — Bluebird 11310
- DINAH SHORE — Bluebird 11357
- THE CHARIOTEERS — Okeh 6509

NOTHIN'

- LES BROWN — Okeh 6414
- SONNY DUNHAM — Bluebird 11305
- HARRY JAMES — Columbia 36399
- THE CHARIOTEERS — Okeh 6424
- THE INK SPOTS — Decca 4045

ISLE OF PINES

- CHARLIE BARNET — Bluebird 11327
- JIMMY DORSEY — Decca 3859

SOMEBODY

NOBODY LOVES

- BENNY GOODMAN — Okeh*
- ELLA FITZGERALD — Decca 4082
- DINAH SHORE — Bluebird 11301
- CLAUDE THORNHILL — Columbia 36458

Coming!
EDDIE CANTOR
in "Banjo Eyes"
Watch for these record releases:
A Nickel To My Name
Not A Care In The World

Free! Write today for our
MUSIC MACHINE NEWS.
The advance information on
best selling records in these
periodic reports is proving a
boon to operators everywhere!

ROBBINS MUSIC CORPORATION - LEO FEIST, Inc. - MILLER MUSIC, Inc.

Sole Distributor

THE BIG 3 MUSIC CORPORATION - 152 West 52nd Street, New York, N. Y.

Wurlitzer, Columbia Give Phonos, Disks For Army Outposts

NORTH TONAWANDA, N. Y., Dec. 20.—Newspapers here have revealed that the Rudolph Wurlitzer Company has given 60 automatic phonographs to the Army Marine Division for shipment to military and naval bases outside continental U. S. A. The boxes will go to Iceland, Greenland, Bermuda, Trinidad, Alaska, Hawaii, Dutch Guiana and other spots.

The donation was revealed by the Army Division after Wurlitzer had delivered the music machines at Governors Island, N. Y. The machines were set to operate without the insertion of a coin.

At the same time it was announced that Columbia Records had turned over more than 10,000 Columbia and Okeh phonograph records for shipment to various military posts. Major Justin G. Doyle, of the Marine Division, accepted both contributions for the army.

It was planned that phonograph and records would be transported to their destinations before December 25 in order to provide a musical treat for army men.



Sure Spike's Smiling

HERE'S WHAT ORODENKER SAID OF BARSTOOL COWBOY

By **SPIKE JONES**

and his **City Slickers**

SPIKE JONES (Bluebird 11364)
Barstool Cowboy From Old Barstool—PT VC. The Old Covered Wagon Rollo'd Right Along—PT VC.

The hot horn experts in Johnny Bentz Trotter's West Coast crew come forward again as drummer-man Spike Jones and His City Slickers for a hilarious tongue-in-cheek dish of multi-melodic corn. Manned with banjo and tuba solos, each side is a dish of golden banter. And the comedy lyrics voiced by Del Porter, hit the comedy bone. Cindy Walker's song about the Barstool Cowboy with the barroom for his range is a brass rail classic. Even more musical fun, in form and story is packed in the Hy Heath-Britt Wood Covered Wagon song. Tulls of the hazardous trip taken by Ma and Pa from the hills of Kentucky to the gold mines of California, where Pa is now making Western features.

It's a double-header dished out here. The "Barstool" comedy song in tops for the tap and tavern trades and the "Covered Wagon" adds shape up as a hillbilly classic, with plenty to please the city folk as well.

On the Records - Dec. 13

**SWINGING DOORS
RED WING**
Bluebird 11282

Thanks, Mr. Orodenger

RECORD BUYING GUIDE--PART 2



A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

POSSIBILITIES

These Records and Songs show Indications of becoming Future, Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the Judgment of The Billboard's Music Department.

I SAID "NO" **ALVINO REY** (Yvonne King)
Here is one of the cutest, spiciest little numbers to come along in a long time. A clinch to get pieces on the phonos, especially as handled by Rey and Yvonne King. Tune is from the Paramount pic *Sweater Girl*. In addition to a catchy melody, song has novel lyrics which build to a smash laugh finish. Highly recommended.

A STRING OF PEARLS **GLENN MILLER** (No Vocal)
This fine jump number is back-to-back with Miller's excellent version of *Day Dreaming* and has already stolen the show in some spots. Seems that Miller has waxed a double winner here. *Pearls* is a natural for the swing havens and should be tried out by anybody who caters to the youngsters.

'TIS AUTUMN **WOODY HERMAN** (Woody Herman & Carolyn Gray Ensemble)
LES BROWN (Ralph Young)
LODY DUCHIN (Larry Taylor)
Possibly the fact that it was no longer autumn when this ditty started to make a dent has scored some ops off it. Those who have been using the song report that it is a fine money-earner, with the three disks listed about the best so far. May become a national item as soon as the operators stop worrying about the title.

I'LL NEVER FORGET **HORACE HEIDT** (Charlie Goodman)
Inserted here again as a final reminder. Song is an exceptionally strong one, is due for concentrated radio plugging and is well handled by the Heidt bunch. Has already cropped up among the leaders in scattered spots. Cannot be overlooked.

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.

KEEP 'EM FLYING **GENE KRUPA** (Johnny Desmond-Col. J. Day)
The call today is to Keep 'Em Flying, and Krupa provides musical incentive to keep the toes tapping as well. Record is dedicated to the Army Air Corps. Before band goes into its last driving chorus Krupa provides plenty of drum artillery as Colonel Day calls out the service orders. Disk has both patriotic and melodic appeal and couldn't hit the machines at a more propitious time. Flipover, *Thanks for the Boogie Ride*, is also phono fodder, with a good Anita O'Day vocal and some Roy Eldridge trumpet.

'SOMEBODY ELSE IS TAKING MY PLACE **RUSS MORGAN** (The Morgansires)
Altho Morgan hasn't caused much excitement among phono fans, this song and its delivery should break the ice. It's a sentimental ballad, with the type of melody that invites whistling and humming. Story is from the *Wonder What's Become of Solly*, school and harbors a real heart-throb. It's sold like a million and will be effective for every type location.

I SAID "NO" **ALVINO REY** (Yvonne King)
They'll be saying "Yes" to this one. It's all in explanation of how the cute Miss King came to subscribe to *Liberty* magazine, with punch line held until the last windings of the disk. A great job by Rey should sell on its own merits, but for added nickel-ture the tune is from the forthcoming *Sweater Girl* picture and has that *Liberty* tie-up, too.

THE SHRINE OF SAINT CECILIA **ANDREWS SISTERS** (Male Chorus)
This devotional ballad is getting a big band play and looks big right now. Several recordings have been put forth in recent weeks, but after phono selectivity has not yet narrowed down to any one, the Andrews entry stands an excellent chance of lapping the field. Gals sing straight and with plenty of understanding. A male-chorus adds to the atmosphere created by the Vic Schoen arrangement. All in all, a top job from the Andrews Sisters.

HONEY DEAR **GRIFF WILLIAMS** (Ensemble-Dorothy Deel)
Here is one of those cute songs like Yearst, *That's My Baby*. They crop up every now and then and click as big as any of the more serious ballad rages. A catchy tune, with the lyric equally contagious. It all adds up to a potential top-seller. While the maestro is a virtual newcomer to the machines, the rhythmic piece is strong enough to command attention and help make Williams' Song hot added merchandising value from a *Fish Bandwagon* sendoff.

LAST NIGHT I SAID A PRAYER **SAMMY KAYE** (Arthur Wright-Choir)
Still another melodic expression of hope for the future is this war-provoked ballad. With the national crisis attracting attention to such song-sentiments, there's a ready-made market. Kaye hands it a vocal treatment almost all the way. May or may not hold its own with the deluge of similar-stuff now being unleashed, but is worthy of attention.

Names in parentheses in these listings. Double-numbering records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are going strong and coming up in Music Machines appears on another page in this department.

THE HEIDT HIT PARADE



HORACE HEIDT'S
double value
COLUMBIA
records—
TWO hit songs on each record cut your costs in half.

36433

I'LL NEVER FORGET **CARLE MEETS MOZART**

36370

SHEPHERD SERENADE **DELILAH**

36403

LET'S WALTZ AS WE SAY GOODNIGHT **DON'T JUST STAND THERE! (Do-Something)**

36337

B-I-BI **TATTLE TALE**

36350

BE HONEST WITH ME **THE TRUMPETS HAVE TRIPLETS**

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in November each year.

By HAROLD HUMPHREY

News Notes

Nan Wynn has just cut her first disks for Victor. . . . Matty Malneck will enlarge his band to 17 men for his next Columbia disk date. . . . McFarland Twine band will start waxing again next month under a new Decca contract. . . . Vaughn Monroe has composed the official song for the U. S. Air Corps recruiting division. It's titled "Hi There, GUY, How'd You Like To Fly?" and the maestro will record it on Bluebird and also transcriptions for radio stations to help the recruiting drive. . . . Francisco and His Cuban Boys, a rumba-conga band, have been renewed for another year by Standard Phonos. . . . MGM is busy thinking up a new title for the Tommy Dorsey film, "I'll Take Manhattan." 'Tain't funny any more. . . . The American Federation of Musicians has officially announced that its 1942 convention will be held in Dallas early in June, and union has already contracted for 350 rooms in each of the town's two leading hotels, Baker and Adolphus. . . . Band leaders are more anxious than ever now to make records. They figure that the war has made theater and air shows vulnerable to all sorts of regulations and uncertainties which will not affect disk sales or their being played on the coin phonographs. . . . Artie Londen has taken over the male vocal chair to the Benny Goodman band led by Tommy Taylor. . . . Specially prepared albums of Heint Reno's Muzette recordings are being distributed to the army recreation centers as Christmas gifts.

The New Trend?

The phonograph operators are watching with anxious eyes the musical taste trends which will no doubt soon become apparent as a result of the country's being at war. So far it has been too early to tell just what will happen. Disk companies have proceeded cautiously in the matter of setting war songs for recording. Outfits' musical directors feel that the first crop of "Jap" and "Axis" disks are inferior in quality and that the really good war songs will have more

of a sentimental strain. Operators, too, are not dashing headlong into the new situation and are waiting to see which of the many war songs really show hit promise.

Release Previews

This week, Mitchell Ayres cut a Bluebird session of "I Opened Up a Trunk," "The Boy With the Wistful Eyes," "Cancel the Flowers" and "Oh, Auntie." . . . Art Kessel diked "Don't Be a Worry Bird" for Bluebird. . . . Ben Weib's next Victor release will be "Baby Mine." . . . Abe Lyman is out on Bluebird with "Baby Boogie," "Mandy Is Two," "Boquila do Cielo" and "Let's Put the Axe to the Ax." . . . Columbia has just cut a Horace Heidt session with "Loretta," "Whistling Cowboy," "Kambareto Down to Cairo," "Dreaming by a Florida" and "Moonlight Cocktail." . . . Bluebird has recorded Bob Chester's doings of "Ballad in the Sky," "Winter Weather," "I've Got a Nickel to My Name" and "No, Good."

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:

CHICAGO:

I Got It Bad and That Ain't Good. Duke Ellington, Benny Goodman.

This "bluesy" ballad has been popular in many sections, but still hasn't found a toe-hold on the national ladder. Operators here report it as a corner now in their locations with the above bands. All operators should keep an eye on it, because it may turn out to be one of those "sleepers" which takes a sudden jump.

WILKES-BARRE, PA.:

Honeybunch. Sammy Kaye. Reports list this one as a Going Strong

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: You Are My Sunshine; Gene Autry, Airport Boys; You Waited Too Long. Gene Autry; My Carolina Girl, Rice Brothers; I'm Sorry Now, Jimmy Davis; Walking the Floor Over You, Ernest Tubb; I Had Someone Else Before I Had You, Light Crust Boys; Rocky Mountain Lullaby, Ellen Britt; Ride for the Open Range, Montana Slim; It Doesn't Matter Any More, Bob Atcher; Frisky Fiddlers' Polka, Curly Hicks and His Taproom Boys; Behind Those Swinging Doors, Spike Jones and City Slickers; Tears on My Pillow, Gene Autry; I'm Thinking Tonight of My Blue Eyes, Bob Atcher; I Wouldn't Trade the Silver in My Mother's Hair, Ambrose Haley and His Ozark Ramblers; Red Wing, Spike Jones.

INTERNATIONAL RECORDINGS: Pound Your Table Polka, Mizilow, Lo-Lo-Lite (The Girl Friend of the Army), Come and Get It.

FOREIGN RECORDINGS: Gorman, In Muenchen Steht Ein Hofbräuhaus, Hoer Mein Lieb Violetta Bohemian, Smutna Vdovicka, Ja Rada Tancuju; Hungarian, Lukaszalrak mer rotet, Magyar Csaralok; Croatian, Marjana, Suster, Kajo Moja Kajo; Polish, Nie chce wiacoj robic, Poeszokaj, Powiem Mamme, Za Granicą; Scandinavian, Balen I Karlstad, Janka, Karpatski; Swedish, Styрман Karlsons Hambo, Jungman Janssons Italian, Canto della notte, Non Mi Stanco; Jewish, Bels, Schlojmele Malkelic; Greek, I Vasso Zehra; Ndoutse-Ndoutse.

Item here. Tune is thought to This is No Laughing Matter, which is also a promising number. So this fact, plus the play on Honeybunch here, should mean that something has a chance of happening with this disk in other localities.

DETROIT:

Be Honest With Me. Horace Heidt. This hillbilly melody has been around a long time, by both the corn-fed and big-name artists, but now bobs up as a prime favorite here. Operators can sometimes create cycles of their own by suddenly spreading a standard such as this one on all of their machines. Such a disk offers a relief to the usual and often makes the operator plenty of sugar.

MANCHESTER, N. H.:

Anniversary Waltz. Bing Crosby. A sweet and lovely waltz song is handled in the same manner by the veteran King. The Victor Young Orchestra fills in beautifully in spots, too. This New England city is plunking plenty of nickels thru the slots to hear it. With the Crosby tag on the title-strip, no opera-

tor can go far wrong investing in a few of this one.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended December 20 and the week before, ended December 13, see the Music Popularity Chart in the Music Department in this issue.

Wilkes-Barre

WILKES-BARRE, Pa., Dec. 20.—Ben Sterling Jr., publisher distributor in Northwestern Pennsylvania and managing director of Rocky Glen Park in Mooning, Pa., is practicing what he preaches as far as urging purchase of Defense Bonds is concerned. First he pushed the sale of Defense Bonds with a special display for "National Phonographs for Defense Week" and now announces he will present the parents of the first baby born in Lackawanna County after midnight, December 31, with a baby Defense Bond.

NEW RELEASES ON Standard RECORDS

T-2029 JEANIE POLKA
HAPPY HUNTER—POLKA
Walt Lecointe and His Orch.

T-2037 THREE DECKER
HAPPY COUNTRY GIRL
Bernie Wylie, Clarkey and His Orch.

T-2040 TAKE ME HOME
DOPEY DWARFS
Hans Fieser-Mastella Orch.

SPECIAL RELEASES

T-2043
HALLI-HALLI-HALLO
THE WISHING WELL

"The Good-Fellows" with Harold Grant's Orch.
T-2044
LET'S SING TOGETHER
TIMES SQUARE
Hans Fieser-Mastella Orch.

ORDER FROM YOUR LOCAL JORDS

STANDARD PHONO CO.
168 W. 23RD STREET
NEW YORK, N. Y.

Here it is! . . .

A new BMI song!

"A BLUE SONG THAT MADE ME HAPPY"

Get a copy of your music dealers at 35c — or order from us!

RADIO ARTISTS—BAND LEADERS AND RECORDING ARTISTS!

Professional copies of this beautiful number are available to you. Write for them today. Also for copies of SINCE THEN, another BMI tune.

SUDLIK & SIEGEL Music Publishers
1650 Broadway, New York City, N. Y.

From the modern jazz back through the ages,
Way to the primal Pipes o' Pan
The lady in her parlor singing,
The solitary Indian flinging
His weird, wild songs to the setting sun—
Music's the tie of the kinship of man,
And ever will be till man is done.

SONGS
FORSTER MUSIC PUBLISHER INC.
216 SO. WABASH AVENUE · CHICAGO · ILL.

on the RECORDS

A critical analysis of the latest record releases, covering both the musical and commercial angles. **Key:** PT—Fox Trot; W—Waltz; VC—Vocal (Covers); V—Vocal (Records).

(CONTINUED FROM PAGE 42)

With emphasis today on the war songs and the songs of hope, the "Last Night I Sold a Prayer" side, with emphasis on the vocal treatment, shapes up as music box material.

FRANKIE MASTERS (Okeh 6507)
How Long Did I Dream?—PT, VC.
Humpty-Dumpty Heart—PT, VC.

The smooth and dance-compelling music of Frankie Masters serves two ballad songs from the forthcoming Playmates flicker in good stead. Both paced in a soft medium tempo with Lew Hurl adding the vocal distinction to each with the Humpty-Dumpty song making for the better side of the two both in song material and interpretation.

Altho the screen show has still to make its premiere, the "Humpty-Dumpty Heart" ballad has already attracted wide attention. Since it's still a free and open race as to which recording of the number will corner the music machine trade, Masters' entry rates in the sweepstakes.

JAN SAVITT (Victor 27720)
A Nickel to My Name—PT, VC. Not a Core in the World—PT, VC.

There's a big surprise in store for John La Roche and Vernon Duke in listening to these sides. They wrote the songs. But Savitt gives them an interpretation that makes them sound so much superior to what the songwriters originally put on paper. As show tunes, they are inferior as far as musical and useful qualities are concerned, sounding more like run-of-the-mine music that keeps pouring out of Tin Pan Alley, rather than as coming from the score of a hit show—Katie Cantora

Bonjo Eyes musical. Savitt dresses and polishes them up so that they really sound like something. A moderately paced list is applied to both, with the shuffle rhythms reserved for the World side, the better of the two rhythm tunes. Allan Dewitt, since having left the band, remains unbilled for the vocal refrains for each side.

It's too early to pass judgment on these songs. The Eddie Cantor show, a hit on the road, doesn't hit New York town until this week. But if these songs ever amount to anything, and it's the show association that will mean most, Savitt's sides are made to order for the music box play.

JAN SAVITT (Decca 3876)
Liebertraum—PT. Meadowbrook Shuffle—PT.

A carry-over from earlier days when Savitt waxed for the label, these two sides hardly represent hoarded treasures. The Franz Liszt Liebertraum, arranged by Ted Duane, is played smoothly, while a faster beat, with a shuffle rhythm, is applied to the more heated, harmonies for the mated side. Title gets its cue from the famous Meadowbrook Country Club near New York City. Both sides are instrumentals.

For the phone fans seeking the fast and hot rhythms, especially those partial to Savitt's shuffle rhythms, the "Meadowbrook" side may create some interest in the machines.

EDDY DUCHIN (Columbia 36457)
This Is No Laughing Matter—PT, VC.
The Shrine of Saint Cecilia—PT, VC.

The magic fingers of radio provide plenty of music magic for both of these sides, especially for those who seek out

the more refined rhythms long associated with Duchin. Tune selections represent two of the more promising ballad bits of the day. Set forth smoothly and sugar-coated, the maestro's keyboard artistry is prominently featured throughout. The song-writing is also in the smooth register, June Robbins adding voice to the Laughing Matter side and Larry Taylor's suave balladizing for the Shrine opus.

At locations where the Duchin brand of music-making is manifest among the music box followers, especially at the smarter spots, both sides are attractive for the player. Song selections represent the top tunes of the day.

ANDREWS SISTERS (Decca 4097)
The Shrine of Saint Cecilia—PT, V. Jack of All Trades—PT, V.

Joined by the voices of a male chorus, and with Vic Schoen's orchestra providing the appropriate musical setting, the Andrews Sisters make excellent and most sympathetic harmonizing for this ballad of religious fervor that is climbing fast in hit parade circles. Their rhythmic style of singing is reserved entirely for the Jack of All Trades side, a light and lilting piece that the girls carry along with their customary professional ease.

With the "Saint Cecilia" song attracting such wide attention among the current crop of hit potentials, this vocal version looms big for the music boxes, especially since no record version has piled up any appreciable lead as yet.

GLENN MILLER (Bluebird 11386)
Beethoven's "Moonlight Sonata"—PT.
Slumber Song—PT.

Beethoven is the latest entry in the hit-parade sweepstakes. Technikowsky has been dropped, at least temporarily, and this familiar classic is dressed up in arrangement by William Finegan to make for fox-trotting. However, instead of improvising the theme to make for a popular melody, Miller takes it intact, featuring the pianology of Chummy MacGregor, and merely sets it to the four-four beat. But as an orchestral lull picture, the slipover is much more enthralling. Slumber Song in the maestro's closing theme. Both set in slow tempos, both instrumentals.

With the classical composer making for song box-office, the Beethoven music is bound to create immediate attention. But it's hardly designed for music boxes. And even the more colorful "Slumber Song" requires most attentive listening. But being the maestro's closing theme, it's also bound to attract some coins.

"DOC" WHEELER (Bluebird 11389)
Big and Fat and Forty-Four—PT, VC.
Giddy—PT.

Better remembered as the Sunset Royal Orchestra, more recently designating "Doc" Wheeler as the leader man, this Negro swing band has an excellent novelty rhythm tune for the Big and Fat side. And packing plenty of humor in its lyrics, it's bound to attract a great deal of attention. Wheeler, assisted by his Hardway Four, talks in tune for most of the side. And without resorting to any double entendre or such, well, how the Harlem chick was meek and sweet at 23, but is now big and fat at 44. To top it off, the closing band chorus stands out with the trumpeter reaching for the peanut-whistle notes—and getting

there, too. The slipover is an easy ride, boys taking the riff tune in good stride and makes it move along nicely without any brakes splitting the ear-drums. Doc has been around for a long, long time, but is comparatively new on wax.

With a crying need for a good-natured comedy song, the "Big and Fat" side more than fills the bill. Complete absence of the Harlem jive talk makes it a dandy for every type of location.

GRIFF WILLIAMS (Okeh 6510)
Honey Dear—PT, VC. What's Cookin', Cookin'—PT, VC.

There's a prize rhythm pop on the Honey Dear side, being one of those bright and tuneful ditties that catch on immediately. And the straight dance rhythms of Griff Williams make the too-tapping compelling. Like all others of this type, lyrics lend themselves easily to ensemble singing, and that's the way Williams provides the vocal treatment with Dorothy Dee for a vocal reprise to take it out. The Cookin' side packs an equal amount of youthful enthusiasm, both in song and treatment. Walter King tenors the wordage. However, it is no match for the companion piece, which gets a send-off as the Pitch Bandwagon Special.

While the maestro has not yet cut any fancy figures in the sheet music market, his "Honey Dear" side makes a formidable bid for such fame, especially in the Western part of the country, where the band is better known. Tune itself is strong enough to attract fans in any corner of the country.

COUNT BASIE (Okeh 6508)
I Struck a Match in the Dark—PT, VC.
Platterbrains—PT.

The Count shows equal proficiency in cutting a ballad tune as well as the riotous live stompers. With the rock-and-roll beats expertly restrained, band makes for a smooth harmonic blend for the Match in the Dark ballad. Muted trumpet opens, keeping close to the melodic line, and Earl Warren gives bary voice to the lyrical expressions. However, boys are much more at home when Basie unharnesses his crew to apply their fast and driving force for Platterbrains, ruffled up by the Count and his ace saxist, Tab Smith. It's a typical Basie jump session.

While Basie turns in an excellent account for the ballad, phone fans will be inclined to show their partiality in play for the "Platterbrains" side. However, the mated side should not be ignored entirely, being of equal import for operators of race locations.

TOMMY DORSEY (Victor 27710)
It Isn't a Dream Any More—PT, VC.
How Do You Do Without Me?—PT, VC.

Tommy introduces two new entries in the song ring with this couplet. While it's the customary Dorsey colt in treating each of the tunes, neither seems a particularly strong contender for hit-parade heights. Dorsey's trombone introduces the ballad theme for the Dream side, with Jo Stafford providing the vocal force. The musical question, devised by John DeVries with the band's pianist, Joe Bushkin, is taken at a sprightly tempo, with Frank Sinatra, for the vocal questioning.

Neither side shapes up as a stand-out for music box play, and save for radio Dorsey fans, the faceup side in the machine will

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Hits

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- NICKEL SERENADE
- JOLTIN' JOE DI MAGGIO—6177
- DO YOU CARE!
- LAMENT TO LOVE—4258
- ALL THAT MEAT AND NO POTATOES
- AS IF YOU DIDN'T KNOW—6122
- BE FAIR
- I GUESS I'LL HAVE TO DREAM THE REST—6306

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Joe Di Maggio
'TIS AUTUMN
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OLD MAN... 6430

Personal Management: Joe Glaser, 30 Rockefeller Plaza, New York, N. Y.



BABY BONDS FOR BABY BOYS. Six-month-old young John Douglas Campbell, of Scottsbluff, Neb., was contentedly unaware that his mother had started him on a career of thrift and patriotism by buying a book of Defense Stamps for him at the U. S. Treasury booth in La Salle Station of the Rock Island Lines, Chicago.

depend entirely upon which of the songs makes an impression beyond Tommy's introduction.

ABE LYMAN (Bluebird 11378)
Violets for Your Furs—PT; VC, Sunset Near Vint—PT.

There's a big surprise in store in spinning the Violets side. It's a rejuvenated Abe Lyman, and instead of sounding like a pit orchestra or a studio band it's a youthful and modern sounding of the instrumental sections of his large band. Acquisition of Billy Sherman for the convincing song-selling is also a step in the right direction that should find Lyman coming into his own again on wax. The reverse side, however, makes for no record glory. It's the average stomp tune at a rick tempo that goes to place in a hurry. This identifies a Hollywood street corner.

While Lyman has not created any furore in machines as yet, indication of the "Violets" side is that he will soon be coming into his own. His interpretation of the potential ballad is as acceptable for the coin machines as any of the contemporary versions, especially in view of the fact that it gets a send-off on the Fitch Bandwagon air show as the special of the week.

GUY LOMBARDO (Decca 4087)

Popolopette—W; VC, Dreamville, Ohio—PT; VC.

Both of these tunes are duck soup for the sugary Lombardo style. The Popolopette number is taken at a bright waltz tempo with Kenny Gardner for the vocal. Tune has more romantic leanings than the title indicates, being some sort of "jargon to cloak a serenade to the sleeping flame of love." The ballad side is taken at a moderately paced tempo, with the Lombardo Trio extolling the virtues of the mythical Ohio town as a place to dream.

Music machine use of these sides will depend entirely upon the popular appeal of the songs themselves, in which case Lombardo dishes them up sweetly enough.

POPULAR ALBUMS

When Good Fellows Get Together (Victor P-98) represents eight sides of robust ringing of the rousing marching and drinking masculine songs by the Victor Male Chorus of 16 stanch and stout voices directed by Ennio Coto. In



THE BILLBOARD'S Record Buying Guide and Music Popularity Chart play an important part in the success of the Automatic Sales Company's phonograph operation in Minneapolis.

theatre. Save for the opening Alexander's Ragtime Band, set in the delightful rhythm tempo, it's the salon and semi-concert style for the remainder of the album, comprising Lady of the Evening, Say It With Music, Remember, Blue Skies, Say It Ain't So, All Alone and Always. Distinction of paying tribute to Berlin goes to Goodman by virtue of his early association with the Berlin scores during his many years as pit conductor at the musical comedy theatre. And he gives the tunes that sort of embellishment. Album makes an excellent addition to the two albums of Berlin music recorded several years ago by Paul Whiteman for Decca.

Designed primarily for sales across the counter, there is nothing here for the music machine operator, save for those servicing locations calling for the popular selections in semi-concert style as incidental music.

POLKAS

Of particular interest to the music machine operators, especially those servicing locations with an international or country character, are three new Standard releases of the gay polka rhythms. Assuming more spirited and happier pro-

portions is Herbie Wye, his Clarinet and His Boys for Three Decker and Happy Country Girl (T-2037). Both sides are fast and tuneful and highlight the maestro's clarinet against the accented coated background. Henri Rene's Muesette orchestra, with the usual amount of polish for their polka rhythms, couple Take Me Home and Dopey Dears (T-2040). Apply appropriate musical sound effects to the latter side to point up the title's significance. Surely for the polka dancers are the not-so-polished sides of Walt Leopold for Jeanie Polka and Happy Hunter.

Of special interest is the polka novelty on Decca's regular dance list, Lawrence Welk's offering of The Band Begins To Play (4100). The accordion-playing maestro is as much at home with these international rhythms as with the more conventional fox-trot tempo. A tuneful piece, it gives Jo Ann Hubbard's song story about the leader of the band being her sweetheart. And for the rural locations, flipover is just as much a dandy. With Jayne Walton piping the lyrics, I'm Thinking Tonight of My Blue Eyes is a lively rhythm tune that stems in structure from the gas-lit era of the gay '30s.

spirited and vigorous fashion, the glee club calls its standard songs of good fellowship from musical comedy, operetta and college life. Selections include When Good Fellows Get Together, Kentucky Babe, Winter Song, Heidelberg (Stein Song), The Student Prince Drinking Song, John Peel, Medley and Song of Brown October Ale.

In view of the fact that a glee club is characteristic of every college campus in the land, there are highly diverting selections in this package for operators catering the school locations. Particularly appealing for such phono fans, all glee club favorites, are "When Good Fellows Get Together," "Kentucky Babe," "Winter Song" and "Drinking Song." And for more widespread music machine use, at any place where good fellows get together, the "Medley" side which covers everything from "Hill, Hail, the Gang's All Here" to "Auld Lang Syne."

The Music of Irving Berlin (Columbia G-78) packages eight standards by the composer by Al Goodman and his gen-



★
Best Wishes to All for 1942—the VICTORY year!

Frankie CARLE

composer of A LOVER'S LULLABY • FALLING LEAVES • SUNRISE SERENADE and the new hit—JUST LAZY

- FEATURED WITH HORACE HEIDT and his Musical Knights
- FEATURED ON THE NEW COLUMBIA RECORD HIT—"CARLE MEETS MOZART" (36453) with Horace Heidt
- FEATURED ON SMASH COLUMBIA RECORD ALBUMS

Greetings and thanks to My Publisher
BILL LACKENBAUER of Jewel Music
HORACE HEIDT and the Boys
FRANIE SACKS and JOE HIGGINS of Columbia Records

COMPOSER-PIONEER with HORACE HEIDT and his MUSICAL KNIGHTS



Ronnie Kemper

Here's wishing for every one of you
A "Sweetheart" of
A VERY MERRY CHRISTMAS!
And a "Sweetheart" of
A HAPPY NEW YEAR!

—by the way, I've just recorded a "Sweetheart" of a new Columbia hit with Horace Heidt and his Musical Knights—that's right—it's Columbia 36465—"I WISH I HAD A SWEETHEART."



Season's Greetings

GERBER & GLASS
914 Diversey Blvd., Chicago



PATSY KELLEY (left), daughter of Seeburg representative, Harry Kelley, is shown selling Defense Stamps in the lobby of the Rochester Savings Bank. Stamp purchasers deposited a quarter in the Seeburg Minute-Man phonograph and received a Defense Stamp from Patsy. (MR)

Philly Strong For Bond Sales

PHILADELPHIA, Dec. 20.—Altho in getting started, local music machine operators have hopped on the *Any Bonds Today?* band wagon. Before the year runs out it is expected that every operator will join in the campaign to exploit the sale of stamps and bonds thru the medium of the campaign song in the music machines.

Impetus to local participation in the nationwide campaign was given by Samuel Stern, head of Keystone Company, who became the first 100 per cent operator in the drive. He gave a mandatory order to all his servicemen that Barry Woods' recording of *Any Bonds Today?* was to occupy the No. 1 slot in every music machine out on location. Nor did Stern stop there. Special patriotic stickers and posters have been placed on every machine calling attention to the recording.

Other operators are following suit and using *Any Bonds Today?* recordings in the No. 1 position in machines. As yet, choice of locations has been left to the serviceman and none can as yet boast of 100 per cent co-operation in the campaign.

Failure of local operators to make the most of the campaign has not been because of any lack of patriotic spirit. Operators had looked forward to the music machine operators' association here to initiate and organize the campaign. But since the association has been occupied in reorganization, it was left to the operators themselves. The Philadelphia music machine industry hopes to make up for the lost ground and take its rightful place in giving fullest co-operation to the national campaign.

Baltimore

BALTIMORE, Dec. 20.—The first three shipments of Gottlieb Spot-a-Card were sold in quick order, reports General Vending Service Company. brisk action also on Mutoscope's Ace Bomber, Drive-Mobile and Jennings Totalizers.

Vending Corporation of Baltimore has increased its capital stock to \$35,000, consisting of 3,000 shares of preferred stock, par \$10 a share, and 5,000 shares common stock, par \$1 each.

"Genco's Victory is going over in a big way," states Ernest E. Waldrop, of the Hub Enterprises. The Hub also continued to chalk up good sales on Rock-Ola phones.

Keeney's Submarine gun has been an immediate success, according to Roy McGinnis, and firm's Super Bell consoles continued to sell in fine volume.

Bally Club Bells, new multiple bell console, is meeting with approval. The Bally line is distributed in this area by the Calvert Novelty Company.

The Amusement Center has been opened here by Arthur B. Price, and 300 automatic machines of every description have been installed in the new arcade.

Giant Sales & Vending Company, operators of candy and cigarette vending machines, headed by Irving Levy, is now in new quarters at 523 North Eglaw Street.

Baron Foltz, head of the Phoenix Novelty Company, states excellent movement is being experienced on the Buckley Music Systems.

WRIGHT RAIN-BOW
The Wall Cabinet With the Ever Changing Colors.

REPEAT ORDERS
Press the Rain-Bow Switch in Taking
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No. 30 Adjustable Carrying Case (for all size cabinets) \$7.50

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and Adapters for 16 or 24 Record Wurlitzers.
16 Record Wall Boxes \$11.50 Ea.
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Adaptor Console, including Power Supply 20.00 Ea.
30 Wrt. Cable 2.20 Per Ft.
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TERMS: 1/3 Down, Balance C. O. D.

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TELO-TONE

Double equipment consisting of ten, Throaton and microphone, Magnavox, Adapter and Amplifier. This set is a complete recording system. Original cost \$1,000.00. Best one price, the lowest for \$200.00.

60X D-149, Ten Billboard, Cincinnati, O.

FOR SALE

Jennings Telephone Music System. 10 unit including about 20 wall boxes, extra record rack for 1200 records, Kardex file, 2000 records, all office equipment, including desks, chairs, files, etc. Will consider any reasonable offer, either on location or off. Reason for selling, expect to be called for national defense soon.

Box D-149, Care Billboard, Cin'tl. O.

PHONOGRAPHS FOR SALE

10 Seeburg Phonos \$125.00 Ea.
5 Seeburg Genos 115.00 Ea.
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Each

2-12 Wurlitzer Mechanisms with Keeney Adapters to Keeney Steel Cabinets \$175.00
10 Late Model Used Keeney 24 Record Wall Boxes 15.00
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JOHN GALLAGHER, of the United States Treasury Department, is shown complimenting Benny Fields, caterer, on his intensive efforts in aiding the sale of Defense Bonds and Stamps. Scene was the exhibition hall of Hotel Sherman, Chicago, during the recent outdoor showmen's convention.

What About The Star-Spangled Banner?

A question being raised frequently in music machine circles these days is "Should the national anthem be used on music machines?" This question was first raised more than a year and a half ago when operators first began putting patriotic records on their machines in support of the National Defense Program. At that time *The Baltimore Sun* ran an article on the use of the national anthem in taverns which pointed out that operators in Baltimore area preferred using other patriotic tunes rather than *The Star-Spangled Banner* in their machines. Reason for the preference was that most operators felt the tune was out of place in a tavern. This is in line with the expressed opinion of many army and navy leaders, who have said that in times like these the national anthem must be considered as among the most sacred of our national possessions and should be played only at public gatherings where the importance of the occasion justifies its use. General opinion of trade leaders queried during the week is: "Don't use *The Star-Spangled Banner* on machines. Use some other patriotic number instead."

Music Industry Marches On...

The commercial phonograph industry will redouble its efforts to help the nation keep its chin up by supplying good music. The industry will also increase its efforts to help sell U. S. Defense Bonds. Our industry volunteered its services many months ago and we carried on a good campaign to boost the cause of preparedness.



Now that our country is in the war every member of our industry joins with all other citizens in the desire to serve. Many of us remember the other World War and know that it requires unity and real effort to win. The phonograph industry can be counted on to do all in its organized power to help win the victory. We will support all patriotic plans as loyal Americans and wish to add our contribution to the fighting spirit that has made our nation great.

Much has been said about keeping up the national morale and keeping the home fires burning. That will probably be our most practical contribution—boosting morale by supplying good music to the people. It is a mission to which every member of the industry will devote himself until the war is won.

Our members and organizations will also serve in many other ways whenever the opportunity presents itself. We have helped to sell bonds and we have also bought bonds. We believe in America and the only thing that counts now is to win against all enemies.

The phonograph industry has the will and the determination to help the armed forces and the people fight for the ideals of our nation until they are safe from all who dare attack them.

J. E. Broyles, president,
Automatic Phonograph Manufacturers' Association.



Pat Buckley and the entire Buckley organization wish you and yours Victorious Season's Greetings

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4223 WEST LAKE STREET CHICAGO, ILL.

We Hope This Will Be Your Merriest Xmas And Happiest New Year The Arthur Hermann Company

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A 1941 MERRY CHRISTMAS
For Our Customers and Ourselves
Let PACKARD Equipment Insure
A PROSPEROUS 1942 FOR YOU
ANGOTT SALES COMPANY, INC.
3166 Cass Ave., Detroit, Mich.

Demand for Patriotic And Hawaiian Numbers Booms in Philadelphia

PHILADELPHIA, Dec. 20.—The outbreak of war has made a marked influence on the coin machine industry here. Almost overnight there has been a clamoring demand for military and patriotic music, and play of *Any Bonds Today's* has skyrocketed. Operators point out that this sudden demand for military and patriotic music only emphasizes

the important role the music machines can play in public morale. Also noticed here is an interest in Hawaiian music. Such recordings hitherto have been restricted to only a few locations. As a result of the war, however, some operators report good collections from such recordings. Some feel the Hawaiian music may soon exceed the limited popularity of South American numbers. In other fields the front-page news has resulted in a rebirth of interest in target machines. Operators of penny arcades report boom business.

A Patriotic Record on Every Phono!

Now, more than ever, is it the duty of every operator of automatic phonographs to harness the morale-building power of his machines to the all-out "onward to victory" march the nation is making. Put at least one patriotic record on every machine. These records should be in addition to *Any Bonds Today's*. Operators can obtain a list of patriotic and semi-patriotic records from any major recording firm.

What's Ahead for The Industry?

By MAYNARD REUTER

WHAT does the future hold for the coin machine industry? That's the question that's being discussed wherever coinmen gather. Theories and predictions are as numerous as plans to win the war, but underlying them all is a current of optimism.

As a whole, the trade feels that the next year or two will be rosy ones for operators. Distributors will continue to be a vital cog in the war set-up with used equipment sales forming the backbone of their business. Immediate future of the manufacturers is written in the production schedule set down by the Office of Production Management governing the manufacture of coin-operated equipment.

OPM Order

As published in The Billboard of last week, OPM order L-21, issued on December 10, cut the December output of phonographs, weighing machines and pinball games 25 per cent. Gaming devices took a 50 per cent cut. All three divisions take another 25 per cent cut January 1, and effective February 1 production of phones, weighing and amusement devices will be limited to 25 per cent of the average number of units produced a month for the 12-month period ended June 30, 1941. Production of gaming devices will cease on that date. Schedules on vending machine production are expected to be handed down shortly.

No data has yet been forthcoming from official government quarters about the manufacture of spare parts for machines. However, it is the opinion of trade leaders that OPM will permit parts to be made in quantities sufficient to keep equipment operating. This prediction is based on the fact that reports already have been made public assuring the country that no matter how drastically production of automobiles is curtailed, this manufacture of parts will continue. Some, in fact, believe that as soon as production of vital supplies picks up, raw material restrictions will be lessened sufficiently to allow increased production of all types equipment.

Used Equipment Plentiful

As for the operators spared the necessity of purchasing new equipment in any great quantity, and with a large enough supply of used equipment on the market from which he can draw for some time to come (many districts are known to have warehouses filled with good used equipment stored up for this emergency) all indications point to his enjoying good business.

No matter what develops on the war front, people back home will still need amusement—and automatic games and phones are a convenient form of low-priced entertainment.

Back in the early days of the depression, when business analysts were trying to put their finger on just what was

responsible for the meteoric success of the pin game, consensus of opinion was that the fact that people "got a lot of pleasure for such a small coin." Today with the whole nation throwing its utmost into the war effort; with seven-day weeks and overtime days allowing little time for busy workers to seek amusement—coin machines will take their place as a more important cog in the entertainment world. This time, however, the emphasis is being placed on the convenience of this form of entertainment.

Of increased importance is the growing realization amongst those charged with maintenance of civilian and military morale that coin machines fit in perfectly with the entertainment needs of a vast number of people who must grab their amusement on the fly; that coin machines can be brought right into the places where men are at work so that they can relax and have fun during rest periods and lunch hours. The number of machines in arcades and taverns, drugstores and other spots located in the vicinity of big defense plants and military camps is in itself proof of this contention.

Need for Entertainment

People in time of war need amusement and entertainment as much as bread and butter. They play pin games, as The New York Times put it in a recent article, for three reasons. First, because they enjoy seeing if they're smart enough to make the balls go the right way. Second, because for some unknown reason they find it relaxing to fool with the machines after a hard day's work. Third, because it amuses them to see the boards light up and hear the machines whirl as the balls bounce up and down on the play-board. In other words, people play games because they're fun. They play music machines because music has the power to make people forget; to obtain relief from worry; to increase from war cares. Music, too, has the power to lift up the hearts of us all, to sweep the people into a single-minded drive to victory.

History Elsewhere

The history of just how the coin machine business has fared in Canada and England is perhaps the most accurate gauge obtainable of what the trade can expect here.

In England, despite bombs, lack of new equipment, casualties both among operators, location owners, blackouts, etc., the coin machine business continues. Periodic reports from the London office of The Billboard have emphasized that business is good, that operators are obtaining parts for used equipment. Advertising carried in the pages of The World's Fair, official coin machine trade paper of England, indicates a brisk business is being done by distributors in parts and reconditioned equipment.

Fact that no new equipment has been able to be brought over from the U. S. since the outbreak of war has resulted in fantastic prices being paid for used games. The public has forgotten to look for novelty and that something-different machine, reports indicate, and operations have settled down to maintenance of equipment in best spots instead of a competitive battle for locations. Biggest difficulty in England has been the shortage of experienced mechanics. Many leading figures in the industry are already planning to catch the first boat available after the war to land distributorships for leading American game lines.

In Canada

History of the coin machine business in the land of our neighbor to the north parallels that of its Mother Country to some extent. Canada, prior to the ban on coin machine imports, was the largest customer for games and phones. While restrictions have prevented the shipment of completed equipment to Canada for some time now, large shipments of parts on which there are no restrictions have been sent across the border.

The monthly business reports published in The Billboard from leading Canadian cities are perhaps the best indication of just how business has been faring there. Month by month, play on machines and phones has been decreasing. At the outbreak of war, collections dropped to a low ebb. Shortly they began to mount with first gains being reported in vicinity of army camps. Then the need for amusement began to grow stronger and more and more people began to turn to games and phones for fun and relaxation. Phones did much to popularize the song "There'll Always Be an England. Operators co-operated in many ways to help along the war effort.

All-Time High

Latest reports reflect the fact that play on machines and phones has reached an all-time high. Drafting of many musicians has given the phonograph a new stature of importance as many spots which formerly depended on a signal orchestra to supply their musical wants now must rely solely on the phonograph. Frequently, music boxes supply the music for public dances. A one operator summed it up: "Dance orchestras are scarce; due to enlistments in the army for military bands and general duty. Phones are the replacements."

Machines are reported to go over big with men in military service. Statement by one military leader, a veteran of the last war, reflects the high regard military authorities have for the morale building power of the phonos. "Damn clever, these music boxes," he stated, "they sure help to keep the boys in good spirits. They sure are having it better than we in the last war."

Big Opportunity

No cloud is without its silver lining—and the present situation beguiling the coin machine industry—an opportunity that it must exploit to full advantage if real progress is to be made in the after-war period.

This opportunity is simply the fact that the trade now has the best chance in its history to gain public support in driving home to public authorities and the public at large as well the opportunities for entertainment, amusement and relaxation. The time has come for the trade to take the advice expounded on the editorial page of this magazine in September 8 by Herb Jones in his editorial "Let's Tell Our Story Straight." Never again will the opportunity be better for the trade to drive home the fact that "our industry exists," as Herb put it, "because the hard-working, hard-playing American public eagerly buys our product—watches the relaxation, the release from work, the low-cost amusement we create and sell. Let's tell our story straight. Let's forget the economic double-talk and concentrate on selling what we really have to sell—America's greatest most democratic, nationwide, continuous-performance show!"

To neglect this opportunity now may be a greater catastrophe by far than any that has ever befallen the industry in its long stormy history.

RECONDITIONED MACHINES FOR SALE
 MILLS VEST POCKET (GREEN).....\$25.00
 MILLS VEST POCKET (BLUE).....\$25.00
 NALLY ALLEY.....\$15.00
 Pin Ball Games of All Kinds From \$10.00 On
 Write for List

FRIEDMAN-KLEIN SALES CO.

237 W. 11th St. CHICAGO, ILL.

LET'S GO AMERICA!

Universal Employees of 1,000,000 on purchase of U. S. Defense Bonds on pay-roll allotment plan!

FOR DEFENSE BUY Don't fail to buy Universal's 20 brand-new pins—each an outstanding winner.

THEY INCLUDE -
 "United We Stand" "V for Victory"
 "The Pacific Parade" "Big Ship"
 "Ball's Dough" "Muster's Parade"
 "Go on Dads" "Dart Home"
 "Wailing Betty" And Many Others!

IN LATEST LEATHERETTE JEWEL BOX—4 Color Unity Base and Gasket Base—in UNIVERSAL'S Famous Base-Dr. Spirit! Especially Recommended for United Tatters! GET ON THE BANDWAGON NOW. PURCHASE UNIVERSAL'S LATEST SENSATION, "DEFEND FREEDOM." And Prices Payable in Defense Bonds and Savings Stamps!




Table in 1200 Tickets @ 5¢\$60.00
 5¢ per Oct. (Average) 34.72
 Profit (Average) \$25.28
DON'T DELAY — WRITE TODAY!!
 "World Famous Jar-O-Do Brand Products!"

Universal Manufacturing Co., Inc.
 Dept. UB-32
 405 E. 5TH ST. KANSAS CITY, MO.
 "WE MANUFACTURE ONLY"

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

ONE GOOD BUY
 Used With Bonus and Keeney Super Track Time

773 Deposits Balance C. O. D.

AUTOMATIC COIN MACHINE CORP.
 340 CHESTNUT ST.
 SPRINGFIELD, MASS.

SEASON'S GREETINGS TO OUR FRIENDS AND CUSTOMERS



IT'S A BIG JOB BUT WE'VE GOT IT!

IDEAL NOVELTY CO.
 CARL P. THIPPE
 2932 Locust St., St. Louis, Mo.

AMERICA



THE CLEVELAND TIMES reports the sale of Defense Stamps has jumped from a \$75 to a \$150-a-day average in the waiting room of the Terminal Tower Railroad Station in Cleveland since the attack on Pearl Harbor.

Red Cross Offers Numerous Opportunities For Volunteer Service in Civilian Defense

THE SERVICE WHAT IT IS	HOW IT HELPS IN CIVILIAN DEFENSE	WHO MAY VOLUNTEER?	WHAT TRAINING REQUIRED?	WHERE TO OBTAIN INFORMATION
FIRST AID: Basic training in First Aid to the injured for every worker and official in Civil Defense, all employees and officials in industry and government and for the general public.	It makes people safety conscious and helps prevent accidents. It prepares people to give aid to injured wherever they may be: in bombed area or industrial accident, or on highway and in homes.	Men and women, boys and girls.	a. Instructors' Course, 16 hours (pre-requisite Standard and Advanced Course). b. Standard Course, 20 hours. c. Advanced Course, 10 hours (plus Standard Course). d. Home Accident Prevention, 9 hours.	Local Chapter
HOME NURSING: Simple training for care of sick in homes.	In epidemics, in war or emergencies, professional nurses and doctors may not be available for home care.	Men and women, boys and girls.	a. Standard Course, 24 hours. b. Modified Course.	Local Chapter
NUTRITION: Instruction on proper foods for health.	Healthy citizens are the first line of defense.	Women and girls; also men and boys.	20-hour course.	Local Chapter
BLOOD PLASMA (DONOR'S SERVICE): Collection of blood for 200,000 transfusions needed by the army and navy.	For use in time of war or emergency to make transfusions immediately available.	Any man or woman in good health. Age limit 21 to 60.	None.	Local Chapter. (This service is restricted to selected large chapters.)
NURSE'S AID CORPS: A short hospital training course for volunteers to assist nurses.	They work as assistants to a nurse; give the nurse more hands; free her for those services only a graduate nurse can do. The need is urgent because of the shortage of graduate nurses in this emergency.	Women between the ages of 18 and 30 with high school or equivalent education who can give 150 hours of service each year (must be U. S. citizens if they work with armed forces).	a. 36 hours class work under graduate nurse. b. 45 hours in ward of specially selected hospital under nursing supervision. c. 30-hour course in First Aid.	Local Chapter or Office of Civilian Defense.
MOTOR CORPS: A transportation service for the Chapter and for approved local or national organizations.	It helps transport workers, refugees, doctors, nurses, evacuees, supplies and equipment in disaster or war.	Women who can drive their own cars for Red Cross service. Generally U. S. citizenship is required.	a. 20-hour course in First Aid. b. Motor Mechanics Course.	Local Chapter
CANTEEN CORPS: Organized, trained group to operate a Canteen Service.	It provides groups to do mass feeding in emergency and operate canteens.	Women, also men, who have had experience in feeding and who have had the Nutrition Course (must be U. S. citizens if they work with armed forces).	a. Nutrition Course 20 hours. b. Canteen Course 20 hours.	Local Chapter
HOSPITAL AND RECREATION CORPS: A trained group of women to help maintain morale thru friendly service and recreation for convalescent patients.	In Army, Navy and Civilian Hospitals the morale of patients is highly important for their rapid recovery and restoration to active duty.	Women between the age of 20 and upward (must be U. S. citizens if they work in Military and Naval Hospitals).	16-hour lecture course and probation period in a hospital.	Local Chapter
PRODUCTION CORPS: The making of garments and knitted articles, and surgical dressings.	It provides organized groups, producing and ready to produce needed articles for sick and wounded in hospitals for relief and also for local relief needs.	Women who can sew, knit, or who will make surgical dressings.	Instruction in making surgical dressings.	Local Chapter
HOME SERVICE CORPS: Special welfare service for men and families of men in the armed forces, as well as for veterans and their dependents.	By assisting in maintaining adequate family and individual relationships of the service and ex-service men and their families.	People with special qualifications for doing family case work to act as aids to social workers.	A 30-hr. course in case work and special institutes for technical instruction.	Local Chapter
STAFF ASSISTANCE CORPS: General office workers who can assist with all types of work.	By providing all 45 Chapters and 60 other organizations engaged in Civilian Defense work; assisting at emergency centers, in hospitals, clinics, etc.	Women who have ability to meet the public—who can do general office work, man reception desks, telephone service, typing, filing, etc.	Staff Assistance Course—10 hrs. Probation work in the office.	Local Chapter
BRaille CORPS: Transcribing books and other literature into braille for the blind.	Provides volunteers with an opportunity to do special work for blind refugees or war victims.	Careful and painstaking men and women who are especially interested in providing literature for the blind.	10 lesson correspondence course with trial manuscripts.	Local Chapter
DISASTER RELIEF COMMITTEES: A local organized group of leaders in each community ready to function to help alleviate and prevent human suffering.	It works in rescue and medical care. It is the responsible local unit to provide emergency aid in food, shelter and clothing to families and individuals affected by disaster due to any cause. It is also the channel thru which the National Red Cross assists in providing supplies, personnel and funds for the rehabilitation of the families affected.	Leaders and workers qualified for the special service.	Meetings for organization and discussion of problems and habits. Institutes conducted by national representatives for information and training.	Local Chapter

Attention! Bond Drive Workers

You can get valuable assistance in your local campaigns to promote the sale of Defense Bonds and Stamps by contacting your State administrators of the "Defense Savings Staff." They will supply publicity material and other help in conducting the phonograph bond campaign.

These staff officials of the U. S. Defense Bond organization have already given great help to music operators in many cities. They will be glad to help as many associations or groups of operators as possible. They will help by speaking at operators' meetings, by helping arrange a special bond drive, or in any way possible.

Be sure to report to your State administrator the success with which music operators campaign to boost bond sales in meeting in your city.

ARIZONA—Hon. William P. Stuart, State Administrator, Defense Savings Staff, Office of Collector of Internal Revenue, Phoenix.

ARKANSAS—Hon. Roy C. Paschal, State Administrator, Defense Savings Staff, 219 Federal Building, Little Rock.

CALIFORNIA—Hon. Howard D. Mills, State Administrator, Defense Savings Staff, 621 S. Spring Street, Room 910, Los Angeles.

COLORADO—Hon. Ralph Nicholas, State Administrator, Defense Savings Staff, 302 Colorado Building, Denver.

CONNECTICUT—Hon. Thomas S. Smith, State Administrator, Defense Savings Staff, 200 Federal Building, Hartford.



H. M. BRITCHARD (left), owner of the Supreme Novelty Company, Springfield, O., and Earl Weller, his hunting companion, chased quite a stir in their city when they returned from the Canadian woods with a 200-point 30 point and a 110-point spike buck as proof of their marksmanship.

FLORIDA—Hon. John L. Pahn, State Administrator, Defense Savings Staff, 314 Federal Building, Jacksonville.

GEORGIA—Hon. Markon H. Allen, State Administrator, Defense Savings Staff, 204 Old Post Office Building, Atlanta.

HAWAII—Hon. Fred H. Kanne, Territorial Administrator, Defense Savings Staff, Young Hotel Building, 1035 Bishop Street, Honolulu.

IDAHO—Hon. John R. Viley, State Ad-

ministrator, Defense Savings Staff, Office of Collector of Internal Revenue, Boise.

ILLINOIS—Hon. Norman B. Collins, State Administrator, Defense Savings Staff, 1367 Federal Reserve Building, Chicago.

INDIANA—Hon. Will H. Smith, State Administrator, Defense Savings Staff, 301 Federal Building, Indianapolis.

KANSAS—Hon. Evan Griffith, State Administrator, Defense Savings Staff, Room 208, Federal Building, Topeka.

MAINE—Hon. Clinton A. Clauson, State Administrator, Defense Savings Staff, Office of Collector of Internal Revenue, Augusta.

MASSACHUSETTS—Hon. Daniel J. Doherty, State Administrator, Defense Savings Staff, 1011 Post Office Building, Boston.

MICHIGAN—Hon. Giles Kavanagh, State Administrator, Defense Savings Staff, 644 Buhl Building, Detroit.

MINNESOTA—Hon. Arthur D. Reynolds, State Administrator, Defense Savings Staff, 735 New Post Office Building, St. Paul.

MISSISSIPPI—Hon. Eugene Fly, State Administrator, Defense Savings Staff, Post Office Building, Jackson.

MISSOURI—Hon. Dan M. Nee, State Administrator, Defense Savings Staff, Post Office Building, Jefferson City.

MONTANA—Hon. William E. Bertley, State Administrator, Defense Savings Staff, 309 Federal Building, Great Falls.

NEVADA—Hon. Robert L. Douglas, State Administrator, Defense Savings Staff, 302 Epington Building, Reno.

NEW JERSEY—Hon. John R. Manning, State Administrator, Defense Savings Staff, Federal Building, Newark.

NEW MEXICO—Hon. Steven P. Vidal, State Administrator, Defense Savings Staff, 101 Federal Building, Albuquerque.

NORTH CAROLINA—Hon. C. H. Robertson, State Administrator, Defense Savings Staff, Office of Collector of Internal Revenue, Greensboro.

OHIO—Hon. John McSweeney, State Administrator, Defense Savings Staff, 608 Union Commerce Building, Cleveland. Official correspondence should be addressed as follows: Roy D. Moore, chairman, Defense Savings Staff, 608 Union Commerce Building, Cleveland.

OKLAHOMA—Hon. H. C. Jones, State Administrator, Defense Savings Staff, 200 Federal Building, Oklahoma City.

OREGON—Hon. Ted R. Gamble, State Administrator, Defense Savings Staff, 908 Bedell Building, Portland.

RHODE ISLAND—Hon. Joseph V. Broderick, State Administrator, Defense Savings Staff, 210 Federal Building, Providence.

SOUTH CAROLINA—Hon. W. P. Bowers, State Administrator, Defense Savings Staff, U. S. Courthouse Building, Columbia.

TENNESSEE—Hon. Lipo Horalec, State Administrator, Defense Savings Staff, 305 U. S. Courthouse Building, Nashville.

Boston Lads Enlist

BOSTON, Dec. 20.—George Spink and Norman Scotch, mechanics with the Atlantic Distributing Company here, are believed to be the first of the industry's enlistees. Both men work among the first here to join the Navy after the attack on Pearl Harbor. Both are now rated as third-class petty officers.

TEXAS—Hon. Frank Scofield, State Administrator, Defense Savings Staff, Federal Building, Austin.

VERMONT—Hon. Fred C. Martin, State Administrator, Defense Savings Staff, Post Office Building, Burlington.

WASHINGTON—Hon. Sam Hana, State Administrator, Defense Savings Staff, 209 Federal Building, Seattle.

WEST VIRGINIA—Hon. F. Roy Yoko, State Administrator, Defense Savings Staff, Office of Collector of Internal Revenue, Parkersburg.

WISCONSIN—Hon. Frank J. Kuhl, State Administrator, Defense Savings Staff, 202 Federal Building, Milwaukee.

The administrators of the States of Virginia and New York have not yet been appointed. The chairmen of these State committees are as follows:

NEW YORK—Richard G. Patterson Jr., State Chairman, New York Defense Savings Committee, Radio-Keith-Orpheum Corporation, 1270 Sixth Avenue, New York.

VIRGINIA—Frank Pendleton Gaines, State Chairman, Virginia Defense Savings Committee, Washington and Lee University, Lexington.

The general headquarters of the Defense Savings Staff may be addressed as follows:

Commander Henry H. Heilmann, Defense Savings Staff, RKO Building, 1270 Sixth Avenue, New York.

Kansas City

KANSAS CITY, Mo., Dec. 20.—Car. Hoelzel, manager of United Amusement Company and president of Hobbies, Inc., operators' association here, reports good play on the new Big Parade and Bop. These two games are rivaling the popular Knockout for sales, he says.

The United Amusement Company recently purchased the routes and showrooms of the Brown Novelty Company. Harry Brown, of Brown Novelty Company, is putting his time in on expansion of his vending machine line.

Tommy Thompson, star road man for United, reports that operators are noting pick-up in biz since tax confusion is settled. Operators who were formerly pulling their equipment have realized their mistake.

Members of Hobbies, Inc., turned out nearly 100 per cent for the first annual chicken dinner gathering Tuesday (2).

WISHING ALL OUR FRIENDS IN THE UNITED STATES & CANADA

The Season's Greetings AND

A VICTORIOUS 1942

MARC MUNVES

555 W. 157th St., New York, N. Y.

1. My Platter \$11.00
2. America Series (\$35.00 for All-5) 12.00 Ea.
3. Gen. 16 5.00
Will ship anywhere within 100 miles of Cincinnati except 1/3 deposit to U. O. D.

BOX D-148

Care of The Billboard Cincinnati, Ohio

A MERRY CHRISTMAS AND A HAPPY NEW YEAR

As we approach the end of another year . . . one of the most memorable in the history of the coin machine industry . . . we deem it a privilege to express our thanks and gratitude to the legion of loyal operators whose co-operation made possible this successful year.

Wishes of the spiritiveness of existing conditions, we know that we vice the sentiment of all the operators and our associates in the coin machine industry when we please your our wholehearted support to the cause in which we are now engaged and which must be brought to a victorious and successful conclusion.

The Atlas Novelty Company and its branch offices, under the active direction of Eddie and Maurie Grinberg, will continue to serve our nation and our customers to the utmost extent. Sacrifices we must and will make, but the distribution of amusement devices intended to provide relaxation and recreation for the American public will continue to be a part of our program for 1942.

AMERICA, FIRST, LAST AND ALWAYS!! A VICTORIOUS AMERICA . . . A PERPETUATION OF THE AMERICAN WAY!!!

THAT IS THE CREED SHARED BY ALL MEMBERS OF THE

ATLAS NOVELTY COMPANY

BUY TODAY!

YOU MAY NOT BE ABLE TO GET IT TOMORROW

NOTICE

"THE HOUSE THAT CONFIDENCE BUILT" will continue delivering merchandise as long as possible. We will not hoard equipment. We all know there will be an extreme shortage of all equipment. Write today for new list. And remember what you do not buy today you may not be able to get tomorrow.

SOUTHERN AUTOMATIC MUSIC COMPANY

542 SOUTH SECOND STREET
LOUISVILLE, KENTUCKY
425 BROAD STREET
NASHVILLE, TENNESSEE

331 NORTH CAPITAL AVENUE
INDIANAPOLIS, INDIANA
312 WEST SEVENTH STREET
CINCINNATI, OHIO

Stars \$24.00	SPECIAL BARGAINS!	One Star \$16.00
Zodiacs 19.00		Wurlitzer #1 \$30.50
Four Rows 27.50		Wurlitzer #12 24.50
Reps 12.00		Wurlitzer #10 29.50
		Wurlitzer #18 69.00	

Christmas Greetings
375 Down, Balance C. O. D. N. Y. N. Y. Write for Price List.

ATLANTIC VENDING CO., 659 Atlantic Ave., Brooklyn, N. Y.

A Christmas Message

From JAMES A. GILMORE, Secretary-Manager, Coin Machine Industries, Inc.

FOR nearly 2,000 years the Christmas spirit has been expressed in the words:

Peace on Earth—Good Will Toward Men

With the agonies and uncertainties of the world beating at our hearts we must admit that the entire world and all the people thereof have strayed far afield from the noble sentiment those inspired words imply.

The whole world is at war, and greed, jealousy and envy are responsible for it and at the bottom of it. There never was a time since civilization began when there was less of peace on earth or of good will toward men.

Be an Optimist

When it comes to a struggle between might and right, right will prevail in the end. Have no doubt of it. It is bound to be. With right on the side of our good old United States and her numerous allies, great and small, we are sure to defeat the God-forsaken Axis powers, and when we lick 'em this time they'll stay licked. I know it is wishful thinking, but who knows, it may not be as long or as difficult a job as some think, so here is my Christmas message:

The fury of the storm is upon us. It is not the calm sea that tests the quality of the ship. It is the stormy sea that proves her ability to survive. Let's all

pitch in and do our part to our utmost ability to help win the war and let's all keep cheerful and optimistic and keep alive the conviction that we are going to get it done and over with in the least possible time and with the least possible loss of men and material resources.

In the meantime let's follow the timely advice in the poem quoted, author unknown. I found it typewritten on a yellow second sheet on the floor of the lobby of Hotel Sherman:

Sunshine

If you meet a person troubled
And the shadows round him loom,
You can prove a loyal comrade,
Butter down his wall of gloom.

You can send him off rejoicing
Down the old world's beaten track,
And the sunshine which you gave him
Will come radiating back.

When amidst life's daily battles,
With the din and ceaseless care,
You can keep on smiling bravely
Be the weather foul or fair.

Know this—that the smiles you're smiling
Filled with friendship thru and thru,
Will be caught up by your fellows,
And they'll smile right back at you.

New Orleans

NEW ORLEANS, Dec. 20.—It's a girl Phyllis Rosary, born November 27, at the Philip Pace home, making Grandpa Julius Pace a second-timer.

An expansion program for toy district offices of the F. A. B. Distributing Corporation at New Orleans: Jackson, Miss.; Pensacola and Mobile was announced here this week by Fletcher A. Blalock, head of the company. With Joseph Villars as department head, the auditing division of the company moves from Pensacola to New Orleans around mid-December, with a mezzanine floor put into condition for the local expansion and all new office fixtures installed in all other departments of the local branch. At Jackson larger and more modern quarters are being taken over at 607 West Capitol Street. A. B. Chesner, manager of that office, reports the need for more space with increasing demand for Wurlitzer phonographs in that area. George Foxworth has been moved in as service department manager at Jackson. In Pensacola the F. A. B. Company has taken over added space at 124 East Independence.

Mrs. Lella Williams has been added to the Pensacola branch as office secretary. Robert Barrios has been added to the service department at New Orleans. Tom Best, head of the service department for the Rudolph Wurlitzer Company, is spending a couple of weeks at the New Orleans office.

Two nationally known figures were visitors at the New Orleans Novelty Company's office recently to visit Louis Boasberg, head of the firm. Lou Norn, heavyweight boxer, spent a couple of days in town, being the guest of Boasberg at the New Orleans Athletic Club. One-Eye Connelly was the other visitor, Connelly spending two weeks in the city.

J. H. Keane's Superball console and Fortune, one-ball convertible, continue to sell as fast as stock can be received. Nick Carbajal, of the Dixie Coin Machine Company, reports. The Dixie Company also reports a good demand for Billy's Topka, Chicago Coin's Boia Way, Exhibits Big Parade and Gottlieb's Score-a-Card.

Bill Lynch, president of Electro-Ball,



SPARKLING, FRIENDLY GREETING from O. D. Jennings & Company is the voice of Mary Murray, shown on duty at the switchboard and information desk. (MR)

Dallas, spent a short time in New Orleans recently conferring with W. H. Smalley, recently appointed manager of the Southern Music Sales Company, local Seaburg phonograph distributor, and with Andy Monte, of the A. M. Amusement Company, big local Seaburg operator.

R. N. McCormick, Southern sales manager for Decca Distributing Corporation, reports that when 1943 is summed up the year will prove to have been greatest in the history of the firm. Total sales of Decca recordings this year surpassed the aggregate turnover of 1940 several weeks back, and the December demand thus far is heaviest for any period yet.

Calvin Latimer, of the Decca sales department, Dallas, has joined the army.

Two boys and a girl are the net results of a prolonged stay of the stock around the family homes of attaches of the Decca office here. E. J. Rice, office manager, has a boy; John O'Brien, a boy, and E. A. Thelot, a girl.

Invitations have been received by

many coin machine operators and distributors of the city to attend the usual big Christmas Eve party of the Louis Boasbergs at their home in Lake Vista.

Vincent Angilino, of the New Orleans Novelty Company, was married November 26 to Olga Brignac, Robert Bosworth, new manager of the Penny Arcade, one of three large coin sportslands operated by the firm, is the father of a girl born late in November. Mrs. Bosworth is a former secretary of the New Orleans company.

Kids of adjoining Jefferson Parish are on edge awaiting the annual Christmas party sponsored by Jack Sheehan, well-known figure of the American turf and coin machine world. Sandwiches, candy, cake and a toy for all kids who attend are promised by Sheehan.

Late Market Reports

CINCINNATI, Dec. 20.—As is the case in most sectors where defense projects are booming business, local coin men found business satisfactory during November. The advent of cooler weather also augmented collections.

Vending equipment in the busy defense plants accounted for a good percentage of the take, and future biz should stay on the upgrade.

In the music line collections showed a slight increase, especially during the past three weeks. New equipment is moving at a satisfactory pace, and several new wall box installations have been noted.

Moyle machines here seem to be straddling the rail, both in installation and collections.

Bottle-type drink machines still outnumber the bulk type by a wide margin, and candy and nut vendors are becoming harder to keep filled. In the cigarette machines the fact that machines dish out the packs at 17 cents, as against various total store prices of 15 or 16 cents a pack, doesn't seem to make much difference in their take. Business holds up okay.

The internal revenue collector's office here announced Wednesday (8) that 1,127 slot machines had been registered from 13 counties comprising the Cincinnati district during October and November. During the same period, 2,047 pinball machines, 974 pool tables and 819 bowling alleys were registered.

Philadelphia

PHILADELPHIA, Dec. 20.—Joseph J. Melting, veteran music-machine operator here, has branched out in the vending machine field, setting up the Cameo Vending Service at 2406 Vista Street. Former treasurer of the local music machine operators' association, Melting still continues the operation of his Cameo Music Company.

Harry Bortshak, record promotion chief for Raymond Rosen Company, Victor-Eubank distributor here, finished fifth in a nationwide competition among phonograph record sales promotion men in which 85 competed.

Music machine operators are sporting autographed pictures of Dolly Dawn, the Dawn Patrol recording maestro miss, who came to town last week to help celebrate the anniversary program of WIP's Dawn Patrol radio program, town's most popular record show.

Matrice Finkel, head of High Point Music Company, made most of the fact that the Mask and Wig musical production, Out of This World, had its world premiere recently at the Erlanger Theater, which is directly across the street from his music firm. As a result he tied in with the show for a most effective window display and featured posters and placards of the show's music on all his machines.

Samuel A. Roth has withdrawn as partner in the Pasadena Novelty Company, amusement machine firm.

Music machine operators are making the most of RCA-Victor's latest record promotion, tying in with the recording company's advertisements in Life magazine. "Buckora placed on the machine window refer to the particular recording as advertised in Life."

National Vending Company, at suburban Hatherso, Pa., grabbed off plenty of good will in lending a helping hand to the police chiefs of Montgomery County for their annual show and dance.

Sam Synderman, head of Overbrook Music Company, has fully recovered from his long illness and is back in harness again.

WANTED FOR CASH

PIN GAMES

Early and Late Models

MIKE MUNVES

593 Tenth Ave., NEW YORK
All Phones BRyant 9-6677

TO OUR HOST OF FRIENDS

We Wish a Very Merry Christmas and a Happy and Prosperous New Year

OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS, MO.

LET'S GO AMERICA!

Here's how WE ALL can help BUY U.S. DEFENSE BONDS and STAMPS

SEASON'S GREETINGS & A HAPPY NEW YEAR TO ALL OUR FRIENDS AND CUSTOMERS

THERE'S ALWAYS A "BETTER BUY" AT LEHIGH

Show Booth	155.00	Best Pool	800.00	Big Money	957.50
ATO Booth	89.00	Box Hawk	29.00	Elmer Green	40.50
Play Ball	24.00	Top Spot	42.50	Target Ball	34.50
Mylo	19.50	Goose	19.50	Prize-One	28.50
Three Games	48.50	Crystal	19.50	Stars	24.50
NEW FIGHTER	150.00				
MUSCLE BUILDER	880.00	ELECTRIC ENERGIZER	996.00		

Send Order and 1/2 Deposit, Mention Brand Name

LEHIGH SPECIALTY CO. 2ND & GREEN STS. PHILADELPHIA, PA.

BUY DEFENSE BONDS

WITH YOUR SAVINGS ON OUR BARGAINS

- PERFECTLY RECONDITIONED VENDORS
- 1 Adams 211 Pin Vnd. \$3.50 Ea.
 - 2 Col. Harri Pin Vnd. 5.50 Ea.
 - 3 1/2 Columbus Med. & Vnd. 3.50 Ea.
 - 4 De Columbus Med. & Vnd. 3.50 Ea.
 - 5 1/2 Col. Harri Vnd. 5.50 Ea.
 - 6 Adams Med. 211 Pin Vnd. 7.50 Ea.

- PERFECTLY RECONDITIONED COUNTER GAMES
- 1 Kluge & Catcher \$17.50 Ea.
 - 2 Home Run (Gum Vnd.) 10.00 Ea.
 - 3 Spitzee (Gum Vnd.) 10.00 Ea.
 - 4 Home-Run (Gum Vnd.) 10.00 Ea.
 - 5 Baseball (Gum Vnd.) Pin Target 10.00 Ea.
 - 6 Kings Gun Vnd. 8.50 Ea.

Write for our complete list of new and used Pin Games. Full remittance on orders under \$10.00. 1/2 down, balance O. O. D. on all other orders.

I. L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DEKALB AVE. B'KLYN. N.Y.

MERCHANDISE MACHINES

Conducted by E. M. HAMMAN
Consultation to 158 North Clark Street, Chicago

Vending Machines in Hospitals

By HAROLD S. KAHM

VENDING machines in hospital waiting rooms and lobbies are paying steady dividends. It is not so much the patients who patronize the venders—it is the visitors, the nurses and student nurses. The normal influx of daily visitors ranges from a couple of hundred to several times that number. Some hospitals restrict visitors to one or two at a time, so that if more come they must wait in lobbies or waiting rooms, and these lobbies and waiting rooms are excellent locations for many types of vending machines.

Many Types Used

Operators now using such locations report steady profits from them. Candy, nut, cigarette, beverage, gum, book, cold cream and tissue, fruit, ice cream, match and stationery venders find regular customers.

Stationery venders find regular customers.

Standard "Thank You" cards are purchased from venders and taken to patients to use in acknowledging flowers and gifts. Five cents is the selling price for card and envelope and the margin of profit is a good one.

Books, which vend for 25 cents, are ideal for the sick for they are paperbound and thin and do not tire the patient to hold to read. They are condensed in content and quickly read.

Candy is second in popularity as a gift for the convalescent. Candy venders range from penny venders to machines which vend half-pound boxes. As much candy is consumed by visitors standing around as is given to patients. Known brands of candy sell better than unfamiliar names. It is no trick to keep supplies fresh in these machines because the turnover is rapid.

Post cards, preferably comic or satire on hospital patients, are in demand to send to out-of-town friends. Sitting-up patients spend most of their time either reading or writing, and stationery vending machines find a ready market for their contents.

Hospitals Welcome Venders

Most hospital authorities know the value of vending machines in their institutions. They are absolutely necessary in some of the larger places. They eliminate the necessity of hospital maintenance of a concession to sell the large variety of items always in demand by patients; they quickly fulfill the patients' wants and keep them from fretting until visiting hours when they can send out for their needs.

Detroit

DETROIT, Dec. 20.—Eddie Ciomona, head of the Modern Music Company, reports collections booming on music installations.

M. L. Strong, operator of cigarette venders, has moved out of Detroit and is understood to be planning to open a route in another city.

Louis Markovitch Jr. has bought out the interest of his partner, Julius Kingston, in the New York Vending & Coin Company, and moved the offices to 9390 Holmar Avenue. He has added a route of music machines to his original vending route.

Hyman Shier has bought out the H & L Vending Company from Harry Green, and moved headquarters to 2031 Pasadena Avenue, where he operates a route of peanut and gum venders.

John M. (Jack) Welsh, who has been operating a small route of cigarette venders in Detroit and Dearborn, as part of the Detroit Tobacco & Candy Co.—(See DETROIT on opposite page)

Season's Greetings for VICTORY from ASCO

140 ASTOR ST., NEWARK, N. J.

LET'S GO AMERICA!

VICTORY FOR FREE LOVING PEOPLE

OVER 50 VENDING MACHINE VARIETIES

WRITE ONE ORDER—PAY ONE FREIGHT

PAN CONFECTIONS

345 W. ERIE ST.

CHICAGO, ILL.

LET'S GO AMERICA! DRIVE TO VICTORY!

Arthur H. DuGrenier, Inc.
15 HALE STREET HAVERHILL, MASS.

NEW 10 PLAY "PEEK SHOW"

Nation's Most Gorgeous Photographic Models! Fast "Money Maker" that gets 10 pennies from most players. 1c per Photograph, 10 Pictures. New View-A-Scope or "Peep Show" only \$24.50 each. New Gypsy Rose Lee Films. Sally Rand, Earl Carroll's, etc.

STRIP TEASE GIRLS in ACTUAL PHOTOS



TORR 2047 A-50. 68 PHILA., PA.

Rubenstein Clicks With Defense Stamp Tie-Up

BROOKLYN, Dec. 20 (DR).—Syd Rubenstein, of Pioneer Vending Service Company, has clicked with an idea that features the use of U. S. Defense Saving Stamps in ball gum venders, it is reported.

"For some time the operators have been featuring our special ball gum venders with awards as high as 10 cents worth of merchandise for the proper ball of gum," Syd explained. "The idea occurred to us, that by featuring one 10-cent Defense Stamp, or even a 2c and 5c stamp in the machine, would bring greater public patronage for the machines as well as help in the national defense effort."

"We have worked out a special plan for the machines which pays the proper percentage for the operator and it is selling so fast we are increasing our production. By using the free stickers supplied and the stamp plan, we find all operators have enjoyed a tremendous increase in profits from ball gum venders. The plan was specially prepared for our own vender which features 250 balls of gum and ties up perfectly with the percentage of stamps we are giving away."

"In view of the fact that the method aids the government's defense effort, we are willing to give the idea to any operator of ball gum machines in the country who will write us. We believe the plan can be adapted for all types of venders."

Built For Operating! DEPENDABLE! PROFITABLE!

That's why most experienced operators get it first to buy

Northwestern

BULK VENDING EQUIPMENT

Write, models to choose from. This pamphlet! Trade list. Write for details.



THE NORTHWESTERN CORPORATION
CART 2207-10000 BOSTON, MASS., U.S.A.

ROLL-A-PACK

The leading Cigarette-Dip Case. A Case With Real Action and a Thrill.

ROLL-A-PACK \$12.50

Case of 4 ROLL-A-PACKS Only \$48.00.

1/2 Certified Deposit, Bal. C.O.D. Buy ROLL-A-PACKS by the Case and SAVE yourself \$8.00.



EASTERN 350 Mulberry St. NEWARK, N. J.

Federal Tax, Free-VICTOR MODEL V VENDOR

STANDARD FINISH MODEL V, ONLY \$8.50 EACH.

Model V Premium Deal Complete.

Deal Ready To Sell in Location All the Time \$13.50

Machines These in \$11.00, Pay Location 25% of \$2.75. Your Net Return is \$8.25.



1/2 Deposit Required With Order. Send for List of New and Used Vending Machines. Write—Vending Machines of All Kinds.

RAKE 2014 Market Street PHILADELPHIA, PA.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

A NEW KEY PURSE

Genuine leather. Stamped. 50 stamped key tags. Gift—\$1.00 ea. Wholesale prices. KELLVY-MENNES MFG. CO. Rockford, Illinois



VENDOR SUPPLY NOTES

Dealers attributed the sharp increase in peppermint oil prices in New York to the cessation of menthol imports from Japan, the principal source of supply. Menthol, widely used for medicinal purposes, is extracted from peppermint oil. Peppermint oil demand has not been unusually heavy recently since many of the largest users of menthol are reported to have a two to three-year reserve. Some dealers believed the increase represented a purely speculative move on the part of growers. They seem to be holding stocks, perhaps remembering the first World War, when peppermint oil values advanced from \$3.25 a pound to \$28.

One of the large confectionery manufacturing firms in Chicago predicts that about the first of January there will be an advance in prices on all peanut items and on most candy items. It's advice to the trade to buy now.

Cigarette tax collections for November in Illinois declined to \$97,648 from the high of \$1,268,784 for October. The drop is attributed to buying ahead in October.

From the Voice of the People. The Chicago Tribune: Mason, Ill., Dec. 6.—"Can any of your readers tell me how to make 'penny' out of soybeans? I've tasted some and they

are delicious—so I would be obliged if some of your readers would tell me how they are processed.—I. A. L."

The Wall Street Journal, December 13, in an article on Food Facts says, "Sugar? We have much more than we can consume at present. Shortage or plenty in the future depends entirely on Hawaii. And there is not one competent naval observer in a dozen who believes Japan can put anything like a serious nick in U. S.-Hawaiian commerce. The surprise flight by Japanese planes to Pearl Harbor in no way suggests this."

A new chocolate bar, said not to melt in soldiers' pockets, will be tried out soon in a Mid-west camp.

Out of a total of 24 different candy bars manufactured and sold nationally by Euclid Candy Company, Chicago, 15 are packed especially for the vending machine trade. The distinction is that when put up for counter sale, the pack is always 24-count for nickel bars, but for automatic merchandising, 100 candy bars are packed in a single carton. Also, wrappers are usually sealed on bars intended for vending machines so that they will pass thru the device smoothly without clogging the mechanism. Euclid's bars differ widely in type. In addition to the firm's nickel bars, it makes one penny item.

Schutter Candy Company, Chicago, reports that 1941 has been their banner year to date for sales of candy bars thru candy vendors.

The Hershey Chocolate Company has found a satisfactory substitute for metallic foil in a waxed cellophane paper, the protruding ends of which are finished in aluminum effect to preserve the familiar appearance of the package.

It is expected that the current marketing of five-cured leaf for cigarette and smoking tobacco will be little affected by the war, since the export trade has already exhausted its demand. But the burley and dark-fired Virginia types may show a huge boost as new blends may be introduced.

Markets in Brief

NEW YORK, Dec. 18.—Peppermint oil (dollars per pound): Natural, \$7.25 to \$7.50; U. S. pharmaceutical, \$7.75 to \$8. Refined sugar: Business in refined sugar has been slowed down considerably by the OPM order freezing stocks and limiting new business to the rate prevailing in 1940.

NUTS

CHICAGO SPOT MARKET PEANUTS

Virginia and North Carolina

Cents per lb. in bags

Jumbo	7.75	7.75
Fancies	7.35	7.35
Extra large	10.25	10.50
Mediums	9.85	10.00
No. 1 Virginia	9.85	9.75
No. 2 Virginia	8.50	8.75

Southeast

No. 1 Spanish	9.12	9.25
No. 2 Spanish	7.75	8.00
No. 1 runner		8.25
No. 2 runner		7.50

Texas

No. 1 Spanish	9.00	9.25
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DETROIT

(Continued from opposite page) pany, has taken over the U-Need-A-Pak Sales in a move to expand his routes extensively in the Detroit and Dearborn territory. Headquarters have been established at 14346 W. Warren Avenue, and Welsh will continue to operate under both company names.

Sam Lucas, manager of Michigan Panoram Company, is slated to come out around top place in the national Panoram sales contest.

Irving Schonberger has joined Philip Berman as a partner in the Ross Music Company. The latter will concentrate on the coin machine route and outside operations, while Schonberger will manage the store and office.

Frank D. Noble, East Side operator, is adding more music machines to his route.

Carl Angott, head of Angott Sales Company since his brother, Michael A. retired to move to Florida, is staging a special Christmas celebration with occasional decorations in his store and in the show windows.

No Sacrifice Too Great

MEMBERS of National Automatic Merchandising Association realize that the United States is now in the most serious position it has faced in its entire history, and that nothing is more important to this country and to all of its citizens than winning this war. Members of this association are engaged only in the manufacture, placing and servicing of merchandise and service vending machines such as candy, cigarette, gum, soft drink, nut and weighing machines.



While vending machines have in peacetimes rendered an important service to the country and will continue to render in many ways an even more important service in wartime, manufacturers and owners of vending machines realize that any sacrifice necessary to the winning of the war should be made under the present circumstances.

In general, those who are engaged in operating and servicing vending machines should be content with the number of machines they now have. Likewise manufacturers who are in a position to produce war materials should convert their production to that effort so far as possible.

On the other hand, if materials are available for the continued production of vending machines without interference with the war effort, it is important that manufacturers continue such production in order to maintain

employment and morale, both within the manufacturing organizations and among the thousands of operators who depend on vending machines for their means of livelihood.

This was the unanimous opinion of members of the association at its recent annual meeting, and there is question but that they will do their utmost to fulfill their duty as good Americans.

National Automatic Merchandising Association,
Chicago.
Nathanlee Leverone, President.

OPERATORS!!
CASH IN WITH OUR
U. S.
DEFENSE STAMP
BALL GUM VENDOR
INCREASING COLLECTIONS FROM 50% TO 100% EVERYWHERE. IT'S PROVEN ONE OF THE MOST TERRIFIC BUSINESS BOOSTERS IN ALL HISTORY!

COMPLETE
SPECIAL U. S. DEFENSE STAMP FILLING WHICH INCLUDES FREE SIGNS FOR MACHINE PLUS BRAND NEW MODEL V. VENDOR.



ONLY \$9.75 EA.

ALL SET TO PLACE ON LOCATION!

QUICK! RUSH US YOUR ORDER IMMEDIATELY!!!
Enclose 1/3 Cash Deposit!

PIONEER*

VENDING SERVICE COMPANY
461 SACKMAN ST., BROOKLYN, N. Y.
All Phones: DICKENS 2-3250

LUSTRE BALL GUM DOUBLE POLISH

All sizes—150—170—180—190
Spotted—GUM—Nuts—Peanuts

GUM PRODUCTS, INC.

824 Main St., Cambridge, Mass.

CIGARETTE VENDING MACHINES

U-Need-A-Pak 6 CIG. Cigs. only
retro Machines with Floor Mt. \$29.50
As Illustrated. Capacity 150 packs.
This model 124 or 212 Model. Recently
disclosed. Price: \$12 with
carr. bal. so C. O. D. Write for com-
plete catalog of cigarette and gum

D. ROBBINS & CO.
303 W. 43rd ST. NEW YORK CITY

LET'S GO AMERICA! (for GREATER CHEER Through the Year for everyone—EVERYWHERE!)

HERE'S OUR MONTH OF DECEMBER CLEARANCE SALE!

NORTHWESTERN VENDORS

DeLuxe 1 A 5¢ Pk.	\$8.95	★	230 Bell 1¢ Pk.	\$7.90
Standard 1 A 5¢ Pk.	6.45	★	235 1¢ Pk.	6.50
Standard 1¢ Drop Slot Pk.	2.95	★	238 Bell Gum 1/2 Pk.	6.50
Model 23 Peanut 1¢ (Factory Recd.) 4.50		★	241 Selection 1 A 5¢ Pk.	10.95

EXPERT NORTHWESTERN SALES & SERVICE RECONDITIONED

14 Adams Gum Vendor, 6 Col. Mech., Perfect Slip Proof, Needs Paint. \$3.95	★	14 Advance 1 1/2 Peanut	\$4.45
14 Col. Model N Adams Gum, Slip Proof	2.45	14 Robbins 2-1/2 Vendor	3.95
14 Columbus Peanut	1.25	14 SUPER 3 Col.	7.00
14 Adams Stick Gum	2.25	14 Snacks 3 Col. Slip Ejector	6.20
14 Nersey Choc.	3.95	Super-Model 1 A 5¢ Peanut Reconditioned, New Lacquer	3.45
		14 Healy 1 A 5¢ Pk.	3.45
		14 SILVER-RING 1¢	3.95

COUNTER GAMES

14 Onix-Green Ball Gum	\$4.95	★
14 Bingo Ball Gum	5.95	★
14 Merry Target	8.95	★
14 Solitaire	8.95	★
14 A.D.T. Challenger	13.90	★

1/3 DEPOSIT, BAL. C. O. D. SEND FOR COMPLETE PRICE LIST

BALL GUM
Each—170 Cents.
Inch Slot—110c.
Box of Bulk.
GLOBES - BRACKETS - STANDS - CHARMS - Full Line Pan Confection Candy.

NORTHWESTERN SALES & SERVICE CO.
589 Coney Island Ave., Brooklyn, N. Y. 58 Feilichguyen Ave., Newark, N. J.
Duckmaster 4-2266 Bigelow 3-2540

BUY UNITED STATES SAVINGS BONDS AND STAMPS

IT'S A BIG JOB BUT WE'LL DO IT!

LET'S GO AMERICA

U-NEED-A-PAX PRODUCTS CORP.
135 PLYMOUTH STREET
BROOKLYN, N. Y.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

Industry for Civilian Defense

One of First Industries To Support Program

THE actual entry of the United States into the present war has aroused the nation to the slow progress that has been made in civilian defense. Probably the greatest opportunity for the coin machine industry to enlist in patriotic service is to co-operate with civilian defense organizations in every city. For civilian defense has now become of extreme importance and a lot of work has to be done before the civilian population is prepared for war conditions.

Civilian defense organizations have rapidly been set up in many cities only recently. The masses of the people did not take the work seriously when it was first announced. The same thing happened in England and many people took the drills more as play than the serious business of preparing for air raids. Much the same attitude has been shown here, but now the reality of war has changed all that.

The national headquarters of civilian defense, under Mayor La Guardia of New York, has been getting much better response to its efforts since the United States was drawn into war against Japan. State and city civilian defense organizations are very busy now and newspapers are co-operating with the local organizations.

Now is the time for coin machine organizations and individual firms and members to enroll in some definite form of civilian defense work. The calls will be many, and the opportunities for varied services are great.

The coin machine industry has not been backward in expressing its sympathy for the civilian defense program. As early as May 3, 1941, we published a

full-page editorial outlining the first united effort of the industry to support the cause of defense. A number of local associations have been active in defense work. Also we published two other editorials covering phases of civilian defense work. Those editorials are evidence of the great interest of the industry in such important work at an early date.

Outline of Civilian Defense

But first it is well to review the general outline of the civilian defense program.

The New York Times, December 14, published a "good outline" written by Thomas J. Hamilton. What could not happen to Americans really did happen recently, Hamilton suggested, when air-raid warnings sounded in New York and San Francisco as they have so many times sounded in London and Chungking. That called attention to civilian defense needs as nothing else could.

Until recently most Americans had paid little heed to the Office of Civilian Defense. Those who did knew vaguely that Mayor F. H. La Guardia of New York was the director and that Mrs. Franklin D. Roosevelt was an assistant director.

The OCD was not established until last May. It has been operating on a mere \$300,000 from President Roosevelt's emergency funds, and the fact that there are still only 300 persons working in Washington headquarters is a pretty good

indication of how restricted its operations have been up to now.

La Guardia's Position

On more than one occasion some critics have asserted that running the OCD is more than a part-time job and that Mr. La Guardia ought to make up his mind which post he wants to keep. But public apathy, resulting from the belief that no bomber ever would reach us across the wide oceans, would have made it difficult for a superman to have done very much more.

But, despite the tremendous handicaps, the groundwork of an air-raid defense system has been laid. From its very nature, work of the OCD must be decentralized as much as possible, and nearly 3,000 defense councils have been organized in so many communities throughout the country. Preliminary plans have been worked out with the army for a division of authority—air-raid wardens, also recruited by OCD, are under army control, but the OCD runs everything else in the field of precautions.

Drawing largely upon the experience of the British, the OCD has also decided the type of workers it needs and has prepared the manuals for their training.

Called Undue Alarm

And at a time when the man in the street still thought anybody who talked of air raids was an alarmist or a war monger, or both, the OCD got the following enlistments for civilian defense by the end of last month:

- Air-raid wardens, 214,586.
- Auxiliary police, 49,493.
- Bomb squads, 654.
- Auxiliary firemen, 214,388.
- Fire watchers, 4,081.
- Rescue squads, 11,461.
- Medical Corps, 29,386.
- Drivers Corps, 62,207.
- Decontamination Corps, 11,381.
- Nurses Aid Corps, 18,085.
- Staff Corps, 17,955.
- Messengers, 14,780.
- Demolition and clearance crews, 35,725.
- Emergency Food and Housing Corps, 54,581.
- Road repair crews, 19,086.

In addition, the American Red Cross, working in co-operation with OCD, expanded its first-aid training courses and 166,101 persons have completed them since June 1. This makes a total of trained individuals of just under 980,000, which sounds rather impressive.

Estimate of Needs

But OCD officials estimate that at least 6,000,000 people will be needed even for the limited civilian defense program that it believed advisable.

First, and most important, OCD work will be concentrated upon the Atlantic and Pacific Coasts to a depth of 300 miles inland and at certain all-important industrial areas in the interior. There are 50,000,000 people living in this "target area."

Following British practice, the OCD disapproves of elaborate air-raid shelters, 50 or 60 feet under ground, because they cost too much and may be dangerous. Up to the present it has not sponsored a single air-raid shelter in the United States. If it does decide on any type, the shelters most likely will be huts of galvanized iron put up in back yards, perhaps partly sunk in the earth, which are fairly good protection against anything except a direct hit.

No Mass Evacuations

Unlike the British, the OCD does not plan mass evacuations of women and children from target areas. Our popu-

lation is so large and the distances so vast that it believes such evacuations would seriously interfere with our war effort.

These views, which naturally are subject to change in the light of experience, are understood to be based upon a fundamental belief about our war strategy. First of all, it is now taken for granted that both Atlantic and Pacific Coast cities will be bombed before we are thru. But, it is believed that there will be small "frightfulness" raids rather than the mass attacks which have been made in London.

This is because no Axis power now possesses land bases close enough to bomb the continental United States while their carriers—assuming that they can or do slip past our fleet patrols—can accommodate not more than 70 or 80 planes.

Much remains to be accomplished. More than 500,000 air-raid wardens, double the number enlisted up to the present, are needed for the target areas alone. Total OCD volunteers in California, Washington and Oregon numbered fewer than 60,000 prior to the outbreak of war, according to figures available in Washington.

The shortage of trained nurses is acute and the OCD has had such trouble getting 100,000 nurses' aids that Dr. George Bach, chief medical officer of the OCD, appealed to American women to stop trying to pick easy defense jobs which would not interfere with their bridge or matinee.

Shortages in Equipment

Fully as serious is the shortage of equipment. The OCD has virtually no steel helmets for its air-raid wardens, auxiliary police and other exposed workers because it is waiting to take over old ones from the army as soon as the new model helmets are issued.

It has designed an inexpensive but effective gas mask, to be handed out free to everybody as has been done in England. But there are no funds to pay for a first order of 6,000,000 masks until Congress votes the money. It is the same with shovels and buckets and other apparatus.

Even with full co-operation from other agencies in providing materials, a year will be required to manufacture and distribute this equipment. The money has not even been voted, so there is no reason to complain to the manufacturers. While the House Military Affairs Committee approved a \$100,000,000 appropriation last September, that is as far as the matter has reached, altho Congress most likely will now provide more funds than the OCD can immediately use.

Industry Moved Early

As early as May, 1941, the coin machine industry announced its official Committee on Defense Support. The plan was explained in an editorial in THE BILLBOARD May 3. The editorial is reprinted in full as follows:

"In many ways the coin machine industry has expressed its hearty support of national defense. Some of the State and city associations have concrete plans for supporting the cause. In order to crystallize the sentiment of the industry on this subject, the following plan is outlined for immediate enactment by all organizations within the industry.

"A Committee on Defense Support, representing the coin machine industry, this committee to speak for the industry and to suggest policies, ideas and plans by which the industry as a whole, or organizations within the industry, may give to the general program of national defense. Homer E. Capelhart, of Indianapolis, has agreed to act as general chairman of the committee, and his co-

★ 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. 303 SECOND AVE. N. NASHVILLE, TENN.

Season's Greetings

One of the real joys of this season is the opportunity to put aside the routine customs of every day and with real sincerity wish our friends A Very Merry Christmas and A Happy, Victorious New Year.

HARRY HOFFMAN • GEORGE GOLDMAN • IRVIN BLUMENFELD

THE GENERAL VENDING SERVICE COMPANY

306 NORTH GAY ST., BALTIMORE, MD.

LET'S GO AMERICA!

WE HAVE THEM!

ALL FREE PLAY

All American \$22.50	Bandwagon \$24.50	Vacation \$14.50	Jelly \$10.00
Orbitline \$20.00	Leader \$22.50	Broadway \$14.50	10 Boy \$10.00
Farley \$12.50	Polo \$18.00	Mr. Chips \$10.00	Power \$10.00
Gold Star \$25.00	Star Spang \$30.00	Follies \$10.00	Super Charge \$10.00

One 500 Games for Disposal at the Savings! No Reasonable Offer Refused!

SPECIALS!

NEW CITY SALES CO.

425 W. ARMBRAGE AVE. Phone Belmont 9722

LET'S GO! USA! KEEP 'EM FLYING!

INVEST IN AMERICA!

Buy U. S. Defense Bonds and Stamps!

MURRY SANDOW

WESTON DISTRIBUTORS, INC.

599 Tenth Avenue. New York City

perience in public speaking will be an adjunct in this office.

"An executive board composed of the presidents of the three coin machine organizations that are national in scope is named to perform those duties and functions that ordinarily belong to an executive committee. These officials are George Moloney, president of Coin Machine Industries, Inc.; J. E. Broyles, president of Automatic Phonograph Manufacturers' Association, and Nathaniel Leverone, president of National Automatic Merchandising Association.

"James A. Gilmore, secretary of Coin Machine Industries, Inc., will act as secretary to the general committee, maintaining headquarters at the Sherman Hotel, Chicago.

Trade Associations Help

"The membership of the general committee will be made up of the presidents of the State and city associations throughout the country. There are more than 40 active coin machine associations in the nation at present, and the framework for probably 50 additional organizations is in existence. A lot of experience in organization work has been gained by many members of the trade and all these men will be able to contribute ideas and suggestions for a strong moral support of the nation in carrying out its defense program.

"The editors of the coin machine trade papers are named to form a publicity sub-committee, and the publications will give regular and appropriate mention of the national defense program and of various activities and expressions of the coin machine industry in support of that program.

"There are certain well-known methods by which the industry can give moral support to defense. At an early date Harvey Carr will outline a plan for a speakers' bureau composed of members of the coin machine industry. He suggests that the industry has a number of qualified public speakers, including James T. Mangan, Nat Leverone and Homer E. Capehart. These men are qualified to express the patriotic sentiments of the trade at meetings of its own organizations and also to represent the industry at civic and business meetings. It will be an advantage to the industry to have qualified members of the trade speak at civic and patriotic meetings, and to list these speakers will be an important step forward.

"Some organizations within the industry have been following a policy of co-operation in every possible way with various civic and patriotic organizations and clubs. This type of work can be increased over a wide field once some concrete examples and plans are placed before the coin machine groups. Plans have been tried for co-operation with the American Legion, contributions to the Red Cross and to other charities and to patriotic groups of all kinds.

"The music division of the industry has been able to make a real contribution in support of patriotism and defense by placing patriotic records on the thousands of music boxes in all parts of the country. These records have not been money-makers for the operators and hence it cannot be said that the machines carry these records simply for profit. The patriotic tunes help to boost national morale, an important factor in any time of crisis.

"The principal work of the Committee on Defense Support will be to stimulate and enlist the industry and its many organizations in active support of all these ideals and policies that mean so much to national safety now and in the future. By articles and speeches and suggestions the industry can be united in support of the nation and its ideals.

"History has shown that the coin machine industry fares best in democratic nations and when travel and all peaceful pursuits are encouraged. For that reason the industry can heartily support national defense."



JOSEPH NEMESH (left), of Acme Novelty Company, Cleveland, receives a handshake of appreciation from **Arthur Oratop**, chairman of the Toledo Defense Bond Day Celebration for his efforts in helping put the drive across.

Our Flag

How To Display It — How To Respect It

1. When flags of States or cities or pennants of societies are flown on the same halyard with the National Flag the last named always should be given the peak position above the other flags. When flown from a staff adjacent to those of other flags the National Flag always should be hoisted before the others and lowered after them.

2. When displayed with another flag from crossed staffs against a background such as a wall, the National Flag always should be on the right (the flag's own right) and its staff should cross in front of that of the other flag.

3. Displayed over the center of a public street, the National Flag properly should be suspended vertically, with the union (the stars) to the north in an east-and-west street and to the east in a north-and-south street.

4. Suspended over a sidewalk from a rope extending from a house to a pole at the outer edge of the walk the National Flag, according to correct procedure, always should be hoisted with the union foremost, out from the building toward the pole.

5. Displayed in the chancel or on the platform of a church, the National Flag should be at the clergyman's right as he faces the congregation. Other flags should be at his left. If displayed in the body of a church the National Flag should be at the congregation's right as it faces the clergyman.

6. When flown at half-staff the Flag should be hoisted to the peak for an instant, then lowered to half-staff position. Before lowering it for the day it should be hoisted momentarily to the peak. On Memorial Day the Flag flies half-staff from sunrise to noon, full-staff from noon to sunset.

7. When the National Flags of two or more nations are displayed together they always should be flown from separate staffs of the same height, and the Flags themselves should be approximately of equal size. International usage in peacetime prohibits the display of the Flag of one nation above that of another.

8. Indoors or out, the Flag, when displayed other than from a staff, should always be flat, with the union uppermost and to the Flag's own

right. When displayed in a window it should be with the union at the upper right, which will be the observer's left. The Flag should never be used as a festoon or rosette.

9. When it is desirable to display flags of cities or States, or pennants of societies, from staffs along with the National Flag, the last named should be placed in the center of the group and flown from a staff slightly higher than those of the other flags. The center position is always recognized as the place of honor in this type of display.

10. The National Flag never should be reduced to the role of a mere decoration by being tied into knots or draped over a speakers' stand. For this purpose bunting should be employed. When used on a speakers' platform the Flag should be displayed from a staff or from a wall

or curtain at the rear.

11. When the Flag is displayed from a staff projecting horizontally or at an angle from a window sill, balcony, front of a building or similar position, the union should go to the peak of the staff unless the Flag is flown at half-staff.

12. Carried in a procession of any kind with another flag, the National Flag always should have the honored position on the right of the marching column.

13. When it is carried in a procession with a group of other flags the National Flag should be in front of the center of the line of flags or on the right of the column.

14. During the ceremony of raising, or lowering the Flag, or when the Flag is passing in parade or review, everyone present should face the Flag, stand at attention. Those in uniform should render the right-hand salute. Men not in uniform should remove hat with right hand and hold it at left shoulder. Women should place right hand over heart.

Repeat Orders Swell--Robbins

NEW YORK, Dec. 20 (MR)—An specialist in the sale of reconditioned cigarette vending machines, D. Robbins & Company reports it is receiving many compliments on the quality of its machines.

"Before shipment is made," Robbins stated, "the mechanisms of the machines are carefully gone over by experienced mechanics. Another important feature that is not overlooked is the careful packing so that the machines will arrive at destination without damage."

Robbins states that his firm is enjoying splendid business and the ample orders are turning into quantity orders because customers are satisfied.

H. H. Cohen Opening Arcade

CINCINNATI, Dec. 20.—Harry H. Cohen, of the Ohio Specialty Company, announced the opening of a Penny Arcade on downtown Vine Street, local main stem, December 22. The Louisville branch office, managed by Charlie Rosey, reports business good, with Kenney's Submarine gun going well, along with speed slot machines and consoles.

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HOWDY OPERATORS!
SEASON'S GREETINGS

Write for our list of new and completely reconditioned amusement games.

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Including Christmas & Holiday Greetings Issues!
FOR ONLY \$1.00
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HERE'S YOUR GIFT LIST
FOR YOUR FRIENDS,
SAVE MONEY BY
GIVING
The
Billboard



The Billboard Cincinnati, O.

Send me the next 17 copies, your Christmas Special Offer. I enclose \$1. 27

Name:

Address:

City: State:



Billboard
Regular Rate—
One Year, \$5;
Single Copy, 15c.

HOW TO MAKE YOUR FRIENDS HAPPY

Give them a 17 Weeks'

Special Christmas Subscription—a \$2.55 gift value that costs you ONLY \$1. We mail an appropriate greeting card announcing the subscription as a gift from you.

JUST PIN A DOLLAR BILL TO EACH COUPON AND MAIL TO The Billboard, Cincinnati, O.

This Special Gift Offer
GOOD 10 DAYS ONLY!

IF YOU DON'T
USE THESE
COUPONS
GIVE THEM TO
FRIENDS, SO
THEY CAN
SAVE, TOO!



SPECIAL GIFT SUBSCRIPTION ORDER FORMS

SPECIAL 17 WEEK GIFT SUBSCRIPTION \$1 ORDER FORM
Mail to The Billboard, Cincinnati, O., within 10 days.

The Billboard

FREE GREETING CARD MAILED WITH EACH GIFT SUBSCRIPTION

NAME

ADDRESS

CITY STATE

NAME OF DONOR

DONOR'S ADDRESS

Begin With Issue
Dated

SPECIAL 17 WEEK GIFT SUBSCRIPTION \$1 ORDER FORM
Mail to The Billboard, Cincinnati, O., within 10 days.

The Billboard

17 BIG ISSUES FOR ONLY \$1.00

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REGULAR NEWSSTAND VALUE \$2.55

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SPECIAL 17 WEEK GIFT SUBSCRIPTION \$1 ORDER FORM
Mail to The Billboard, Cincinnati, O., within 10 days.

The Billboard

YOU SAVE \$1.55

NAME

ADDRESS

CITY STATE

NAME OF DONOR

DONOR'S ADDRESS

Begin With Issue
Dated

Industry Mentions Magazines -- Newspapers -- Radio

Tide, December 15.—Devoting several columns to the results of a Gallup poll on the nation's biggest promotional campaign, *Any Bonds Today?* Tide tabulates the media used: Press, Radio, Screen, etc. Under Miscellaneous: "Thru the Automatic Phonograph Manufacturers' Association, the Treasury's Irving Berlin theme, *Any Bonds Today?* is getting an estimated 6,000,000 renditions a day on 300,000 juke boxes."

The Cleveland Press, December 12.—Commenting on the spurt in Christmas Defense Bond sales, this newspaper publishes the plan of Automobile Boosters, a group of 5,000 traveling salesmen thru-out the country who have resolved for the duration of the war to pay their tips in Defense Stamps. "Porters at the terminal apparently like the arrangement. A juke box on the concourse of the terminal plays the tune, *Any Bonds Today?* when a quarter is dropped in the slot. At the same time a pretty attendant gives a 25-cent Defense Stamp to the person who deposited the coin. Porters are good customers."

Receipts at the music box jumped from an average of \$75 daily to more than \$150 since Sunday's attack on Pearl Harbor.

The Glances, a cartoon drawn by Gal-... and syndicated by NSA Service, Inc., portrays a father and son hiking thru the woods and having a man-to-man talk. Says the father: "If your girl performs a nickel-juke box in a barbecue to an evening in a night club, I'd say she was not only sensible, but serious."

Radio Manfront.—Fred Allen's show, December 17, opened with his "News of the Week" in which he cited the fact that OPM had curtailed production on juke boxes and pinball machines. He then interviewed people from various occupations to get their reaction to OPM's order. Comic characters interviewed included a location owner, an entertainer and a pinball inventor. Each told some wacky tale about the importance of the machines in their work. The sketch was neither favorable nor unfavorable to the industry. It was just supposed to be funny, but, judging from audience reaction, it fell short of its mark—neither the situations nor the dialog being anything but dull.

A contestant on the *Double or Nothing* program was asked the difference between a melodian and a nickelodeon and, after answering, was told to talk for one minute on the subject. She said that nickelodeons (music boxes) are made now where customers can talk with the juke playing the selections, that some now show moving pictures with the music and that they are found almost everywhere.

On a recent *Alvin* cigarette program **Barrie Hillard**, playing the part of Red Nelson's mother, boards a train with him. She calls him Junior. In reply to a question from the conductor, she replies that Junior is something she won't do a punchboard in the station. Junior steps up with "Don't you believe that, mister. She got me out of an iron claw machine."

Bob Hope, of the *Peppermint* program, talked at length and in his usual comical style on Hollywood Boulevard and its appearance during the Christmas season. He said that it is all lit up like a pinball game and that traffic is so crowded that drivers shout "Tilt it" when they want to pass another car.

Collier's, December 27.—In *Protecting Foster's Keeping Up With the World:* "When the number of coin slugs inserted in telephone boxes and other coin-operated devices in this country recently reached a total of 100,000,000 a year, an intensive search for their manufacturers disclosed that one firm in Dayton, O., was making and selling more than 7,000,000 of these imitation nickels annually."

Newspaper headlines: Just as in the
WILL BUY FOR CASH
WILL FOUR BILLS (see article), BALLY BLUE GRASS (6 bills), BALLY TROPHY CLUB (5 bills), BALLY "41" BERRYS (4 bills), BALLY JOCKEY CLUB (10 bills), BALLY AIR-RAIDERS (WILL BLUE FRONT, BROWN FRONT and CHERRY WHEELS GIVE FULL DESCRIPTION FIRST LETTER)
THE R. F. VOGT DISTRIBUTORS
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case of the passage of the federal tax on coin machines, newspapers all over the country had a wide variety of headlines on the recent OPM order which curtailed the production of coin machines. Clippings are still coming in showing how the papers treated the subject. Several columnists also commented on the news. A few of the headlines follow: *Baltimore Sun*: "Slot Machine Output Curbed To Save Steel"; *Charlotte Observer*: "Juke Box Makers Think Priorities Will Ruin Them"; *Chicago Daily News*: "Nelson Hails 'Production of Slot Machines'"; *Philadelphia Evening Ledger*: "Bans Pinball Output." It will be noted that most papers used the words "slot machines" or "juke-boxes" in their headlines.

One of the most interesting and favorable headlines appeared in *The Cincinnati Post* December 11: "Slot Machine Ban To Affect Thousands." The item said that the OPM order would affect the employment of "several thousand persons in the Cincinnati area."

The New York Journal of Commerce, December 15, reprinted the OPM order in full, referring to the machines as "slot machines" in the headline.

The fact that the order on vending machines has been delayed means that the industry will get into the headlines again when the order on vendors is issued.



"DELUSION: A belle obviously false, such as the current idea that one can get rich by tilting pinball games." By Emory Gosdorf, *TNY*, November issue.

Parking meters are in the newspapers in Minneapolis. Patrolmen were to be provided with slugs, stamped "City of Minneapolis," to tilt out the meters, but the slug manufacturer advised the city the Legislature last spring prohibited making or handling of slugs unless the devices are 5 per cent smaller or larger than the coins with which they correspond. And a 5 per cent variation is too much for parking meters. The treasurer's office thinks the patrolmen may have to be provided with test nickels.



BAND LEADERS DEL COURTNEY AND LOU BRESSE, both newly signed to record for Decca, meet at Mills Novelty Company during a press party. In the background is a Mills Empress phonograph. (NR)

Philadelphia

Morris (Red) Margolis, one of the first automatic amusement machine operators in the local industry until he sold out his Keystone Vending Company to Sam Stern, is planning a return to the field after the first of the year. This time Margolis, who until recently operated the Polite Theater, will operate the coin-operated movie machines.

Sam Litt, as the year goes out, chalks up his second year in the music and pinball operations and also boasts of the best record as far as two respective operators' associations are concerned.

Raymond Rosen Company, Victor-Bluebird distributor, lost three men to the army and one to the marina, the record men enlisting the day war was declared. By the time this appears in print it is expected that Harold Orenstein, a former officer in the navy, will leave the Rosen Company to answer his country's call.

The election spirit intermingles with the holiday spirit at the local pinball operators' association. The annual election of officers for the new year is slated for an early January meeting. The most spirited balloting is again expected to be for seats on the board of directors, with an almost certainty that Martin Mynick will again be unanimously returned to the office of president, which will make his sixth consecutive term.

Jack Beretta, head of Berlo Vending Company, candy vendor, who was recently elected to the board of directors of the Philadelphia Variety Club, was elected by the club's board as "clown" (designate) to the Variety Club's national convention next June.

Louis Glachman had a most eventful week. Employed at Raymond Rosen Company, Glachman was promoted to the post of having complete charge of the music machine operators' record counter. The promotion came along with his questionnaire in the Selective Service draft and just at a time when he is preparing for his wedding day with Anne Reocourt.

Harry Elkins, head of Royal Distributing Company, music machine operations, was host at a party for his entire personnel. Event was a double-bender, marking the marriage of serviceman Max Weintraub to a New Jersey girl, whose name he kept a secret, and at the same time welcoming back Mildred Sobel, record purchaser, who was AWOL for several weeks.

Sam Snyderman, head of Overbrook Music Company, saw his son Freddie off to the army.

Henry Margolis, head of Automatic Amusement Company, is the first of the local operators to sign up as an all-raid warden in the civilian defense.

Herman Scott, music operator, is winding up the year with a greatly enlarged route. His operations have increased so during the past months that Scott took his entire staff for a party night at Club Ball in appreciation.



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Barber Dix	14.50	School Days	42.50
Foxy	14.50	Zambie	48.50
Corcoran	14.50	Bally Play Ball	48.50
Corporation	17.50	Ten West	52.00
Border Town	18.50	Speed Race	58.50
Big Show	18.50	Take Me (Little Girl)	58.50
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Wills, Standard, good condition \$20.00
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REVENUE TO WIN THE WAR

By WALTER W. HURD

The enactment of a federal tax on pinball games and gaming devices in 1941 is an outstanding landmark in the history of the amusement machine industry. Due to the national emergency, preceding and following the entry of the United States into war against Japan, the full effects of the tax on coin machines have not yet been realized.

That it was a historic step and that it will have some very definite benefits to the amusement machine industry is already evident from the very nature of the law. The principal results of the new law may be summarized as follows:

1. It gave national recognition to the amusement machine industry, a step that will serve to break down political and local opposition to the industry as time goes on.
2. The federal law served to classify amusement machines into two main classes: Pinball games and gaming devices, each class differing in its ability to pay taxes.
3. The federal law makes the word "Pinball" official as a name for a type of amusement game.
4. The federal law recognizes that pinball games and gaming devices are widely used all over the nation, hence should be subject to taxation.
5. The federal law gives the amusement machine industry a worthy opportunity to contribute revenue to the nation in a time of crisis.

Any of these results taken by itself would make history. To accomplish so many important results in one statute is history plus.

Helping To Win War

The federal tax on amusement machines was passed by Congress and signed

by the President as a part of a general revenue bill. It went into effect on October 1, 1941, and has been in the process of interpretation and application since.

When the tax was enacted the object was to raise revenue for the big defense program of the nation. This was considered a worthy objective by the amusement machine industry generally and the majority of the members of the industry welcomed the opportunity to contribute revenues to the national government. While there were many questions of detail about the amount of taxes the various types of machines could reasonably pay, there was never any question about the willingness of the industry to pay a reasonable fee on each machine according to its earning power.

The industry agreed that the tax would contribute revenue and at the same time have a beneficial effect on the industry itself.

An industry that was glad to pay taxes to support defense preparations is now all the more anxious to contribute revenue to help win the war. When the tax was passed there were threatening war clouds all around, but the nation was almost unanimous in the hope that the United States would not become engaged in actual war. The idea was to prepare the nation for any emergency and to help other democracies by furnishing war supplies. The amusement machine trade was glad to contribute to these great purposes.

The willingness to help became much stronger when the nation was suddenly shocked by the attack of Japan upon Pearl Harbor. Every member of the industry now feels that he has a real part in winning the war by paying taxes on his machines.

He knows there is still a lot of con-

fusion about what are the proper fees for the various types of machines, but the willingness to pay is still there. The operator knows that federal tax agencies were swamped with details and that the outbreak of war increased their burdens a hundredfold. But the industry and government agents alike look forward to the time when all confusion will be cleared away and the industry can contribute its just share to winning the war.

Strikes at Opposition

The federal law did not legalize gaming devices and in keeping with American policy of local self-government, the final decision of legality of the machines was left to local and State governments.

It is common knowledge that amusement machines are sometimes opposed by partisan and reform groups. Such opposition flares up at intervals, but the fact of the national government deriving revenue from all amusement machines that operate anywhere in the country is a strong approval of their acceptance by the public.

The national government did not argue the moral question of the games, but simply recognized that they existed in all parts of the country in large enough quantities to pay a considerable revenue into the national treasury.

The strong moral effect of such a national example is to encourage licensing of the machines by city and State governments and to encourage the people to play the machines, since by so doing they can amuse themselves and at the same time contribute to the national and local governments.

Many people have already recognized that opposition to the various amusement machines is now opposition to the national government in its efforts to collect revenues for carrying on the war.

Newspaper Expresses Idea

The San Diego (Calif.) Herald, October 30, 1941, gave a clear statement of belief that local opposition to amusement machines had the effect of actually trying to prevent the national government from collecting needed revenues. San Diego collects a local tax on such machines also, but city and State officials had confiscated the machines after taxes had been paid. The newspaper opinion is worth recording here because of its frankness on a subject that will become of more and more importance.

The article is reprinted in part as follows:

"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 flip-flops and

scream for mercy. The federal government wants money for defense. In picking 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 mind 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 hula—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;

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 spite of the local government and smacks the business man right over the head—and why our pretty local govern-

Meeting Crisis With Courage

San Francisco, the nerve center of our Western defense, is meeting this crisis with cool courage and heads erect.

The officers, directors and members of the Amusement Merchants' Association, being an integral part of the first line of defense of the Pacific coast, are prepared to protect their homes, businesses and the American principles by which we live. The members of the association are actively engaged in a program of participation for civilian defense.

It is now that the entire coin machine industry in America must rally to its full strength and thru intelligent co-ordination bring our business thru the very trying days ahead. We must co-operate to the fullest extent in giving all-out aid in every respect to those whose duty it is to guide us thru this conflict.

It is our desire and our privilege to lend all of our efforts and all of our facilities to help keep intact the principles which have made America strong. United we work to bring a better era, not only for our industry, not only for our country, but for all the peoples in the world.

VICTORY WILL BE OURS.

(Signed) Sidney Mackin, Managing Director, Amusement Merchants' Association, Inc., San Francisco.

IMPORTANT! NEW RULING ON COUNTER GAMES . . .

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.

BUT THE NEW, NOT COIN OPERATED, "MARVEL" AND "AMERICAN EAGLE" ARE THE ONLY REEL TYPE COUNTER GAMES THAT ARE **TAX FREE**

and cost only \$37.50 ea. BALL GUM MODEL, 12 EXTRA.

FOR ONLY \$10.00 EA. YOUR PRESENT "MARVELS" AND "AMERICAN EAGLES" COMPLETELY CONVERTED TO NEW, NOT COIN OPERATED, TAX FREE MACHINES.

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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

Ten 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.

ists have to move, continuously against the business man and the taxpayer we cannot afford out!

"Business have been accustomed to it—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 dippy just trying to write about it."

Classifying Machines

The federal law not only strikes at the opposition on the matter of revenue but it also writes into the law of the nation the fact that there are differences in the types of machines, differences in their earning power and perhaps differences in their moral value.

The law sets a fee of \$10 on pinball games and similar devices. It also places a fee of \$50 per year on gaming devices. This is a specific recognition of a difference in earning power. It also implies that if moral questions are raised, then pinball games would be considered in the class of skill games.

The amusement machine industry has worked long and hard to establish these principles in classifying machines. Still the opposition continues to argue there is no difference. But the national government does establish by law the fact that a difference exists. The amusement games industry no doubt will find the federal tax a strong argument in favor of the principles for which it has long contended.

Pinball Becomes Official

The law also establishes the word pinball as a part of the language. Like all other new words, it had to come a long way before usage made it a part of the language. One unabridged dictionary accepted the word in its 1940 edition and defined it. The definition was favorable to the industry, and the federal government goes the final step and writes the word into official language. That will compel all the dictionaries to accept it as a standard word. The word pinball no doubt will prove useful in the future, to help establish the true amusement value of the games which it describes. The word and the game itself has an interesting and romantic history and in the future historians will be writing one of the chapters to say that the 1941 Revenue Act put the final stamp of approval on pinball and made it a part of American language and life.

The greatest value of the federal tax on amusement machines, however, will always be that it gave a modern industry an opportunity to contribute revenue toward helping to defend American freedom. The very fact of helping to fight for freedom will in the end promote more tolerance toward those machines that now pay a federal tax to help fight a war against intolerance in all its forms.

Buckley Praises His Organization

CHICAGO, Dec. 20 (MR).—"We of the Buckley Music System have had a great year, and as 1941 draws to a close I want every member, our distributors and sales organization to know that I appreciate every individual's effort," says Pat Buckley, president of the Buckley Music System.

"In building a distributor organization for our Music System, we found



MORE FLA-MOR BUSINESS IN SPOKANE. Interstate Novelty Company has completed installation of Packard wall boxes and a speaker in Johnson's Cafe, located in the downtown section of Spokane. (MR)

Boston

BOSTON, Dec. 20.—There was considerable activity in Boston this week after the OPM order became known. Distributors were kept busy filling orders from operators who wanted to stock up. Most distributors reported their stocks were getting low but that shipments were still coming thru from the factories. Music operators were the most optimistic of the local coinmen, almost all being of the opinion that collections next year would reach new highs on their machines. It was felt that because of the need of music and entertainment for public morale, more locations would be available and that collections would be up to a result.

Local coinmen were saddened this week by the announcement of the death of Roy Estes, Rockland (Me.) coinman, who had been ill for several months. Estes passed away at his home December 19.

The Strauss brothers, owners of the Strauss Vending Machine Company, announce their removal after the first of the year to 1672 Washington Street, at the corner of Worcester.

Dave Schultz of the energetic Schultz brothers, proprietors of Atlantic Distributing Company, is advising operators to invest in Packard music equipment as a defense measure. "They'll not only make money," Dave reports, "but they'll justify the sale of more Defense Bonds, because that's where the money will go."

The Minute-Man music machine which had been on display at the North Station was removed after a successful week's activity. The next location will be the South Station. More than \$150 worth of Defense Stamps were sold daily thru the machine. Each person who inserted a quarter in the music machine was handed a 25-cent Defense Bond, by the ladies on duty. An estimated 4,000 commuters at the busy railroad terminal stopped to purchase stamps during the week.

Walter Guild, manager of the Cigarette Merchandiser's Association, reports that plans are already under way for the as-

that the nature of our business was such that it required many distributors," said Buckley. "The organization had to be worked out in this way for to begin with, the Music System was sold thru personal contacts and with the aid of many demonstrations.

"The foundation of our organization was our own factory district managers, located in every important section thru-out the country. Their duty was to appoint distributors and to help the distributor after he was appointed to present the Buckley story to all operators.

"This wonderful sales and distributor organization was built up during 1940 and 1941, so that it is now one of the largest and best working organizations in the business."

sociation's annual dinner and banquet. No date has been set as yet, but it is believed it will be announced by next week. During the past few years the gatherings have been held at the Commodore Grove night club and have been successful.

Bill Wells, of Apex Coin Machine Company, reports he is having an electric hoist installed in the showrooms to facilitate the moving of equipment between the showrooms and the basement.

Murray Schultz, of Atlantic Distributing Company, is touring the State in his new DeSoto.

Louis Blatt, out of the hospital and feeling fit, left for Chicago Sunday with brother Barney, and Irv McClelland, Secburg representative in this section, leaving the employees of the Atlas Coin Machine Company to take care of business themselves.

Herb Ellis, former bookkeeper at Atlas, has been transferred from Camp Croft, S. C. to Fort Barrancas, Fla. Herb also has been assigned to duties as office clerk—which makes a certain Virginian happy.

Sam Orenstein, of Trimount Vending Company, Providence, R. I., in town to look over displays and chat with local coinmen.

Dave Bond, of Trimount Coin Machine Company, had to take a few days off this week to serve as a member of the Middlesex County Superior Civil Court Jury.

Anthony Wappel, South Portland (Me.) music merchant, in town to purchase additional equipment.

George Spivak and Norman Scotch, mechanics at Atlantic Distributing Company, were among the first coinmen to enlist after Japan attacked Pearl Harbor. Both joined the Navy and are now listed as third-class petty officers. A party was held for George last night (19).

Al Sharpe, local coinman, is now a corporal in the State Guard.

Ben Palustrant, Packard district manager for this section, back from a 10-day trip, reports business good throughout his territory. He spent some time with Johnny Fuller, Albany distributor, and Harry Winfield, of J. H. Winfield Company, Buffalo distributor. Ben reports Packard has eliminated its 600-Speaker due to the shortage of plastics and is bringing out a new number.

George Powers, Middleboro (Mass.) coinman, in town to chat with local distributors and pick up additional equipment for his music route.

Cigarette operators heartened by news that, while there may be a cutdown in manufacturing, they will still be able to get necessary parts if needed.



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Sincerest Season's Greetings For A New Year Of True Happiness

"THE ARCADE KING" MIKE MUNVES 593 TENTH AVE., NEW YORK

Table with columns for items and prices under the heading 'DECEMBER CLEARANCE SALE'. Items include 5¢ Chief, 5¢ Show, Drum Major, 4 Diamonds, Gold Star, 1¢ Hat, Mr. Chips, Wristle, Metro, Niety, On Deal, Reposter, Sara Bay, Slupper, Umm, Variety, Vogue, Vacation, 2¢ Tea, C. O. D.

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The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

LET'S GO AMERICA! EMPLOYERS— Look on page 7 of this issue NOW!

OUR good neighbors to the South have responded immediately by either declaring war against the United States' enemies—or declaring their fealty to the principles of democracy held sacred by the United States and by themselves. They have joined with us in the common knowledge that the aggressors will have to be overthrown to maintain the status quo of North and South America. That the "egotism of the North" has their respect and trust is shown by their immediate action after the attack upon the possessions of the United States in the Pacific.

One reason for this reaction is, of course, the economic inter-dependence of the American. They depend on us

Coin Machines and Our Good Neighbors

By C. H. STARK

for business and protection, while the United States will obtain many vital war materials from the South American countries. However, a far-reaching cause in the co-operation between North and South America is the good-will program of all countries in this hemisphere. Necessarily only a small part of this

program, the coin machine industry, nevertheless, has been one of the cogs in the wheel which has ground out the good-will program conducted by the United States.

One reason for this reaction is, of citizens of Central and South American countries. With coin outlets changed to take their coinage, they have been overwhelmingly popular wherever placed.

Best known thru the countries to the South is the coin-operated music machine. For years, the export of these music machines has increased year by year. In Mexico, for instance, there are phonographs everywhere. Many of these phonographs have been placed to amuse the tourist trade. It is true, but they are also very popular with the citizens of Mexico.

The demand for records by South American countries has likewise increased yearly. In this case, the tourist influx has served to carry the popularity of North American music southward.

Like North American Music

On December 14, one of the best known South American singers appearing in the United States, Tito Guizar, appeared as a guest on a popular quiz program. His answers to questions were interesting in that he revealed that South Americans favor American hit tunes. He was asked: "What sort of songs do you sing in South American appearances?" His answer was: "When I appear before South American audiences they will have nothing but the latest American hit tunes. I convert the lyrics to Spanish and they like them very much." A humorous note was touched when he admitted that he had a hard time with a tune like *Chattanooga Choo Choo*.

Guizar went on to declare that North American audiences, on the other hand, were interested only in the South American tunes. Thus, it is seen that the good-will program has worked both ways with the peoples of each section, North and South, interested in the music of each other's countries.

Popularity of United States music and musicians in the lower section of the hemisphere comes directly from the phonograph records. Recorded music goes to the people, for the most part, via radio and coin machines. The home phonograph, altho many have been sold in South America, does not have any relative importance when radio and automatic phonographs are considered. Radio and automatic phonographs complement each other in that they induce interest in each other.

The popularity of this country's music in South America has long been taken as a good omen of the feeling of the citizens of those countries for the United States. If there had been a preponderance of popularity for Germanic tunes, there might have been something to worry about. In this line it has often been said that music can contribute more toward solidarity than tons of propaganda literature or political radio scripts.

Other types of coin machines have likewise been used in greater numbers in Central and South America during the past five years. Games and vendors have gone in increasing amounts to these countries. It is interesting to note that one of the prime favorites of South Americans has been our penny peanut vendors; they have comprised the greater total on vendor export lists.

Games Are Popular

Games and bells have found a ready market in South American countries. Export figures bear out the story that these machines are popular and have become better known year by year. Games, too, spread the doctrine of this country's mode of living. They portray a country where everyone is able to enjoy himself—with leisure for all—whether they be rich or poor. They indicate a free people who are allowed to regulate their own lives—rather than have their lives regulated for them.

Because of the differences in coinage and proportionate value, as well as habits, etc., that coin machines have faced, most of the machines exported have been used models. Before the outbreak of the war in Europe, the export business had been moderate with the greater portion of machines going to Europe. The, despite the cutting off of

exports to Europe, export totals continued at an even keel with our Southern neighbors taking up almost all of the machines which had formerly gone to Europe.

Now, with the United States at war with the Axis powers, further curtailments in the manufacture of new machines have been made. This will undoubtedly have some effect in the used machines market, probably causing the raising of prices and a scarcity of machines eligible for export.

This is not a desirable situation because, as has been said before, the coin machine is a cog in the wheel of good-will rolling toward our Southern neighbors. At the same time, it brings the promise of increased demand when machines are available. Certainly Central and South American countries will be in a better position to buy coin machines and other such items when the war is over.

Consider it in this manner: Much of the material and products which we previously obtained from Europe and Asia is now being secured from the lower half of the Western Hemisphere. North American authorities have done all in their power to have these countries produce those items which we are now unable to obtain from previous sources. New products are being developed and we are taking more of those products which they have always produced.

Definite Interest Awakened

Calculated programs of acquainting North Americans with South American products and culture has awakened a definite interest. Expanding markets have resulted.

Exports naturally rest upon the foreign exchange available to the buying country. Foreign exchange depends upon the extent of trade between the two countries involved. In other words, the more we buy from Central and South American countries, the more they can buy from us. This has been shown directly in coin machine sales. During the war months when the United States was not involved and the machines were available for export, the purchase of machines was in direct proportion to the foreign exchange the buying country had.

After the war we may expect the countries to continue to supply the United States with many of their products and raw materials. We shall likewise supply them. It is also true that Europe will depend much on South America for meat and food products, enriching them so that they will have more foreign exchange for purchase of such items as coin machines.

In summarizing, it may be stated that the export market for the moment does not appear as being likely to be strong—until the end of the war—or, at least, until the materials situation here becomes easier.

Materials Situation May Abate

It has been the experience of England and Canada that the material supply tends to iron itself out after the war supply business settles down to normal outside the shadows of war. In the first great all-out effort to produce war items, the output of war machines and munitions demands most of the available materials. Later, when the metals industries are able to increase their output to supply civilian needs as well as those of war industries, then we may expect the manufacture of machines and export to ease up.

Of course, the tremendous effort being made by the United States is the greatest ever made. It dwarfs the war industries of World War I. We are now the arsenal of democracy and it is a moot question as to when we shall be able to produce more materials than are required by our war industries.

The only precedence upon which this can be based is the ability of both England and Canada to devote some materials to civilian use after a number of months participation in the war.

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OUR PRICE MUST BE RIGHT AND SO IS OUR SERVICE

1 5¢ B.F., 500,000 Ser. \$58.00	1 25¢ Cella \$35.00	VERDINO MACHINES
1 25¢ B.F., 500,000 Ser. 15.00	1 25¢ Pace Blue Front	150 Columbus in Position
1 5¢ B.F., Blumhoff Head	Camel 48.00	Not Vendors, Ea. \$4.50
1 Green Finish 75.00	8 Green Vest Pocket, \$28.00	50 Northwestern, 33" Hat
1 5¢ B.F., 400,000 Ser. 100.00	10 Blue & Gold V. Pockets 35.00	Vendors, Ea. 4.50
1 10¢ B.F., Blumhoff	ARCADE EQUIPMENT	
Head 75.00	3 Tommy Guns 500.00	Mills Four Balls \$295.00
1 10¢ B.F., 300,000 Ser. 80.00	2 Sky Fighters 150.00	Pace Sarcophagi, 24" or 10" 75.00
1 10¢ B.F., Double Jack 49.50	4 Radio Rifles 80.50	Wings Square Balls 65.50
1 5¢ Cherry Ball 58.50	4 World Series 80.50	Junior Parade, P.O. 85.50
1 5¢ Cherry Ball, Brown	1 Dandelion Bombardier 30.00	Fast Times, P.P. 60.50
Finish 49.50	3 Taza League 25.00	Swallowing Cigs 48.50
1 5¢ Extraordinary 30.50	10 Electric Drop Pictures	Swallowing Rings 65.00
3 5¢ Q.T., Lite Finish 38.50	Machines with Legs 20.00	'38 Tractor Game 75.00
3 10 Q.T., Lite Finish 38.50	3 Drop Stamp Machines	Royal Flush, 10" 70.00
2 25¢ Jansings Chief 42.50	Hand-Wind 15.00	Royal Flush, 15" 75.00
3 25¢ Jansings Chief 42.50	3 Baby Aleys 12.50	Gallop's Game 75.00
1 5¢ Cella 38.00	12 Buckles, Deluxe Design 75.00	Paces Race, 24" 55.00
1 10¢ Cella 38.00	Photomatics White	
	Ultra-Pushing Top 60.00	5 Bling-Bling, Lite
		new, White for Price
		3 Square Wireless Write-
		machines, \$100.00 complete

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Baroque 48.00	Fine 26.00	Lucky 18.00
Cambridge 18.00	Formality 25.00	Major 41 45.50
Charm 25.00	Patrol 18.50	Metrol 30.00
Cherrywood 17.50	Four Aces 39.50	St. Olaf 15.00
C. O. D. 22.00	Red Hunt 22.00	D. Boy 18.00
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CONSOLES	TAX FREE EQUIPMENT
35 Track Times \$70.50	Ab Robot \$100.50
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WOLFF SOLOMON
Writing for
CENTRAL OHIO COIN MACHINE EXCHANGE, INC., 491 S. High St., Columbus, Ohio

JOIN AMERICAN RED CROSS

Priorities and Materials

How Priorities Are Affecting Other Industries As Well As the Coin Machine Business

On December 15 the priorities division of the OPM moved to simplify the extension of priorities rating on orders involving less than \$500 worth of material. These small orders amount to about 80 per cent of the extensions handled by contracting offices.

Under the original system, a manufacturer filed a specified form in advance, but under the new system he may attend to the extension himself. The new procedure may be used only if the material covered is to be incorporated in the finished product covered by the certificate being extended.

Several coin machine manufacturers have expressed the opinion that their industry has not been cut by priorities any more than not as much as some other industries. War makes it necessary for OPM to favor orders affecting many industries in which coin machine manufacturers are interested because in some cases they overlap the coin machine industry. Coin machine makers have been prompt in expressing their desire to conform to OPM orders and thus help win this war.

Non-essential industries face the prospect of having their supplies commandeered by government order. This policy is planned to be used sparingly, but, if tank factories or shipyards, for example, require more steel plate, chances are that civilian industries will have to surrender their supplies.

The prospect is brighter for large and medium sized plants as they usually are equipped with tools that can be used to make war materials—precision machinery that can be switched to defense work.

A number of the larger plants already are being converted. This pattern is being followed in a number of fields, such as makers of electric toys, producers of photographic equipment, rubber plants, bicycle plants, jewelry factories, kitchenware factories and foundries.

In 1942 automobile production will be cut to the bone. Bicycles will be limited to 800,000 and the average weight of each is to be reduced from 49 to 34 pounds. Production this year amounted to approximately 1,800,000 bicycles.

OPM says the nation might have to resort to reclaiming of old tin cans. Results of experiment in Chicago from 1915 to 1918 in detinning cans showed 20 pounds of tin recovered from each ton of cans.

The tire rationing plan is due, and OPM is troubled about how to do it. Tires and tubes are almost like food in importance, because 36,000,000 automobiles constitute an essential part of the nation's transportation system.

To recover waste materials at manufacturing plants, a number of companies have installed newly perfected equipment for both separating and recovering turnings, grindings and similar waste and metals processing. Equipment can be installed for the recovery of aluminum turnings and magnesium sawings.

Bearings and bushings made from wood have been perfected for use in place of babbit and bronze, according to the Separation Engineering Company, New York.

Our Industry Will Do Its Part—Keeney

CHICAGO, Dec. 20 (MR).—"Remember Pearl Harbor"—those are the words that every American worker should have on his lips at all times; and our productive effort," said Bill Ryan, of J. E. Keeney & Company, "stands back of the American armed forces.

"While we know that the public and armed forces both need amusement in an inexpensive form," he continued, "we also realize that our production should be diverted as much as humanly possible for the manufacture of what our country needs most, war goods. Our firm, and believe all other coin machine firms, stands ready to co-operate in any way.

FACTORIES AUTHORIZED DISTRIBUTORS MILLS -- KEENEY -- EVANS BALLY -- GROETCHEN

For the States of Virginia, West Virginia, North and South Carolina. A few Reputable Distributors Wanted for the above-named four States.

H. F. MOSELEY Pres.-Treas.

150 brand-new Mills Blue and Gold Vest Pockets and Chrome Bells. Operators and Jobbers, write for your net cost.

Following Used Machines Offered Subject to Prior Sale:

5 Ball Free Play	10 Operation Columbia	4 Evans Domino, 33
3 Bally Play Ball	100 R.P.	Regular
1 Bally Headliner	20 Wagon Wheel	1 Jennings Vest Pockets
1 Bally O. D. 21	1 Grosvenor Memory	1 Keeney's 28 Toss
1 Chicago Coin Polo	1 Grosvenor Zephyr	Time
2 Chicago Coin	1 Grosvenor Driver	1 King Jumbo Parade
Major 41	10 Grosvenor Liberty	Comb. Vanden, F.S.
1 Chicago Coin Home	10 Grosvenor Victory	1 King Jumbo Parade
1 Chicago Coin Ocean	1 Mills Vest Pockets	1 King
Part	1 Chicago, Illinois	1 Mills Four Ball
1 Exhibit Conquest	1 Mills Vest Pockets	R.D., Perfect
1 Exhibit Flashlight	Chicago, No. 21	1 Mills Free Play
1 Exhibit Zephyr	1 1941 O.T. 100 Play	1 Vanden
ONE BALL	1 West 44 Slot	1 Wagon Wheel
2 Bally Record Time	Chicago, Illinois	1 Pats Bertram
Perfect	1 Mills Vest Pockets	1 Pats Jumbo
1 Bally Blue Grand	Chicago, No. 21	1 Pats King
Perfect	1 1941 O.T. 100 Play	1 Pats King
1 Bally Club Trophy	1 West 44 Slot	1 Pats King
7.5	Chicago, Illinois	1 Pats King
1 Bally Club Trophy	1 Mills Vest Pockets	1 Pats King
7.5	Chicago, No. 21	1 Pats King
1 Bally Club Trophy	1 Mills Vest Pockets	1 Pats King
7.5	Chicago, No. 21	1 Pats King
1 Bally Club Trophy	1 Mills Vest Pockets	1 Pats King
7.5	Chicago, No. 21	1 Pats King
1 Bally Club Trophy	1 Mills Vest Pockets	1 Pats King
7.5	Chicago, No. 21	1 Pats King

WANTED—MILLS THREE BELLS. WILL PAY UP TO \$300.00, ACCORDING TO SERIAL NUMBER. WILL ALSO BUY OR TRADE FOR 500 PAGES RACES OR BAKER'S RACES. ALSO 500 HIGH SERIALS—CHROME BELLS OR BROWN FRONTS.

All Orders Must Be Accompanied by 1/2 Deposit, Balance O. O. D. Write and Ask to Be Put on Our Mailing List. Above Prices Effective December 27, 1941.

MOSELEY VENDING MACHINE EX., INC.

50 BROAD ST., RICHMOND, VIRGINIA. Day Phone 3-4511, Night Phone 5-5228.

Minneapolis-St. Paul

MINNEAPOLIS, Dec. 20.—Announcement has been made by Harold Lieberman, head of Acme Novelty Company, that his firm has bought out the interests of Murrey M. Kirschbaum, who operated a record department at Silent Sales Company. The entire Kirschbaum stock has been moved to Acme, where Vera Foster already heads the largest coin machine record department in this part of the country. Kirschbaum, a veteran record man, stepped out of his own business to become district representative in this territory for Standard records.

Don Leary, operator of Automatic Sales Company, is beginning these days—Mrs. Leary gave birth to a daughter a week-end ago.

Sam Taran, head of Mayflower Novelty Company, who claims he can pilot an airplane, said he plans to join the Minnesota Home Defense force to do his bit in the present national crisis. One thing is certain, if Sam can't get 'em by plane, he can knock the enemy out in a head-to-head bout—he's an ex-professional pugilist.

Colman are buying Defense Bonds and Stamps faster than ever before, reports Jonas Bessler, of Hy-O Amusement Company. Since the hostilities broke out his staff has been kept plenty busy selling bonds and stamps, Bessler said.

Bud Lieberman has received a letter from a former employee, Robert Schwager, now a corporal in the army at Fort Leonard, Wood. Corporal Bob expects to be home on a two-week furlough beginning December 30 unless War Department orders issue a change in plans.

Jackowski, Wabasha, Minn., coin ma-

chine operator, who pilots his own plane, has enlisted in the Minnesota Home Defense force to do his bit for the protection of this nation. Many more of the boys are expected to sign up, either as regular army-navy-marine enlistees or in the Home defense unit.

Visitors to the Twin Cities this week were Ed Comroy, of Spring Grove, Minn.; Roy Stone, Rice Lake, Wis.; Izzy Alberta, Duluth; Jack Lurie, Wabasha; Elsie Madson and John H. Porter, Superior; Charles Gimm, Bloomer, Wis.; J. Allen Redding, Houston, Minn.; Pete Vlahakis, Rhineland, Wis.; Paul Dennis, Wilmington, Ia.; Paul Hayes and Mayo Pribe, Rochester, Minn.; Kelly Dietrich, Chaska, Minn., and Charles Screen, St. Cloud, Minn.

Orchid of the week goes to the 31 employees at Mayflower Novelty Company. Every two weeks each of them will kick in 50 cents a piece and the total will be used to buy a United States Defense Bond, which will be raffled off to the holder of the lucky number. "This way," said Lou Dolan, secretary to Herman Pagter there, "we will be sure to do our share for Uncle Sam."

Back to his first love, Wurlitzers, is Irv Sandler, now associated with the Mayflower Novelty Company as salesman. Irv joined the Mayflower organization Friday and already is in Wisconsin on a good-will tour for Wurlitzers.

Cigars were being passed out this week by Jim Karusia, of JAK Sales Company, Minneapolis. It was a girl December 18.

Smoky Levine, for many years a coin machine serviceman in the Iron Range territory and associated with the J. D. Healy Estate, coin machine operators, has resigned to go to work on a defense job.

Sam Taran, head of Mayflower Novelty Company, has left for Pittsburgh and Buffalo to visit the branch offices of his firm in those cities.

Recent visitors to the area included William Hultstad, Cottonwood, Minn.; Lee Drexler, Marshall, Minn.; Earl Berkowitz and Leo Barkovich, Superior, Wis.; Ted Hiel, Gaylord, Minn.

McCALL'S NOVELTY CO.

MCCALL'S RECONDITIONED COIN MACHINE BARGAINS

See How

Free Play Games	See How	258.00
All American	Seven Up	29.00
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Horoscope	Swing	27.50
Leader	Swing	27.50
Major (1041)	Swing	27.50
Winged Beach	Swing	27.50
Win American	Swing	27.50
Play Ball	Swing	27.50
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COUNTER GAMES

Dart Draw "21"	1.75
Vest Pocket "21"	22.50

AUTOMATIC

Wm's Square Bells	149.50
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Wm's Square Bells, 149.50
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LET'S GO AMERICA

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You can ALWAYS depend on JOE ASH—ALL WAYS

Attention	Star	QUICK! WRITE FOR SPECIAL PRICES!	Buckaro Little Spot Commodore Dixie, Peaslee Jolly Major O'Boy Punch Red Hot	ANY 3 FOR \$40.00
Bomb Team	Attraction			
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Legionaire	Umo			
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LET'S GO AMERICA!

EMPLOYERS—

Look on page 7

of this issue NOW!

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PARTS for the games that means fun for America.

SEASON'S GREETINGS

Write for Our New Illustrated Catalog and Price List

HARRY MARGUS CO.

1035 MD. PULASKI ROAD CHICAGO, ILL.

MERRY CHRISTMAS
HAPPY NEW YEAR

God grant you
staunch courage
in the present; abide
my faith in the future;
happiness today
and always.

O. D. JENNINGS AND COMPANY

New Orleans

NEW ORLEANS, Dec. 20.—The outbreak of war has been accompanied by a sharp letdown in patronage of coin machines here. Consensus of opinions of distributors and operators, however, is that the shock will soon wear off and business will return strong.

Cancellation of the Mardi Gras season is a serious setback to the winter vacationist and operators of the Crescent City. All carnival groups voted to suspend balls and pageants due to the emergency. Offsetting this setback, however, is the addition of the East-West football classic January 3 to the Sugar Bowl game on New Year's Day.

The disruption of business by the outbreak of war is of less concern to operators in this area than the growing threats of a parts shortage. Parts are already becoming scarce in this section. With the clamping down on new machine production February 1, operators wonder how they will keep their equipment in working condition for any prolonged emergency period.

His many friends in New Orleans were saddened by the reports of the killing of E. W. Neyland, 40-year-old head of the Neyland Novelty Company, Alexandria. Neyland was one of the biggest music operators in Central Louisiana. Neyland was shot and killed instantly at a restaurant location December 11 after an argument. His assassin claims self-defense. Surviving are Mrs. Neyland and two children.

The Highland House of Beauty, beauty salon of Shreveport, is doing its bit for the yarn knitters for Uncle Sam's boys. The operator, Mrs. Zella Maxwell, has installed merchandise vendors in the waiting rooms with proceeds going to the purchase of yarn for the knitters. Business is good, Mrs. Maxwell reports.

J. H. Peres and two friends bagged 16 mallards while hunting near Bayou Des Allemands, west of the city recently.

Al Thleneman, record salesman for the Decca Distributing Corporation's local office, has two convenient ways to

properly pronounce his name. When down on the Bayou, where the French Cajuns live, its Tee-nee-ma, but in the slang-slanging city areas it's Tine-e-man.

There was a nice party at the lakeside home of the Louis Dossbergs recently when son Jack celebrated his second birthday. Louis reports heavy play at the Canal Street Penny Arcade for J. H. Keeney's Submarine guns located there. The arcade recently added more equipment to keep up with increased patronage.

Ootlob's newest pin game, Five, Ten and Twenty, is being bought up as fast as the Dixie Coin Machine Company can get in a supply. Nick Carbajal, head of Dixie, also reports a brisk demand for Bally's Club Bells convertible console, as well as Keeney's Super-Ball consoles.

All record distributors here report that 1941 will be their banner year, with increases in aggregate sales running from 40 to 60 per cent over the total of 1940. And all believe that the peak is still in the future despite the outbreak of war. People will need music now more than ever to maintain morale, dealers forecast.

W. M. Smalley, Southern Music Sales Company, off for Dallas to attend a premiere showing of new equipment at Electro Ball office Christmas week.

The 1942 Coin Machine Convention and Show

Will Not Be Held

By JAMES A. GILMORE, Secretary-Manager Coin Machine Industries, Inc.

NO INDUSTRY in this broad land of ours has shown a greater determination to co-operate with the government in this emergency, and the coin machine industry will continue to exert every effort to devote such of its resources and energy as necessary to winning the war in the shortest time possible.

This is an industry united on that thought and that endeavor.

When the directors of Coin Machine Industries, Inc., voted to cancel the 1942 convention and Coin Machine Show they acted to co-operate with the industry just as they did to co-operate with the government.

Coin Machine Industries, Inc., now seeks the co-operation of the industry as a whole; operators, distributors and jobbers throughout the United States, Canada and Mexico. Many hundreds of you had planned to come to Chicago for the 1942 convention. You expected to visit the coin machine factories in Chicago, especially those whose products were not on display in the show. You expected to meet and greet old friends and acquaintances and to rub elbows and exchange ideas with new ones. You expected to have lots of fun. You expected to see and hear government representatives chosen to talk to you on problems of timely interest and importance to your business, present and future. You expected to spend your own money and you expected the manufacturers would spend theirs just as usual to provide a coin machine industry get-together exactly as heretofore.

Please consider carefully what I ask of you because these are indisputable facts.

The best thing any of you can do is stay at work, stay away from Chicago, save the money you planned to spend and invest it in United States Savings Stamps and Bonds.

It is true that manufacturers working on defense materials do not want you (some cannot have you) in their plants. In some of them you cannot get beyond the front door without signing your life away. In others, plant changes are being made to take care of contracts for defense materials and in all of them adjustments are under way to comply with OPM curtailment.

Your manufacturer thinks as much of you personally and likes your business as well as he ever did, and this is the first time in the history of the industry that you are not wanted to come in person and talk over your requirements. Every manufacturer would much prefer you write, wire or phone your orders.

You will serve your own best in-



terests, the manufacturers' best interests and the best interests of your government by taking our advice to stay home, work, save and buy Defense Bonds and Stamps. The government doesn't want you riding trains if it can be avoided—they are needed for troop movements and the hauling of war essentials.

Be Patriotic—Work—Save—Buy Bonds and Stamps.

Jennings Mfrs.' Pool Ready for War Work

CHICAGO, Dec. 20 (MR).—During the summer of 1941, when Uncle Sam's task was identified as the National Defense Program, 16 industrial concerns on Chicago's West Side accepted the invitation of O. D. Jennings & Company to pool their resources in order to execute major defense contracts. The associated manufacturers, all members of the Garwood Park Business Men's Association, authorized O. D. Jennings & Company to bid for prime contracts and spread the work among those whose facilities were best adapted for the purpose.

This plan received the sanction of OPM, since it provided an impressive array of industrial machinery, matching the facilities of many independent industrial plants. This equipment includes punch presses, drill presses, milling machines, grinders, turret lathes, engine lathes, bench lathes, polishing lathes, screw machines, spring-making machines, metal saws, shapers, power brakes, welding machines, metal shears, metal-plate equipment, air compressors, riveting machines, die-casting equipment, woodshop equipment, metal-working machinery and paint-shop equipment.

Today the problem is no longer purely defense, but a fight to the finish with the forces of anti-democracy. In the prosecution of this war, according to official estimates, 18 civilian and industrial workers are required to equip and supply each man in uniform. Thanks to the experience and early organization of the Jennings group of manufacturers the industrial power of more than 6,000 workers and more than 400 units of industrial equipment are at the disposal of Uncle Sam. Already busy with small contracts, this group of manufacturers is ready to tackle some real production jobs.

Mills Bonuses To All Employees

CHICAGO, Dec. 20.—Fred Mills, president of Mills Novelty Company, announced on December 17 the distribution of Christmas bonuses to employees of three Mills factories.

Bonuses totaled \$45,000 and went to over 2,000 workers.

Overthrow Tyranny

Freedom has been assaulted and liberty attacked, as never before in the history of the world. For this reason, all members of our organization have only one business left worth doing and that is to get behind our President to sacrifice and work and fight together until the menace has been destroyed.

We cannot rest until tyranny is overthrown and the tyrants destroyed—until race hatred is abolished and dictatorships vanquished—until all the beastly ideas of Nazism have been crushed into the dust.

We are overwhelmed with happiness that we can muster sufficient courageous men and women in this blessed land of ours who can do the job!

(Signed) Saul Kalson, General Manager
Greater New York Vending Machine
Operators' Association, Inc.



TWENTY MEMBERS OF THE WOLF SALES COMPANY, Denver, are presented with Defense Savings Bonds to which they subscribed. Wolf Behlert, owner (right), and Al Roberts, manager, made the presentations.

Chi Coin Execs Pledge Support

CHICAGO, Dec. 20 (MR).—"The entire Chicago Coin Machine Company organization stands ready to do anything and everything it can to help in the present emergency. We pledge," said Sam Wolberg and Sam Oensburg, officials of the firm, "our wholehearted support. While we know that America needs the morale-building amusement that our machines offer, we also know that our engineering skills and factory facilities could primarily be centered on producing war materials. With the balance of our production, we can, to the best of our ability, make the type of equipment that will buoy American spirits," they concluded.

Silver Bullets
By L. E. PIPPENGER
Southern Automatic Music Company,
Nashville

IT TAKES bullets to stop Japs, Huns and Dagoes, and bullets don't grow on trees or bushes. Bullets cost money. Now is the time, Mr. Operator, to turn your silver dollars into bullets by buying Defense Bonds and Stamps. Your bonds will buy the bullets and your stamps will buy the powder to speed these bullets to their mark.

Buy every day if you can, but buy. Form a regular habit and show the world you are an American and proud of it. You are making the greatest investment in security and freedom that has ever been your privilege.

Any post office, bank and most retail stores can supply you.

Many of us realize what this meant 25 years ago. Many of our boys fighting today were yet unborn in those tragic years of the first World War. Many were too small to know what it was all about. Many of those on the firing line today are our own sons. Back them up. They are confident you will do so. We must not fail in this, our sacred duty. REMEMBER PEARL HARBOR.

Natchez, Miss.

NATCHEZ, Miss., Dec. 20.—The war is not having so ill effects on the coin machine business in this section and operators are looking forward to a brighter future and declare that they are all ready to do their part. Any funds today has gone on a new impetus and is played more than ever. Also God Bless America and other patriotic tunes.

From up Philadelphia (Miss.) way comes word that the Mississippi Vending Company, with Lester Griffin as manager, and W. S. Rodd, of Sterling, Ill. as owner, is doing a very good business. Griffin states that operators throughout the State are coming to the office to see the large assortment of new games as well as the used equipment.

Regt. Hugh C. Bowls, who was recently mustered out of service, has been recalled.

Allen Huffman, formerly of Vicksburg, Miss., has taken over the interests of the Dan Tucker, who operated the Ark-Tex Company. Allen says business is good and he has established a number of new locations here.

At present, business is okay in this section, but operators don't know what to expect of the future. Many new locations are planned for the new year.

Salesboards are appearing in this section. The P & N Amusement Company and others have placed boards in new locations which they report are doing okay.

P & N Amusement Company manager, C. C. Culpepper, was glad to get a telegram stating that his brother, sister, and in-law and cousin are safe and sound after the recent attack on Pearl Harbor. Culpepper was located in Honolulu for several months last year, and now he's now glad to be in this country.

LET'S GO AMERICA!

EMPLOYERS—
Look on page 7
of this issue **NOW!**

Buffalo

BUFFALO, Dec. 20.—The Chicago Coin Machine Company's All Star Hockey is on display here. "Operators seem to like it very much and it should click in hotel lobbies and the like," the distributor said.

Bill Flachetti, head of the service department at Rex Amusement Company, is laid up at his home in Ulster, N. Y., with a case of flu, which caught up with him while he was visiting his family over the week-end. He is expected back on the job soon.

Mary Silverstein, Gem Amusement Company, bought several pin games at Rex Amusement recently, and is well pleased. They were Big Parade, Victory and Moniker, which still lead the market in popularity, according to distributor.

Howard Mauter, operator here, was recently seen helping out at Rex Amusement Company with work on music machines.

Fred Van De Walker, Modern Automatic Music Company, is elated about the results he's had with installation of Wurlitzer's new organ wall speakers, which are illuminated and include built-in wall box with selector. He has found them so pleasing that he plans to use more of them shortly.

Baltimore

BALTIMORE, Dec. 20.—Having overcome a number of delays, General Vending Service Company has now completed the work of remodeling the adjoining three-story building at 304 North Gay Street. Firm reports it is co-operating fully in the selling of United States Defense Bonds.

Joseph Garfinkel, manager of the Baltimore and Washington operations of Simco Sales Service, operators of ice cream, candy and cigarette vendors, attended the Baltimore Stag Banquet staged at the Southern Hotel under aus-

AL TABAKOF SAYS:

GET ON BOARD FOR BIGGER TAKES WITH GLOBE'S NEW MONEY-MAKING BOARDS.

BIG REWARD

Offered for any operator caught alive NOT making money with this new, sensational, jumbo-thick die-cut board! As your customers catch the fall-breakers, you'll catch the profit! Features: All tickets bear cartoons with a laugh! Never a dull moment. Sell jackpot pay from \$1 to \$15. SEND IN YOUR ORDER TODAY AND GET YOUR REWARD!

1000 holes—
5¢ a shot \$50.00
Pays out
Consola—
Hons—\$16.00
Jackpot
average 5.32
Sections 2.66 23.98
Average Profit \$26.02

Write for Our Money-Making Complete Catalog of Boards



PRINTING COMPANY
1023-25-27 RACE ST., PHILADELPHIA, PA.

BADGER'S BARGAINS.

LET'S GO AMERICA!

<p>FREE PLAYS \$10.50</p> <ul style="list-style-type: none"> Three Scores \$20.00 Cross Lines Looney Squirts Head Wagon Wrens Wild 4-2-3-6 Dode Machines Urge Gold Stars \$10.50 Oh Johnny Clareaux Polymaths Oh Wreck Power House Formations Fort Knox Henry Go-Rounds Convent-out Booths 	<p>\$10.50</p> <ul style="list-style-type: none"> Gay Lines Pyrens Diana God Face Bondies Wings Bliss Sowed Oranges Summertime Yacht Clubs \$14.50 Big Shows Triumph Big Towns Red Hots Lucky Comrades Super Six Big League Double Prizes At Babes 	<p>PHOTOGRAPH</p> <ul style="list-style-type: none"> Rock-Ola Super Record 100, Artist .. \$249.50 Rock-Ola Gramophone, Elec. Motor .. 249.50 Rock-Ola Super Rockettes .. 209.50 Rock-Ola Master Rockettes .. 179.50 Rock-Ola Master Walrus .. 169.50 Wurlitzer 2000 .. 169.50 Wurlitzer 1000, Circular Keyboard .. 169.50 Rock-Ola 1939 DeLuxe .. 149.50 Rock-Ola 1940 Thru .. 149.50 Rock-Ola 1937 Thru .. 139.50 Rock-Ola 1938 Thru .. 139.50 Rock-Ola 1938 Standards .. 109.50 Wurlitzer 241 Rock-Ola 1040 Rockette Operator .. 89.50 Rock-Ola 1038 Operator, Plain .. 69.50 Wurlitzer 6101, Keyboard & Front Grills .. 69.50 Rock-Ola Imperial 20 .. 59.50 Wurlitzer 610 .. 59.50 Rock-Ola Imperial Marac And Rhythm .. 39.50 King, 40 and 12 .. 39.50 Wills Zephyr .. 39.50
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Terms: 1/3 Cash Deposit With Order, Balance O. O. D.
Write Today for Our Big 82-Page Catalog! Hundreds of Bargains.
BADGER NOVELTY COMPANY
2540 N. 30TH STREET MILWAUKEE, WIS.

LAZARS WISH YOU A MERRY XMAS

<ul style="list-style-type: none"> All American Argentine Air Raider ADD Board Rolling Frisco Broadcast Big Show Wart's Baseball Balls Hop 	<ul style="list-style-type: none"> Standig Moll's Eye Boom Town Mr. Chips Commodore Donkey Sam Diana 41 Dory Stick 	<ul style="list-style-type: none"> Double Play Pfizer O. Diamonds Falton Fun Club Gold Star Old Cup High Hand Hi-Hat 	<ul style="list-style-type: none"> Jungle Leader League Leader Majors '41 Mercator Star Attraction Sea Hawk Get Peel West Wind
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B. D. LAZAR CO. 1425 N. 30th Street, Philadelphia, Pa. Telephone 4320

pieces of the Candy Club of Baltimore. David Davison, head of the Franklin Coin Machine Company, attended the 14th annual banquet of the Confectionery Clubs of Baltimore, staged at the Lord Baltimore Hotel. Affairs was attended by 500. A feature was the awarding of United States Defense Bonds as prizes, and Davison was one of the winners of a \$25 bond.

The sudden declaration of war between the United States and Japan has caused considerable discussion among coinmen as to its influence on the coin machine business. At the moment business is reported to be moving along as usual.

The Hub Enterprises declares Genco's Victory is a fast moving number and that it is selling all it can get. The Hub also is chalking up good used sales.

LET'S GO AMERICA!
on to
VICTORY!

**AMERICA'S GREATEST AIM
GENCO'S GREATEST GAME**

GENCO MFG. CO., 2621-27 No. Ashland Ave. CHICAGO - ILL.



JAN SAVIT, orchestra leader, was a guest of the Cincinnati phonograph operators at their association meeting, December 9.

Washington Phonos Carry "Any Bonds"

WASHINGTON, Dec. 26.—Thirty music operators here co-operated in putting Any Bonds Today on their machines throught the city. It is estimated that almost 6,600 phonographs has the patriotic number as their No. 1 selection. Posters and stickers were used.

Sparked by Hiram de La Vico, of the Hiram Coin Machine Company, the group held meetings with representatives of the Treasury Department to arrange complete coverage of the city. Some operators reported few objections from location owners, but were musical criticism of the record appeared, operators explained the patriotic nature of the campaign. Otherwise, as Jerry Antel, of the Automatic Music Company, declared, the campaign was a huge success and the records in many cases are still going strong.

Jack Glenfeld, of the General Amusement Company, stated that none of his locations objected to the posters, or stickers.

"Uncle Sam Will Get Our All"—Baker

CHICAGO, Dec. 26 (MR).—"The truth has already been informed," states Hans Baker, president of Baker Novelty Company, "that government restrictions will cause the manufacture of coin-operated games to be curtailed. In order that we may fill the requirements of our customers as much as possible in compliance with regulations, we have arranged a limited production schedule. Orders will be filled in the rotation in which they are received as long as our production lasts.

"There being no federal tax on Keweenaw and Catchef," he continued, "it becomes one of the few counter games that can be operated at a profit. We will also be available a limited number of silver spray pin games, Lucky strike counting games, Sky Pilot and Baker's Pacemans. "We are going to jump in and help Uncle Sam win this war," Baker emphasized, "and then we will be doing business as usual at the same old stand" is concluded.

Penny Shortage

ALTOONA, Pa., Dec. 26.—A serious penny shortage was reported in Altoona during recent weeks, possibly due to payment of small luxury taxes involving the use of 1-cent pieces and also caused by the practice of many housewives of keeping their odd pennies for future use, says The Altoona-Mirror.

It was urged that the coins be put back in circulation as rapidly as possible in order to facilitate the rush of Christmas business.

Small change will be at a premium in Altoona in the next few weeks, and pennies will help all concerned, business men as well as customers, according to The Mirror.

Nova Scotia

HALIFAX, N. S., Dec. 26.—Halifax Coin Machine Exchange has been co-operating with operators affiliated with them by sponsoring special advertising calling attention to the lines carried by the individual operators. For instance, when the exchange supplied and installed a new Mills Throne of Music machine in the Elms, a new lunchette and fountain service in Halifax, the exchange bought special advertising in the local papers to popularize the eat, as well as the music machines. The special advertising is either connected or detached from the advertising under the operator auspices. The exchange has been adding each week to its clientele of ornate cabinets not only in and about Halifax but elsewhere in Nova Scotia.

Shooting games have not been drawing as heavily as during 1940 and 1941. The slackening in public interest started during the summer, and has continued. However, there has been no weakening of interest in the music machines.

Coin machines installed at ice rinks in the provinces include shooting games of all design, photographic, music and gum and candy vendors. Particularly busy are the artificial ice rinks at Sydney and Gloucester Bay, N. S.

American patriotic records have gained in popularity to a marked extent since Japan raided Hawaii.

NATIONAL HOLIDAY VALUES

PHONOGRAPHS		5-BALL FREE PLAY GAMES	
Rockola 2840 Super Walnut 4 Adapter	\$225.00	A. R. O. Rooter Spot Proof	See How Silver Shakes Sports Parade
Rockola 1940 Super Nocturne	108.00	25¢ Zap	Starliner
Rockola 1940 Super Walnut	185.00	Golden Rink	Zenith
Rockola 1940 Junior Console	102.00	Ten Spot	All-American
Rockola Monarchs	88.00	Shabby	Atlantian
Rockola 1939 De Luxe	140.00	Major '41	Big Chief
Rockola 1939 Standard	127.50	Sun Beam	Parade
Wurlitzer 500 Piano Keyboard, Slug	160.00	Four Reels	Neuro
Wurlitzer 500 with Adapter	175.00	Flowerette	Band Wagon
Wurlitzer 500 Dial Selector	142.50	Seren Up	Leader
Wurlitzer Model 24	90.00	Mills Free Play Game	\$80.00
Wurlitzer 61 Counter Model	70.50	Mills 1-2-3, F.P., '30	27.00
Wurlitzer 618 Marble, Ill. side, Griffin	95.50		
Wurlitzer 618 Rooter	62.00		
Wurlitzer 618	180.50		

GO AMERICA!

ARCADE EQUIPMENT	
Keeney 800 Aircraft	\$ 45.00
Rockola Ten Pins	49.50
Bally World Fire	104.50
Texas 2 scores, 1c Play	27.00
Air Gunner	109.50
Western Gambol, Free Play	89.00

PAYTABLES

Grand Stand	\$72.50	Smart King	\$115.00
Grand National	\$22.50	Santa Anita	109.50
Best Name	49.50	Thirlendoms	49.50
Jennings Good Luck Conn. 5c	86.00		

NO BARGAIN LIST—WRITE TODAY!

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. CHICAGO

Bally Speeds Up Defense Plans

CHICAGO, Dec. 26 (MR).—Discussing plans for 1942, Ray Moloney, president of Bally Manufacturing Company, stated that first and foremost are plans to utilize more of the company's facilities for war work.

"During the past year," Moloney stated,

"a considerable part of the Bally factory has been devoted to defense production. Now plans are being rushed to convert additional Bally production lines to Uncle Sam's big job of giving the axis the ax. Along with our war work and consistent with our industrial duty, we will, of course, continue to serve the American operators—who, in turn, are serving America by providing the convenient, low-cost recreation so vital to morale."

LET'S GO AMERICA!

FOR DEFENSE

BUY UNITED STATES SAVINGS BONDS AND STAMPS

WITH GOOD WISHES TO ALL OUR FRIENDS FOR Christmas AND THE New Year

Milwaukee COIN MACHINE CO.
3130 W. Lisbon Ave. Milwaukee, Wis.

LET'S GO AMERICA!

EMPLOYERS—
Look on page 7 of this issue **NOW!**

MEN & MACHINES

Conducted by C. H. STARK
Communications to 155 North Clark Street, Chicago

Let's Go, America

A unanimous chorus of resentment against the Axis powers and determination to beat them down was voiced in the many letters which flooded the office of *The Billboard* the past week. Despite the war effect on the coin machine industry all coinmen united in the common job of doing the job as quickly as possible and completely.

Associations, manufacturers, distributors and operators—all voiced that determination which has sprung from the unity of all parties and factions of the U. S.

"Let's Go, America, victory over our foe and victory as quickly as possible," declared Joe Schwartz, head of National Coin Machine Exchange, Chicago. "Let's get it over with fast, and let's give our utmost so that we can rid this troubled world of despotic dictators and once again resume normal business and normal life. Let's all enjoy a Happy Holiday knowing full well that everyone will do his part."

"Victory for the Allies," Says Allied Coin

"No matter what difficulties or hardships our Defense Program may impose upon all of us, we're 100 per cent with Uncle Sam," declares Sam Kleinman, head of Allied Novelty Company, Chicago. "Now, with manufacturing restrictions it becomes more important than ever that operators check their equipment and make replacements."

"United in a Common Cause," Says Monarch Officials

Now as our nation unites to win this war, it is of utmost importance that the industry's contribution toward that effort, even though it means sacrifice in many respects, will be pointed to as an example of real patriotism," declares Roy Danton, head of Monarch Coin Machine Company. "All in our industry are making an all-out effort and are with our country and president 100 per cent."

In the Militia

Jumping to civilian defense, Sam Dusan and Jack Lowrie, Minnesota coinmen and both pilots, are volunteering their services in the Minnesota Home Defense Force. Taran is head of the Mayflower Novelty Company, Minneapolis, and Lowrie is an operator in Washba, Minn.

Card Mottoes

Recently the Associated Operators of Los Angeles County, Inc., prepared a number of cards, each bearing an appropriate motto and several paragraphs enlarging upon that phrase. One of them is particularly appropriate in light of recent happenings. The card we have in mind, reads: "Loyalty is a Necessity. Loyalty is that rare quality of being loyal to your flag, your government, your cause and your friends."

"You will find it where a devoted allegiance has been asked and given from one to another. Loyalty is friendship and love in every sense of the word. It is a priceless gift."



Ben Sterling Jr., distributor of Moonie, Pa., is proud of his son, and sends this picture stating: "Ben Sterling Jr. (the junior, Jr.), home on a two-day furlough from Valley Forge Military Academy, sat down at the old man's desk to see how it feels. He has plenty of take-over—just when we don't know."

"All-Out Aid," Say Gerber and Glass

"All-out aid to Uncle Sam, and our allies," is the word of Paul Gerber and Max Glass. "The industry will do its part and operators will have to make such replacements which they may be able to secure. In any event, our first concern is Uncle Sam and we will do everything we can to help the industry, too."

"Uncle Sam Will Win," Declares Sam London

"Our country demands with goods the loyal support of every American and our organization, customers and friends are contributing in every way they possibly can to achieve victory. We see the necessity of keeping the wheels of business turning, too, and hope to contribute toward meeting the needs of operators in our territory."

Redd Ready With the Goods

W. S. Redd, Northwestern Music Company, Sterling, Ill., reports that his firm has devoted much time to gathering a large stock of good used equipment. We have a large number of machines ready to be placed on location," he declares. Redd also maintains a branch office under the name of Mississippi Vending Company, in Philadelphia, Miss.

Detroit

DETROIT, Dec. 20.—Morris Halperin and Morris Davis have formed the Michigan Vending Company to take over the business of the former Michigan Vending

LET'S GO AMERICA! KICKER and CATCHER

Ideal for Arcades

100% NEW!
100% MECHANICAL!
100% SKILL!
100% LEGAL!

Brilliant, original playing action entirely under player's control! A knockout for competitive play—loaded with "come-on"! Entirely mechanical—no wires—no batteries.

Latest Ruling
NO TAX
PENNY PLAY
\$29.75

F. O. B. Chicago

Investigate refund if tax has been paid.



Merry Christmas
Happy New Year

THE BAKER NOVELTY COMPANY INC.
1700 WASHINGTON BOULEVARD—CHICAGO, ILL.



GEORGE PONSLER
President



IRV MORRIS
Mgr. New York Office

JACK MITNICK

Manager

NEW YORK OFFICE

Our Wish . . . A Victorious Year!

TAX FREE LEGAL EQUIPMENT SALE!

World Five \$124.50	Tammy Girl \$ 50.00	Mini Empress \$180.50
Sky Fighter 175.00	Eight Stripes 154.00	Mills Empress with Adapter for Remora 224.50
Air Raider 100.00	Shoot-the-Cricket 94.00	Control 144.50
Champion Sam 44.50	Gasbell 130.50	Mills 1940 Three of Stars 144.50
Keeney Wall Game 18.50		

1/2 With Orders, Balance C. O. D. Write for List!

THE GEORGE PONSLER COMPANY

519 W. 47TH ST., NEW YORK ★ 11-15 E. RUTYON ST., NEWARK, N. J.

Company in which they were the principal owners. They will continue to operate cigarette machines exclusively.

"We'll Do Our Part," Says Gottlieb

Barney Greenberg and Ben Newark, of Atlas Automatic Music Company, are announcing a new three-wire and wire-less console model which they are introducing to the Detroit trade. Newark reports operators are buying all available Seeburg equipment.

CHICAGO, Dec. 20 (MR).—"First and foremost," says Dave Gottlieb, head of D. Gottlieb & Company, "is the necessity of all of us pulling together to help our government in this national emergency. Accordingly, we have offered our facilities so that we may do our part in the national defense program."

Play on music machines here has dropped a bit for the past week, as patrons in taverns and beer gardens have turned more to the radio in each location for the latest war news, but return to the machines in between news bulletins.

"I regret that I must inform the trade," he stated further, "in line with the new federal production rulings, that our allotment on the manufacture of our sensational jlt, Five and Ten, has been completely sold out for December."

Up near Bruce, Wis.—Bill Isette and George Webber, both of Kenosha, Wis., got their door. (Evidence herewith.) Isette is head of the Isette Coin Machine Company, Kenosha.

LET'S ALL PULL TOGETHER FOR A VICTORIOUS 1942!
OUR ENTIRE STAFF JOINS IN SENDING YOU
The Season's Greetings
INTERNATIONAL
MUTOSCOPE REEL CO., INC.
Wm. Rabkin
President
44-01 Eleventh St., Long Island City, New York



ADMIRER BY THOUSANDS OF PASSERS-BY, the above Defense Bond window display was arranged by the Brandt Distributing Company, Omaha.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Dec. 20.—With black-out warnings becoming less evident, and the aback of the declaration of war slowly wearing off, coin machine business showed signs during the week of going back into its normal groove. Jobbers and distributors report business on the slow side but operators report business clicking along as usual.

Back in Town

Tony Farina, of R. A. Farina & Company, is back in town after a successful business trip to Modesto, Fresno and San Francisco. While in San Francisco Tony was initiated, to his first blackout. . . . Leo J. (Hill) Silver reports that he is busy putting out Adam 1-cent outdoor gum venders in street car transfer stations and that business from them has been good. . . . Mr. and Mrs. Ray Vale were among those who attended the annual banquet and ball of the Pacific Coast Showman's Association held in the Biltmore Bowl of the Biltmore Hotel. . . . Associated Operators of Los Angeles County, Inc. is offering operators Defense Stamps when they visit the offices. Business has been good with operators responding exceptionally well. . . . Herb McGeellan has been on the sick list for the past two weeks but is expected back at his place of business soon. . . . Harrie Cohen of Hamilton Manufacturing Company, is out again after being confined to his home by illness. . . . Frank Jarrell, of Advise Manufacturing Company, is contemplating a trip east to Missouri and its environs for the holidays.

Mac Sanders Signs Up

Mac Sanders has volunteered his services to the sheriff's office for civilian defense. He will attend school for 60 hours to learn the ropes. In the meanwhile, Mac has bought himself a .22 rifle and is practicing in the lot behind his place. . . . Mac Mohr is back in the city from a trip thru the Phoenix area. He said that Evans consoles are going strong and that operators have been more than pleased with them and increasing in quantity lots. Darr's conversion of American Eagle has proved a life saver enabling operators to utilize their old Eagles by converting them into coin-operated machines. Mohr added that Baker's Pacer and Kicker and Catcher are holding up well. Mohr was on the road almost constantly last month calling on operators. . . . Phil Blair, of Exhibit, is back in the city after a swing thru the San Francisco territory. He reports that Big Parade is going strong.

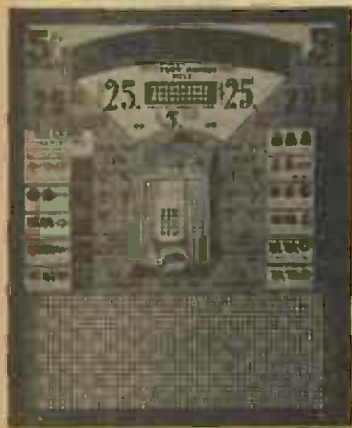
Shooting Range Added

Bill Bailey and Andy Lazzareschi, operators of Sportland, in Stockton, Calif., have added an ABT shooting range, the first in Northern California. Deal was set by Frank Kirk. . . . Johnny Hawley, serviceman for Mac Sanders, swears that his two-month old daughter, Carol, can talk. When questioned closely about the matter, Johnny admits, "Well, she laughs when she sees me." . . . Mario Castagnaro, president of Techniprocess & Special Effects Corporation and vice-president of Associated Producers Distributing, Inc., is in New York conferring with Harold Raymond, Associated Producers president, having stopped en route in Chicago to meet

distributors and arrange new deals. Castagnaro will be out of the city for several weeks. . . . George Buckmanof, Buckman Novelty Company, San Diego, made his usual visit to Los Angeles to visit W. E. Simmons of the Packard Pla-Mor Company. . . . Charlie Berkenmeyer, San Luis Obispo, is soon to put the finishing touches on his apartment building. . . . Fred Gaunt, of Trojan Novelty Company, reports things are moving along nicely in Nevada. He got the information from Nate Meek, Las Vegas music man, operator, when he visited the city recently. . . . Thomas E. Swab, Lone Pine Music, made a visit to the Jack O'Connell firm on a recent visit here. . . . Paul Johnson and Steve King, of Johnson & King, Long Beach, were in town recently looking over music machines with the view of adding some in the harbor district.

Lipps Picks Equip

Jack Lipps, Penny Arcade operator at Miramar, Calif., recently visited the Trojan Novelty Company to look over coin machines with the view of adding to his supply. . . . Louis Dunn, San Luis Obispo, recently visited the Paul Laymon firm. . . . Work on the Paul Laymon home in Pacific Palisades is moving right along. . . . Ray Russell, Riverside music operator, was in town the other day and was discussing the effect of the declaration of war on his business. He is located near March Field and Camp Haan. . . . Harry Hawkins, of Coupsy Games, is under a physician's treatment. . . . Tom Mohan, of San Jacinto and Hemet, recently made one of his regular trips to Los Angeles for a look-see on coin work. . . . C. S. Rudolph, Lompoc music operator, has been busy installing Packard Pla-Mor boxes he purchased upon a recent visit to the Packard company in Hollywood.



OPERATORS, WHY PAY OUT OF LINE PRICES? OUR SELLING PRICES ARE NOT CONTROLLED. HERE IS PROOF.

1000 HOLE MYSTERY VENDER (THICK)
Average Profit \$25.00

\$2.25 each

Mystery Vender is just the right size to make you money. We have more hot numbers. 100% of resistance in full with all orders.

A. N. S. CO.
312 Carroll St., Elmira, N. Y.

"At This Season"
Pause. Let's Reflect. Let's Give Thanks—that we have the Strength, the Will and the Resources to carry us to ultimate VICTORY!
ARCHIE A. BERGER
400 N. BROAD ST., PHILADELPHIA, PA.
YOUR "BALLY" MAN

QUALITY SPEAKS FOR ITSELF

PAYOUTS		FIVE-BALL FREE PLAY		FIVE-BALL FREE PLAY	
Three Balls	\$25.00	Program, 1 Ball	\$22.50	Handie	\$18.50
Four Balls	265.50	Arlington, 1 Ball	22.50	Powerhouse	22.50
Five Top	105.00	Buick	12.00	Formal	27.50
Jackie Parade	95.50	Red M.	15.00	Lucky	14.50
1938 Truckline	72.50	O'Boy	15.00	Range	14.90
1938 Kentucky Club	42.50	Commodore	15.00	Scoreboard	14.00
Paces Race, Blast	66.50	Yacht Club	17.50	Speed	14.50
Kentucky, 1 Ball	125.50	Roy	17.50	Problem	14.00
Long Shot	114.50	Jolly	17.50	Vegas	14.00
Early Time	34.50	Moose	19.50	Aviation	14.00
Early DW	22.50	Vacation	19.50	Supercharger	14.00
	1/3	Deposit With Order	Balance C. O.		

MODERN AUTOMATIC EXCHANGE, INC.
2875 CLEVELAND AVE., CLEVELAND, OHIO • 3507 SOUTH AVE., YOUNGSTOWN, OHIO

LET'S GO AMERICA!
Here's how
WE ALL
can help
BUY U.S. DEFENSE BONDS AND STAMPS
Season's Greetings
EMPIRE COIN MACHINE CO.

PENNY ARCADE MACHINES FOR SALE

- 10 Loan Mutoscope, Floor Size (No Pictorial)
- 10 Mills Drop Picture Machines (No Pictorial)
- 2 Mills Punchers Drop, Need New Bags
- 2 Mills Stamp Punchers
- 10 Mills Little and Strength Tester
- 10 Mills Logo Tester
- 10 New Name Plate Machine
- 1 Harvard Name Plate
- 1 Old Electric Boris Nickel Slot

Lot of other Arcade Machines, part sold in nice shape few years ago.
A Box Ball Alley; 1 Shooting Gallery.
Look them over. Will consider coming around with reliable party with other machines and discuss the mechanical end.
J. B. TRENT, Lynchburg, Va.



H. P. HUBERTZ AND E. G. HENRY, engineers for Buckley Music Systems, Inc., are the men who had charge of engineering of the Buckley Illuminated Music System. (A.S.)



Operate Mills 4 Bells and soon you'll be salting it away for fair. All operators on the inside have no hesitation in pronouncing 4 Bells the greatest coin machine ever built. See it at your distributor's Mills Novelty Co., 4100 Fullerton Ave., Chicago.

San Francisco Assn. Aids Program Of Civilian Defense

SAN FRANCISCO, Dec. 20.—Amusement Merchants' Association, Inc. of San Francisco, has taken an active hand in the Civilian Defense Program within the scope of its activity. They have furnished to 1,500 small retail merchants copies of air raid precautions and instructions which were posted in the locations for instruction of patrons at all. Instructions for injuries and a list of hospitals were also furnished.

Indicating their desire to serve on Civilian Defense they dispatched a letter to Gov. Culbert L. Olsen of California, with similar letters to the mayor and chief of police of Los Angeles and to the co-ordinator of Civilian Defense for the area.

The letter to Gov. Olsen stated: "As

the last meeting of the board of directors of this association, I was instructed to inform you that the facilities of this organization and its entire membership are at the disposal of the Civilian Defense Council. In order that you may know what we have already done, I am attaching copies of bulletin and instructions that have been sent to 1,500 small retail merchants in San Francisco. The response to this bulletin has been very good and we find from a survey we have made that many of these 1,500 localities have posted this information in a prominent place that all may see.

"We hope that we can be of service to you, and that you will remember we are yours to command. (Signed) Sidney Mackin, managing director."

The Power of Music

By F. J. A. FORSTER

MUSIC has great humanizing powers and today, perhaps more than in any other period in history, is a force needed to humanize our thoughts, our actions, our feelings toward our fellow man—employer and employee. Music in its capacity for doing good comes next to the sacred influence of the pulpit. It exists for the expression of varied emotions—sadness, longing, hope, aspirations toward the unobtainable or the indefinite and, therefore, can be a dominating factor in creating a balance.

From the earliest ages, music has been the companion of labor—the chant of the boatman floats upon the water, the shepherd singing upon the hill, the milkmaid in the dairy, the plowman at the plow—the singing heart is a symbol of peace within.

Practically every important set of scenes in life is accompanied by music. Music is a universal language. It means more in everyone's life than any of us realize, and its power would be better understood if for a given period we were to hear no music.

The power of music is yet undeveloped.

"Optimism, Keynote Of U. S.," Says Hood

CHICAGO, Dec. 20 (MR).—"Optimism has always been the keynote of success with all Americans and we know that with our fortitude, our ability, our high standards of living, and of prime importance, the ingenuity and determination of free men, these are the factors that will bring victory to Uncle Sam and his allies. To achieve victory and resumption of normalcy, we all have to forego many of the things we are accustomed to," declares R. W. (Dink) Hood, head of H. C. Evans & Company.

"Needless to say, H. C. Evans & Company stand ready to do their part in the interests of the national defense program," he continued.

"Hood expressed my sentiments as well as all of us," said Rex Shriver, sales manager of the firm. "But let me add," he concluded, "that with curtailed production, orders will have to be filled in order of receipt."

PULL TAB SHEETS

Each sheet contains numbers concealed under the pull-offs and they run from one up according to the size, thoroughly mixed. The players select the names they desire which are on the sheet and pull the tab off, recording their names in the spaces provided for this purpose. After all tabs are pulled, the seal at the top of the sheet is opened and the winning name revealed.

Size in stock for immediate delivery are as follows:

80 No. Yellow	9"x6 1/4"	\$48.60 Per 1000
85 No. Red	8"x7 1/4"	42.95 Per 1000
100 No. Yellow	9"x8"	57.75 Per 1000
120 No. Red	8"x9 1/2"	55.85 Per 1000

When necessary you can make up tickets for fund raising campaigns by adding one or more pages.

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 HARVARD AVE. CHICAGO, U. S. A.

NEW DIFFERENT EXHIBIT ARCADE MACHINES

FTU

RADIOGRAM STATION • THREE WISE OWLS
MAGIC EYE • NAUGHTY PECKS • RAMASEE'S
LOVE NESTS • SCREEN TEST • MAGIC HEART
PIKES PEAK BIKE RIDE • SMILING SAM
BAG PUNCHING • CHINNING MACHINE
PIST-STRIKER • COCKEYED CIRCUS
KISS-O-METER • THREE WHEELS OF LOVE
THE GREAT WHATSIS • POST CARD VENDERS
FOOT VITALIZER ETC. • ETC. • ETC. • ETC.

ALL PROVEN MONEY MAKERS
(NO LOCATION FEE ON THESE MACHINES)

WRITE • PHONE • WIRE
for BIG ILLUSTRATED CIRCULAR

1941 PLAN FOR A MODERN
Hotel • Casino • Large VENUE ARCADE open request.

EXHIBIT SUPPLY COMPANY

4222-30 WEST LAKE ST. CHICAGO

40 DIFFERENT POST CARD SERIES for EXHIBIT POPULAR CARD VENDERS Now Ready!

"I'm Wishing You a Merry, Merry Xmas And A Happy, Prosperous New Year,"

HARRY J. MIELE, MGR.

WILLIAMSPORT AMUSEMENT COMPANY

321 Hepburn St., Williamsport, Pa.

CAN USE QUANTITY

STONER'S TICKET TURF CHAMPS

Write best price, condition, quantity in first letter.
BOX D-144, Care The Billboard, Cincinnati, O.

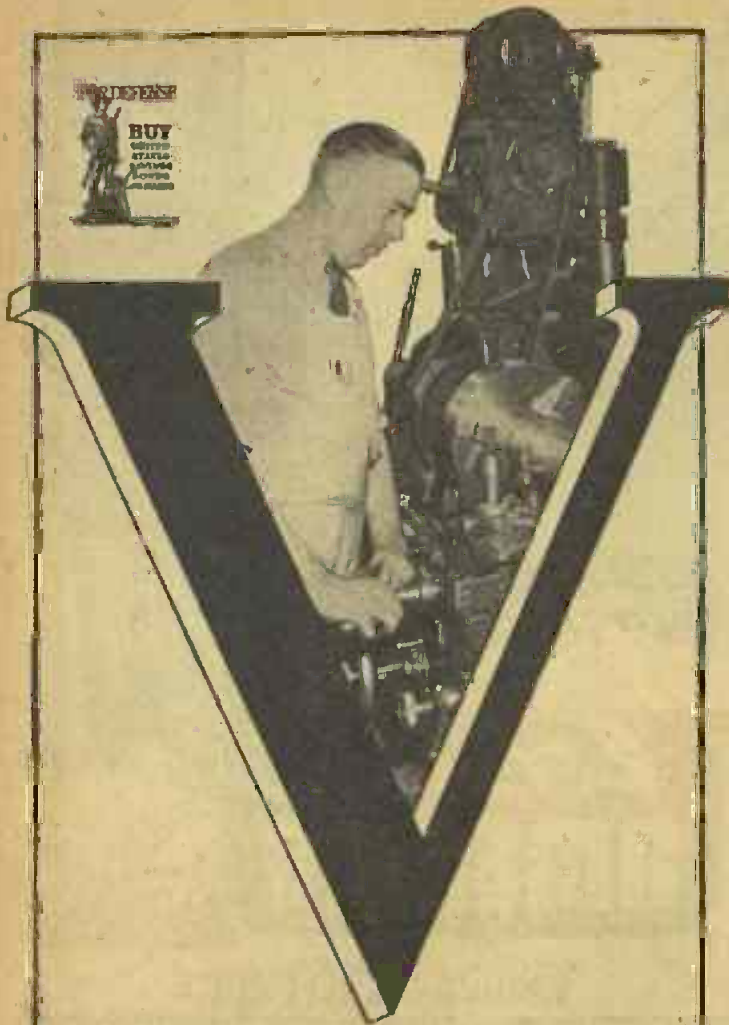
America in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

MILLS PHONOGRAPHS BELLS TABLES

Distributor CONSOLES

KEYSTONE NOVELTY & MFG. CO.

204 & 210 Madison St. Philadelphia, Pa.
Baltimore Office
215 Cathedral St. Baltimore, Md.



Yes . . . he is a Bally mechanic, working in the Bally factory . . . but the product he is fashioning with all the sharp skill at his command is definitely not for amusement only. He is helping Uncle Sam build for victory! During the past year, a considerable part of the Bally factory has been devoted to Defense production. Now plans are being rushed to convert additional Bally assembly lines to the task of winning the war. Within the limits of industrial duty, we continue to serve the American operators—who, in turn, are serving America by providing the convenient, low-cost recreation so vital to morale.

May the holiday season bring home to the hearts of all coin-machine men the blessings of American life, which you now proudly fight to defend.

BALLY MANUFACTURING COMPANY 2820 BELMONT AVENUE CHICAGO - ILLINOIS



HERE'S A LINCOLN (Neb.) location that didn't have floor space for a phonograph, but Grand Distributing Company, Whittier distributor for Omaha, solved the problem by mounting the machine high on the wall and operating it by remote-control device. (MR)

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

After the initial excitement of our entry into the war, the coin machine companies have settled down for the duration with calm optimism for ultimate victory. They know that many restrictions and barriers will harry their business in the days to come, but they are fully prepared to carry on to the best of their ability.

Operators of all types of amusement equipment and music expect their machines to pick up after last week's drop, and improvement is expected to continue. The public will be seeking relaxation and amusement for nominal sums and the coin machine will be the outlet.

Returning Vacationists

Nat Cohn and Harry Rosen returned from a three-week vacation in Florida. The day they showed up at their offices a small convention of operators and distributors took place in their showrooms. Incidentally, Modern Vending Company received a mention in *Dun's Review* (November issue) on its Minute Men phonograph display in a dozen places in New York.

New Quarters

Barney Bugerman and Abe Green (Royal Music) are supervising the construction of their new quarters in Newark, N. J., and expect work to be completed within a few weeks.

Defense Parade

Harry Peart, of Keystone Vending Company, New Jersey, has his entire staff buying Defense Bonds. Harry is permitted to deduct a part of the salaries of his people each week for the purchase of the bonds.

Have You Bought Your Bonds?

Arlene Sedell, attractive secretary at Seaboard Sales, was flashing her own war poem on visitors. Her loyalty included her company, and pointed out that Genco's Victory tied up with the general victory motif of the war.

Holiday Greetings

Tony Caspario extends the Holiday Greetings to his family in London thru these columns, altho he hopes his personal message gets thru before *The Billboard* is delivered across the pond.

Manhattan Distributing is running a Christmas party for its staff Wednesday (24). Invitations have been passed out to the unaffiliated branches of the service. Merry Thorne, manager, has joined the State Home Guard and is learning how to handle a gun.

Here and There

Styvia Schulman, Georgia Panser's private secretary for the past five years, retired this week for the life of ease and comfort. Her place is taken by Lillian Gould, a newcomer, but one who comes up to the high standard of intelligence and beauty set by the industry.

Pete Semmelhack, a Panoram operator in New York, regrets he didn't go into the price-cut business some years ago. He's a heavyweight, tall and built like a brick house, and states confidently he could lick the current bunch right now.

Irving Mitchell, of I. W. Mitchell, is conditioning the vendors his ships as thoroughly as he does amusement machines. The latter, he claims, "are 100 per cent perfect, as all my customers all over the country know."

Buy Defense Bonds

Lou Cantor admits he's a farmer and owns a farm at Ellsloh, O. Lou raises pigs and cattle. . . Dave Simon advises that Keeney's Submarine is getting a heavy play, both in sales from his office and in location.

Mario Castagnaro, of Associated Producers' Distributing, Inc., Hollywood, and Sam Lucas, APD distributor from Detroit, were in town last week, grateful over the swell reception movie machine operators

LET'S GO AMERICA!

FOR DEFENSE

BUY UNITED STATES SAVINGS BONDS AND STAMPS

SCIENTIFIC MACHINE CORP. 21 STEUBEN ST. BROOKLYN, N.Y.

FOR A Merry Christmas AND A Prosperous New Year BUY

MILLS Four Bells—Jumbo Parade Free Play—Jumbo Parade Payout—Larsh Parade Combination with Mint Vendor—Chrome Bell—Eurus Bell—Brown Front Bell—Q. T. Bell—Vest Pocket Bell—Owl. BALLY Club Bell—Yard King—Hi-Hand—Pimlico KENEY Fortune—Sky Lark—Super Bell Free Play and Payout—Two Way Bell—Four Way Bell. CHICAGO COIN AND Star Hockey. GENCO Victory. GOYTLIEB Five and Ten. EXHIBIT Big Parade.

WE ARE HEADQUARTERS FOR NEW AND USED ARCADE EQUIPMENT TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT OR C. O. D.

MONARCH COIN MACHINE CO. 1345 N. FAIRFIELD AVE (PHONE ARMITAGE 1037) CHICAGO

WRITE FOR BRAND NEW PRICE LIST

FORWARD TO VICTORY!

AS AN INDUSTRY—TO HELP MAINTAIN AND BUILD MORALE, AS MEN—TO GIVE OUR ALL—WITH PRIDE AND FAITH AND BELIEF IN OUR GREAT PRINCIPLES!

"SHUGY"

Royal MUSIC COMPANY 641 HUNTERDON ST., NEWARK, N. J.



TORTEL KORLING, JAMES MANGAN AND FRED MILLS, photographer, Mills Novelty Company ad manager and Mills president, respectively, get together as Korling signs release of baby picture which was used in Mills Defense Bond advertisement. The U. S. Treasury Department has asked for release of the photo for special use. (MR)

are getting their new release featuring...
December Nelson's Oh, Johnny!

Fast Flashes

Charley Rubenstein, Hartem arcade operator, gets a strong play from soldiers and sailors visiting the upper reaches of the city. Charley is a veteran in the arcade field and knows how to entertain the servicemen in the way they like best.

Moore Mandell, of Northwestern Sales, states that merchandise vendors have shown increased revenue returns in all types of locations during 1941, with machines in defense plants doing particularly well.

Pete Hagedorn, of Jersey Specialty Company, Chicago, N. J., is located in the heart of the airplane industry. This particular section of the East is boom coun-

try and all locations are basking in the sunshine of prosperity, Pete reports.

Coming and Going

Dave Stern, of Royal Distributors, Elizabeth, N. J., was visiting on coin row and wore an ordinary felt Stetson. Scared to wear your high hat on 10th Avenue. Dave?

Byrnie Budin and Mike Munves spent some hours on coin row prior to taking a train to Chicago. . . . Howard Pro was in again from Rochester, N. Y., for a few days last week.

Frank Hart, of Eastern Automatic, Newark, N. J., paid a visit to coin row, smiling and poppy as usual. Frank is turning over the money he usually spends to go to the Chicago convention to his wife with instructions to buy Victory Bonds.

"Bip" Chasgold, sales manager of Arthur H. DisGrenier, Inc., out of town again for a few days, and Jimmy Martin, firm's Chicago representative, back from his Mexican vacation with interesting experiences to talk about, especially the one where he was caught in the Los Angeles blackout.

Bernie Sossena, of American Automatic Amusements, Hartford, Conn., spent a few days on coin row and claims Gottlieb's Five and Ten "is one of the year's best amusement games." . . . Seymour Pillech, Ponsar's pin game manager, was away on the road for the best part of the week.

Party

Modern Vending Company has made elaborate plans for a Christmas party for the staff to be held Wednesday (24). Nat Cobb has made arrangements for some of the leading orchestra leaders to be present. Nat will present the staff with Defense Bonds for Christmas presents.

Defense Bond Buyers

Bill Rabkin is saying it with Defense Saving Bonds this Christmas. International Microscope Reel Company executives, admen and shop foremen are receiving bonuses in the form of Defense Bonds. Instead of the regular Christmas party the firm is giving each employee a fruit cake and a bottle of wine to take home and share with the missus.

Leo Willens and Murray Wiener, G-Need-n-Pak executives, vying with one another in the purchase of Defense Saving Bonds and letting an example for the firm's personnel which is bearing fruit in other large purchases.

Dave Robbins, another large purchaser of bonds, with his purchases now running into thousands of dollars.

Buy Defense Bonds

Arcade and park men are apparently playing it safe and antedating their requirements early for next season. They're keeping Max Levine, of Scientific Machine Corporation, busy taking orders on his line of X-Ray Poker tables.

Hilda Schwartz, of Manhattan Distributing Company, insists that the rumors of her engagement were strictly that—only rumors. Hilda claims she hasn't made any choice from among her many boy friends. She also objects strenuously to being classified as a switchboard operator—she's a receptionist.

Eddie Lane's "Let's Play House" just off the press.
BUY DEFENSE BONDS.



... — With Liberty and Justice for All!

IT'S A BIG JOB BUT WE'LL DO IT!

Let's Go AMERICA

Holiday Greetings

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Season's Greetings

To our many friends throught the industry we extend our sincere appreciation for their patronage and good will.

Please accept our heartiest good wishes for a Merry Christmas and A Brighter New Year

GROETCHEN TOOL COMPANY

QUALITY FIRST:

Sky Ray	\$39.50
Speed Ball	40.50
Super Chrome	60.50
Whirlizer #16, Revamped	69.50
Whirlizer 24	149.50
Rollie Standard	141.75

Credit to Responsible Ops • Write for National's "Newells"

American Photograph Foundry Center

NATIONAL NOVELTY COMPANY

101 MERRICK RD., MERRICK, L. I., N. Y. All Phone 1921 PCNY 2170

NEW BRANCH: 585 Tenth Ave., NEW YORK CITY



ROTOR TABLES
NEW! Tops for steady
In metal \$89.50 to
\$120. Write for details!

Season's Greetings

from

B. D. Lazar Company

1635 FIFTH AVE. PITTSBURGH, PA.
1425 N. BROAD ST. PHILADELPHIA, PA.

SPECIAL!!!!

Guaranteed Like New

MILLS LATE MODEL FOUR \$245.00
BILLS Cash and Check

MILLS LATE MODEL JUMBO \$89.50
PARADE Cash—Check Mod.

BALLY Royal Flush \$69.50

WE HAVE EVERY TYPE OF COIN OPERATED MACHINES, NEW OR USED. WRITE FOR PRICE LISTS AND CIRCULARS.

SICKING, INC.

1401 CENTRAL PKWY., CINCINNATI, O.
927 E. BROADWAY, LOUISVILLE, KY.

WANT

THREE EXPERIENCED
PAYTABLE AND SLOT
MECHANICS

Only experienced need apply. Write or call us.

AUTOMATIC CIGARETTE SALES CO.

24th and Market Sts., Wheeling, W. Va. Telephone, Wheeling 5315.

WANTED

16, 20 and 24 RECORD
PHONOGRAPHS

(Berberg's 20 Rec. Preferred)

ALSO JAILBIRD, CHICKEN SAW, SMOOT THE CHUTES, RAPID FIRE AND SKY FIGHTER SHOOTING MACHINES.

W. B. NOVELTY CO., INC.

1103 Washington Ave. ST. LOUIS, MO.

LET'S GO AMERICA!



CHICAGO COIN MACHINE CO.
Pledges
ALL AVAILABLE FACILITIES NEEDED FOR AMERICA'S WAR EFFORT...
 with the remainder of our production we will make morale-building amusement machines that will keep America entertained — that will keep American chins and thumbs up... It's a big job but we'll do it!

Buy
U. S. DEFENSE BONDS and STAMPS

Chicago Coin **MACHINE CO.**

1725 W. DIVERSEY • CHICAGO

SAVOY VENDING CO. 451 ATLANTIC AVE. BROOKLYN, N. Y.
NOW DELIVERING!
CHICAGO COIN'S LATEST SENSATION "ALL STAR HOCKEY"

Get in touch with your local Jabber and Distributor for immediate delivery

Rock-Ola Bonus To All Employees

CHICAGO, Dec. 20.—Christmas bonuses totaling approximately \$25,000 will be paid by the Rock-Ola Manufacturing Corporation, Chicago, to its employees, it was announced by David R. Rock-ola, president.

All employees of the company whose compensation is not based on the volume of business secured and shipped will be given bonuses Wednesday, December 24. Employees scheduled to receive Christmas checks number approximately 750, Rock-ola said.

The bonus will amount to one-half of 1 per cent of the individual employee's gross earnings for the 11 months from January 2 to November 29, 1941. An additional bonus of one-fourth of 1 per cent of gross earnings for these same 11 months will be paid each employee on the pay roll as of November 29 for every 26 weeks of employment prior to January 2 of this year.

At the present time the Rock-Ola Manufacturing Corporation is devoting about 70 per cent of its entire production to defense work. Among the most important items of its defense production are ammunition containers and airplane parts.

A portion of the plant facilities for the production of coin-operated phonographs has been converted for national defense equipment. Thus, despite the government orders curtailing manufacture of coin-operated machines, it is expected that the company will still maintain its normal business. That portion of the plant facilities devoted to the manufacture of furniture has a volume of business in excess of normal.

MR. AND MRS. BRYAN McCULLOUGH and son Kent were recent visitors at Exhibit Supply Company, Chicago. McCullough operates under the name of the Midwest Novelty Company, Great Bend, Kan. (MR)

Reconditioned

FREE PLAY GAMES

Alibi	\$22.50	Lite Light	\$17.50
Big Teen	12.50	Lite-O-Gard	17.50
Big League	18.00	Metro	24.50
Big Chief	23.50	Myrtle	20.50
Band Wagon	22.50	Blackout	18.00
Big Time	23.50	Progress	17.50
Chastity	19.50	Playball	48.00
Circle	19.50	French	18.00
Formation	17.50	Perfection	17.50
Flora	19.50	Red, White & Blue	20.50
Flower	20.50	Star Attraction	28.50
Gold Star	19.50	Star Line	10.50
Gold Cup	23.50	Stray	57.50
Glaucous	12.50	Sure Buzz	22.50
Jolly	16.00	Star	27.50
King Up	16.00	Yacht Club	25.00
Ladder	22.50	Zig Zag	05.00
Lead Off	20.00	Zodiac	27.50
Lenditac	27.50	Bally A Boy	24.50
Silver Station	30.00	Parade	28.50
Score-Keep	19.50	Topper	48.50
Score Card	16.50		

1/3 Deposit—Balance O. O. D.

J. H. WINFIELD CO.

901 1/2 Main Street Buffalo, New York

Jennings' Silver Moon Chicks NEW

54	\$140.50
102	145.50
250	150.50
500 Special Corook, 500	250.50
Slightly Used Brown Plastic Cases with Metal	175.00

WE BUY FOR CASH

Extraordinarily and Also Front Sells, Also condition, serial number and price.

REX DISTRIBUTING CO.

254 Lake Street, BEMO, ILL.

WANTED—SLOT MACHINES

MARIE TANGER, PHONOGRAPHER, Will Buy Any Quantity

Western Distributing Co.

2710 Live Oak St. DALLAS, TEXAS Phone 73-1422

Buy U. S. Defense Savings Bonds and Stamps

For Victory **"Keep 'Em Flying"**

CONTAINER MFG. CO.
 1825 - 1833 CHOUTEAU AVENUE
 ST. LOUIS, MISSOURI

★ **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.

WANTED—PENNY ARCADE MACHINES

Large operator is in the market for ALL TYPES of Penny Arcade machines. Pays cash! Send complete list immediately, giving condition and best prices first letter. BOX No. D-124, The Billboard, Cincinnati, Ohio.

Buy U. S. Defense Savings Bonds and Stamps

See
**Bernie
Somen**

IT'S 100 TO 1 YOU'LL WIN
BIGGER PROFITS WITH
FIVE & TEN
THAT GREAT GOTTLIEB GAME
HAPPY HOLIDAYS

Official Factory Sales Agents in New
England and Upstate New York for
D. GOTTLIEB & CO.

**AMERICAN AUTOMATIC
AMUSEMENTS, INC.**
356 Homestead Ave., Hartford, Conn.
(Phone 5-2184, 5-2185)

'KEEP YOUR GRIN UP'
**SAYS
BERT
LANE**

WE'RE 'ALL OUT' FOR

VICTORY

Heartiest
Season's Greetings

SEABOARD SALES, INC.

618 10th Ave., N. W. Wisconsin 7-6688

FOR SELF DEFENSE
USE
**BALTIMORE HANDYSET
LOCATION AGREEMENTS**

DESIGNED FOR ALL TYPES OF MACHINES
FOR THE PROTECTION OF ALL OPERATORS
IN ALL STATES.

REMEMBER: We will be glad to
help you design all specially printed booklets.
We are making **IMMEDIATE DELIVERY** of
all our special stock forms for the coin
machine industry.

For Free Sample and
Information Write to
BALTIMORE SALESBOOK CO.
W. 41ND ST. NEW YORK CITY
Attention of: Chas. Fleischmann

Buy U. S. Defense Savings Bonds and
Stamps

**Minneapolis Distribs
View War Footing**

MINNEAPOLIS, Dec. 20.—Confronted with a definite curtailment because of this country's entry into World War II, leaders of the coin machine industry in the Twin Cities and Northwest nevertheless have pledged their wholehearted support to their country in this all-out campaign to defeat the Axis aggressors.

"We may be lucky to remain in business," was the general consensus of the coinmen, "but we will do everything we can to help our government."

Several distributors pointed out that they would speed up the sale of Defense Bonds and Stamps which their firms had undertaken some months ago.

"Not only will we urge our fellow coinmen to buy more bonds," one distributor said, "but we ourselves will buy—and buy—and buy Defense Bonds."

"Distributors," said Sam Taran, head of Mayflower Novelty Company, "will be hit. Operators will be able to continue with what equipment they already own. This is total war and all of us will sacrifice."

Harold Lieberman, of Acme Novelty Company, looks ahead to a strong market in used equipment in the present emergency. There will be a definite shortage of new merchandise, both in pinballs and in automatic phonographs, he believes.

"We must all be prepared to make sacrifices in defense of our government," Jonas Bealer, executive of Hy-G Amusement Company, emphasized. "I believe that used equipment will enjoy a prosperity it has never experienced before. So far as Hy-G Amusement Company is concerned, we plan to concentrate our efforts on the sale of Defense Bonds and Stamps. We won't stand in the way of any enlistments on the part of our personnel, and men joining our nation's colors will leave our firm with the knowledge that we wish them well and are 100 per cent behind them."

This attitude, while expressed by only a minority representation of the coin machine industry, was nevertheless indicative of the entire field. The attitude seems to be: "They asked for it! Now they've got it," said the United States of America is going to "kick hell out of them."

**Washington Distrib
Gives Party, Bonus**

WASHINGTON, Dec. 20.—Ira T. Byram Jr., head of the Silent Sales System, reports that his firm is holding its annual Christmas party today in the main showroom. "All 54 of our employees will have a merry time with our own Santa Claus, Christmas tree, eats and drinks galore, entertainment and a Christmas bonus check to every employee according to length of service and earnings."

"A portion of every employee's bonus will be to Defense Bonds and Stamps, which we hope will start them all off in buying Defense Bonds if they are not already doing so."



JACK BERGER, head of Newark (N. J.) Coino, has built up a reputation as one of the leading coinmen of the State during the past year. (DR)

LET'S GO AMERICA!
★ Here's how ★
★ WE ALL ★
★ can help ★
BUY U.S. DEFENSE BONDS and STAMPS

**Season's
Greetings**
WE ARE COMPLETELY SOLD OUT
ON OUR DECEMBER PRODUCTION OF
FIVE and TEN
D. GOTTLIEB & CO.
1740-1150 N. KOSTNER AVE. CHICAGO

**THERE'S NO HISSING
THESE PROFITS
LOOK...**

HISS THE VILLAIN! He's a scoundrel—but what a money maker! 1000 RE Holes ... \$ per sale ... Slot symbols ... Takes in \$50.00 ... Total average payout \$26.00 ... Additional profit from RE Arrangement \$3.20 ... Total average profit \$27.20 ... SEMI-THICK 3-DI-MENSIONAL DIS-CUT BOARD.

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

FREE PLAY GAMES	FREE PLAY GAMES	GURP & LEGAL EQUIP.
Sirafoller	Street Race	Roller Fire
Light House	Permit	Defender
Captain Kidd	Crowling	Bull's Eye
Ten Ball	Times Up	Alf Rider
Presidents	Big Time	Cricket Ball
Star Wars	Hard Wagon	Anti Aircraft (Brown)
Pan American	Broadcast	Photo Peek

AJAX NOVELTY CO.
16 Spruce Street, DETROIT, MICH.

WANTED!! 100 NEW CUSTOMERS!!
BY NEBRASKA'S OLDEST DISTRIBUTOR!
Here's what we've got to offer—The finest new and used machines of all the leading manufacturers at the **RIGHT PRICES!** We feel sure that our prices, our service and our dependable staff will make YOU our customer! **CONVINCE YOURSELF! WRITE FOR OUR PRICE LIST TODAY!**
TONY MANGANO, HOWARD SALES CO. 1200 Vermont St. OMAHA, NEB.

Let's Go America!

The Coin Operated Machine Industry is an important sustainer and builder of morale since it provides amusement and entertainment at low cost



Buy
U. S.
STAMPS
and
BONDS!

This factory stands willing to take its share of orders for war materials - There's a big job ahead, but America will do it!

J. H. KEENEY & CO. Inc.
THE HOUSE THAT JACK BUILT
2001 CALUMET AVE. CHICAGO, ILLINOIS

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **RECONDITIONED COIN MACHINES USED!**



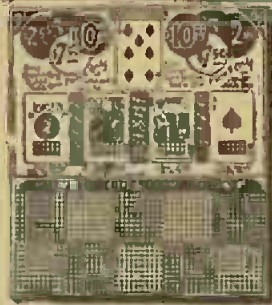
LET'S GO AMERICA! Greetings

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> ABC Reader Star Attraction Foot Pad Toto 511 Sky Blazer Belle Moon Hi Hat Captain Kidd Big Zag Crystal Gazer Shoe Boat Top Spot Simon Beach 41 Stripes Snappy Super Chime Dudley Play Ball (Ball) Harrop Sea Hunt Down Town Four Diamonds Wild Fire Sun Beam School Days | <ul style="list-style-type: none"> Broadcast Four Roses Spot Parade Green Up Venus Blaze Statue Target Ball Zombi Attention All American Plumber | <p>WHITE</p> <p>FOR SPECIAL PRICES</p> |
|--|--|--|

Write For Prices On New And Used Slots And Consoles

PHONE: CAPITOL 4747
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

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PERMANENTLY
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EVERY
PHONOGRAPH
YOU OPERATE**

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