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The Billboard

The World's Foremost Amusement Weekly

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THE ANDREWS SISTERS

OF DISKS *and* DOGHOUSES...



ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N.Y.

May 7, 1941.

Billboard Publishing Co.,
Palace Theatre Building,
1564 Broadway,
New York City.

Gentlemen:

When we published "DOGHOUSE POLKA", we were naturally interested in getting a number of bands to make records of this tune.

In an effort to promote interest in the tune, we ran advertisements in the January 18th and February 1st issues of the Billboard.

The response to our advertisements was surprising to say the least! We received inquiries about the number from points as distant as Fairbanks, Alaska, which was most gratifying, as it immediately showed us the drawing power and wide circulation of the Billboard.

Each of the three major record companies have recorded "DOGHOUSE POLKA". Columbia brought out an Okeh record by Tommy Tucker, RCA Victor released a Bluebird record by Art Kassel and Decca brought out a record by Jolly Jack Robel.

With the kind cooperation of Mr. Joe Higgins, Mr. Leonard Joy, Messrs. Bob Stevens & Dave Kapp, the Billboard certainly took "DOGHOUSE POLKA" out of the doghouse.

More power to you.

Sincerely yours,

ROY MUSIC CO. INC.


O. B. LaPrenerie, Pres.

OBL/GS



This letter from O. B. LaPrenerie, President of Roy Music Co., Inc., barks for itself. A kennel-full of publishers have used The Billboard to call the attention of the recording industry to their tunes and to tell music machine operators about records made of their numbers.

The reason is as obvious as a Dalmatian's spots. It's simply that The Billboard is read each week by the key men in the recording industry as well as by every important music machine operator in the United States.

TREND TO SMALL COMBOS

EDITORIAL

Things That Hurt Unions

We object to jurisdictional disputes between unions that catch the employer, and often the employees, in the middle.

More and more, instances are called to our attention in which two or more unions are fighting to put their members into the same job. The union that loses usually pickets, giving the employer a headache. And the union that wins is not always the free choice of the employees involved.

Not only that, but too often unions do not secure members by convincing them that the union is the proper place for them. Instead, unions are finding it a more effective and a lazier and easier method to organize thru the employer or thru agents and bookers. This is a blitzkrieg method that traps new members, but it certainly makes a joke of the guarantee that a man can join the union of his own free choice.

Then there are unions that wander far off into fields that can hardly be called collective bargaining. The James Petrillo order that bands must play the national anthem, regardless of the wishes of the musicians themselves, the employers or audiences, is a good example of what we mean.

These are only some of the abuses. We do not claim these abuses are typical among all theatrical unions. We do not claim these abuses are reasons to denounce all unions. We do not urge curtailing of unions in any way. But we do want to let the unions know that continuation of obvious abuses will alienate public sympathy, cause dissension within the unions, and give employers and anti-unionists a wonderful opportunity to denounce unions.

If this piece will make some union leaders stop and think, fine. If it makes more union members take an active part in their union affairs, better still.

Chas. Ringling Tax Case Is Compromised

WASHINGTON, Oct. 11.—Federal tax case against Edith Ringling, executrix of the Charles Ringling estate, has been compromised for an undisclosed figure. It was learned this week-end at the United States Board of Tax Appeals. By this settlement total tax deficiencies plus interest and penalties amounting to \$907,131 were discharged from the government docket.

Three separate cases covering tax deficiencies between 1918 and 1932 were prosecuted against the estate. One case concerned \$471,608 which the government claimed due from 1918 to 1922 plus the year of 1926; another \$119,970 was claimed for the years 1923 thru 1935, and in a third case \$315,394 for the years 1927 thru 1932 was claimed.

The U. S. board in its disclosure declared "a sum offered in compromise thereof, which sum has heretofore been paid in full." It is understood that settlement of this tax case does not involve government suit for alleged back income taxes from John Ringling North, which is in the hands of the Department of Justice and now pending in Federal Court of Florida.

Hotel Spots Using More of Them For Bars, Lounges, Relief Music; Long Runs, Tips, Plenty of Work

NEW YORK, Oct. 11.—The current defense program, which is stimulating show business in many sections of the country, is resulting in severe shortages of talent among smaller cocktail units. Hotel and cafe operators, feeling the need of live talent, are turning to small musical combos, strofers and cocktail units. These small units are preferred because of the low cost involved. In many areas, especially around New York and Chicago, there has been a notable increase in spots using small orks or combinations.

General Amusement Corporation has approximately 40 cocktail units working. This department was started about six months ago and is being handled by Harry Kirby and Frank Hanzhaw. A greater concentration on cocktail combos is also seen at William Morris Agency, which is starting to book smaller orks. Eddie Smith, indie agent, is also lining up cocktail units.

Leader in the field is Music Corporation of America, with 225 small units in

hotels and cafes. About 80 of them are booked out of the New York office by May Johnson and Otto Siefolt. Miss Johnson claims there is still room for new combos.

These units are easy to handle and sell, as, once a combo is booked, the engagement may last for as long as a year, with requests coming frequently.

The field offers steady employment and has caused several leaders who formerly handled big bands to drop about 10 musicians and book as a cocktail combination. Teddy King and Sleepy Hall, who formerly worked in front of big bands, have been finding prosperity with smaller groups.

While commissions paid to bookers are not hefty, the ease with which the jobs are booked and the steady income derived from them make this department extremely profitable.

The musicians, on the other hand, not only find employment at scale or above for long terms, but often get tips (See **SMALL COMBOS** on page 31)

Near Sellout at Garden Rodeo Opener; Advance Ticket Sales Big; Autry Again Is Featured

NEW YORK, Oct. 11.—Madison Square Garden brought in its 16th annual rodeo Wednesday night and the house, which has a capacity of nearly 15,000, came dangerously close to a sellout. Even with the usual paper, it stands as the best opening-show crowd in the history of the fall classic. Paying customers numbered about 11,500. Advance sale assures a terrific take for the 19-day series which began its life in the present arena under Tex Rickard back in 1926.

Current layout is practically a replica of the 1940 opera, which first saw Gene Autry as stellar attractions. The cowboy vocalist of Republic Pictures, who also peddles Wrigley's delicious via Sunday afternoon, appears in two spots. An unscheduled highlight of his turn last year had him unburied and dropping to the ground. At this year's preem his naga, Champion and Champion Jr., took a powder from an improvised ring in which they do a routine Liberty chore and

biked around the place. Autry went to the mike and explained that the horses acted that way because they saw the Dodgers perform. This statement was received with hisses—but loud. The alfalfa warbler then tried to cover his inept statement by claiming allegiance to the Bruins from across the river. This obvious try at getting back into the customers' graces brought a compound of Brooklynese jeers and Bronxian cheers, which happen to be practically identical.

Autry's second entry shows him as the mounted glamour boy in Event 9, which features six pretty Babe's Girls in a Cutting-Out Contest in which the idea is to have each doll separate a longhorn steer from the herd. They do this stunt competently. Autry's horses come in with phofo hooves which are effective when spotlighted the distinctly unctuously, and since "circus" seems to be the big point in this rehash for st- (See **GARDEN RODEO** on page 56)

New Fed Tax Can't Be Dodged By Cutting Admish Below Dime

NEW YORK, Oct. 11.—If movie theaters, carnivals, amusement parks and other fields (including some circuses) catering to the low admission class aim to beat the new federal tax by charging less than 10 cents and thus escaping the levy (in their opinion), they are headed in the wrong direction. The virtually 100 per cent of the amusement industry population, not excepting the film biz, has construed the tax measure, which was effective October 1, as exempting admissions under 10 cents, the law is fairly specific in taking the opposite view, but it could have been clearer in text. Nevertheless, the wording is that there shall be a tax of "10 cents for 10 cents" of admission "or fraction thereof" of the amount paid for admission to any place, including admission by season ticket or subscription. In other words, if the admission price is, say, 9 cents, the tax is 1 cent because 9 cents, being a unit of "each 10 cents," comes within the terms of the impost. Only exception is

that no tax shall be imposed on the amount paid for the admission of a child under 12 years of age if the amount paid is less than 10 cents.

If these same branches of the business are thinking in terms of free or cut-rate practices, they'll run into the same legislative barrier. The law says that "in the case of persons admitted free or at reduced rates to any place at any time when and under circumstances under which an admission charge is made to other persons, an equivalent tax shall be collected based on the price so charged to such other persons for the same or similar accommodations, to be paid by the person so admitted." Exceptions are borns free employees, municipal officers on official business, children under 12 years of age, members of the military or naval forces of the United States when in uniform, and members of the Civilian Conservation Corps when in uniform.

So it is quite obvious that Uncle Sam is not being discriminatory. No news (See **NEW FED TAX** on page 39)

Hollywood Locals Near Revolt Over Browne-Bioff Trial

NEW YORK, Oct. 11.—Trial of George K. Browne and William Bioff in the United States District Court, with Judge John C. Knox presiding, is creating terrific interest in the trade. Sensational testimony was offered Thursday by Nicholas M. Schenck, president of Loew's, Inc.

One direct result of the trial is a revolt brewing in several IA locals in Hollywood. Those seeking to bargain with the studios without intervention by the International include Photographers' Local 659, Sound Men's Local 698, Electricians' Local 739, Make-Up Artists' Local 706, Props' Local 44, Costumers' Local 705, Labor and Utilities Local 727, (See **LOCALS REVOLT** on page 31)

Fear Pix Firms May Release Scores To Major Chains

NEW YORK, Oct. 1.—Following action by ASCAP board in voting against the release of the *Debut* score for use by unlicensed broadcasters, agitation in Tin Pan Alley has increased. Feeling in some quarters is that, unless the ASCAP catalog is back on the major chains by October 15, major picture companies producing filmicals will try to release their scores for performance on the major chains. Reason given is that the big companies are in the music business as a secondary venture, and are interested in music primarily as a means of exploiting their pictures.

While New York became increasingly nervous, it was learned that songwriters on the Coast had a secret session during (See **PIX SCORES** on page 31)

In This Issue

	Page
Broadway Beat, The	5
Burlesque	26
Carnival	30-37
Circus and Carnival	38-39
Classified Advertisements	21-23
Com Machines	60-63
Crossroads	48
Debut Show News	27
Fairs-Expositions	40-44
Final Curtain	29
General News	3-5
General Outdoor	38-39
Legitimate	15-16
Letter List	45-46
Magic	32
Merchandise	34-35
Music	8-14
Music Merchandising	62-69
Night Club Reviews	18-19
Night Clubs-Vaudeville	17-23
Non-Theatrical Film	28
Podcasts Notes	10
Out in the Open	46
Parks-People	45-46
Pipes	57-58
Possibilities	4
Radio	6-8
Record Buying Guide	64 and 66
Repertoire-Talent Shows	47
Stink-Shakes	27
Sheet Music Leathers	11
Show Family Album	52
Songs With Most Radio Plays	11
Sponsored Events	27
Thru Sugar's Domino	4
Television	4
Vaudeville Crosses	24
Vaudeville Reviews	23-25

ROUTES: Orchestras, page 14. Attr. Units and Attractions, 20. Grandstand and Free Attractions, 23. Dramatic and Musical, 21. Joe Shows, 21. Carnival, 32. Circus, 21. Miscellaneous, 23. Routes Not Classified, 23. Events for Ten Weeks, 28.

Pitts Stations Add Two Dozen Commercials, Increase Talent As Result of Network Switches

PITTSBURGH, Oct. 11.—More than thirty new commercial spots, a score of new sustainer and thousands of dollars of new spot business opened here last week, and this as the result of the switching of three network affiliations. Employment of more live talent and increased advertising by all stations have also resulted. Twelve network programs will originate in Pittsburgh as another consequence of the web shifts.

Claiming that its dollar-volume ranks it as one of the city's "biggest" stations, KDKA now broadcasts all NBC-Rad shows except Great Gildersleeves, which is aired in recordings over KGV. In addition, KDKA retains Lowell Thomas from its former NBC-Radio lineup.

Carrying more spots than ever before and some new local commercials, WCAE likewise claims its best October as it begins full-time affiliation with Mutual Radio, having been the NBC-Rad outlet for years.

KGV, the new Blue outlet, following 21 years of independent broadcasting, reports its biggest bookings in history, with all local commercials and most of its former sustainers retained thru program rearrangements.

WJAH, local Columbia station owned by the same company that operates KGV, has no program time to sell and few spots.

The city's only independent station, WHEW, is enjoying excellent success. Manager Frank Smith this week started planning with architects for a new and larger studio to be erected in the Keystone Hotel.

KDKA New Shows

Besides the NBC-Rad line-up, KDKA has installed four new local shows. What's New in the Stores Today, shopping service conducted by Nancy Dixon, is co-sponsored six mornings weekly by Kaufmann's. Harro's, Olmsted's and Roggs & Bull. Friendly Neighbors, WHEW host co-hosting Billy Leach and guest stars is sponsored every Saturday morning by Coco Wheat, and

The Old Sooner, five-minute song period sponsored by Ludlow's three evenings weekly, also features Leach. A half hour of unsponsored juveniles, *Stories on Parade*, began a weekly schedule last Saturday, with Ed Schanaghany and Betty Dugan as "host and hostess."

Where network shows conflict with local commitments, the hometown product will get right-of-way, station manager James Binkley stated. With rare exceptions, the only unsponsored periods on KDKA now are early afternoon and late night.

KDKA will broadcast three shows weekly to the Red net: *Treasure Trails of Songs*, heretofore a Blue feature, and two performances of *Reflections in Rhythm*.

WCAE Adds Programs

Feeling more optimistic now than six months ago, when the web switches were revealed, WCAE announced 11 new local programs in addition to every Mutual

Clothes-Line

SAN FRANCISCO, Oct. 11.—Local United Air Lines ticket agent cheerfully hurdled this one. As Yvette Dore and her parrot prepared to depart on a plane to fulfill a New York engagement, the question "Is a parrot in your clothes?" came up.

"It's my clothes in the act, and should go as part of my regular baggage allowance," she informed the ticket agent.

"It's a pet—and excess baggage at that," the agent replied.
Miss Dore paid \$7.00 extra and boarded the plane.

commercial except one (the Astin-Fisher Mary Small show), and many Mutual sustainers heretofore unheard in this area.

New or enlarged local commercials on WCAE are *Newsworld*, *Uncle Sam's Children's Show*, *Fully Entertained* and *Money Six*, mélange of verse, tales and music.

Local advertisers have also begun sponsorship of *Building Drummond* and *The Showoff*, Mutual co-op shows.

The right of the local programs will be (See PITTS STATIONS on page 7)



MONDAY (6) the international situation was pushed completely out of Broadway consciousness by Mickey Owen's snuff—the famous snuff on the third strike, that cost the Dodgers the fourth game of the World's Series. Walking the short block from 47th to 48th Street on the Stuyvesant that morning, one listener heard Owen's name exactly seven times. And, to show how one unfortunate recalls the hapless Frank Merkle, during the same stroll, heard three different references to a boy. It's one way of going down to baseball history. . . . Speaking of the Series, the out-of-towners who came in for it are all veterans. . . . One was heard to remark to a companion at Broadway and 42d Street that, above all, he craved to go to the Hippodrome—"because that's always the first show I take in when I come to New York." How often does he visit—every 20 years or so? . . . There's one large advertising agency that allows unfortunate actors to be auditioned by the secretary to the secretary to the directors—no kidding. She's a run-of-the-mill stenographer, and what she knows about show business she learned from reading the papers. And then people wonder why actors go mad. . . . Or take this one, from the legit field itself: A stock company director was casting *The Man Who Came to Dinner* and, after listening to one candidate, said, "I'm afraid you're not good enough to use him—because he played the part too long already! . . . An unusual case will be coming up on WMAA's *Labor Arbitration*, October 16. A night club singer was fired because the boss claimed she had lost her voice. She says there's nothing wrong with her vocal cords, and that the discharge was without foundation. So on the 16th she'll show up at the studio with an accompanist and try to prove she's right before an arbitration panel that will include Joe Hines and E. H. Oberstein.

THIS new George Abbott hit, *Best Foot Forward*, got itself some terrific publicity on the angle that almost everyone in the cast is under 31, and that therefore the show won't be hit by the draft, as *Pal Joey* was. So now there's a rumor (hotly denied by the Abbott office) that the State Labor Department is investigating the employment of kids falling under the provisions of the Child Labor Law. . . . From *The New York Times* 'Lost and Found' columns: "Lost: Love bird, light blue, Wall Street district. Saturday, Newark." You can write your own commercial. . . . Speaking of ads, Jay Lord, who sells men's hats, was double-crossed by a copy writer who doesn't know the finer points of baseball. Trying to cash in on the Series, the Lord ad boasted a tagline reading, "My Hatting Average Is 1000." Which, unfortunately, is nothing to boast about. . . . The Theater Guild moves in a mysterious way its wondrous to perform. Casting for the leading juvenile in its revival of *A. A. Wilderness*, it made no secret of the fact that it was giving readings to everyone who had ever played the role, in summer stock or elsewhere. So one young actor who had received terrific kudos for his work in the part at a near-by cowtown tried to get in to get a reading. He tried, as a matter of fact, for several months—and finally was allowed to enter the sacred portals after the show had already opened! Whereat the Guild was greatly surprised to find that he'd played the part, and wanted to know where he'd been hiding himself. . . . When Hazel Scott was rehearsing with Lou Holtz at the State last week, he kidded her in Negro dialect—and she talked right back in Yiddish. So the bit was kept in the Negro.

NEMO, the songwriter, was apied holding forth to a crowd on Sixth Avenue the other day, and panicking them with assorted stories and double-talk. . . . Ben Eucher, brother of Stan, is out of the army, and is going to Chicago to take care of Ziegler's Chicago office. . . . Justin Gilbert, night club columnist for *The Berkepe Evening News*, has a fan who drops in each night and leaves him a fresh cake. He's a driver for Dugman's Bakery—and Gilbert would like to have a few more like him. . . . Chic Farmer, p. a. for El Morocco, last week sent out to newspapermen a couple of packs of cards, with "El Morocco Ota Hummy Rules" printed thereon. Ota Hummy, incidentally, has replaced poker as the most popular backstage game on Broadway. . . . Harold Stein, photographer for the two Cafe Society clubs, claims he's invented a flashlight with hair on it—for shooting half-headed patrons.

Thru Sugar's Domino Godfrey Returns; Notes on Actors

GEORGE GODFREY, one of the booking satellites of big-time vaudeville, is back in the swim again. The former Orpheum chief who later slumped to the booking ban of RKO only to be deposed by the Hiram Brown patch is casting director of *Tales of Manhattan*, film being produced by Boris Morros for 20th Century-Fox release. It's good news to us but probably not very good news to the wolves that howled at his door for so many months while he held forth in the Palace Theater Building during big-time vaudeville's last, gasping days and finally broke it down and dragged him out in the cold.

George Godfrey was in eclipse for too many years. It is heartening to learn that he has been installed as a member in good standing of the Hollywood Lodge of show business. Godfrey has ability; he is honest; he is a real showman. He should have pushed off to Hollywood immediately after the RKO debacle. That Boris Morros has given him even belated recognition is a tribute to the acumen of that colorful character.

It is true that a hefty segment of the former vaudeville showmen were justifiably hated out of show business when the streamlining process dissolved the plush and monied. Most of these gentry should never have occupied the top spots in the first place. Yet among them were men of rare ability; men who can fill with distinction important spots in today's show business.

George Godfrey is a symbol of determination that is not dimmed by temporary setbacks; of the rare metal that reveals the better after the tarnish of neglect has been polished off by happy circumstance. Together with our good wishes go the prayers of thousands of performers for whom Godfrey meant fair and square treatment and whose top desk drawer did not double as a deposit box for the kind of "tips" that made certain other bookers independently wealthy during the Albee-Murdock and Brown-Kennedy regimes of the big time.

THERE'S an awful lot of fuss being raised—for perhaps the 10th time in that many years—about night club and saloon boys who are being evicted and all about the fine showing evil and its allied vices. We'd like to be among the first to acknowledge that there are evils and that show business would be better off if they were eliminated. But one must have one's feet on the ground when considering the why and wherefores of practices in a business that trades exclusively in human material.

Neither the A.O.V.A. nor any of the individuals acting on their own can hope to accomplish anything toward putting the business of an evil or a group of evils unless human nature is looked squarely in its not very comely face. You can't force an actor to limit his commission to an agent when he thinks he can gain an advantage by doing so. In most cases he not only thinks so; experience has taught him that it is so. There are some agents who aren't worth the spittle it takes to fly on them. Others can never be paid enough for what they do to advance the professional interests of the acts they handle. You can't expect compliance when you tell actors that they may not throw in a free show for a night club or a benefit for homeless canaries, a club of coppers who hand out diamond-studded badges to obliging actors or politicians who can (See SUGAR'S DOMINO on page 21)

THE ANDREWS SISTERS (This Week's Cover Subject)

FOUR years ago the Andrews girls were just another song trio, so far as the trade was concerned. Today their recording sales have passed the 7,500,000 mark in sales, their theater grosses run from \$5,000 to \$10,000 over the house average, they have appeared on the biggest of the commercial radio shows and have chalked up three Universal picture hits, "Back Streets," "In the Navy" and "Hold That Ghost."

Wiggy's air commercial, "Double or Nothing," which made its debut in 1935, featured the girls on the air for the first time. And shortly after their start on that show they recorded "But My List Da Schone" by Decca. These two acts brought the Andrews Sisters into the limelight, and from there on it was a matter of trying to fill all of the demands which rolled in.

From radio and records the girls began personal appearances in the country's leading theaters. These came as natural to this song trio. Patsy Andrews was the top dancing champion of her home State, Minnesota. La Verne, in those days, was winning territorial acclaim in a contest played. Maxene was the best-known woman of the trio and even today assumes a lot of those duties.

Girls are scheduled to return to the Paramount Theater, New York, soon for their ninth engagement at that house. This will wind up a tour which broke a new record in Chicago; Hartford, Conn.; Baltimore and Passaic, N. J. Following the Paramount run the Andrews will again be off for Hollywood to start on their next Universal job.

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BLUE NET GETS REPRIEVE

Terrific Hub Legit Season

BOSTON, Oct. 11.—The Boston Rialto will be completely open next week for the first time in about 20 years. With seven houses alight the Hub seems sure of the greatest legit year in its history.

The line-up next week will include *Bliss Spirit*, the new Noel Coward show, which debuts at the Wilbur Monday (13); a revival by the Shuberts of *Rio Rita*, scheduled to open at the Opera House Thursday (18), and *The Man Who Came to Dinner*, starring Taylor Holmes, which opens the Copley for the season. In addition, *Let's Face It* will be at the Colonial, *Doctor's Dilemma* continues at the Shubert and *Arnie and Old Lace* plays along at the Plymouth. The Majestic lights up on the 29th with a presentation by the Shuberts of *The Mluda*. In prospect are *Sons of Fun*, the new Olsen and Johnson show with Carmen Miranda, which bows in at the Shubert on the 23d; *Separate Rooms*, due at the Wilbur on the 27th; *Junior Miss*, Max Gordon's new show, which premeas at the Wilbur November 3, and *Pat Joey and Girasole*.

This week's grosses were as follows: *Let's Face It* (Colonial, 1,643 seats, \$3,900 top). The new *Victory Presley* musical with Denny Kaye came in Thursday night (9). Ticketless advance built up to about \$12,000 for the first four performances, super-colossal. Next week should be at least \$25,000.

Doctor's Dilemma (Shubert, 1,660 seats, \$3,300 top). *Katharine Cornell* rolled up a neat \$28,000 for the first week, near-capacity business.

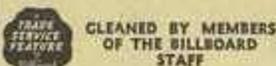
Arnie and Old Lace (Plymouth, 1,480 seats, \$3,75 top). With handouts all over the place and all tickets sold for a couple of weeks in advance, this one chalks up a terrific \$24,000 for the second consecutive week. Will be here for at least eight weeks.

Student Prince (Opera House, 2,944 seats, \$2,20 top). This revival is plenty popular and has been doing a near-capacity business every night. Bows out tonight after two swell weeks, \$24,500 and \$25,000 for a total of \$49,500.

Five O'Brien, which started here nine days before departing for New York, collected only middling grosses. Opening on a Thursday, it drew \$8,000 for the first four performances. Full week, ending last Saturday, brought in \$17,500 for a disappointing \$23,500.

Legit take in the Hub for the first six weeks of the season has already topped \$374,000.

Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

JUNE ALLYSON—youngster involved in the hectic proceedings of *Beat 'Em*, Farrell, legit musical at the Ethel Barrymore Theater, New York. Nice, young and very pretty, she has an excellent personality that stands out despite a minor role, fine stage presence, verve, and pleasantly diversified abilities. Sings and dances nicely, and reads lines like a veteran. She should screen extremely well.

For LEGIT MUSICAL

AURORA MIRANDA—singer, now making her American debut at Monte Proser's Copacabana, New York night club. She is the younger sister of Carmen Miranda, but uses only her first name on her billing, apparently to avoid appearing to cash in on her sister's name. She is young, shapely, bright-eyed and filled with personality, and can sing Brazilian ditties with plenty of swing. Obviously a good bet for a revue, particularly of cantina, for Latin scores.

RUD SWENEY—young and personable night club and vaude comic, caught recently at the Majestic Theater, Paterson, N. J. Impresses as likely legit fodder, with his punchy delivery and engaging routines. Has a click-filled layout of material that he puts over in top-notch form, and is also an impressionist of ability. One of the best of the new crop of comedians.

FCC Action Off Indefinitely; Stations Get 2-Year Licenses; Chains Favored on Option Time

WASHINGTON, Oct. 11.—Communitation of the government order for National Broadcasting Company to dispose of the Blue network was effected Saturday as the Federal Communications Commission voted to postpone "indefinitely" application of this regulation. In other major changes in original orders, the FCC granted to all broadcast stations a license term of two years, which doubles the existing term of authority, and radio chains were favored by a related altitude toward option time on stations of independently owned affiliates. However, the commission did not write away its intention to apply the regulation in respect to NBC Blue provided that com-

pany received six months' notice and later extensions to permit orderly sale. In other respects the FCC newly clarified monopoly regulations adopted May 2, 1941, and instead of the implication that no broadcaster may com-

(See NBC BLUE NET on page 6)

Claims Franchised Agents Chiseling; N. Y. Local Planned

NEW YORK, Oct. 11.—Scheduled tonight between a committee from the American Guild of Variety Artists and the Artists Representatives' Association "to straighten them out" (the latter) will take place next week, when Gerald Griffin, AGVA exec. sec., returns from a visit to locals in the East and Midwest.

In addition to Griffin, Harry Richman and Jonas Silverstone, AGVA counsel, will comprise the committee to confer with the ARA to squawk about agents booking under cast, booking non-AGVA acts, and using contract forms other than AGVA contracts, as stipulated in the franchise agreement. Griffin said that these conditions have been going on in spite of the franchise issued to agents on terms that AGVA conditions be lived up to.

Meanwhile, AGVA is acting on setting up a new New York local by first separating the local office from the national, with the former taking separate office space in the same building as the national.

A committee, consisting of Alan Correll, Dave Fox and Gus Van, was authorized by the national board to plan a meeting of the New York local and to start contractual negotiations with small night club owners in Brooklyn and Long Island.

Capitol, SLC, to Legit

SALT LAKE CITY, Oct. 11.—A vaudeville house more than a decade ago, the Capitol Theater here will be restored for stage attractions during the 1941-42 season, under plans announced by Tracy Barnham, general manager of International Theaters, Inc. With capacity of 2,000, largest theater in the State, the Capitol for years has been a movie house. Barnham announced a line-up of stage shows, beginning with *Hellasoppin* October 13 and 14. Next will be *Ed Wynn's Boys and Girls Together* December 3 and 5. *My Sister Eileen* is slated for a January date, and there is a tentative booking for *Katharine Cornell* in *The Doctor's Dilemma* for next March.

Bergen 3G in D. M.

DES MOINES, Oct. 11.—Edgar Bergen and Charlie McCarthy opened the fall season at the Shrine Auditorium here October 3 with 2,000 customers paying approximately \$3,350. Prices ranged from 50 cents to \$2.90, tax included.

Four-Week Revues for Mexico City; Plan U. S. Acts and Line

CHICAGO, Oct. 11.—The Polles Bergere Theater in Mexico City, which closed September 30 after Andre Lasky's show folded, will be reopened around November 10 by Mario Moreno, who, under the name of Cantinflas, is a top comedian in Latin America, and Santiago Roschi. Santiago Roschi is the brother of Ramon Roschi, formerly of Ramon and Benita, who has been appointed booker and general manager of the Polles Bergere.

Ramon was in town this week to book acts thru his rep, Phil Tyrrell. Cantinflas was expected here today and with Ramon will make a three-week "good will" tour here and in the East before returning to Mexico. Ramon says that he will heartily devote his entire time to his brother's theater, he will also produce the shows, which will feature Cantinflas and include three to four American acts and 15 American girls. Ramon pointed

out that the girls must be good dancers before they will be considered for a job and each one selected will be given a season's contract (four months).

According to Ramon, he plans to bring in name bands during the 1942 season. He says name outfits are highly popular in Mexico thru their records, which are heard on music machines throughout the country. Other American talent in big demand includes star teams featuring swing tunes and slow dance acts.

Ramon says that acts will be given four-week contracts, since principals will be changed each month.

Legit for Norfolk

NORFOLK, Oct. 11.—Indications that the rich territory of this boom defense area is at last to be opened by legit interests is seen in the announcement of two roadshows to play here before Christmas.

There Shall Be No Night, with Lunt and Fontanne, has been booked into the Norva Theater for a matinee and night October 22, and *Life With Father*, with Dorothy Glen and Louis Calhern, will play the same house on a December date. Others will be booked in whenever firm commitments will permit. Manager Pierre Boulogne of the Norva said.

Give us a try! This is a chance to see how the Western Union advertising service works. We'll send you a sample ad and show you how to get the most out of it.

WESTERN UNION

STANDARD
CIRCULATION
ADVERTISING
SERVICE

START THE DAY RIGHT WITH NEW BUSINESS . . . YOU CAN GET IT IN THE MORNING BY SENDING LOW-RATE OVERNIGHT TELEGRAMS TODAY.

A TIP TO ALL'S & BANDS

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

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

The Billboard

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

Hair-Just WIGS
Human Hair . . . \$1.00 & Up
Mutton Hair . . . \$2.00 & Up
Cutting to the Theatrical Pro
Also Wig for Sport Wear
Ask your Dealer for Arranaj's
Wig Studio, in color sheet,
Call The

ARRANAJ'S
24 WALL ST. N. Y. C.

STOCK TICKETS	THE NEW TAX LAWS	SPECIAL PRINTED
<p>One Roll . . . \$.65 Five Rolls . . . \$ 2.50 Ten Rolls . . . \$ 4.00 Fifty Rolls . . . \$ 17.00 1000 Rolls . . . \$ 29.00 ROLLS 2000 EACH Double Coupon Double Price No O. O. D. Orders First Single Tax, 12¢</p>	<p>Shows a rearrangement of the admission price on all TICKETS Have your cards then changed TOLEDO IS REALLY THE TICKET TOWN For Quota Compliance Write THE TOLEDO TICKET COMPANY Toledo (Ticket Town), Ohio</p>	<p>8x10 or 10x14 10,000 . . . \$ 1.15 20,000 . . . \$ 1.45 50,000 . . . \$ 2.75 100,000 . . . \$ 3.25 1,000,000 . . . \$ 120.00 Details Opaque, Double Price.</p>

N. Y.'S PRODUCTION LEAD

Coast, Chi Far Behind on Program Origination on CBS, NBC Chains

NEW YORK, Oct. 11.—Analysis of origination points of commercial programs on Columbia Broadcasting System and both Red and Blue chains of the National Broadcasting Company indicates that New York is in no danger of losing its position as top production center. New York leads both the Pacific Coast and Chicago—the two other production centers by a very healthy margin on CBS, NBC-Red, and NBC-Blue. Analysis also shows the paucity of network fare originating in spots other than New York, Chicago and the Coast, the figures for this category approximating almost zero.

Figures as given hereafter are approximate.

On CBS total network commercial programs now total 64. Of these, 48 originate in New York, for a total of 38 hours and 45 minutes; 30 originate on the Coast, totaling between 17 and 18 hours, and 12 originate in Chicago, for a total of 10 hours and 45 minutes. In addition, CBS has a few traveling programs and a couple of programs originating in other cities, including one in Detroit and one in St. Louis.

NBC-Red and Blue

NBC Red network has a total of approximately 92 commercial programs, 45 of them originating in New York for a total of nearly 90 hours; 24 originating on the Pacific Coast with a total of 15 hours, and 19 originating in Chicago with a total of nearly 18 hours. Counted into the total of 92 programs are a few traveling shows with no clearly defined origination point, and one show originating in Nashville, Tenn., and carried on the chain.

On the NBC-Blue commercial programs total 41. Of these, 25, with a total of slightly more than 15 hours, originate in New York. Pacific Coast originations number six, totaling three and one-quarter hours. Washington originations are five, with a total of four hours. A few shows in Washington and one each in Wheeling, W. Va.; Camp Shelby, Miss.; and Brentwood Valley, Ky., make up the total of 41.

Trek to New York

Overwhelming New York originations are mirrored by the trek of performers to New York from Chicago and the Coast, claimed to be the greatest ever right now, with all converging on New York to get into both radio and legit for financial and prestige reasons. In the case of influx of Chi dramatic actors, additional reasons given are the

Duell, Sloan & Pearce Set Up Broadcasting Dept.

NEW YORK, Oct. 11.—Duell, Sloan & Pearce, publishers, are making available for broadcasting special material, including both fiction and non-fiction. In addition, company is setting up a special department to facilitate the broadcast of book material, and in some instances authors will be made available for radio appearances.

So That's the Reason

DENVER, Oct. 11.—A young lady member of the office staff of a Denver station was preparing to monitor the network for a scheduled program. Preceding the program she wanted to hear, the network was airing a session of the Defense Exposition from Grand Central Palace in New York. The young lady turned to the operator with an auxiliary amplifier and heard the program, but the volume was very low, due to the fact that the fader was barely open. An operator suggested she raise the lever several decibels, but the program still lacked volume.

"Turning to the operator and without the slightest bit of hesitancy, the young lady remarked, 'I know why it isn't coming in any louder, do you realize what a large building that Grand Central Palace is?'"

shifts of numerous Chi directors and agency men to New York.

AFRA Membership Figures

Analysis of AFRA membership concentrations closely parallels the comparative figures on program originations in the three centers. Mrs. Emily Holt, AFRA chief, figures total membership at about 12,000, of which 4,000 are in New York, 2,500 in Los Angeles and about 700 in Chicago. The remainder are thinly scattered throughout the country. According to Mrs. Holt, top AFRA membership, when organizational work is completed and all independent stations are lined up, will be about 15,000.

Phileo Continues Heavy Talent Use

PHILADELPHIA, Oct. 11.—Extensive use of talent on transcribed spots during the past 22 weeks by distributors of Phileo Radio Television Corporation throughout the country has proven so successful practice will be continued for the coming season. It was announced by Ernest B. Loveman, advertising manager at the Phileo plant here. Each week total of more than 3,100 spots are being broadcast over 212 stations. Spots are musical jingles, ranging all the way from popular music to old ballads and operatic airs.

Phileo is the only company with a spot radio campaign in which every announcement is different. Each week 13 two-minute spot transcriptions are released. Entertainers for the jingles will continue to be Frankie Hawkins and His Blue Chasers, the Johnson Quartet, the Eaton Boys, CBS announcer Frank Gillard and Sam Reed and Her Men of Color. Each group writes its own jingles to tunes of published music and many songs have been specially written for the campaign.

NBC Blue Net Gets Reprieve, But FCC's Plan Still Sticks

(Continued from page 5)

tract exclusively for his primary service area there is now the right to be the sole outlet provided the contract does not preclude other stations in the area from broadcasting public service programs refused by the affiliated broadcaster. In other words, the chain outlet enjoys first call on the network, but it is refused to carry a show in favor of a local program, the net is free to arrange coverage from some other station near by.

Twelve hours broken up into four periods of the broadcast day were adopted as authorized option time in network contracts. It is believed that this amount will cover the operation needs of NBC, Columbia and Mutual since these companies rarely have taken more than seven hours of an affiliate's time. Originally the FCC had intended to permit no option time whatsoever, but complaints by the chains and the affiliates charged that it was impossible to sell programs to an advertiser if no one knew the time for the program or the number of stations available. In this week-end move the FCC did make an important change in existing option time practice. It requires chains, seeking to take advantage of an option, to give the affiliate 60 days' written notice in place of the customary 30 days' notice.

Following the sweeping reforms proposed last May some controversy concerning the authority of the FCC in such matters, arising before the Senate committee on interstate commerce, which were held last June. The subject of the Senate inquiry was proposed in the White resolution which, if voted, would have caused postponement of all FCC monopoly orders and would have made a three inquiry into the FCC operations. However, after three weeks of

Prophetic?

SYRACUSE, N. Y., Oct. 11.—After a half hour of announcing a live script of Jack Traganter's *Blue Club*, aired on a WJZ remote from the Hotel Syracuse, in which every sound word was blurted, Bill Robinson, WEAF speaker, closed the show by saying: "This is the blues network of the National Broadcasting Company."

News Sets New High On WXYZ, Detroit

DETROIT, Oct. 11.—News programs, which have played an increasingly heavy share in air time on local stations for several seasons, have set a new high of 61 on WXYZ, which pipes a large part of its straight newscasts to the eight affiliated stations of the Michigan network.

All 61 of the newscasts are now sponsored—30 weekly by Cunningham Drug chain and one each daily by Laker Bros. Coffee, Eyle Shoe Company, Berry Points, Crawford Clothes and Manhattan Soap. The only one-timer is an RCA-Victor Sunday newscast.

WFIL Personnel Shuffle

PHILADELPHIA, Oct. 11.—Important changes in personnel at WFIL were announced this week by vice-president and general manager Roger W. Clapp. Edward C. Orsini, coming in from the Ralph H. Jones Advertising Agency, Cincinnati, takes over the desk of program director October 20. He succeeds James Allan, who takes over the station's expanded press department. Allan will also handle special events and public service features.

In addition, William B. Caskey, sales promotion chief, has been tipped to the newly created post of business manager of the station. He will continue his sales promotion post in addition to his new executive duties.

Philly Talent Gets Break, as Sponsors Open the Cashbox

PHILADELPHIA, Oct. 11.—Bumper crop of sponsor coin was dashed out this week for the town's radio performers. Heaviest spender was the Yellow Cab Company. Until now using a single quarter-hour period on WCAU, cab outfit takes a strip across the board on both KYW and WCAU. Norman Jay, who conducted the WCAU show, moves to KYW at 11:10 each night for his after-dark comments. On WCAU Powers Courand gets a nightly strip of town gossip at 11:30. Both placed thru Aaron & Brown agency here for 38 weeks.

Also on WCAU Thomas Coulson, war news analyst, gets Johns-Manville Corporation, New York, to sponsor his nightly quarter-hour periods at 10:30 for the next 13 weeks, thru J. Walter Thompson agency. New York Jay grabbed off a nightly quarter-hour show for three commentaries on WFEN at 6:15, sponsored by Ben Wilks, local men's clothing store. Frank Kent gets the nod on WFEN for a nightly five-minute news spot at 5:30, sponsor being N. B. Kelly Clothes, thru Cox & Tans agency here.

Harold Davis, blending music with sports news on WDAS each night at 5:45, has a sponsor in Esslinger Beer, placed thru James B. Lamb agency here. The Happy Clarks, KYW Gospel Singers, also get a sponsor for their daily quarter-hour period at 1 o'clock, thru commentaries on WFEN at 6:15, sponsored by Ben Wilks, local men's clothing store. Frank Kent gets the nod on WFEN for a nightly five-minute news spot at 5:30, sponsor being N. B. Kelly Clothes, thru Cox & Tans agency here.

Timmy Hindman, local actress, as Bettina Brown, skidded for three shows weekly on WIP for Blumner's department store, thru H. M. Dittman agency here. Dishes out fashion hints interspersed with music, and the shows are transcribed for broadcast over WGAI, Lancaster, Pa.; WBSF, Easton, Pa.; WJLM, Wilmington, Del.; WFFG, Atlantic City, and WTGJ, Trenton, N. J.

WMCA Adds Personnel

NEW YORK, Oct. 11.—Marjorie Hays Camp and Waring Gillespie were added to WMCA this week. Miss Camp is staff writer in the continuity department and Gillespie joins the production staff.

William Royal replaces Frank Danzig in the production department Monday (13). Danzig has gone to CBS.

the chains and their affiliates would not be permitted to put more than three hours from each period under option. In trade circles it is doubted that very much use will be made of permissible periods between 11 p.m. and 8 a.m.

James Lawrence Fly, chairman of the FCC, stated that the amendments adopted Saturday would give greater stability throughout the broadcasting industry. He attributed much of this stability to a separate action which lengthened license terms to two years. Referring specifically to the rule on NBC and its two networks, Fly declared: "I believe there has been general acceptance of the principle here involved in the light of existing conditions; however, the commission has felt that every opportunity should be extended to the company to arrange its affairs and to negotiate the disposition of one of its networks without there being any form of legal compulsion. It is important that at this juncture nothing be done which will materially affect the value of properties or render unstable current operations of any network."

Commissioners Norman S. Case and T. A. M. Craven dissented from the FCC majority for "the same basic reasons previously outlined in our earlier dissenting opinion." The two officials were steadfast to their original position that the commission is without authority under the law to "change radically the business structure of the broadcast industry." They express belief that radio stations be permitted the same option principles as in ordinary business.

continued discussion the committee postponed further hearings, while Committee Chairman Burton K. Wheeler sought to have the chain companies and Chairman Fly of the FCC compromise their embittered positions.

Subsequently several conferences between representatives of the network companies and the FCC revolved most controversial points with exception of permissible option time. Negotiations in this particular phase at one time appeared deadlocked, with no progress reported by either side. After four months of discussion the commission by a four to two vote adopted amendments to effect these changes on license period, option time and disposition of the Blue network.

In commenting upon territorial exclusivity of network contracts the FCC declared that it now believes the amended regulation will provide better public service in cases of non-commercial programs of outstanding national or international significance by prohibiting a dog-in-the-manger attitude by the broadcasters.

In the monopoly report the FCC had criticized the five-year contracts entered into by NBC and Columbia because they were "intended to prevent any real competition in the network-station market, and that such long-term contracts were a substantial factor in suppressing such competition." In its original form the commission prohibited any affiliation contract longer than one year, but the latest amendment permits contracts of two years. In addition, renewals of a network affiliation may be signed 120 days before expiration of the existing agreement.

The broadcast periods designated by the radio body consist of 8 a.m. to 1 p.m., 1 p.m. to 6 p.m., 6 p.m. to 11 p.m., 11 p.m. to 3 a.m. Under the new regulations

Radio Talent

New York

By JERRY LESSER

ONE of the best performances of the current radio season was turned in last week by **RAYMOND EDWARD JOHNSON** in the role of the defense attorney on *Famous Jury Trials*. The production of this show definitely places **BILL ROUSSEAU** among the top-flight directors. . . . **JULIAN NOA** is doing a daily series of news broadcasts for **CBS**. . . . **JOHN BREWSTER** now playing the role of Joseph Benedict on *Woman Courage*, which **CHUCK VINCIGI** is directing. . . . **RONALD BEHRE**, young actor on *Light of the World*, received this cue: "Pray that the Lord take care of Samson for delivering us from the Philistines." To which he replied, "You mean the Philistines won't bother us any more?" Director **ROUSSEAU** turned a deep scarlet and hoped that it wasn't noticed by the radio audience.

L BORA THATCHER, who played Mrs. Jester Lester in the late Broadway marathon, *Tobacco Road*, has returned from a West Coast vacation with a play in *Asst. Jesus's Real Life Stories*. . . . **ADELAIDE KLEIN**, of *Meet Mr. Meek* and *Big Sister*, is being screen-typed by Paramount. . . . **CONRAD THIBAUT**, baritone of NBC's *Manhattan Merry-Go-Round*, is preparing for his concert in Town Hall October 27.

His program will consist of songs in five different languages. . . . **LARRY ELBJOT**, who announces *Woman's Page of the Air*, has added two new sponsors to his list. . . . Look for a cigar sponsor to announce the purchase of *His Honor, the Mayor*, starring **WALTER O'KEEFE**. It will be a half-hour weekly feature. . . . **RIKEL KIET**, producer of *JOAN BLAINE'S* NBC program, has been made Eastern production head of all Knox-Heaves shows, including *Mystery Men*, *Valiant Lady* and *Stories America Loves*.

LEON JANNEY has been made an honorary member of the National Committee of the United Youth for Defense organization. . . . Two extremes of radio, a top commercial and a top tyro, respectively **GERTRUDE BEBO** and **MARILYN KOPOR**, are stored in the November issue of *American Magazine*. CBS's "Molly Goldberg" is radio-biographed for her 12 years of airing. Story brings out her estimated \$300,000 annual income, her writing, producing and acting in some 2,000 broadcasts.

RICHARD DYER-BENNETT, lutist and folk singer making his local night club debut at Le Reuben Bleva, is also broadcasting for NBC Red Tuesdays at 1 p.m. and Sundays at 4.

Chicago

By SAM HONIGBERG

BOB TRENDLER, WGN musical director who also handles the music for NBC's *Ruekerbocker Playhouse*, is one of the few persons here permitted to be on the staff pay roll of one network and work for another. . . . **EDDIE AND FANNIE CAVANAUGH** moved their show from WGN to Gene Dyer's new *WALT*. . . . **ED ALLEN** landed a renewal on his *Thor Oldiron* morning show and at the same time copped part of the *Walgreen* news contract. Both on WGN. . . . **GEORGE WILLARD**, announcer, is now with **WEDD**. **TOM, DICK AND HARRY** lost their *Pala Napina* account because the sponsor now sells all the soap it can produce to the army. . . . **GUY CHERNEY** now handled by *Biggie Levin* for radio. . . . **JOE PARSONS** is doing the *WLS* show originally set aside for **HAL CULVER**. . . . That new five-a-week news and broadcast show *This Will Happen* on

WGN features a staff news commentator under the pseudonym of **HILL SANDERS**. Because this news is syndicated, the station doesn't want to put its neck out by using a familiar name. . . . **MASON MOLZNER**, **HILDA GRAHAM**, **ILKA DIERL** and **BYRON KEATS** are new on CBS's *Romance of Helen Trent*.

TOMMY BARTLETT celebrated his sixth year on *Meet the Misses* Tuesday (14). . . . The removal of *The Story of Mary Marlin* to New York is costing local actors an average of six jobs a day. Show switched towns because of the change in agencies (Benton & Bowles) and the desire to have **ANNE SEYMOUR**, now in New York, in the lead again. . . . **DON FRIDAY** returned to WGN with his orchestra Monday (13) in a new Monday-through-Friday series (8 to 8:16 p.m. CDST) for Evans Fur Company.

PITTS STATIONS

(Continued from page 4)
sent to **MSB**. . . . *Boy, a Girl, a Band*. . . . *Successors and Sophisticated Ladies*. . . . *Muted Music*. . . . *Earl Traxler's Airline*. . . . *Figures in Brass and Songologues*.

Other new WCAE sustaining programs are the hour-long *Four o'Clock Frolic*, a variety layout, two afternoons weekly; *Inquiring Reporter*, with **Bob Dooly**, 15 minutes Monday nights; the Pittsburgh Symphony Orchestra for an hour Sunday afternoons; and University of Pittsburgh grid games, with **Jimmy Murray** and **Tom Tom** at the mike.

KQV Changes

One of America's oldest stations, **KQV** has begun broadcasting 30 NBC-Blue commercial programs and many other Blue sustainers. Previously it had been occasionally linked with shows from Mutual, Columbia and NBC.

A new network program emanating from **KQV** will be *Fiesta of Music*, sustainer featuring singer **Bob Carter** and the orchestra of **Maxine Spinaldy**, who was formerly music director at **KDEA**. Locally, a new show features **Mickey Ross's** orchestra Sunday afternoons, introducing a new song weekly.

Several dozen local sustainers have been dropped by **KQV**, due to network features.

WWSW Ahead

The only station here operating 24 hours daily, **WWSW**, is "12 to 15 per cent ahead of last year's sales to date." Manager **Frank Smith** revealed.

Notable commercial new on **WWSW** are six half hours weekly to **Frank & Rose**, **Pugh Ross**, **Gimble's** and **Logan Mattress Company**. **Spear's** has begun one half hour weekly and **General Electric** five minutes six nights weekly on behalf of **FM** receivers.

The station is being revamped with re-

quests by organizations and individuals who presented sustaining programs on **KDKA** and **KQV** when those stations had more time available. Consequently **WWSW** is turning down more local shows than ever, although "we specialized in serving local institutions," program manager **Water Sockles** declared.

Heavy on sports broadcasts, **WWSW** is airing 17 college and 11 professional football games this fall, in addition to previews and reviews.

Contentious on whether the FCC grants its new petition for 5,000 watts, **WWSW** will build new studios in the Hotel Keystone that will include an auditorium with 800 seating capacity, four major studios and two rehearsal rooms.

Hyped Promotion

Advertising and publicity efforts have been hyped here by all stations. **WCAE** has used page copy in *Sun-Telegraph*, along with smaller ads in *Press*, *Post-Gazette* and papers of surrounding communities, as well as cards on the backs of business. **KDKA** is on an exchange space-and-time deal with *Post-Gazette*, and **KQV** has used daily copy in *Press* following an opening ad in all three dailies pending by NBC.

Another consequence of the network changes has been expansion of auxiliary work outlet possibilities. For example, on some Mutual shows where blanket coverage of the district is desired by sponsor, near-by stations may have opportunity to take **WCAE** programs. Representative in that vein is the *World Series* broadcast over **WISL** new station in Butler, Pa., with credit line there announcing that "this is a feature of **WCAE**." NBC-Blue programs are carried in this district by **WVVA**, Wheeling, as well as by **KQV**. Columbia shows are aired by **WMBI**, Uniontown, in addition to **WJAB**, and sometimes **WLIB**, Greensburg, owned by the **WJAB-KQV** combine.

El Royalty Situash Coming to Head; Waxeries Warn Pubs High Rates Will "Kill Golden Goose"

NEW YORK, Oct. 11.—Problem of what constitutes adequate royalties to music publishers for use of their tunes on electrical transcriptions is expected to come to a head shortly, with the boiling point reached when the radio industry returns ASCAP making to the air and ASCAP begins making hit tunes.

Kecks of wax orgs, including **Lloyd Egner** of **NBC-Transaurus**, and **Ben Selvin**, of **AMP** and **Musak**, are of the opinion that, if payed for the old fee of \$15 per year per tune on library service and 25 cents per performance per station on commercial transcriptions, the pubs will be doing themselves irreparable damage and may maneuver themselves into a position approximately that of ASCAP today.

Many of the waxeries are now getting their music for 2 cents a pressing—which is the same rate charged for phonograph records. An example is **NBC-Transaurus**, which obtains songs at 2 cents from **BMI** publishers, **SESAC** publishers and 38 individual companies. **Standard Radio**, on the Coast, also pays the 2-cent rate and believes that an adjudication on royalties must be taken up soon. Other wax companies are making individual deals on tunes for library service by contacting the publishers direct, without recourse to the Music Publishers Protective Association, and are getting cheaper rates.

How tangled the situation has become is indicated in the fact that some of the publishers affiliated with **BMI** are still holding out for the \$15 and 25-cent rates, despite the fact that **BMI** releases its own tunes for two cents. **E. B. Marks Music Corporation**, for instance, whose catalog is leased to **BMI** in the matter of performing rights, insists on payment of the old fee.

Attitude of some transcription companies, as expressed by **Egner** and **Selvin**, is that the value of the plug over a great many stations subscribing to the c. l. service is worth more to the publisher than any direct return he can get in the way of royalties. Publishers holding out for the higher rates, however, deny this, pointing out that no song hits are made via transcriptions. They claim that it has been proved that hits can only be made via plugs on the major chains and that this has been proved by the fact that the **Mutual** network, when it signed its ASCAP pact in May, was unable to do much for publishers in the way of making hits.

Matter of transcription royalties has not been adjudicated and, while the situation is cooking, the contract be-

tween **MPPA** and waxeries using music licensed by **MPPA** has expired. Some conferences have been held, but nothing definite has been settled on the matter of transcription library fees. **E. T.** men are thinking of alternate proposals to the \$15 rate. **Selvin**, for instance, a long time ago suggested a sliding scale of \$15 a tune for the first year and \$10 and \$5 a tune for the second year—the decreasing scale being deemed adequate owing to obsolescence or lesser value of the tunes in the a. t. catalog. This plan might still be a workable compromise, as against the flat \$15 per year rate. Another plan suggested is 2 cents a tune per station, with a minimum guaranteed ranging between \$1 and \$10.

AFM Clamps Down On Coast Companies

LOS ANGELES, Oct. 11.—American Federation of Musicians, thru its *Los Angeles Local 47*, has clamped down on transcription companies on the Coast, and is enforcing payment of the 15 per cent stand-by charge in connection with cutting of disks by cut-of-town bands.

The 15 per cent stand-by fee has been a national AFM law, but had not been enforced on the Coast until a few weeks ago. Some wax companies have already asked influential members of the AFM to try to persuade **James C. Petrillo**, AFM proxy, to abate the law on the angle that it is unfair.

Unfair angle is claimed because record companies, whose product is also used for broadcasting, are not required to pay a stand-by fee when recording with an out-of-town band.

In certain sections of the country, notably New York, the c. l. stand-by fee on cut-of-town bands has always been collected, and goes to the AFM treasury.

WJR, WCAR Donate 25G To University of Mich.

DETROIT, Oct. 11.—**WJB**, Detroit, and **WCAR**, Pontiac, Mich., donated \$25,000 worth of time, at commercial rates, to the University of Michigan during the 1940-41 season, compilation just made shows. Shows currently starting or being revived for the fall season include a program of historic hymns, American folk songs, discussions of current events, dramatizations of short stories and a variety of special programs not fitting into any regular category.

Bristol-Myers Sponsors Dinah Shore on NBC Blue

NEW YORK, Oct. 11.—**Bristol-Myers** will sponsor **Dinah Shore** on the NBC-Blue network Sundays, 9:45-10 p.m., starting November 2. **Young & Rubicam** set the deal for the sponsor, and **Frank Cooper**, of **General Amusement Corporation**, represented **MGM**.

Dinah Shore will continue as featured warbler on **Bristol-Myers' Eddie Cantor** program on the NBC-Red network Wednesday, 9-9:30 p.m.

WCAE, KDKA Staff Changes

PITTSBURGH, Oct. 11.—New staff men at **WCAE** are **Robert Bitner**, engineer, and announcer **Bill Leyden** and **Joe Mutivill**. **Bill** came from commercial aviation. **Leyden** from **WING**, Dayton, and **Mutivill** from **WMBE**, Uniontown. **Summer Granby**, formerly an announcer, has been shifted to sales and promotion.

Henry Littlehale, formerly sports editor of *Washington (Pa.) Reporter*, has joined the **KDKA** news staff, replacing **Clay Chapman**, who was called into the army. **Carl Stasak**, of **KDKA** office staff, also was called.

Prisoners List Radio Favorites; Striped Gentry Like Drama Best

PHILADELPHIA, Oct. 11.—Respecting 20 *Crosby's* program popularity polls, the inmates here, guests who often wish they had the wings of an angel, have been shown to have program preferences all their own. Deputy Warden **William Browley**, of the Eastern State Penitentiary at suburban **Graterford**, revealed this week the results of his own personal survey among the inmates.

The **Lux Dramatic Hour** is the prime favorite among the 1,200 white prisoners. In fact, it's the dramatic show that attracts most attention among these men. **Clay Chapman** second, and the *Kate Smith Hour* in third spot. Comedy programs are a second choice, with **Doc**

Hope, **Fred Allen** and **Jack Benny** in first, second and third spots.

Among the 800 Negro prisoners here, program preference is entirely different, with singing bands the top choice. **Cal Calloway** is the favorite, with **Count Basie** second, **Tommy Dorsey** third and **Charlie Barnett** fourth.

Penitentiary holds 2,000, and there are individual cells for each inmate. Program check-up was based on periods plugged in. Each cell is wired for sound and each inmate has individual earphones. Selectivity is limited to the network shows only, each cell having four plugs, to cover the **NBC Blue** and **Red**, **Mutual** and **CBS** nets.

Program Reviews

EST Unless Otherwise Indicated

Jack Benny

Reviewed Sunday, 7-7:30 p.m. Style—Comedy. Sponsor—General Foods Agency—Young & Rubicam, Station—WEAF (New York, NBC-Red network).

Jack Benny opening Sunday (8) supplied plenty of laughs despite some nervousness—both feigned and real—on the part of Benny. Initial situation presented Benny and the show as not yet on the air, with Benny worrying about his lines, his sponsor, his gag men and Phil Harris.

Benny's formula is still the same, comedy situations presenting Benny as harassed, miserly and constantly in danger of deflation by Mary Livingston. Despite Day, program's writer, still cast in the same role—that is, somewhat on the dopey side and perpetually starving. Program has been continuously successful for so long a period that there is no reason to vary from this tried formula.

Benny's best laughs came from a brief bit wherein Miss Livingston outlined Benny's gender at the World Series without his eyeglasses. Another provocative occasion was Rochester's phone call and plea to Benny to give him money to pay his losses in a crap game. Rochester's line of "vodka" while surrounded by a bevy of rough and tough dice-throwers, was sensational.

The music purveyors on the Benny show—that is, maestro Phil Harris and singer Dennis Day—must handle their lums as well as deliver musically. They do very well.

The commercial plugs are slanted on a new theme—a gimmick called "locked-in flavor." Paul Ackerman.

Helen Hayes

Reviewed Sunday, 8-8:30 p.m. Style—Dramatic. Sponsor—Thomas J. Lipton, Inc. Agency—Young & Rubicam, Station—WABC (New York, CBS network).

Helen Hayes, now doing her second year for Lipton's tea, plans to present during her new series those plays in which she always wanted to appear, rather than well-established pieces. Series will also include a number of originals, written for radio.

opener was *Jane Eyre*, an adaptation of the Brontë novel, which was filmed not so long ago with Lawrence Olivier. The adaptation was quite good, capturing some of the brooding atmosphere of horror inherent in the story of Rochester and his lunatic wife and Jane, the governess.

Miss Hayes played Jane, with Horace Branson as Rochester. Branson is a solid legit actor, and made a good duo with Miss Hayes, the performances coming over sensitive and understanding quality. Some of the half-hour radio show will differ in the impact, character, and thematic development of the book, but for the time allotted the job was good.

Commercials on the program were quite restrained and in keeping with the dignified character of the show. Paul Ackerman.

Burns and Allen

Reviewed 7:30-8 p.m. Style—Variety. Sponsor—Lever Brothers. Agency—Young & Rubicam, Station—WEAF (New York, NBC-Red network).

Burns and Allen program debuted Thursday (7) with a show lacking in punch. Burns and Allen themselves were okay, the set being standard by now and diverting as expected on the show, as a radio program, was weak.

Weakest angle of the script was the terrific build-up given to the program's star, Jimmy Cash. Cash, published as a grocery clerk, monopolized the opening night's chatter, script presenting him as being delayed in reaching the studio because of errors in the grocery—selling 30 pounds of potatoes, then 10 pounds, eight pounds, etc. Gimmick was overdone, and, as night has been expected, Cash, when he did come to the mike, impressed as only a so-so singer with his delivery of *You and I*. Voice is pleasant, but phrasing not so good.

Musical on the show handled by Paul Whiteman. Oak's number was *Three Blind Mice*, once-arranged to no good purpose. Whiteman played the show

well, however, and handled his lines okay for Swag snip.

Others on the show included Senor Lee, who bobbed in what sounded like Latin double-talk of a non-humorous sort and a couple called Hilda and Sven, who also double-talked. Bill Goodwin gave the commercial blurted okay.

Show as it needs more sparkle and lift and more care in production. There's no need, for instance, for Gracie Allen to sing a tune—her wisp of a voice chalking up absolute zero on the opening program. Grace and George Burns can handle their Dumb-Dora act okay; but proper integration of the show's different elements will have to come from the producers. Paul Ackerman.

"Silver Theater"

Reviewed Sunday, 6-6:30 p.m. Style—Dramatic. Sponsor—International Silver Company. Agency—Young & Rubicam, Station—WABC (New York, CBS network).

Silver Theater started its fifth consecutive season October 5, with Conrad Nagel again directing and narrating. First playlet presented was *The Better Day*, which was written especially for the program by Gerry Wilson, director of the *Eldorado* pictures for MGM. The playlet was one of those folksy things, about a young student who lived on the wrong side of the tracks and who had one eye on his schoolgirl friend and another on the daughter of the local factory tycoon. Complications ensued about his vacillating between the two girls, his winning a chemistry award and a crooked bookkeeping deal implicating his grandpa. It looked black, but everything was cleared just before the closing commercial plug.

Mickey Rooney played the roustabout with his usual vigor, leaping from moments of exultation to the depths of despair and yelling, every so often, "Holy mackerel!" Sharon Douglas, as the other girl, Macy Jane Brock, as the sweetest, and supporting characters were adequate.

The plugs were handled by Henry Charles and were spotted opening, midway and closing. They were modest, compared to the many obnoxious plugs being thrown at listeners nowadays, and Charles delivered them without being offensive.

Judy Garland is featured in the second playlet. Paul Demis.

Fibber McGee and Molly

Reviewed Tuesday, 9:30-10 p.m. Style—Comedy. Sponsor—Johnson's Wax Agency—Needham, Louis & Borby, Station—WEAF (New York, NBC-Red network).

Fibber McGee and Molly program this season shapes up as lively stuff, Jim and Marian Jordan delivering very well with Don Quinn's script. Harold Lloyd now in his own show as *The Great Glitterbeats*, is gone from the cast—and on the opening McGee-Molly show, Fibber was given a few farewell lines; but, according to indications of the first two McGee-Molly shows, the laugh quotient will remain high. Script crackles with good comedy situations and the Fibber's delivery is excellent.

Very good acquisition to the program is Martha Tilton, one-time warbler for Benny Goodman. Miss Tilton has been roosting a build-up on NBC sustaining time and is a very skilled warbler. On second show she delivered the novelty, *Two Lows Is Posing High*.

On the warbling end, show also has the *King's Men*, a good chorus. Billy Mills conducts the orchestra. Harlow Wilcox okay plugging the Johnson products. Paul Ackerman.

"Penthouse Party"

Reviewed Wednesday, 9:30-10 p.m. Style—Variety. Agency—William Esty, Sponsor—R. J. Reynolds Tobacco Company. Station—WJZ (New York, NBC-Blue network).

New replacement on this show, formerly on CBS, is Vaughn Monroe, one of the up and coming masetri with a band that gives out with vast quantities of alligator meat. Virtue of the band

How Not To Break Into Radio

PHILADELPHIA, Oct. 11.—The winner gets a free ticket and becomes the subject of a radio program. Yet the program is most unpopular with the "lucky" winner. Stanzas gaining such negative popularity is WIPN's Saturday morn *Sally* on Parade, directed by announcer Stan Moderski and Private Steve Morris, of the Pennsylvania State Motor Police.

Material used for broadcasts is gathered by the two men each Wednesday when they patrol one of the main highways around the city in a police car. The most flagrant traffic violation observed becomes the subject of Saturday's broadcast. The traffic violation is bad enough, but to make matters worse the offender usually gets a ticket—compliments of the State Police.

far overshadow anything else on the program.

Addition of Monroe to the program creates a greater puzzle as to the exact audience that the show is trying to reach. His selection as the podium occupant for the obvious lure of the jitterbug element doesn't jive with the chatter dealt out by Ika Chase, whose script is aimed chiefly at the radio crowd of sophisticates. Her delivery is in quibbling style, repulsive to the masculine crowd which still forms a great portion of cigarette smokers.

Yvette did a single solo, *I Won't Wait For The World On TV*, which registered nicely.

Costume were Adrian, MGM fashion designer, and Lou Holtz. Adrian's gab followed the line of least resistance in telling of the sartorial tastes of MGM's leading female stars. He also took time out to plug the opening of his new dress shop, Hollywood. Lou Holtz, a capable storyteller, managed to offset the liability of having Miss Chase pace him.

Another plug that Miss Chase sneaks in is for her current lecture tour. Who's paying for this program anyhow?

With all the free plugs, the sponsor also managed to get some in, with Ray Parker handling the spiel nicely. Joe Cohen.

"Meet Mr. Meek"

Reviewed Wednesday, 7:30-8 p.m. Style—Comedy. Sponsor—Lifebuoy Agency—William Esty, Station—WABC (New York, CBS network).

Returning after a vacation, the Meek tribe appears to have lost none of its potency as a laugh-getter. Family is somewhat in content and script rides along in a familiar pattern. Major writing fault is occasional lapses out of character to get in a gag that just doesn't belong. Fortunately, these fingers aren't brought in too often.

Episodes ought to be Mrs. Meek, with the approval of an efficiency expert, getting up a budget only 25 per cent short of balancing. Solution is to have Meek approach his boss for an increase to make up the deficiency. Budgeting, they find by the end of the chapter, is impractical and thus this project is abandoned.

Except for the occasional lapses, characterizations are okeh. Commercials also come under the character-lapse classification. What starts out to be a part of the regular program turns into a commercial. While this may be a subtle bit of handling, audience reaction is usually one of disappointment. Joe Cohen.

"Pun and Punishment"

Reviewed Tuesday, 7:30-8 p.m., CST. Style—Quiz. Station—Sustaining on KMBC (Kansas City).

This is the first rebroadcast program for John Cameron Swayze, former *Kansas City Journal* drama critic and columnist, who turned newswriter about a year ago. He does a neat job of emceeing the production. Show was created and scripted by Janet Hocking, KMBC staff writer, who also anchors the serial program *Arnold Grimes's Daughter*, heard on NBC. Idea is that program is being tested on KMBC for audience-reaction before being offered for network presentation.

The program, designed to "glorify the American Pun," tests the ability of studio contestants to guess hidden words on the basis of clues furnished by a board of experts. The clues are puns produced on the spur of the moment from key-words sent in by listeners. When

New Indie Station Org To Mull ASCAP And AFM Problems

CHICAGO, Oct. 11.—A new trade group will be formed here Tuesday (16) to "protect the interests of the independent broadcasters," according to information wired indie stations this week. The wire was signed by William J. Scripps, WJZ, Detroit; Hoyt Woolen, WREB, Memphis; Eugene Pulliam, WIRE, Indianapolis; Stanley Hubbard, KSTP, St. Paul, and Bill O'Neill, WJW, Akron, who met at the Drake Hotel here this week to formulate plans for the new group.

Of major concern to the group will be the demands of the American Federation of Musicians and the ASCAP license problem. The committee which met here this week believes that the "proposed ASCAP license should be modified and clarified before they can be accepted, notwithstanding the approval of ASCAP contracts, including the per program contract, MCA and IFAA. The committee further stated that it does not believe that these contracts reflect the opinions and desires of a majority of affiliates, in view of the fact that affiliates were never polled for their opinions.

Other problems to be discussed next week will include super power and contracts with the musicians' union locals.

WGSN Personnel Changes

BIRMINGHAM, Oct. 11.—Anticipating general expansion of activities when the station increases its power and moves to 110 band in mid-September, Vice-President and General Manager Henry P. Johnston of WGSN has announced two personnel changes. Tom Severin, announcer and music librarian, becomes special advertising director and Bill Klinton, staff organizer, widens scope to musical director of the station.

the puns are made, the word "yak" is substituted for the word punned upon.

Prizes in the form of national defense savings stamps are awarded to contestants compiling the highest scores and to listeners submitting "punable" words accepted for use on the air.

Show packs punch. However, if a listener should tune in on the middle of a program he would become confused by what would sound like a lot of "pig Latin." Bob Locke.

Prof. Puzzlewit

Reviewed Sunday, 3-3:30 p.m. PST. Style—Quiz. Sponsor—Gallen Kamp Shoe Company. Agency—Long Advertising Agency. Station—KFI (Los Angeles).

While Prof. Puzzlewit program doesn't reveal a lot of information, it has sufficient variety to keep me interested. The questions are not intended to stump anyone. Some are on subjects of the beaten track, and many funny answers come thru to keep up laughter.

On the show tonight Larry Keating, who is Dr. Puzzlewit, had representatives from three fraternal orders. These three couples competed for points that brought them rewards in cash or shoes. On the first part of the show were questions such as, "What American is regarded as the father of the modern detective story?" "What estate contentment belongs to a single nation?" and "What two men are famous for having five daughters?" To break the monotony Keating dramatized a few incidents.

Keating does a good job of ad libbing and handles the announcing in an effective manner. At this particular time he was plugging school shoes and did a top job of it. Sam Abbott.

"Madcap Matinee"

Reviewed Thursday, 2:15-2:45 p.m. Style—Variety. Sustaining over WWSW (Pittsburgh).

If this show is to live up to its name it will have to become madder. Burns Astor's studio orchestra and announcer John Davis on the interpolations are satisfactory personnel. But the patter material is mostly from bumper. Some sounds ad lib. Whether or no, show could develop into minor but pleasing edition of Don McNeill or Ransom Sherman variety shows if more diversified talent and livelier lines were written to help Astor's piano and singing, the danceable band and Davis's talking. Norton Frank.

THREATEN WIRE BUILD-UPS

Burke-Van Heusen Move Panics Some ASCAP Songwriters

NEW YORK, Oct. 11.—Aftermath of Johnny Burke and Jimmy Van Heusen signing the publishing and radio rights of their RKO picture, *Playmates*, secure to Southern Music (SMI) is an evident lessening of morale among ASCAP songwriters, who seem ready to turn on ASCAP officials for what they describe as "leaving us to disorganization while they sit around waiting for the networks to capitulate."

Now songwriters cry that if ASCAP doesn't snap out of its lethargy, "and give us leadership and action and not the false hopes we've been getting," they're going to go over to BMI.

That's the attitude of some very prominent songwriters who hold high ASCAP ratings but have been inactive since the inception of the ASCAP-networks royalty battle.

Talk in music circles, among ASCAP publishers, writers and pluggers, is that Burke and Van Heusen were protecting their job in Hollywood in preference to protecting their ASCAP rating. Team is averaging about \$1,000 a week from RKO, and in addition received a \$10,000 advance from Southern against royalties on the *Playmates* score.

As a consequence, many songwriters have been talking of bolting ASCAP for greener pastures, as the consent decree gives them a right to do without prejudicing their ASCAP membership. ASCAP officials, on the other hand, are crying "sell-out!" and are pleading with members to have patience.

Chi Bookers Seek Cocktail Combos; Expand Bookings

CHICAGO, Oct. 11.—Local band bookers are combining the hinterlands for cocktail combos to fill the heavy demand from late and lounges in this area. Frederick Bros., Music Corporation invested \$1,000 recently by dispatching Bill Parent, of the office, to sign combos in small Illinois and Chicago towns. Office has about 20 outfits under contract. Small-town musicians are anxious to come here for their scale automatically jumps from about \$18 to a minimum of \$30 a week. Outsiders, however, can remain in the area controlled by the local musicians' union for only six months at a time unless they secure a job which lasts a longer period.

Ervin Barbo, of the Frederick Bros. office, says there is terrific activity in the neighborhood taverns, and demand is always bigger than the supply. Eddie Sligh, who is augmenting his cocktail department, reports, "All you have to do is take orders on good small combos. It is never a problem selling them."

Leading combos stemming from Chicago do not start up with one office, as a rule. Fighting they can land better and more consecutive jobs by being on the list of several agencies.

Ozzie Nelson With Morris

NEW YORK, Oct. 11.—Ozzie Nelson band, now appearing on the Red Skelton air show over NBC-Red, has left MCA to be booked hereafter by the William Morris agency.

Success Story

POETSMOUTH, Va., Oct. 11.—A Western Union messenger boy suddenly found himself the soloist with Tommy Dorsey's band here last week. Buddy Rich, the band's drummer, received a stinging telegram on the occasion of his birthday—the same night the band played a Gridiron Club date at the new stadium here. The messenger delivered the telegram during the dance—and had to stand in the platform and sing *Roppy Birthdays to You* with the band accompanying him.

What Will Hays Say?

NEW YORK, Oct. 11.—Leonard Arthur, who brings his ock to the Roadside West, Oceanside, L. I., Tuesday (14), is getting publicity for a stunt, choosing a girl to ship with the band during the engagement. Announcements have been sent to five local colleges, stating Arthur's needs and setting the following requirements: (1) She must fill out a sweater. (2) She must have a "formal gown" figure. (3) She ought to be able to sing a little, too.

Public additions will be held. Arthur hopes the winner really will be able to sing a little, too.

H. Heidt Signing For New Picture

OMAHA, Oct. 11.—Horace Heidt and Herbert J. Yates, of Republic Pictures, have completed a deal whereby the Heidt ork will carry the full burden of a feature film, to be made by Republic early in December.

Instead of furnishing background music for outside talent, the band itself and its various featured performers will play all the parts in the movie, and the story will be written with that arrangement in mind.

It is possible that a name comedian will be signed as the only non-Heidt performer in the flicker.

Papers will probably be signed within next few days.

Among members of outfit to get in the pic will be Donna Wood, Ronnie Kemper, Larry Cotton, Frankie Carle, Fred Lowmy, the Don Juans, Red Zerington, Jerry Bowne, Mimi Cabanna, Charlie Goodman, Ollie O'Toole and Burton Pierce.

Band appeared in *Pat of Gold*, United Artists film, last year.

GAC To Reopen Cincinnati Branch

NEW YORK, Oct. 11.—General Annuement Corporation will reopen its Cincinnati office Thursday (16) after almost two years. Howard Sinsott, former manager of the Nichols ork, who has been working as one-night booker for GAC the past six months, will continue as such in the Cincy office. Art Fraw will handle location dates.

Move is thought to result from recent passage of Ohio licensing law, which gave GAC alternative of reopening office or transacting business thru a licensed Cincy agent.

Office will handle Midwest bookings as it did in past. Although spot has been shut down, GAC retained its lease and has been paying rent.

Lift Lansing Curfew Law

LANSING, Mich., Oct. 11.—Local musicians may now have music until 2 a.m. because of a Municipal Court decision Tuesday (7), in which city ordinance putting midnight damper on music was declared unenforceable. This regulation had driven considerable trade to out-of-town and suburban spots.

Band Remotes Chopped by NBC; CBS Off, Too; House Orks Next?

NEW YORK, Oct. 11.—Dance remotes have been yanked off the Columbia Broadcasting System and both Red and Blue networks of the National Broadcasting System, leaving Mutual Broadcasting System as the only network carrying the name bands during the late hours. Pulling of the bands off CBS occurred Wednesday night, causing the refusal of CBS's Pittsburgh affiliate, WJAS, to employ an 11-piece house orchestra. NBC's Blue network became involved because ownership of the CBS Pittsburgh outlet and NBC-Blue Pittsburgh outlet, KGV, is the same, and therefore the KGV musicians walked out in a sympathy strike. But whereas the AFM yanked the Columbia bands, NBC itself yanked the NBC-Blue bands. Action by NBC follows the network's action of last week, at which time it pulled bands off the Red even though trouble between the Red affiliate, WMBZ, and the AFM New Orleans outlet had been settled. Petrillo has threatened to pull house bands out of the studios, which would cause a chaotic condition in radio.

Logic behind the NBC is twofold. One, network is obviously giving the AFM a needle, also it will not admit same. Two, NBC figures it will experiment with studio pick-ups from the various affiliates, thus giving local talent a break and possibly building audience during the late 11 p.m. to 1 a.m. hours so that this time can be sold profitably.

NBC's action throwing remotes off the Blue was taken Thursday night. Plan is to combine the sustaining time during 11 p.m. to 1 a.m. hours, and feed the same pick-ups to both the Red and Blue chains. This will facilitate programming. By next Tuesday (14) NBC hopes it will have the situation well enough in hand to use separate programming for the Red and Blue networks during the late hours.

NBC situation is now in the hands of William Hillips, NBC production exec.

Bands who were scheduled to broadcast remotes on the Blue this week include Benny Goodman from the Hotel New Yorker; Will Bradley, Sherman Hotel, Chicago; Gene Krupa, Palladium, Hollywood; Glenn Miller, Hotel Pennsylvania, New York; Henry Busse, Edgewater Beach Hotel, Chicago; Lou Bresca, Cines Parer, Chicago; Vincent Lopez, Hotel Waldorf, New York; Art Jarrett, Hilton Hotel, New York; Paul Whiteman, Palace Hotel, San Francisco; Bernie Cunnings, Beverly Hills Country Club, Newport, Ky.

NBC, since it stopped airing music from remote spots last Wednesday, has gotten up a schedule of dramatic and musical shows to fill in the two-hour void, which they say is being done on an experimental basis. CBS also indicated that it might follow suit, negotiations in Pittsburgh being at a complete standstill.

While the Pittsburgh Blue network walkout could be construed as labor trouble, even tho' it's only a sympathy walkout, the Red network was completely in the clear, having settled a dispute involving Station WSMR, Red outlet in New Orleans. Immediately following the settlement, NBC reversed the procedure and chopped the bands off itself.

Officials of the NBC profess to be

pleased with the filters they have already put on the air.

Members of the American Federation of Radio Artists are watching the outcome, because if this works out as the networks hope, it will open new avenues of employment for thousands of actors. Also, band agencies, leaders and music publishers are shivering over the consequences of the new policy.

The best avenue of band exploitation would be completely lost to the leaders and agencies, both of whom have come to regard network radio time from a hotel spot of sufficient importance as to work those jobs for scale prices. Agencies, however, might be able to get a regular name band salary for engagements if the intendment of air time were not a big factor in the booking. Music publishers, patiently awaiting the return of ASCAP music to the air, will suffer another blow if this exploitive means is completely lost to them.

If Petrillo retaliates with his threat to call out studio musicians on strike, and a stoppage of radio production results, one network official indicated that it might call in the government and charge with monopoly.

Meanwhile, NBC has combined its late sustaining time on the Red and Blue networks to facilitate filling in the hours. Programs originating from New York and from affiliate stations are being fed thru both networks. CBS meanwhile is filling in with studio music.

Miller May Make More Pix

PITTSBURGH, Oct. 11.—Glenn Miller and his orchestra expect to be called to Hollywood in early January, despite their booking at New York's Hotel Pennsylvania, for a second picture with 20th Century-Fox. Miller has signed movie and hotel contracts, with understanding that if films want him and band, Pennsylvania will release him promptly.

Denying Miller money behind the McIntyre's new band, manager Johnny O'Leary inferred that Cy Shurtman was backing Miller's former saxophonist. In New York a spokesman for Shurtman said Shurtman was backing McIntyre's band, but that so far no question of finance had come up.

Cugat Honored Right, Left

NEW YORK, Oct. 11.—Xavier Cugat was honored under with honors this week. First he was presented with "The Order of Honor and Merit of the Cuban Red Cross with the Mark of Commander" by Mrs. Batista, wife of Cuba's current leader. This award was made in recognition of maestro's work in furthering Pan-American relations.

Thursday (9) Leticia Boomer gave a party in celebration of Cugat's record of nine consecutive seasons at the Waldorf-Astoria Hotel. Twenty-nine Latin American hotel ops were present.

Kyser Signs New Warbler

HOLLYWOOD, Oct. 11.—Kay Kyser's search for a gal chanter to replace Ginny Stevens ended today when he signed Dorothy Dunn to a contract.

Throw Pennies! Help USO!

PHILADELPHIA, Oct. 11.—While at the Erie Theater a couple of weeks ago Glenn Miller hit upon an unusual method of helping the USO.

Noticing that the audience took delight in throwing pennies at Pittsburgh who clambered up on the stage for impromptu living, Miller went out and bought a penny bank, instructing his boys to gather up the copper and put 'em in the slot, with proceeds to go to the USO. In five days the accumulated pennies totaled over \$12, and the bandmen were so tickled with the idea that Miller has decided to keep the thing alive. Now, whenever one of the band's live times in possession of surplus copper, it goes into the little bank.

Decca Coup To Aid Bond Drive

NEW YORK, Oct. 11.—Jimmy Dorsey was scheduled to put *Any Bonds Today?* on wax for Decca this week, marking that company's first move in the campaign of the Treasury Department, the Automatic Phonograph Manufacturers Association and *The Billboard* to have the Bond song placed in the No. 1 position on each of the nation's 400,000 coin phones.

Columbia, with Kay Kyser's version of *Any Bonds Today?*, and Victor, with the Barry Wood rendition, were busy all week preparing promotional literature, stickers, posters, placards and other material calculated to aid in the campaign. Both companies planned to stand pat on the disks they already had; whether they will continue to stand pat now that Decca has injected its ace recording band into the picture is not known.

A spokesman for Victor expressed belief that Barry Wood's weekly plugging of the ditty on the *Treasury Hour*, plus fact that Wood was first to put it on record, will insure a majority of slot spots for the Wood rendition. At the time this opinion was uttered, Decca's representative in the *Any Bonds* field was Dick Robertson.

All three companies plan to exploit their disks to the fullest, with consequent aid to the Treasury's bond drive.

The King and the Czar Battling, As Union Wants a Second \$12,000

OTTAWA, Oct. 11.—The private war between King George's Royal Canadian Air Force and James Caesar Petrillo's American Federation of Musicians, which started when AFM announced that the RCAF band was in competition with union musicians, now involves practically the whole Canadian army.

Canadian Broadcasting Company, in a flash of audacity for the morale of Canadian kids battling overseas, decided to transcribe some of its programs and send transcriptions to Europe for use as army entertainment. AFM applauded CBC motives and then demanded \$12,000 to be paid Toronto local in consideration of permission to make the disks. The CBC paid the \$12,000. Then the AFM demanded another \$12,000 for permission to play the disks in England.

Canadian papers, notably *The Journal* here, have written editorials denouncing the union in general and Petrillo in particular. A note of resignation is evident, however, since all realize that CBC will either pay or see all union music programs cut off its net.

Previously AFM had threatened similar action if CBC didn't stop airing the

Air Force band. Threats had desired effect at CBC, but aroused public protest of such vehemence that last week the Winnipeg local, formerly leader in the anti-Air Force push, "agreed" to permit the band to use the CBC prairie network for recruiting purposes only.

Auto Wreck, Plane Delay Can't Stop Ork Chirper

NEW YORK, Oct. 11.—Jere Orard, singer with Dick Shelton, whose cork opened at the Blue Gardens, Armonk, N. Y., Tuesday (7), almost didn't show up for the opening, and when she did arrive much of her attractive anatomy was swathed in bandages.

Ork closed at Yankee Lake, O., Monday, and girl started for Armonk by auto. Hadn't gone very far before she was involved in a smash-up, from which she emerged badly shaken and painfully irritated. Authorities removed her to a hospital, where X-rays revealed no breaks, so she left and grabbed a plane for New York. Plane was forced down in Philly, causing another delay and forcing a train trip here, where a car picked her up at the station and rushed her to Armonk.

Shown up a couple of hours late, her legs and arms gaused and taped, but went thru with the show.

Detroit Ork Booked To Play Swank RAF Dance in Bermuda

DETROIT, Oct. 11.—Ray Gorrell, local society maestro, grabbed one of the plums of the new season when he signed to play October 30 and 31 for the United Arts Festival in Bermuda. Festival culminates October 31 in an ultra-swank RAF ball in the Silver Grill of the Bermudiana Hotel.

Booking was awarded by Mrs. Wendell Anderson, chairman of the ball, whose husband is a wealthy Detroit. Gorrell has played society dates for the Andersons, who like his work to the extent of paying round-trip plane passage for leader and band from Detroit to Bermuda.

Total cost, including transportation by private plane and Pan-American Clipper, will be \$10,000. On November 1 Gorrell opens at the Riverside Hotel, Bermuda, for a week, after which he flies back to New York, where he will remain to fill society dates now being lined up by Stan Zucker Agency.

Life mag is expected to send a photo along for a *Life* Gek to a Party spread. This will be Ork's first venture outside Detroit area.

Dunham Okay in Bridgeport

BRIDGEPORT, Conn., Oct. 11.—Sonny Dunham, in his first local appearance as a one-nighter at the Ritz Ballroom Sunday (5), drew a nice attendance of 1,054 despite stiff competition at near-by New Haven, where Count Basie was holding forth at the Arena and Ella Fitzgerald at the Shubert.

Ducats were priced at 75 cents, making a gross of \$790.50.

Weeks' Des Moines \$798

DES MOINES, Oct. 11.—Definite signs of heavy grosses were seen when 1,500 persons paid for Amos Weeks September 21 for the best turnout this fall at the Trooper in Des Moines.

Taking benefit of best-of-the-clock prices, 1,200 paid 50 cents each before 9:30 p.m., while 300 came in afterward at 65 cents for a nifty \$798 gross.

Golly Back at Donahue's

NEW YORK, Oct. 11.—Cecil Golly back into Donahue's Mountain View (N. J.) residence, as the first band to do a repeat engagement since the club opened 18 years ago. Golly succeeds Dick Barrie, who closes November 4, with Golly going in the following day.

Donahue's, which usually plays semi-nights, has always given bands long dates, but has never before played the same one twice. Golly put in nice months there last year. Milt Deutch, Frederick Brothers booker, set the deal,

Of Maestri and Men

GAIL ROBBINS is still with Art Jarrett, contrary to previous reports which had the warbler on the loose. Gail was broadcasted last week. . . . BENNY GOODMAN has been booked for concert tour following his closing at New Yorker Hotel, New York, January 2. Harry Moss handling details for MCA. . . . WOODY HERMAN will follow Benny into New York. . . . TEDDY POWELL has added Ron Perry, formerly of Artie Shaw band, to sax section. Also has Zeb Julian on guitar, replacing Benny Galbraith, who went to Claude Thornhill. Teddy has been booked to return to Rustle Cabin, Singlewood Hills, N. J., his present location, for 16 weeks in 1942. . . . JAN SAVITT became father of a girl this week. Also hired Ruth Robin, formerly with Phil Harris, for chirping job with band. . . . HORACE HERDIT band will be wearing out the stock for next month or so. Bundles are expected by the Heidis, the Fred Lowery, and the Russ Adams. . . . DEL STATION, closing this fall to play for Earl Cole, Earl Clark, Wis., has been rebooked to open November 25. . . . VINCENT MOTT cork a new one, will open the Mayflower Hotel, Miami, first week in January. . . . GENE KRUPA will tour New England during Thanksgiving week, November 14-22. . . . SHEP FIELDS and JAN SAVITT will battle it out at a University of Pennsylvania concert on October 31. . . . MAC O'CONNOR, versatile maestro, now operating an orchestra and service in New York. . . . RICHARD HIMMER opens at Edge-water Beach Hotel, Chicago, November 21. . . . NICK D'AMICO has been set to follow Sammy Kaye at the Essex House, New York. Nick had a 13-weeker there just prior to Sammy's opening. . . . ART PAULSON will be Hotel New Yorker's "Band of the Week" Sunday (13) when Benny Goodman goes to West Point to play for swank ball. . . . BENNY STRONG now on a four-weeker at Hillmore Hotel, Dayton, O. . . . JOE GLASER has gone to Houston to attend Louie Armstrong's opening there.

Atlantic Whisperings

TOMMY REYNOLDS loses his trumpet, by stroke, to the army following the band's run at Philadelphia's Bandwagon. . . . HARRY KELLER gets the call at Byers Cafe, Trenton, N. J. . . . COLERIDGE DAVIS, holding forth at Philadelphia's Paradise Cafe, headed for Dave's in Chicago. . . . BILL DAVISON set for the fall season at Atlantic City's Tally-Ho. . . . WALLACE COLE and His GreySounds get the nod at Blue Ribbon Inn near Robbinsville, N. J. . . . JACK PALCEY ushers in the new season at Rudy's Cafe, Trenton, N. J. . . . LEO DRYER, holding forth at Philadelphia's Warwick Hotel, gets a local KYW wire. . . . CLYDE WALTON is the opening band at Winter Crystal Ballroom, Haddington, Pa., and George E. Sears at Leghorn Farm Ballroom, Morrisville, Pa. . . . CHAVEZ, current at Jack Lynch's Walton Roof, Philadelphia, inked for six Victor rumba platters. . . . DON DIP-PIN and his all-girl gang hold over at the Spa, Allentown, Pa. . . . ALFONSO CHAVEZ and His Marimba Band are new at Irvin Wolf's Rendezvous, and the KING KOLE TRIO at the New 26th Century Club, Philadelphia.

Midwest Melange

FLETCHER HENDERSON is having trouble with his eyes. Medicos have told him to do less arranging starting next 18 months. . . . BILLIE HOPE BOYS have moved into Lido Club, South Bend, Ind. . . . BETTY BENSON, singer, has left Ray Herbeck's. . . . DON STRICKLAND has signed a Frederick Bros. booking contract. . . . RED NICHOLS opened an eight-weeker at the Aragon Club, Houston, October 11. . . . MARI SMITH comes into Ambassador East's Pump Room, Chicago, November 14, following Benj. Holt, who closes a six-month run to fill six weeks at Detroit Athletic Club and another winter season at Everglades Club, Palm Beach, Fla. . . . RAMON RAMOS has landed an extension at Drake Hotel, Chicago, and remains until middle of January. . . . DUKE ELLINGTON due for a month at Sherman Hotel, Chicago, in early spring of 1942. . . . BOBBY BYRNE set to open at Sherman December 31. Jan Savitt's return to spot not definitely set. . . . JOE E. BULLIVANT covered into Sta-Mor, Kansas City, Mo., October 16, for two weeks

and follows with a month at Music Box, Omaha, starting October 30.

Cost Cacophony

TED FIO RITO marked his opening at the Los Angeles Orpheum by sending pigeons to magazine representatives. When released the birds returned to the theater. . . . CLYDE MOODY plays Interstate vaude time in Texas when he closes at Jimmy Contratto's Trianon in South Gate. . . . TED WEEMS opened strong at Casa Manana in Culver City. . . . JUDY CLARK, who was tagged by Republic executives while singing with RAY HEATHERTON's orchestra at the Biltmore in New York, has been given a term contract by the studios. . . . RAY NOBLE has leased the former Tiny Tim home in Toluca Lake, Calif., complete with swimming pool and all the cinema city trimmings. . . . JIMMY DORSEY finishes at Paramount before moving into the Hollywood Palladium. . . . ALVINO REY and the KING SISTERS are at RKO in *Why Worry?*, a picture in which Buddy Ebsen, Patky Kelly and Bert Lahr are featured. . . . KAY KYSER will make his next picture for Harold Lloyd. Flo to be titled *My Favorite Spy*.

T. D. Plenty Hot in Philly

PHILADELPHIA, Oct. 11.—Tommy Dorsey, playing his first public dance here in years last Thursday (2) at Brookline Country Club for Jimmy Marshall, proved terrific despite competition from Shep Fields and Tommy Redolls the same night. With 400 dancers buying their ducats in advance at \$1 plus tax, and 1,500 paying the upped gate fee of \$1.35 plus tax at door, Dorsey grossed a big \$2,400. Altho attendance was several hundred under Artie Shaw, season's first dance promotion, Dorsey's gross was highest yet. Van Alexander next in.

T. D. Good at Trenton, B. C.

TRENTON, N. J., Oct. 11.—Tommy Dorsey, ushering a Sunday series at the Arena Sunday (5), proved big at the box office for promoter Jimmy Evans. No dancing, policy being two afternoon and one evening shows, with standard acts supporting. Attendance hit approximately 4,200 with gate sealed at 45 cents for matinees and 55 cents in the evening, reserved seats 75 cents and 61, making gross about \$2,700. Bobby Byrne heads the bill tomorrow (12), rubbing for Count Basie, who was pulled out by Local 802 last week.

A. Weeks Settles \$100,000 Chicago Suit for \$17,000

CHICAGO, Oct. 11.—Amos Weeks has settled his \$100,000 damage suit against the Central West Motor Stages, Rocky Mountain Freight Line and Martin Food Products for \$17,000. Settlement was reached between Weeks's attorney, Jerome Rosenthal, and the insurance company representing the defendants after the jury trial opened in Superior Court here last week.

Weeks injured his right arm in a recent bus accident. He was in a hospital for a lengthy spell before he was able to resume work.

Ella's So-So Ritz \$889

BRIDGEPORT, Conn., Oct. 11.—Ella Fitzgerald coming into the Ritz Ballroom here September 28 didn't do so lorio, drawing only 1,988 persons. It was the first colored band to play here this season, and with ducats priced at 75 cents for the late set and 85 cents for the men, the gross totaled \$889.50. Opposition was stiff from the near-by Arena, 18 miles away at New Haven, where Tommy Dorsey was jamming them in, and at the Shubert Theater, New Haven, where Tommy Tucker was opening a three-day engagement.

It Wouldn't Be the Last Time

SUFFOLK, Va., Oct. 11.—To Jack Tregarden and Bunny Berigan goes the honor of playing for the dancing at the First Annual Peanut Festival here October 31. They positively won't be paid off in peanuts.

Gray Gordon Back In Biz; Opens Chi Ballroom Oct. 25

CHICAGO, Oct. 11.—Gray Gordon will lead a band for the first time in three months October 25 when he opens a ultra-hip engagement at Merry Garden Ballroom here. Gordon was suspended from the rolls of the American Federation of Musicians July 16 last, following charges of alleged indebtedness brought against him by his booking office, Consolidated Radio Artists. Gordon maintained that CRA contracted him to fill a job in Atlantic City, which did not bring in enough to pay for his time. He claimed that he lost \$500 a week during that engagement because of the high-priced men in his band.

This week Gordon secured his release from CRA and was given financial help from Harry Rice and Frank Byfield, operators of the Merry Garden, to straighten out the matter. CRA has demanded \$7,500 for his release. The amount paid by Gordon is not revealed.

The Merry Garden ops have been Gordon's friendly advisors since he started in the biz in this area. He played that spot in his early days and his return date is seen as a gesture of appreciation, since the ballroom normally cannot afford to play name bands. Gordon, 60 far, has not signed up with any booking office. He wants to give the matter some thought and will probably affiliate himself with some office during his local run. He will come in with 17 musicians and an arranger.

Haynes Office Opens This Week

NEW YORK, Oct. 11.—Don Haynes, former General Amusement Corporation booker, unveils his new office this week as personal manager for Glenn Miller, Claude Thornhill, Charlie Spivak and Hal McIntyre's new band, now being organized. McIntyre is a former Miller sideman.

Haynes walked out of GAC three weeks ago after differences with Mike Nidorf, who formerly handled Miller's affairs. Haynes had been with the office for two years, first as one-night booker and then in the location department. He was previously with Consolidated Radio Artists as head of the Cleveland office.

This also marks Miller's departure from the GAC management fold, but the agency continues booking him, with Haynes on the supervisory end. Same goes for Spivak and Thornhill.

PHOTOS, 3x10, 4 1/2x6

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The Billboard

WEEK ENDING
OCTOBER 10, 1941

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGGS

Following are the 15 songs with the most plugs on MBS and on NBC and CBS. Due to the MBS-ASCAP contract, Accurate Reporting Service, source previously for all plug data, new lists only WOP plug, having temporarily dropped WNC and CBS from its reporting. MBS listings below, therefore, are supplied not only by Accurate's daily reports, taking in plugs between 8 a.m.-1 a.m. for week ending Friday, October 10, but also by recollections furnished by the MBS logs. NBC-CBS totals are furnished by the office of Research-Radio Division, College of the City of New York, including broadcasts from 8 a.m.-1 a.m. daily for week ending Friday, October 10.

For duration of this situation, which can be considered temporary until such time as WNC and CBS sign with ASCAP, "radio-plugged" plugs (WIM, WMCA, WJAZ, WJLB) will not be listed. Networks' New York outlets used for this recap are WOP (MBS), WJAZ (NBC), and WJLB (CBS). Plug times are designated by "P." musical production numbers as "M."

MBS PLUGS

Position Last This Wk. Wk.	Title	Publisher	Plugs
1	1. I DON'T WANT TO SET THE WORLD ON FIRE	Choriz	23
5	2. DO YOU CARE?	Campbell	26
2	3. YOU AND I	William	26
6	3. ELMER'S TUNE	Robbins	19
5	4. JIM	Kayser	17
7	4. TIME WAS	Southern	17
7	4. WHY DON'T WE DO THIS MORNING	BYC	17
7	5. KISS THE BOYS GOODBYE (P)	Famous	15
8	6. CONCERTO FOR TWO	Shapiro-Bernstein	13
7	7. BLUE CHAMPAGNE	Encore	12
3	8. YOURS	E. B. Marks	11
9	9. ANGELS CARE THEIR	Smith	10
9	9. GIVE ME YOUR ANSWER	Mills	10
9	9. WASN'T IT YOU?	BMI	10
4	10. I GUESS I'LL HAVE TO DREAM THE REST	Block	9

NBC-CBS PLUGS

Position Last This Wk. Wk.	Title	Publisher	Plugs
13	1. I GUESS I'LL HAVE TO DREAM THE REST	Block	41
1	2. YOU AND I	William	40
3	3. TIME WAS	Southern	33
1	4. I DON'T WANT TO SET THE WORLD ON FIRE	Choriz	32
5	5. JIM	Kayser	27
5	6. DO YOU CARE?	Campbell	24
7	7. I SEE A MILLION PEOPLE	E. B. Marks	23
3	7. YOURS	E. B. Marks	23
8	8. HI, NEIGHBOR	BMI	21
8	9. DELIAH	BMI	20
6	9. 'TIL REVELLE	Melody Lane	20
12	9. WASN'T IT YOU?	BMI	20
10	10. CITY CALLED HEAVEN	Warren	19
4	11. TWO IN LOVE	William	18

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; Babson's Music Shop; Bridgeport, Conn.: Highland Dry Goods Co.; Whiting Radio Service; Quinn Music Store; Boston: Boston Music Co.; The Melody Shop; Meador Music Co.; Los Angeles: Whitman Song Shop; Broadway Music Shop; Avenue Record Shop; Pittsburgh: Yorktown Record, Inc.; Philadelphia: Wachsmaier's Department Store; Des Moines: Record Shop; Alex A. Ostlin; Denver: The May Co.; The Record Shop; Charles R. Wells Music Co.; Salt Lake City: S. C. M. Record Dept.; Portland, Ore.: Meier & Frank Co.; J. K. Old Co.; Los Angeles: Southern California Music Co.; Hollywood: Home of Music; Glenn Waldron's Music City; San Francisco: Schwabacher-Frey; Chicago: Sears, Roebuck & Co.; Marshall Field; Woodbury's; Lynn & Healy; Cincinnati: Song Shop; Wichita Music Co.; Honolulu: Honolulu Music Shop; Honolulu: Honolulu Music Shop; Milwaukee: Schwabacher-Frey; New York: The Record Shop; Philadelphia: The Record Shop; Raleigh, N. C.: Jones R. Talbot; C. H. Robertson Music Co.; Miami: Richards Music Co.; Birmingham, Ala.: New Orleans; Louisiana: Louisiana Music Co., Inc.; G. Schirmer, Inc.; Fort Worth, Tex.: McGraw's Record Bros.; Phoenix: Phoenix Music Co.; San Antonio: Alamo Piano Co.; Washington, D. C.: E. F. Dropps & Sons Co.; George's Radio, Inc.

NATIONAL		EAST		SOUTH	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	1. PIANO CONCERTO —FREDDY MARTIN	1	1. Chattanooga Choo Choo —Glenn Miller	1	1. Blue Champagne —Jimmy Dorsey
2	2. CHATTANOOGA CHOO CHOO —GLENN MILLER	2	2. Piano Concerto —Freddie Martin	2	2. Yes, Indeed —Tommy Dorsey
3	3. I DON'T WANT TO SET THE WORLD ON FIRE —HORACE HEIDT	3	3. I Don't Want To Set the World on Fire —H. Heidt	3	3. Piano Concerto —Freddie Martin
4	4. BLUE CHAMPAGNE —JIMMY DORSEY	4	4. I Don't Want To Set the World on Fire —Tommy Tucker	4	4. I Don't Want To Set the World on Fire —Horace Heidt
5	5. I DON'T WANT TO SET THE WORLD ON FIRE —TOMMY TUCKER	5	5. You and I —Jimmy Dorsey	5	5. Chattanooga Choo Choo —Glenn Miller
6	6. YOU AND I —GLENN MILLER	6	6. Let's Do It —Bing Crosby	6	6. I Don't Want To Set the World on Fire —Ink Spots
7	7. YOU AND I —GLENN MILLER	7	7. You and I —Glenn Miller	7	7. Chattanooga Choo Choo —Glenn Miller
8	8. YES, INDEED —TOMMY DORSEY	8	8. Let's Do It —Bing Crosby	8	8. I Don't Want To Set the World on Fire —Ink Spots
9	9. YOU AND I —GLENN MILLER	9	9. I'll Have To Dream the Rest —Tommy Dorsey	9	9. I Don't Want To Set the World on Fire —Tommy Tucker
10	10. YOU AND I —BING CROSBY	10	10. I'll Have To Dream the Rest —Tommy Dorsey	10	10. Jim —Jimmy Dorsey
11	11. YOU AND I —BING CROSBY				
12	12. YOU AND I —BING CROSBY				
13	13. YOU AND I —BING CROSBY				
14	14. YOU AND I —BING CROSBY				
15	15. YOU AND I —BING CROSBY				

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Adley Music Supply Co.; Pittsburgh: Yorktown Record, Inc.; San Francisco: Pacific Coast Music; Sherman, Clay & Co.; Los Angeles: Morse & Freeman, Inc.; Seattle: Capitol Music Co.; Portland, Ore.: Eckart Music Co.; Chicago: Lyon & Healy; Carl Fischer, Inc.; Gambell Hinged Music Co.; A. G. McClure; St. Louis: St. Louis Music Supply Co.; Kansas City, Mo.: Jerome Music Co.; Detroit: Grinnell Brothers; San Antonio: Southern Music Co.; New Orleans: O. Schirmer of Louisiana; Atlanta: Gable Piano Co.; Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	1. I DON'T WANT TO SET THE WORLD ON FIRE	1	1. I Don't Want To Set the World on Fire	1	1. You and I
2	2. YOU AND I	2	2. You and I	2	2. I Don't Want To Set the World on Fire
3	3. JIM	3	3. Jim	3	3. Piano Concerto
4	4. DO YOU CARE?	4	4. Do You Care?	4	4. 'Til Reveille
5	5. TIL REVELLE	5	5. 'Til Reveille	5	5. Jim
6	6. I GUESS I'LL HAVE TO DREAM THE REST	6	6. I Guess I'll Have To Dream the Rest	6	6. Yours
7	7. TIME WAS	7	7. Time Was	7	7. I Guess I'll Have To Dream the Rest
8	8. YOURS	8	8. Yours	8	8. Do You Care?
9	9. TONIGHT WE LOVE	9	9. Tonight We Love	9	9. You and I
10	10. BLUE CHAMPAGNE	10	10. Blue Champagne	10	10. Maria Elena
11	11. SHOPDOR SERENADE	11	11. Shopdor Serenade	11	11. Chattanooga Choo Choo
12	12. CITY CALLED HEAVEN	12	12. City Called Heaven	12	12. I Don't Want To Set the World on Fire
13	13. DADDY	13	13. Daddy	13	13. Let's Do It
14	14. GREEN EYES	14	14. Green Eyes	14	14. Green Eyes
15	15. CHATTANOOGA CHOO CHOO	15	15. Chattanooga Choo Choo	15	15. Blue Champagne
16	16. PIANO CONCERTO	16	16. Piano Concerto	16	16. I Don't Want To Set the World on Fire
17	17. YOU AND I	17	17. You and I	17	17. You and I
18	18. JIM	18	18. Jim	18	18. Piano Concerto
19	19. MARIA ELENA	19	19. Maria Elena	19	19. 'Til Reveille
20	20. BLUE CHAMPAGNE	20	20. Blue Champagne	20	20. I Don't Want To Set the World on Fire
21	21. TONIGHT WE LOVE	21	21. Tonight We Love	21	21. I Don't Want To Set the World on Fire
22	22. ELMER'S TUNE	22	22. Elmer's Tune	22	22. I Don't Want To Set the World on Fire
23	23. INTERMEZZO	23	23. Intermezzo	23	23. I Don't Want To Set the World on Fire
24	24. GREEN EYES	24	24. Green Eyes	24	24. I Don't Want To Set the World on Fire
25	25. YES, INDEED	25	25. Yes, Indeed	25	25. I Don't Want To Set the World on Fire

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in economic phonograph. Selections are the ones 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 retailers in each of the 30 most important phonograph operating centers in the country.

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

GOING STRONG	
CREEK EYES. (13th Week) Jimmy Dorsey.	
'TIL REVELLE. (11th Week) Kay Kyser, Bing Crosby.	
YOU AND I. (9th Week) Glenn Miller, Bing Crosby, Kay Kyser.	
YOURS. (7th Week) Jimmy Dorsey.	
BLUE CHAMPAGNE. (5th Week) Jimmy Dorsey.	
I DON'T WANT TO SET THE WORLD ON FIRE. (4th Week) Horace Heidt, Tommy Tucker, Ink Spots.	
JIM. (3rd Week) Jimmy Dorsey, Dinah Shore.	
I GUESS I'LL HAVE TO DREAM THE REST. (2d Week) Glenn Miller, Tommy Dorsey.	
COMING UP	
CHATTANOOGA CHOO CHOO. Glenn Miller.	
ELMER'S TUNE. Glenn Miller, Dick Jurgens.	
WHY DON'T WE DO THIS MORE OFTEN? Kay Kyser, Freddy Martin, Andrews Sisters.	
YES, INDEED. Tommy Dorsey.	
TIME WAS. Jimmy Dorsey.	
COWBOY SERENADE. Kay Kyser, Glenn Miller.	
KISS THE BOYS GOODBYE. Tommy Dorsey, Bas Wain, Tommy Tucker.	

On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both. Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines.

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

By M. H. ORDENKER.

TOMMY DORSEY (Victor 27597-27611)

EH EH—FT. None But the Lonely Heart—FT.
Two in Love—FT. VC. A Sinner Kissed an Angel—FT. VC.

THE current rage of the band boys for jazz adaptation—or decoration, according to the point of view—of the classics reaches an all-time high in Tommy Dorsey's playing of the Hebrew and the Tschickowsky melodies (27597). Both are offered in non-jazz style, straight instead of in dance time. Good taste prevails throughout, with Ziggy Ryan providing a trumpet fantasy for EH EH and Dorsey's trombone shimmering for the Hipover. The other two sides (27611) pair two swell ballads. "Two in Love" is a weaker follow-up by Meredith (Fox and J.) Wilton, but gets rhythmic punch in Dorsey's presentation, featuring his lush trombone slides and Frank Sinatra's chanting. The Sinner song holds greater promise of meeting wide popular appeal. Taking it at a slower tempo, solo trumpet opens the side, with Sinatra again for the song selling. Ballad, penned by Mack David and Ray Joseph, has a smooth flowing melody. Song story is of the sinner who wanted thrills and the angel who wanted love. It all ends happily, however, and just as the days close, would want it.

While the two sides miss the standard dance tempo are unusual, they are probably too much to meet the standards for phono play. The "Sinner" side is the one that holds greatest promise for the phono operators. The story packs punch and the ballad boasts a melody that shapes up as a hit. Sinatra's singing is on the strong side.

CARL HOFF (Okeh 6404)

Bi-I-Bi—FT. VC. Hows—FT. VC.

CARL HOFF marks his disk debut with these sides, and what might have been just another flat takes on special significance because of its vocal attributes. While the band specializes in acceptable dance music, attention here is all centered on the singing of the sturdy crooner, tenor trio, who runs away with all honors for both sides. The B-I-Bi tempo-twister becomes an elaborate reproduction piece, the solo swinging out to the tall corn country to call upon hillbilly characters to chase the ditty. Show a real fair for comedy. Hipover, Hows, finds the Murphy solo devoted to the forthright rhythm style of vocal blend. Tense has a Latin veneer, but as far as its treatment is concerned the trio harmonizes hotcha for Hows.

The "Bi-I" novelty song is the side that shows promise for phono play. The wacky ditty has already shown some signs of strength, and the comedy treatment it takes on here should have the customers coming back.

RUSS MORGAN (Decca 3992)

Don't Let Julia Fool Ya—FT. VC. Juhinn's in the Pantry—FT. VC.

THE smooth rhythms in the Morgan manner are particularly pleasing for these two sides. At a moderate tempo, Morgan makes relishing music for both corn-fed tones. Russ joins with his vocalists, Phyllis Lynne, to warn about Julia's tight character. For the Pantry kiddie chant Miss Lynne gets vocal support from the band ensemble.

While the "Julia" ditty has failed to make any real impression in the phono networks, she can still "fool ya." It's the type of tune that curries particular favor with the fans in the Middle West, and Morgan etches it as a most fetching piece.

GLENN MILLER (Bluebird 11299)

The Man in the Moon—FT. VC. Ma-Ma-Maria—FT. VC.

RECORDS and muted brass shine on both sides, to make sweet music in the slower registers and as providing rich harmonic support for the singers. Ray Eberle's singing and the band's playing for the Moon music goes for naught, however, the ballad being hindered by a spiteful melody. The Italian love song for the muted music has the Four Modernaires supporting Eberle's serenade.

"Ma-Ma-Maria" is for the phono play. While all other versions have set the Italian serenade in a lively tempo, Miller's entry is slow and dreamy, creating a musical mood that the fans will find mighty hard to resist.

SAMMY KAYE (Victor 27610)

Modern Design—FT. VC. When Winter Comes—FT. VC.

SAMMY KAYE, clicking with the unconventional when he recorded Daddy, has another attention-getter in this musical take-off on the Fall Mall radio spot announcements. With musical and vocal sound effects, this wacky ditty with wacky lyrics catches the spirit of the "modern design" on hand, in the air and on the sea as exemplified by the radio spots. Vocal interpolations are provided by the band chorus, paced by the Three Esquires. The Put-Butt wave should carry Modern Design to a high crest. Equally effective is the highly melodic and entrancing music for the Hipover, Mel Archer's When Winter Comes. It's the third pop having the same title, and this one is distinguished by a good story in the lyrics, modded to a graceful melody set in a striking minor key. To add a further exotic note to the ballad, the slow tempo is embellished with a beguine beat. Tommy Ryan's soulful singing is rock.

Music machine operators would do well to mark down both sides of this disk. The "Modern Design" novelty catches in strongly on the familiar radio spot announcements. And since each winter produces a "Winter" hit song, Kaye's entry is strong enough to create a wave of popular favor. The seasonal song is further enhanced by Tommy Ryan's vocal.

HORACE HEIDT (Columbia 36380)

Be Honest With Me—FT. VC. The Trumpets Have Triples—FT. VC.

Melodic, moderate in tempo and establishing a wistful mood, this A side cooks up an extremely pleasant musical fantasy. Stemming from hillbilly harmonies, Be Honest With Me is a particularly appealing piece. Heidt enhances the song structure with Fred Lowery's whistling and Gordon MacRae's yodeling, with the vocalists of the Don Jones added. The Trumpets Have Triples is an engaging instrumental piece set in forthright rhythm style, with a touch of the boogie-beat in its musical exposition of the triple-tonguing acrobatics of the trumpet tootlers. Frankie Carle's key keyboard pounding is an added instrumental highlight for the side.

The phono fans have come to depend on Heidt to provide the unusual. And the master musician that standard strongly in his soft-toned treatment of "Be Honest With Me." There have been several versions of this hillbilly ballad, but Heidt's entry, replete with whistling and yodeling interpretations, is in a class by itself.

(See ON THE RECORDS on page 64)

On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Comments is based upon the present as well as its musical quality.

Ruby Newman

(Reviewed at Copley-Plaza Hotel, Boston)

NEWMAN, society leader and one of the best known bands in this section, returns to this Boston hotel spot with a new band. Booked for the opening of the hotel's Oval Room and scheduled to remain indefinitely, Newman brought with him a 13-piece band that is in the best Newman tradition.

The emphasis is on the rhythm. As is usual with a Newman ork, but this is one of the best bands which Ruby has led. Smart, sparkling arrangements and a clever mixture of numbers during the sets all serve to enhance Newman's already great popularity.

There is little doubt that this is the favorite band of Boston society, which thronged to the opening. The new band is clearly set up to provide really good danceable rhythms. Instrumentation consists of three bass, four sax and five rhythm. Newman occasionally picks up a fiddle to add to the rhythm section.

Some of the best instrumentalists in town are to be found in this aggregation. Careful arrangements by Red Glinder, Gordon MacMillan and Sparky Tomasetti bring out the distinctive Newman flavor. Doing a great job are Johnny McAtter at the keyboard and John Carroll on trumpet.

Newman has two new vocalists, Kay Doyle and Ted Cole. Miss Doyle has a charming voice and acquires herself nicely. Cole seems to be a real find. A good-looking blond lad, he sings easily and with feeling, and had the customers on his side from the start.

This one seems to be the best aggregation Ruby has shown in a Boston spot thus far.

Expian.

Fletcher Henderson

(Reviewed at Olson's Restaurant, Chicago)

SINCE leaving Benny Goodman's pay roll as a full-time arranger last January, Henderson has been rebuilding his band. His present outfit has better commercial possibilities than any of his previous efforts. His instrumentation is devised to play both sweet and swing music, and play it well, and his crew boasts of some top musicians who rate individual hurrahs.

Band can play sophisticated rhythms in a smooth, sweet style and dish out pop tunes in the manner of many white name leaders. But when the need arises the boys can cock up swing and boogie woogie that should not take second honors in any contest.

Another outstanding factor is the gifted touch of a Henderson arrangement. It is a noted trademark and an undeniable asset.

The band features individual muskers, including four of the old Henderson men. Among them are Penzance Holland, trumpet; Rudy Powell, lead clarinet who formerly played with Pat Waller; Russell Smith, an ace sweet trumpet player; John Collins, guitarist, and Walter Johnson, drummer.

Henderson leads from the piano. (At this date the management has added a colored emcee to conduct the dance fe-

tures). Band's instrumentation consists of five brass, four sax and four rhythm. New on vocals is Thelma Grimson, fine on ballads. Fred Mitchell, tenor sax, handles the scat songs.

Honigberg.

Vaughn Monroe

(Reviewed at the Hotel Commodore's Century Room, New York)

THE Monroe band continues to improve, and after four personnel changes in the past few weeks it stacks up as one of the better swing crews of the country. Outfit has everything. There's an easy, flowing swing style with plenty of drive, yet no blast. Library is filled with versatility, and the boys are equally good in executing the jumperoo and sentimental ballads. Both are made danceable, too.

Song department is another strong feature. Marilyn Duke, featured through, is a top jazz singer. Her lyrics flow on a swingy, deep-pitched style of delivery, and blend perfectly with the ork's style. Vaughn himself pipes a peppy, scorching ballad frequently, which is designed to make the fans swoon—which they do. Ziggy Talent and Johnny Turnbull, saxists, come in for some vocalizing occasionally, the former handling novelty in a high pitched voice. Turnbull has a pleasant voice, doing a nice job on Terrestrial when caught.

Ork is now set up with six brass, five reed and three rhythm. Monroe fills in with his trumpet in some of the choruses. Maestro makes a good appearance, as do the rest of the boys. Ork is a triple-threat proposition from start to finish, and should have no trouble crowding the top brackets for some time to come.

Humphrey.

Dick Shelton

(Reviewed at Blue Gardens, Armonk, N. Y.)

THIS outfit, in its first important viewing in the East, impresses as a promising crew of competent musicians. Band is youthful. Wear navy blue jackets with brass buttons and naval insignia, and their billing as the "musical mariners" is fitting.

Instrumentation consists of a pair of fiddles, three reeds plus the sax of maestro Shelton, three trumpets and three rhythm. Set-up is ideal to display versatility in every musical direction, but accent appears to be on the sweet side and novelty. Because of the poor acoustics of the room, blast effects get garbled before reaching customer's ears.

Shelton is a clean-cut and preeminent lad whose tenor sax outpourings are more than okay. His tone is excellent.

Battery of chirpers is headed by Skip Parrell and Jess Gerard, both with good sets of pipes and ability to sell. Two bandmen combine with them to form a quartet billed as Merry Mariners.

Besides Shelton, best instrumental solo work is by Carl Washer on trumpet.

Cohen.

On the Air

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

By DICK CARTER

Vincent Lopez

(Hotel Tait, New York, NBC-Blue Network, Tuesday (7), 7:42-8 p.m.)

LOPEZ has been around long enough now to know how an air shot should be handled. He is powerful, however, when NBC-Blue decides to throw a special newswest just as the ork is about to take the air, which is what happened in this instance. By the time special shot was over, almost half band's time had fled. Not then switched right into the middle of a ballad number without any prelim announcement. Listeners were kept ignorant of ork's identity until time for station break came a few minutes later.

Second half of shot went smoothly, in the professional manner expected from a

maestro of Lopez's stamp. Ork is highly listenable, revealing a flair for Latin numbers and giving a slight south-of-the-border flavor to pop. Managed to squeeze in a swell novelty, sung extremely well by thrush Carol Singer and various members of the boys. Sonny Skyler did a good, unaffected job on male lyrics.

An extremely entertaining stint, no thanks to NBC-Blue.

Carl Ravazza

(Hotel Biltmore, Los Angeles, NBC-Blue Network, Tuesday (7), 11:30-12 midnight)

RAVAZZA features his own peppy tenor, which makes the most matter of fact lyrics sound like the world's original

love song. Band itself is heavy on the soft lights side, too, with plenty of quaver from strings and reeds, and little brass in evidence.

Program was varied between some of the latest pop, a couple of enthusiastic rumbas and a standard or two, but as soon as the rool department took over, which was frequently, Cowboy Serenade, for example, became as goosy as the lushest love ballad, which destroyed any uplift such a song might ordinarily have given the shot.

In addition to the Ravazza solo singing, lyrics were taken by "The Four of Us," of which maestro is the foremost member.

Rated on this remote, the band and its leader would seem to be as promising as any similar outfit in the country. Maestro's voice is the kind that occasionally catches on with the fans, and it is quite possible he may become a real ether-wave glamour boy as soon as he gets some of the smokehouse theatre out of his delivery.

Announcements were unusually unobtrusive for a West Coast shot. Band is worth watching and worth catching.

Musicians Balk At Open-Air Show; Force It Indoors

NEW YORK, Oct. 11.—Because the musicians involved balked at exposing themselves to possible inclement weather, the British American Ambulance Corps musical show, scheduled to be taken place Monday (13) in Yankee Stadium, has been postponed and will be run November 10 in Manhattan Center.

Entitled "Name Band Jubilee," the monster benefit was to have launched a "Dance for Ambulance" campaign under a committee composed of various big names in the music biz. The press release emanating from British American Ambulance Corps headquarters blamed the postponement and shift of scene on the fact that the original idea had been concocted by a committee of 12 sports-writers, who had suggested that a musical extravaganza might draw better than a sports show. These sportswriters, complained the publicity bureau, didn't realize that musical instruments and musicians deteriorate when exposed to mist, rain and other climatic irregularities.

It was not stated why the weather was not taken into consideration in the first place.

Denver Dancant Biz Hypoed by Live Op

DENVER, Oct. 11.—The year-round Denver Dancant Academy, now in its 26th year, is drawing crowds estimated from 6,000 to 9,000 weekly.

Spot, which has 12,500 square feet of dancing space, is in a prime downtown location. Owner John Deo recently spent \$28,000 remodeling the spot, installing a modernistic front, terraced tables, fluorescent lighting and fixing the floor, which is laid on one-half-inch felt. A pioneer in giveaways, Deo has cash raffle prizes as hypes three nights weekly. Old-time and modern dancing are the order nightly, except Thursday and Saturday, when the j-bugs take over.

On J-Bug nights, Deo operates a barn dance at another location, drawing an average of 800 dancers on Thursday and 1,500 on Saturday, with admission 20 cents for ladies, 10 cents for men. Prices on various nights vary at the Denver Dancant Academy, from 25 cents a couple bargain night to 55 cents a couple on Saturday. Spot seats nearly 600, and all concessions are operated by Deo. Nine-piece local union band is used for all sessions.

Names Bring Biz in Buffalo One-Niters

BUFFALO, Oct. 11.—A string of name band one-nighter promotions is working out for backers, Harry Altman and Roger Brown, the former a successful night club, park and ballroom owner and operator, the latter a radio personality.

First of their stands was Jan Davis, Thursday, September 11, at Altman's Glen Casino in suburban Williamsville, who grossed \$1,254, attracting 1,268 payees to the spot. Advance ballroom was well handled, especially thru Brown's own airshow announcements. Six days later Tony Pastor did okay at the Glen dancery. Attendance numbered 688 persons and total gross amounted to \$974, which wasn't fat, but still on black side of ledger.

Next band on tap was Raymond Scott, October 1. With weather getting cooler, Altman and Brown are going to promote their future one-nighters in the Kleinband Music Hall, a new building. Three more promotions will follow Scott's stand.

Rivet Me Eight to the Beam

NORFOLK, Va., Oct. 11.—Commander W. M. L. Hague, construction superintendent at the navy yard here, provides six phonograph concerts daily to workmen building the new \$5,000,000 battleship, Alabama.

Being a great, clean and good, old-fashioned micky-mouse are piped to the several thousand toilers thru an amplifying system, in order to provide soothing contrast to the din of riveting, hammering, etc. Commander Hague reports that the idea is going over big.

Music Items

Publishers and People

MARSH MUSIC has published a foot-ball song ribbing *The Sunday Morning Quarterback*, *That Great I-Told-You-So*.

Anny Ranz and Ebbie Blake are writing show score for the Ubangi Club to open this month on site of the Old Cotton Club.

Danny Cameron, formerly of Ros-Kripstene, has joined Reid-Singer.

Praddy Mayo will be manager of White Way Music, new pub.

Irwin Garshella's wedding this week was well attended by the song-manufacturing fraternity. Garshella is with Advance Music, currently pushing *Autumn Nocturne*.

Mills Music hops up with the fourth title to Tschakowsky's "8-Pin Pluss Concerto." They call it "The Song Tschakowsky Wrote," and are selling the sheets at cut rates. Other three versions are "Concerto for Two," "Tonight We Love" and "Lilacs and Love."

Song and Such

SHEPHERD BERENKADE will be handled from now on by Mercer-Morris, which has taken over the selling rights. *All Girls Are Beautiful*, theme song of J. J. Fox Fur Company, will be published by Leothe Music.

I Hate To Say Goodnight, by Ralph Wilson, published by Westmore Music.

Out Where the West Begins, by Robert DeLeon, author of *Can't Get Indiana Off My Mind*, will be published by Rees & Taylor.

Willy (Rattlanski) Mathieson, a member of the Cleveland Rams professional football team, has written a song called "You Caught My Heart," which will be published by Mercer-Morris.

Philly Pickings

DONA DAVIS has peddled three tunes to New York pubs, including *Still Waters*, which is the theme of Manuel Ovarido's rumba ork.

Alex Bartha's band introduces *I Led With My Heart*, first effort of Larry Kenney and Harry Madonna.

IMPA Constitution Ready for Members

NEW YORK, Oct. 11.—Independent Music Publishers' Association has whipped up a constitution and the org's leaders are now going around trying to get the document ratified by the members, mostly BMI pubs.

Among the more important provisions of the constitution is the article stating that dues shall amount to \$30 annually, to be paid in two installments. Also, members will be required to come across with 7½ percent of all revenue from performance fees in excess of \$50, member must pay IMPA 5 per cent, these percentages being paid against annual dues.

Four meetings per year are set by the constitution, with annual elections of a nine-man executive committee, as well as the usual officers.

The constitution also provides that IMPA shall publish periodical reports in order that the members may be kept informed on developments.

Tommy Tucker To Open New Meadowbrook; Byrne Next

COLUMBUS, O., Oct. 11.—Frank Dalley's Meadowbrook, local version of the popular New Jersey spot, will open October 23 with Tommy Tucker ork. Bobby Byrne moves in on 28th for a four-week stay.

Spot is jointly operated by Frank and Vince Dalley and Jim Pepps, of New York, on the site of the Valley Dale Ballroom, formerly run by Lou Pepps, brother of Jim.

T. D. Tops for Portsmouth

PORTSMOUTH, Va., Oct. 11.—Despite threatening weather a crowd of 1,700 turned out for Tommy Dorsey and the last outdoor dance of the season, sponsored by the Orlotron Club at the local stadium. At \$1.10 a head the gross was \$1,700 and the attendance was largest ever at a local dance, indoor or outdoor.

N. Y., Phila. Unions Hold Back Wages in Drive on Kickbacks

NEW YORK, Oct. 11.—There are 30 location spots in New York, some among the better known ones, that are paying musicians' salaries directly to Local 802, musicians' union, instead of to the musicians themselves, in a move to take the heat off the men who would have to kick part of the money back right away.

Musicians call this the "protective custody" fund because half is kept in escrow until the toolies have finished their run at the particular spot. Polley was instituted to make kickbacks more difficult. Officials of the union say they'd rather have the men being charged, and some do, when they close up like a clam when they face their employer before the trial board.

Union delegate collects the checks every week and half is turned over to the musician, who, meanwhile, stalls the spot owners by telling them he'll pay off as soon as he gets the money from the union. Local, however, gives him the rest of the sum after he has left the job. By that time the musician doesn't have anything to worry about.

PHILADELPHIA, Oct. 11.—Escrow system adopted by the local musicians' union to eliminate kickbacks on night club and club date engagements will be expanded to include other engagements.

Scott Booked Into Boston

BOSTON, Oct. 11.—Paul Bromley Corporation, operator of the Brunswick Hotel here, and Harry Moss, of MCA, have completed plans whereby Raymond Scott ork, opening in the hotel October 24, will be the first band to get more than a four-week engagement in the spot. Scott is ticketed for four weeks and options for nine more weeks.

Twenty-five per cent of all moneys is held in escrow until the end of the engagement. The enforced "saving" of 25 per cent of their salaries is meeting membership approval.

Union officials are now faced with a "kick front" situation, charging that some big bands are offering employers money for the privilege of working the spot. Leaders claim that since name bands often pay the employer cost of radio wires and newspaper advertising, they see no reason why they can't offer a cash bid for a job. However, since so very few of the localities can afford to deal with employers on a "kick front" basis, union feels that it will have little trouble keeping the situation well in hand. One case had leader offering to buy new tables and chairs for spot to get the job.

Golly's Bridgeport \$694

BRIDGEPORT, Conn., Oct. 11.—Golly Golly, third name attraction at the Hill Ballroom here this season, drew a crowd of 1,597 persons (Sunday, September 21). Admish was 65 cents for the fair sex, and a dime higher for the male dancers, making a gross of \$894.00. On Golly's two appearances last season at the Hill Ballroom he drew crowds of 891 and 1,180 persons.

L. A. Theater Goes Union

LOS ANGELES, Oct. 11.—The Burbank, vaude house, last week signed an agreement with the Musicians' Protective Association, Local 47, after being a non-union house for eight years.

Scale is in keeping with similar houses in the section. Carl van Bitter, union representative, said.

THE PERSONAL MANAGER who couldn't Manage!

THOUGHT YOU WERE A BUSINESS MAN!

WHEN DO WE EAT?

WHAT A GUY!

WHEN DO WE WORK?

WHAT MAKES YA SO DOPEY?

WHO DUG UP THIS S.A.P. ANYWAY?

A pity, isn't it? He manages a swell band, too. But there's no use yelling at him. That trumpet ought to tell him that all he really needs is a consistent advertising campaign in *The Billboard* . . . the only all-inclusive show business news weekly that's read by all band buyers in all the branches of show business.

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

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; hm—music hall; nc—night club; p—amusement park; rh—roadhouse; re—restaurant; s—showboat; t—theater.

A
Alto, Bill (George Washington) Jacksonville, Fla.
Alton, Fred (President) Atlantic City, N. J.
Alvord, (Hudson's) Miami, Fla. nc.
Alvarez, (Lorenzo) Canton, Phila. nc.
Allen, Bob (Arcadia Club) Canton, O. nc.
Allyn, Red (Killey's Casino) NYC, nc.
Alvin, Les (Club 24) Detroit, O. nc.
Alpert, Mickey (Columbus Grove) Boston, Mass.
Angelo, (Bill Bertolotti's) NYC, nc.
Ansel, Rudy (Columbus) Brantford, Ind., n.
Arroyo, Arturo (Boulevard) Elizabeth, N. J., N. Y. 19.
Astor, Lois (Eggs) NYC, nc.
Astor, Bob (Aragon) Cleveland, O.

B
Bailey, Layton (Springhurst) Lexington, Ky. nc.
Baird, Bill (Lavery's) St. Paul, Minn.
Baird, Art (Warwick) NYC, n.
Bailey, Ralph (Madame's) Hammond, Ind., n.
Barnett, Arno (Harry's New Yorker) Chi., nc.
Barnes, Paul (Atlantic) NYC, n.
Barra, George (Madison) NYC, nc.
Barris, Dick (Donahue) Mountaintop, R. J., N. Y. 19.

C
Barnes, Steve (Edison) NYC, n.
Baron, Jens (Lindholm) NYC, n.
Bass, Con (Cafe Society) Uptown NYC, nc.
Bass, Joe M. (Knox, N. Y.) Maple Leaf (Harlem) Toronto, Can., 25-26.
Bass, Charles (Columbia) NYC, nc.
Becker, Bob (Washington Merry-Go-Round) Pittsburgh, Pa.
Becker, Danny (Troadero) Henderson, Ky. nc.
Bell-Tones, Four (Ist Tavern) Hightstown, N. J. nc.
Berg, Max (Maximilian) NYC, nc.
Berton, Matt (Knox State College) Manhattan, Kan.

D
Bishop, Roy (Lido) South Bend, Ind., n.
Burr, Misha (Waldorf-Astoria) NYC, n.
Borstein, Johnny (Gibson) Cincinnati, O.
Bradley, Will (Sherman) Philadelphia, Pa.
Bradshaw, Ray (Plantation) Alexandria, La. nc.
Brinkshaw, Tiny (Club Lincoln) Columbus, O. nc.
Bragg, Vincent (Congress) Chi., n.
Bryant, Lou (Club Paris) Chi., nc.
Brown, Ace (Lake) Detroit, Mich., n.
Brown, Les (Duck-Club) Chi., nc.
Bryden, Betty (Haymarket) Detroit, Mich.
Bura, Cliff (Marlborough Inn) Cincinnati, nc.

E
Cabin Roy (Silver Dunes) Marietta, Wis. nc.
Caldar, Gus (Kennedy's Inn) Hightstown, N. J., nc.
Callaway, Cab (Orpheum) Madison, Wis., n. 1-4.
Calver, Oscar (Coca Maria) NYC, nc.
Candian, Sidnie (Crosok Lake) Averil Park, N. Y. 19.

F
Cano, Dante (Cotton) Chi., nc.
Cappoco, Joe (Johnny Kelly's) NYC, nc.
Cappo, Joe (White Balgobal) Sturgis, Mich., n.
Carle, Don (Club Cabaret) NYC, nc.
Carle, Les (Coca Cola) Detroit, n.
Carver, Bob (Lafayette) Cooper, Wyo. nc.
Carr, Al (La Merquita) NYC, nc.
Carr, Ivy (Demmy's) NYC, nc.
Carrington, Jack (Margaret's) Florida, Fla. n.
Cassidy, Del (Roosevelt) New Orleans, La. nc.
Cassidy, Gene (Lafayette) NYC, nc.
Cavaliero, Curran (Carlton) Washington, D. C.
Cavies, Walter (Palms) Chi., n.
Cavies, Bob (Lee Garden) Armonk, N. Y., nc.
Cassida, Don (Ye Oldie Club) Chi., n.
Cavigli (Embassy) Philadelphia, Pa.

G
Cahill, Reggie (Coca Cola) St. Louis, n.
Cahill, (Eddie) (Madison) NYC, n.
Cahill, (Eddie) (Morocco) NYC, nc.
Christensen, Chris (Gibson Rendezvous) Newport, Ky., nc.
Clark, Freddie (Bentley Border Inn) Norway, Mich., nc.
Clark, Buddy (Park Central) NYC, n.
Clark, Merv (Coca Cola) NYC, nc.
Clements (Rainbow Room) NYC, nc.
Cocobach, Cornelius (Russian Kretschka) NYC, nc.

H
Cocobach, Fred (Ambassador) NYC, n.
Collins, Herbie (Newman's Lake House) Saratoga, N. Y. nc.
Conrad, Joe (Illum Mirror) Baltimore, Md.
Conde, Art (Homesdale) NYC, n.
Conroy, Ray (Nora's) NYC, nc.
Conzo, Joe (Friedman's) Hartford, Conn. nc.
Cortney, Del (Edison) NYC, nc.
Crawford, Dick (Golden Pleasent) Hancock, Mich., nc.
Cugat, Kazier (Paragon) NYC, n.
Cuzick, Steve (Cavetti's) Hills, Newport, Ky. nc.
Curbish, Fausto (San Marcin's Sisters) Fort H., n. 1-2.

I
Curbish, Herbert (La Martinique) NYC, nc.
D
D'Amico, Nick (Roxe House) NYC, n.
Dabow, Haze (Club Tak) Phila. nc.
Dancers, Eddie (Del Shore) Chi., n.
Danz, Johnny (Coca Cola) 19-18, 1-2.
Day, Oscar (The Avenue) NYC, nc.
DeLeon Pedro (Palmer House) Chi., n.
DeLeon, Dave (Coca Cola) NYC, nc.
Devall, Don (El Morocco) NYC, nc.
Dezabas, Sam (Coca Cola) East Lansing, Mich., n.
Dobson, Sam (Gibson's Corner) NYC, nc.
Drew, Les (Warwick) Phila. n.
Dustin, Buddy (Waldorf-Astoria) NYC, n.
Duce, John (Philadelphia) Phila., n.

E
Eddy, Ted (Geeland) NYC, nc.
Eida, Joe (Coca & Free's) NYC, nc.
Elmer, Freddie (Madison Gardens) Erie, Pa. nc.
Erick, Bob (Olympic Cafe) Flaming Beach, Calif., nc.
Erie, S. His (Newman's) Cleveloh's NYC, re.
Erie, Val (Coca Cola) NYC, nc.
Esterwick & Farrar (Lafayette) Kansas City, Mo., n.

F
Farber, Boris (Newman's Plaza) Cincinnati, n.
Farber, Boris (Newman's Plaza) NYC, n.
Farr, Eddie (Club Nat) Chi., nc.
Farrington, Jack (Bentley's) Atlantic City, n.
Farr, Eddie (Plantation) Grand Rapids, Mich., nc.

F
Fields, Shep (Rivoli) Toledo, O. 10-18, 1-2.
Fisher, Freddy (State Palm Garden) Milwaukee, n.
Fisher, Mark (1100 Club) Chi., nc.
Fitzgerald, Ed (Brunswick) Boston, n.
Flora, Jimmy (Pennyante) NYC, n.
Foster, Chuck (Roosevelt) New Orleans, n.
Funk, Larry (Charlotte) Memphis, n.

G
Galnes, Charlie (Carroll's) Phila. nc.
Gaspette, Dick (Palms) NYC, n.
Gilbert, Johnny (Orlando) Detroit, n.
Giberto (Havana-Madrid) NYC, nc.
Gibson, Sam (Grand Mill) Grand Rapids, Mich., nc.
Gibson, Harry (Duch's) Grand Rapids, Mich., nc.
Golden, Neil (Mount Royal) Montreal, Can. n.
Gooden, Buddy (New Yorker) NYC, n.
Gordon, Don (Ode Cedar Inn) Brookhaven, N. Y. nc.

H
Gray, Clarence (El Morocco) NYC, nc.
Gray, Glen (Green Polo) Astoria, Mass., n.
Grey, Tony (El Taberna) NYC, nc.
Grout, Eddie (El Kat Klub) San Antonio, Tex., nc.

I
Haley, Myron (Child's Spanish Gardens) NYC, re.
Harpe, Daryl (Wildfire Bowl) Hollywood, Calif., nc.
Harris, Jack (La Canga) NYC, nc.
Harrison, Ford (St. Moritz) NYC, n.
Hart, Joe (Chandler's) Madison, Wis., nc.
Harvey, Ned (Queen Terrace) Woodside, L. I., N. Y. nc.
Haywood, Edith (Village Vanguard) NYC, n.
Hays, Gene (Tommy's) Chi., n.
Henricks, Red, & His Northern (King & Prince) St. Simon Island, Oa., n.
Henry, Bill (Shoreland Club) Brooklyn, nc.
Hess, Fred (Elmer's) Chi., n.
Herold, Lou (Ode Taberna) NYC, nc.

J
Herman, Woody (Boze Moon) Wichita, Kan., 10, 18; (Thurpax Casino) Lincoln, Neb., 10, 18; (Madison) St. Louis, Mo., n.
Hess, Sam (Sunset) St. Louis, Mo., n.
Hess, Carl (Coca Cola) 25; (Carp) Austin, Minn., 21.
Hines, Bart (Grand Terrace) Chi., n.
Hines, Art (Pepper Pot Inn) NYC, nc.
Hines, Rudy (Piccolini) Pennsylvania, Pa., nc.
Hollins, Herbie (Mark Hopkins) San Francisco, n.
Howard, Ralph (Lido) Texasiana, Ark-Tex. nc.
Huber, Milton (Bentley's) Atlantic City, nc.

K
James, Harry (Lido) NYC, n.
Jett, Art (Shiloh) NYC, n.
Jelenic, Eugene (George Washington) Jacksonville, Fla., n.
Johnson, Patsy (Lookout House) Covington, Ky., nc.
Jones, Leland (Pick-Obie) Youngstown, O., n.
Joy, Flynn (Madison) Cedar Rapids, Ia., 15; (Coca Cola) Iowa, Iowa City 15; (Ballroom) Columbia, Mich., 18.

K
Kapoor, Gordon (Flame Club) Duluth, Minn., nc.
Kavon, Maria, Musica (Onesto) Canton, Ohio, n.
Kassell, Art (Bismarck) Chi., n.
Kay, Chris (Cairo Ross) NYC, nc.

K
Kearney, Gordon (Flame Club) Duluth, Minn., nc.
Kavon, Maria, Musica (Onesto) Canton, Ohio, n.
Kassell, Art (Bismarck) Chi., n.
Kay, Chris (Cairo Ross) NYC, nc.

L
Lynch, Fred (Coca Cola) NYC, n.
Lynch, Fred (Coca Cola) NYC, n.

L
Lynch, Fred (Coca Cola) NYC, n.
Lynch, Fred (Coca Cola) NYC, n.

L
Lally, Howard (Barry-Pass) NYC, n.
Lande, Jules (Ambassador) NYC, n.
Lang, Don (Columbus) Chi., n.
Lang, Lou (Sheridan) NYC, n.
Larson, Ted (Delbe's) New Centerville, L. I., N. Y. nc.
Le Baron, Eddie (Book-Cadillac) Detroit, n.
Lee, Ray (329 Club) Phila., n.
Lew, Ted (RKO-Kribb) Boston, E.
Lily, Gerry E. (Smiley's) Pennsylvania, N. J., n.
Lind, George (Coca Cola) NYC, n.
Ling, Johnny (New Yorker) NYC, n.
Lopes, Vincent (Star) NYC, n.
Lorenz, Fred (Baltimore Franklin) Phila., n.
Lynch, Fred (Coca Cola) NYC, n.
Lyman, Abe (Class) St. Louis, n.

M
McCool, Clyde (Triangle) Leo Angeles, n.
McCurry, Bill (Village Barn) NYC, nc.
McGowan, Adrian (Colonial Dinner Club) Nashville, Tenn., nc.

M
McCool, Clyde (Triangle) Leo Angeles, n.
McCurry, Bill (Village Barn) NYC, nc.
McGowan, Adrian (Colonial Dinner Club) Nashville, Tenn., nc.

M
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McCurry, Bill (Village Barn) NYC, nc.
McGowan, Adrian (Colonial Dinner Club) Nashville, Tenn., nc.

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McCurry, Bill (Village Barn) NYC, nc.
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McCurry, Bill (Village Barn) NYC, nc.
McGowan, Adrian (Colonial Dinner Club) Nashville, Tenn., nc.

M
McCool, Clyde (Triangle) Leo Angeles, n.
McCurry, Bill (Village Barn) NYC, nc.
McGowan, Adrian (Colonial Dinner Club) Nashville, Tenn., nc.

M
Moran, Eddy (Bito-Carlin) Atlantic City, n.
Morris, George (Aurora) NYC, nc.
Morty, Fred (Bada Bada) Norfolk, Va., nc.
Muro, Ed (303) Chicago, n.

N
Nagel, Harold (Astor) NYC, n.
Nallo, Leighton (Casini Party) Cincinnati 10.
Nolan, Ray (Ambassador) Los Angeles, n.

O
Oliver, Eddie (La Martinique) NYC, nc.
Onaka, Shira (Commodore) NYC, n.
Orlando, Don (Villa Moderna) Chi., nc.
Ostrone, Will (Ballston) Chi., n.

P
Pabb, Don (Palm Beach) Detroit, n.
Pace, Fred (Olympic) Astoria, N. Y., nc.
Pacheco (Versailles) NYC, nc.
Pacheco (San Marcin's Sisters) Fort Lee, N. J., nc.
Pacheco, Steve (Belmont Plaza) NYC, n.
Parks, Bosky (Madison) NYC, n.
Paroli, Walter (Le Montparnasse) NYC, nc.
Parker, Fred (Coca Cola) NYC, n.
Paskoff, Art (New Yorker) NYC, n.
Pedro, Don (Riviera Casino) Chi., nc.
Perry, Fred (City Hawk Room) La Guardia Airport, NYC, re.
Perry, W. J. (Sport) NYC, n.

P
Pell, Ed (Ambassador East) Chi., n.
Pensacola, Johnny (Kitty Hawk Room) La Guardia Airport, NYC, re.
Pezlow, Leo (Village) NYC, n.
Pope, Bobby (College Inn) Kansas City, Mo., n.

P
Powell, Teddy (Studio Club) Englewood Cliffs, N. J., nc.
Powers, Florida (Columbo, O. nc.
Prager, Col. Manny (Indiana) Dayton, O., n.
Pruza, Leon (Eagle's New Room) NYC, nc.
Prusa, Louis (Diamond Brooklyn 19-16, 1-2) (RIP) Nashville, Tenn., nc.
Pruza, Sid (Diamond Horseshoe) NYC, n.

Q
Quarrell, Frank (Columbia) Chi., n.

R
Ramon, Frank (Harrisburg) NYC, nc.
Ramos, Eddie (Coca Cola) NYC, n.
Ramon, Hanson (Drake) Chi., n.
Rapp, Barney (Arcadia) NYC, n.
Ravanna Club (Biltmore Room) Los Angeles, n.
Ray, Arthur (Madison Plaza) NYC, n.
Ray, Fred (Coca Cola) NYC, n.
Ray, Fred (Coca Cola) NYC, n.
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R
Ray, Fred (Coca Cola) NYC, n.
Ray, Fred (Coca Cola) NYC, n.

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

Bands on Tour—Advance Dates

RAYMOND SCOTT: Manoe Theater, Indiana, Pa., Oct. 15; Manoe Theater, Uniontown, Pa., 16; Oakwood Country Club, Cleveland, 17; Waldenre Park, Erie, Pa., 18; Majestic Theater, Hornell, N. Y., 19.

JACK SPRIKAC: Masonic Temple, Detroit, Oct. 17; IMA Auditorium, Flint, Mich., 18; Rainbow Gardens, Fremont, O., 18.

JIMMIE LUNCFORD: Army, Fairmount, W. Va., Oct. 24; Univ. of Kentucky, Lexington, 25; Parkway Ballroom, Chicago, 26; Palladium, Chicago, 27; Hillside Auditorium, Pittsburgh, 28; Honell's Dancing Academy, Strucos, 29.

BOB STRONG: Western Illinois State Teachers' College, Macomb, Oct. 25; Western Michigan College, Muskegon, Nov. 1; Sherman Hotel (AFIA Ball), Chicago, 7; Party, Chicago, 8.

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ETHEL BARRYMORE

Beginning Wednesday Evening, October 1, 1941

BEST FOOT FORWARD

A musical comedy with book by John Cecil Holm and music and lyrics by Hugh Martin and Ralph Blane. Staged by George Abbott. Scenery designed by Jo Meisliner. Built by T. B. McDonald Construction Company, and painted by Triangle Scene Studios. Lighting by Jo Meisliner. Costumes designed by Helen White and executed by Cook Costume Company. Dances staged by Gene Kelly. Orchestra conducted by Archie Bleyer. Orchestration by Donald Walker, Hans Spisak, and Robert Russell Bennett. Company manager, Charles Ketchum. Press agent, Phyllis Perlman. Stage manager, Jerome Whyte. Assistant stage manager, Robert Griffith. Presented by George Abbott.

Dutch Miller Jack Jordan Jr.
Fred Jones Lou Willis Jr.
Friedrich Richard Dickel
Junior Danny Daniels
Hunk Hoyt Kenneth Bowles
Satchel Moyer Bobby Harrell
Scotty Clark George Colton
Chuck Green Tommy Day
Dr. Reuther Fleming Ward
Old Grad Stuart Langley
Minerva June Allyson
Ethel Victoria School
Miss Fingert Betty Anne Nymen
Blind Date Nancy Walker
Bud Hooper Gil Shattlin Jr.
Professor Lloyd Roger Hewlett
Walter Norma Lathet
Jack Haggerty Marty May
Gale Joy Rosemary Lane
Chester Billing Vincent York
Schlesinger Leo Roberts
Prof. Williams Robert Griffith

DANCING GIRLS: Frances Bryan, Marienne Cude, Dorothy Eden, Sue Farnam, Mary Garly, Anna Currier, Kay Gale, Rhoda Hoffman, Terry Kelly, Kay Popp, Rosemary Ethel, Rose Marie Schiller, Lenore Thomas, Doris York.

SINGING GIRLS: Ellen Barton, Peggy Bell, Peggy Anne Ellis, Barbara Grant, Carol Hain, Beverly Hooper, Betty McCloskey, Elaine Miller, Perry Porter, Renee Rochelle, Marilyn Wilson, Audrey Sperring.

DANCING BOYS: Buddy Allen, Wilbur Barst, William Barst, Lou White, Kenneth Buffert, Danny Daniels, Richard Dickel, Stanley Dunne, Perry Jabellar, Billy Parsons, George Staley, Buddy Styles, Elmer Vernon, Art Williams.

SINGING BOYS: Van Atkins, John Ballan, Harvey Gold, Eugene Martin.

ACT I—Scene 1: The Gymnasium. Scene 2: Room at the Eagle House. Scene 3: Room in Boys' Dormitory. Scene 4: Hall Outside Girls' Cot Room. Scene 5: Room at the Eagle House. Scene 6: Girls' Cot Room. Scene 7: Hall Outside Girls' Cot Room. Scene 8: The Gymnasium.

ACT II—Scene 1: The Gymnasium. Scene 2: Boys' Dormitory. Scene 3: Room at the Eagle House. Scene 4: The Gymnasium. Scene 5: Hall. Scene 6: Room at the Eagle House. Scene 7: Hall. Scene 8: The Gymnasium.

Youth is the most precious possession of man—but it's possible to take it in too large a dose, particularly when it's being administered from the outside. George Abbott, who opened *Best Foot Forward* at the Ethel Barrymore last Wednesday, had a nice musical comedy book by John Cecil Holm, even the internal evidence indicates that it was pretty badly mangled in the transition from play to song-and-dance; in addition, he had a round of extraordinarily catchy tunes equipped with generally excellent lyrics, the joint work of Hugh Martin and Ralph Blane. But he filled the cast full of inexperienced but pleasant youngsters, and directed them with only an occasional hint of the old-time Abbott pacing—and, as a result, he has only about half the show that he might have had. Marty May, who gives the single solidly adult professional performance, looks like a wolf who's been thrown to the sheep.

There are a couple of other adults, of course—a few incidental gentlemen who play professors, old grads and the like, and Rosemary Lane, from *Mina*, who plays a fallen film star. Mr. May's, however, is still the only adult professional performance.

The tale is of Bud Hooper, a prep school kid who, as a gag, writes to Gale Joy, the current phase-girl of stalling celluloids, and asks her to his prom. She's on the downgrade and in need of publicity, so much to his surprise and horror—she accepts. The horror comes because he has already asked his own girl, and she has been okayed by the faculty (as Miss Joy would never be). But Miss Joy arrives, not too happily, and her happiness is hardly increased when she is told by the worried Bud that she'll have to be smuggled into the dance as Helen Schlesinger. Nor is she overjoyed when the assembled parents recognize her and, in a frenzied quest for souvenirs, tear off bits of her dress until she emerges clad only in her bra and garter and her native modesty. Bud is kicked out of school for bringing her and his own girl breaks with him; but in the end it's all fixed up when Miss Joy turns out to be a good sport and a

New Plays on Broadway

Reviewed by Eugene Burr

football-conscious old grad rejoices in the publicity given the school.

It's a pleasant enough tale—the obviously thrown for a series of loops when it was turned into a musical—and its accompanying songs, which occur on the slightest provocation, are genial and amusing. Moore, Martin and Blane are a nice combination to reckon with, and, though not all items in their long score are sensational, the season will probably be a lot older before we get as catchily effective a ditty as *Shady Lady Bird*. Among their other better efforts (the all are good) are *The Three B's* and *What Do You Think I Am?*

Mr. Abbott, as remarked, has paced the piece spottily, allowing its plethora of youthful talent to bog it down at the start and again toward the end. But the middle sections get going nicely, and the whole effect is rather pleasant than otherwise.

Some of the kids in the cast are capable, but all are inexperienced—and few of them seem able to carry a tune, getting off constantly in excess of youthful energy and abandon. This last, however, is largely made up for by the excellence of the pit band under Archie Bleyer's direction. Mr. Bleyer, who has a brass section that sounds as tho the Angel Gabriel were one of the sidemen, does a terrific job all the way, covering up the kids' lapses, building tremendous effects, and being responsible thru his own efforts for the greater part of the applause that greets the singers.

There's talent among the youngsters, but largely undisciplined as yet. June Allyson, for instance, is a lovely, but little trick with an irresistible grin, who can sing a bit, dance a bit, read lines and

seems inevitably to be fodder for Hollywood camera. Young Gil Stratton Jr., who plays Bud, does a terrific job in all departments. Jack Jordan Jr. and Kenneth Bowers do good work as his sidekicks. Maureen Cannon, who'd be a pretty kid if only she'd comb her hair down over her high, wide forehead, is rather disarming when she tries to sing a slow ditty like *Forever* in her squeaky, piping voice, but she does a grand selling job on *Shady Lady Bird*. Victoria School's voice was liked by some of those present (tho not by this reporter), and a lass named Betty Anne Nymen does some excellent dancing. On the other hand, much of the comedy falls to the lot of young Nancy Walker, who does an insistently broad and far-fetched characterization that seems straight out of neighborhood vaudeville. A lot of customers laughed at her efforts; but I can think of few people whom I could more cheerfully do without.

In the adult section, Mr. May, tho largely wasted, does a beautiful job, pulling the piece up by his bootstraps on almost every appearance; and Miss Lane offers a realistic portrayal of the fallen film star.

The dullest spots in the production are the dances, staged by Gene Kelly, which are very definitely energetic, but utterly unimaginative. They include some of the corniest stuff seen in seasons—the sort which were beginning to tire us back in the 1920s. Jo Meisliner has designed sets that are practical, but, except for the baseball and football pillars in the gymnasium scene, not very startling; and Miss White's costumes, particularly his evening gowns, don't do much to help the girls look pretty.

FROM OUT FRONT

A High School Plan and a Kindergarten Resolution

BY EUGENE BURR

COMING indirectly out of Equity recently was the best news in many seasons—an announcement by the New York Board of Education that it had okayed a plan suggested by Equity to establish a professional stock company in New York that would give a series of plays at low admission rates for the city's high school students. There remains the problem of getting backing from a philanthropic organization and of convincing the government that a theater used for such a project should be tax free, like other educational institutions. These sound like high hurdles, but they can probably be surmounted.

Details of the plan were reported last week. Six shows would be presented the first season, each for six weeks, and each having some connection with high school courses in English literature. The company would be a permanent one of professionals getting the Equity minimum; Arthur Hopkins would direct the project; stars might, it is felt, contribute their services at minimum salary for six weeks, thus providing a "name" for each individual play.

It is a scheme that promises to fill a great number of needs. It would provide professional revivals of the classics, which have hitherto been relegated to very occasional hit-or-miss commercial production; it would tend to initiate a new generation into the delights of the living theater thru the best that the theater has produced, thus building a badly needed future audience and also training it to enjoy dramas other than the presently dominant ephemera of Broadway, and above all it would set up a permanent classical repertory (or stock) company that might eventually—and quite easily—lead into a real national theater.

There has been much talk of a national theater thru the years; the discussions and suggested plans, if combined, would probably be slightly larger than *The Decline and Fall of the Roman Empire*. As a matter of fact, a national theater was even officially incorporated some years ago, with that great statesman, playwright, speech-writer and intellectual sophomore, Robert E. Sherwood, at its head. It was incorporated and, to all intents and purposes, immediately forgotten. Then, a year or so ago, the question of a national theater was mentioned by that sink of inequity, the Theater Arts Committee—and the officially incorporated national theater immediately awoke from its lethargy and sent out reports detailing a vast (but conveniently vague) plan for enlisting all little theaters in a nationwide scheme. This announcement theoretically served to establish the organization's priority rights to any national theater plan. Not a word has been heard of it since.

Also coming in for much discussion thru the years has been the increasing lack of young audiences in the legitimate theater. With much gnashing of gold teeth, Broadwayers deplored the lack, and howled dolefully that unless something were done about it immediately the theater would progressively lose patronage until, in the next generation, it would have no audiences at all. But nobody did anything about this, either.

Nobody, that is, except one man. While the others talked, Alfred Harding, editor of *Equity Magazine*, went out and set up the plan for non-price matinees of hit shows for high school kids, which is already in highly successful operation. And he is the originator of and prime mover in the present repertory plan, which would draw new audiences and, in addition, perhaps develop into the long-awaited national theater. He deserves the heartfelt thanks of the entire industry.

BUT another item of news coming out of Equity recently is not so pleasant. This concerns the motion, originally introduced more than a year ago, that Fascists, Nazis, Communists and their "sympathizers" be barred from holding Equity office. The council finally voted it down for many reasons—all of them good. For one thing, it was felt that it would be impossible to define "sympathizers," and that even pro-British members (including the entire group sponsoring the rule) might come under its provisions because of the current British-Communist tie. For

(See FROM OUT FRONT on page 14)

MAJESTIC

Beginning Thursday Evening, October 9, 1941

VIVA O'BRIEN!

An "aquamatical" with book by William K. Wells and Eleanor Wells, music by Maria Grever, and lyrics by Raymond Leaven. Directed by Robert Milton. Comedy scenes staged by William K. Wells. Dances staged by Chester Lane. Settings designed by Clark Robinson, coordinated by Helen Seibers, and painted by Ray Veldor Shugart. Costumes designed by John H. Booth Jr. and executed by Mme. Berthe. Orchestra under the direction of Ray Kavanagh. Orchestral arrangements by Charles L. Cook. Vocal arrangements by Leonard De Foor. Company manager, Joseph Goldin. Press agent, Glen Allivine. Associate press agent, Martha Dreifuss. Stage manager, Frank Collett. Assistant stage manager, William Beneshtrugga. Presented by Hickey, Hale and Robinson.

Heves Cyril Smith
Emilio Morales Milton Watson
Bertie Davison Ruth Clayton
Manuel Estrada Roberto Bernardi
Lupita Estrada Victoria Cordova
Tom Harold Diamond
Dick Hugh Diamond
Mary Tom Diamond
J. Foster Adams Edgar Mason
Professor Sherwood John Cherry
Mrs. Sherwood Ann Dore
Senora Estrada Adeline Franklin
Pedro Estrada Gil Galvan
Don Jose O'Brien Russ Brown
Carl Sherwood Maria Nash
Gateman Hugh Diamond
Marian James Sullivan
Dolores Tanya Knight
Ramon Rudy Williams
Joan Joe Frederic
Native Carrier Pore Desjardins
Zobedane James Sullivan
Vicente, A. Matador Gil Galvan
Bani Tony (Dowdell) Lathelo
Ship's First Officer Cyril Smith
Secretary of Mexican Consulate Francis Terrell
The DIVERS: Pore Desjardins, Ray Teardy, Betty O'Rourke.

MALE SINGERS: Terry La Frantoni, Fred Kuhnly, Michael Singer, Frank E. Stafford.

THE FOUR GRAND QUARTET: Carter Ferris, Joe Frederic, Jack Leslie, Rudy Williams.

THE SENORITAS: Deena Clark, Helena Gaudin, Dian Johnson, Athalia Fernetti.

BALLETS: Patsy Barker, Ann Marie Barric, Marilyn Brandberg, Marjorie Castle, Muriel Cole, Jill De Sio, Carol Estes, Jane Fane, Dolores Goodman, Helen Grayson, Betty Heart, Audrey Kent, Roberta Ogg, Irm Rosenfeld, Charlotte Sumner, Jean Van Kirk, Betty Young.

ACT I—Scene 1: Swimming Pool on the J. Foster Adams Estate, Miami Beach. Scene 2: Airport, Pan-American Airways, Miami, Fla. Scene 3: Interior of Airline Office, Broadway, New York City. Scene 4: Deck of Cruise Ship, Merida, Mexico. Scene 5: Edge of the Forest, Yucatan. Scene 7: The Sacred Pool.

ACT II—Scene 1: Edge of the Forest, Yucatan. Scene 2: The Floating Gardens at Xochimilco, Mexico. Scene 3: Plaza Del Toros, Mexico City. Scene 4: Deck of Cruise Ship. Scene 5: Walking the Plank. Scene 6: Swimming Pool on the Adams Estate, Miami Beach.

Viva O'Brien!, the Spanish-American tune that Hickey, Hale and Robinson brought to the Majestic Thursday night, is somewhat coyly described in its program as an "aquamatical." The aqua is fine, but the musical is terrible.

The aqua is also plentiful, what with a large pool built into the Majestic stage and, in the finale of the first act, a tremendously effective waterfall surging down almost from the flies. According to reports, however, the waterfall is made up of a couple of tons of therobouts of granulated sugar. If so, it's the only sugar that the angels are going to see. The pool comes into real use only at the finale of the second act, with Pete Desjardins, for no particular reason disclosed by the book, suddenly erupting to give an exhibition of the terrific diving form that made him an Olympic champion, assisted by Ray Teardy, one of those diving comedians who are considered extremely funny. Desjardins' session is something to see, but certainly an astounding anticlimax, and Teardy—but it's fiendish cruelty to make the customers sit thru the rest of Viva O'Brien! in order to see it.

Describing the plot seems like a hopeless procedure; no one would believe it, anyhow. Enough to say that it's a musical comedy book to end all musical comedy books—please. Theatrical—and that it was written, if that's the word, by Billy K. Wells and Eleanor Wells. They probably turned it out as part of a fraternity initiation.

What can be referred to only for lack of a stronger word as the plot concerns a professor and a lyrically lecherous stipendition going into the wilds of Yucatan to find a wishing stone. They find it, amid a native ceremony vaguely reminiscent of the wobble number in a Greenwich Village *Greenhouse*, and then start washing themselves in various places to get away from the priest who's following them. They finally wash them-

More Dough Around Buffalo as Clubs Ready for Big Year

BUFFALO, Oct. 11.—There is plenty of spending money around the city, and night clubs anticipate a fine season. While there are hazards, such as increased taxes and odd hours in many local industries, people continue to show desire to get out and have fun.

Bookers complain they can't get enough good acts to fill the demand, especially novelties and comedy teams. Club owners want to stretch shows and keep them diversified, and they prefer novelty acts. Girls, average ballroom teams, jugglers, magicians, skating teams, balancing acts and the like get plenty of work.

Most clubs have gone in for permanent emcees, but stick to weekly changing shows. Exception is McVan's, where acts are hired by the month for production shows. Scarcity of talent has caused many spots to employ agents, whereas formerly they booked direct.

After a very successful summer at Glen Park Barn, giant suburban niter in rustic style, Harry Altman moved his niter to the Glen Casino for the winter season October 8.

This year Altman has added a new Compa Room. In the Casino itself, one of largest night clubs in the territory, Altman is going to offer names and technical names whenever possible. Gus Van opened October 6, with Pat Cliff, singer, following week of October 13. New band is Tony Caravella.

After being shuttered all summer, Kaufman's Cafe Madrid reopened for another winter season October 8. Management remains the same, with George Kaufman, owner and manager; Bob Graham, host, and Edolis Kaufman, assistant manager. Wally Gluck is again exclusive booker and publisher. Lines are being admitted first few weeks, with budget going to the purchase of seven or eight specialty acts. Gracey Jaymes does intermission entertainment at the soloist, plus vocals.

Anderson Taking "Screen" on Road

LOS ANGELES, Oct. 11.—Silver Screen, the John Murray Anderson production at Wilshire Bowl, will go on the road immediately. Show opened September 16 in the newly decorated bowl, with K. Loeb controlling the catering privileges. It was decided to close the show after attempts to refinance the production failed. A reliable source said that the show owed the musicians' union \$2,100, while American Guild of Variety Artists said that salary payments to actors were only "two days behind."

When the show first closed it was announced that it was because of the Jewish holidays. A switch in policy with no box office, no cover charge, \$1.50 minimum and popular-priced drinks was contemplated. Anderson's announcement that the show would go on tour spiked any plans for a policy or price change, however. Loeb, owner of the building, could not be reached for a statement, but his secretary said that he would have an announcement to make soon.

A spokesman for the Anderson interest said that the unions had been cooperative, as were the actors, who consented to string along until the show got a foothold. Naomi Shaw, press agent, said the only statement she was authorized to release was that the "John Murray Anderson show has withdrawn from the Wilshire Bowl and will go on the road immediately." She will tour with the unit.

Pensacola Adds Shows

PENSACOLA, Fla., Oct. 11.—Tom's Club here now uses a floorshow. This 300-member operates on a no-cover, two-shows-a-night basis. Joe Martinez band (7) is getting top billing.

George Petrilli is the operator.

Meller Ends 23 Weeks

WILMINGTON, Del., Oct. 11.—Adrift in New York, meller, pulled out of the Rainbow Grill of the Hotel Gaillard September 20 after a successful 23-week run.

Curt Waller's orchestra in the Grill since Decoration Day, continues.

AGVA Execs' Inhibitions (Cherchez la Femme...)

NEW YORK, Oct. 11.—Women are apparently losing their place in the theatrical trade union field. It's gotten to that point, anyway, in the American Guild of Variety Artists, which discharged Mildred Roth, a member of the legal department since AGVA's inception, because she "gave the national board inhibitions."

At least that is the way Harry Richman, board member, explained it. Telling of Miss Roth's discharge, Richman said, "She is a sweet girl, but we need a man in that job." It seems, according to Richman, that the boys on the board were all choked up because they felt it ungentlemanlike to burst into profanity when discussing a night club owner or a new contract because of Miss Roth's presence. So they picked a man for the job, Jonas Silverstone.

Mrs. Holt, Mrs. Marston, Mrs. Witherspoon at al., watch out.

Foster Staging Show in England

LONDON, Sept. 27.—George Black is unable to name his fall show at Palladium Hi Gang owing to Harry Foster's acquiring that title with stage rights from the B.B.C. Foster will start Hi Gang tour at Birmingham Hippodrome September 29, with Leigh Stafford in the cast.

Vic Oliver is to star in Black's next Hippodrome opus, *Get a Load of This*, written by James Hadley Chase, author of *No Orchids for Miss Stendish*. Also engaged for this show is Celia Lipton, daughter of Grosvenor House band leader, Sidney Lipton.

Romany Resumes; New Clubs for DC

WASHINGTON, Oct. 11.—Paul Young's Romany Room opened last week with little change in policy. Paul Neen and five-piece band from Philly, where they formerly played at the Club Ball, on the stand. Opening show featured Al Schenck as emcee, Pearl Williams, Helene Staudish, Joan and Robert Kexer, and Lee Noble.

Policy is still a glib smooze, plus a couple of acts. Altho owner-manager travels around to see floorshows in other cities, most of his bookings have played the Club Ball in the Quaker City.

Herb Sachs, former operator of the Del Rio, suburban night spot which burned to the ground last year, is planning a large new downtown club.

Alterations of the building are now in progress and the niter will open in November.

Hurricane Threat Tough on Miami Clubs But Everything's Okay Now

MIAMI, Oct. 11.—Niteries in this area suffered loss of business night of the hurricane threat due to lack of transportation facilities. When the threat became apparent, storage facilities for cars were taxed to capacity. With no means available to get to or back from the clubs, clubs were forced to close because there was not enough business to warrant keeping the help around.

The niteries were disappointed because their spots are all hurricane proof and they hoped that music and gaiety were a necessary stimulus to relieve tense feelings.

Tommy Bailey and Les Sims opened Thursday (1) at the Pogo-Pogo. Local news was lavish in praise for Miss Bailey's tuneful melodies and the accompaniment of Les Sims.

The Sweeney Bar has a new policy, five acts and Don Ferrara erk. Acts are booked locally.

Charlie Hoover's *Continental Interludes* opened Monday at Kitty Devita's. Continuous entertainment, dotted by dance interludes. Jan Murray heads the bill.

Wiv's End Club is closed, and Max

Union Probes Kendis-Stork Jam; Leader Out But Band Stays On; Name Music Stands Too Bright?

NEW YORK, Oct. 11.—Affaire Sonny Kendis, who departed from the Bandstand of the Stork Club along with his brother, drummer, while the rest of his band remained on the job, is due for an airing before the trial board of Local 602 Tuesday (14) at the instigation of Meyer Davis, who originally booked Kendis into the Stork.

Sherman Billingsley, owner of the Stork Club, allegedly gave Kendis and his band two weeks' notice and then made a deal to retain the men after the maestro left. Billingsley, however, claims that Kendis quit the club in the heat of an argument concerning brightly illuminated music stands with Kendis's name plastered on them. Billingsley says a spokesman for the musicians, who have worked with Kendis at the Stork five years, off and on, then pleaded with him (Billingsley) to be retained without Kendis at the helm.

According to charges filed with the union, Kendis had contracts with his men stipulating they couldn't play at the Stork without him. Billingsley says, however, that the contracts were only "so-called," because they were written in a notebook and meant nothing legally.

Billingsley claimed that the entire ruckus started when he told Kendis that he didn't want his name emblazoned on the bandstand. Billingsley's policy has been playing up the name of the Stork Club and building up its base as the club's personality instead of the artists employed there. Billingsley quoted Kendis as saying, "My notice goes, we leave tonight," after he told Kendis that he would have to content himself with smaller music stand billing. Billingsley says he had given the band notice two weeks previous to the incident, which occurred on September 28, coincident with the opening night of the Stork fall season.

Union, however, has a different version of the affair, with charges based on "unfair dealings" and an alleged attempt by Billingsley to evade payment of com-

Prov. Fay's Resumes After 16 Mos. Films

PROVIDENCE, Oct. 11.—Fay's Theater resumed vaude October 10 after using a straight film (Westerns and melod) policy since June, 1940. Albert J. Clark, city manager for operator Ed Fay, says house will use Al Johns, former orchestra leader at Biltmore Hotel here, as permanent leader. Johns and band will play on stage. Policy will be five or six acts full week, changed Fridays. Joe Feunberg of Amalgamated, New York, will book shows. Publicity for house will continue to be handled by John Carroll.

Johnson is Reported Looking for Five Grand to Re-open

Bill Jordan's Bar of Music will close for six weeks October 18.

Hal Hampton, daughter of Pat Malloy, ex-vaude star, has opened the Hampton-Somerville dance studio in Miami Beach.

Dave Lester has played longer at the Dempsey-Vanderbilt than any other maestro, but he is still far from his own record. He went into Loew's State in Boston for two weeks and stayed 14 years as musical director.

Sid Lewis, Shelburne Hotel erk leader, claims title to the longest engagement in Miami, 10 years without missing a day's work.

Bob Feinstein will reopen his Carrousel around November 15.

AGVA has just about everything in town sewed up.

Tobacco Road, newest spot, opened Thursday with Roberta Sherwood.

Jenny Gaines may re-name his hotel the Vanderbilt.

Benny Broock's Carrousel partnership of five will be melted down to three before its seasonal opening.

Lee Simmonds will handle fall publicity for the Dempsey-Vanderbilt Hotel following E. Ray Redman's resignation.

missions to Davis after Davis was supposed to have waived payment of commissions thru the summer months.

Billingsley says that the band is still leaderless, altho he has hired a piano player and drummer to fill the Kendis brothers' jobs and is still paying the same money to the band as he paid Kendis.

Kendis's replacement at the piano is Florence Diaz, formerly with Eddy Duchin, with Sammy Rosen succeeding Kendis's brother at drums. Pat Barber, sax man, has been designated new front for the band.

The musicians who stayed behind say Billingsley, after his fight with Kendis, offered to try them out without Kendis and also promised that, if the experiment didn't work out, he would use them as the alternate combo anyway.

When queried last week, Kendis said he preferred not talking about the dispute now, but that when he did he would reveal "surprising, unbelievable facts" about "underhanded methods" used to get him out of the Stork Club.

Stein, Lastfogel Expected To Make Personnel Changes

NEW YORK, Oct. 11.—With Jules G. Stein, head of Music Corporation of America, already in town from the Coast, and Abe Lastfogel, general manager of the William Morris Agency, on his way here for a stay of several months, it is expected that many personnel adjustments in these offices will be effected.

One MCA spokesman said that Stein is studying the office situation created by the merging of the Columbia Artists' Bureau with MCA. With the entrance of the new personnel there has been an overlapping of function, with minor clashes already occurring. Changes there will seek to streamline the organization for greater efficiency.

The Columbia group, headed by Herbert I. Rosenthal, includes Jack Bertell, Bruce Powell, Peter Theurer, Sarah Bolittle, Larry Puck, Mack Davis, Dell Peters and Merritt Coleman. Lecture bureau is headed by Mabel Scott and includes six other execs. Stenops and secretaries will bring the total Columbia personnel up to 25. Harry Gains, of the artist's bureau, is the only one of the CBS crowd that came over to MCA and then left.

Lastfogel left the Coast yesterday and will stop at Chicago and Saranac Lake before coming to New York. Nat Lefkowitz, Morris treasurer, says Lastfogel's coming here is nothing more than a periodic visit and that no radical changes in the organization are anticipated. He emphasized the fact that under the present set-up WM is looking forward to one of the biggest years in its history.

It is expected that Lastfogel will scrutinize all departments with special emphasis on the night club and new talent divisions.

New Band for Wilmington

WILMINGTON, Del., Oct. 11.—Tony Olfert and orchestra have opened at Joe's Casino at the Black Cat. Floorshow features Beth Chaslin, beginning her fifth week.

Pat Hein, manager, is offering novelty act, Sidney, the Australian dancing horse; also Walker and Walker, tap dancing, and Minnie Stewart, brass singer.

The bowling alleys in the Black Cat are drawing large crowds.

Rio Returns to Vaude

RIO DE JANEIRO, Oct. 4.—The Colonial, which has maintained vaudeville since early in March, brought in the Companhia Teatro Comico September 8. Troupe, offering 40 minutes of comedies, replaced the vaude portion of the program and, after two weeks of poor business, house reverted to vaude September 22.

Monte Proser's Copacabana, New York

Talent policy: *Revue at 8, midnight and 2; dances staged by Al White Jr., costumes by Miles White and executed by Mrs. Berthe; hair styles and make-up by Gloria Bristol; dance and show band; alternate band. Management: Monte Proser, operator; Jack Diamond, publicity; Jack Extrater, managing director, and Gus Christie and Joe Lopez, hosts. Prices: Dinner from \$2.25 to \$4.*

This beautiful East Side club reopened October 2 after a summer closing, during which time Proser operated in Sarasota Springs. The club has been re-touched a bit, including a new blue ceiling, and Midge Fiedling is no longer staging the revue.

The current revue ran 33 minutes and packed in a lot of flash, movement and talent. It features Aurora (younger sister of Carmen Miranda but not billed that way), making her American debut here. She is a shapely, handsome young woman with flashing smile and eyes who sings Brazilian tunes, backed by Nestor Amaral and Jose Oliveira, guitarists. Aurora did the *Kangera* song, then *Brasil* and *Nossa Ark*, the latter being the cutest. She is not as spectacular as her sister, but she has definite charm, personality and a lively singing style. She is booked for four weeks and optional.

Show opens with the Six Samba Stars, young beauties never before in a local cafe, who parade their charms in three production numbers while sporting brilliant costumes. Prudencio Rey, flamenco dancer, does a fair opening bit but doesn't really register until his second appearance with his heel clicking and castanet work. Estelita, a fiery, shapely brunette, sang and danced thru a couple Afro-Cuban tunes and executed a fast double-talky Cuban routine. She is arresting, definitely, and dynamic. The only letdown in the revue is blond.

chie Tomi Tond, who provided smart contrast to the other brunet principals but who has a poor singing voice. This, too, is her first local date.

Don Lopez and Maxine Barrat, who played here last spring and a summer engagement in Rio de Janeiro, are back. Miss Barrat, in a blue draped gown all in front above the knee and with sleeves and green gloves, is stunning; but so much so that she distracts from their dancing. They did a flirtation number that won a band and then a lively Brazilian samba, displaying sureness, smoothness and originality in the music of *Two Two No Two*.

Charlie Batum, pianist, is now fronting Nat Brandwynne's former band here. Batum has a society following, which should help here, and the band is just right for this spot. Frank Maria's Samba Band is back, with Marti at the piano and seven men backing him on sambas, toogas, rumbas, waltzes. They're okay, too.

Food is excellent and the attempt to build up a dinner business should succeed. *Paul Denis.*

Bismarck Hotel, Walnut Room, Chicago

Talent policy: *Production floorshows at 8, 9:45 and 11:30; show and dance band. Management: Otto Fretl, manager; William Padgett, publicity; Harriet Smith, producer. Prices: Dinner from \$2; drinks from 40 cents; minimum \$1 (\$2 Saturdays).*

The fall season in this restful, popular dining room is officially under way with the reopening of Art Kassel and band. Now filling their 18th engagement here. The accompanying show, brief and fitting, features the return of Maurice and Marya, who earlier this year stretched out a two-week contract into a three-month run; Paul Sydel and Spotty, clever dog act, and the Harriet Smith line (5), with Alfred Floyd.

Band opens the show with a *Hi Neighbor* vocal, bringing on the girls and Floyd in a sprightly toe routine. Maurice and Marya follow with a set of fresh dances featuring good tricks, smoothly executed. Make a clean, youthful appearance.

Harvey Crawford, band singer, comes in for a couple of pop ballads, and Paul Sydel follows with his sock canine turn, featuring a couple of his winning-looking japs in sock control work. Warm big.

The line and the dance team from the show with a pantomimic interpretation of a poor working girl in a dress shop winning the love of a wealthy client. The announced time is 12:06, giving the producer a chance to use some decorative period costumes. Good.

Kassel's band still plays clean, bouncy music that has been acceptable to Walnut Room customers for 12 years. In addition to Crawford, his vocal staff includes Marion Holmes, cute gal with a sweet voice; Cub Higgins, novelty man, and a trio including Frank Polmar, Kassel himself and Crawford.

Entire set-up is in for an indefinite run. Kassel is scheduled to remain until Lent.

In the upstairs Tavern, the miniature musical comedy idea is still clicking. Participants include Dick Ware, Marshall and Shilods, line of four girls, and Dave Pritchard's orchestra. *Sam Rosenberg.*

Waldorf-Astoria, Wedgwood Room, New York

Talent policy: *Dance band; alternate band; floorshow at 8 and 12:15. Management: Leticia Roemer, managing director; Ted Gaucier, publicity director. Prices: Dinner from \$3.25; cocktails from 50 cents; cover after 10 p.m. \$1, but Saturdays, \$1.50; 25 cents music charge on a la carte meals.*

The Euphoric Room reopened as the Wedgwood Room October 3, the hotel's Starlight Roof having closed its summer run the night before. The Bert Room also opened October 3 for luncheon and dinner and with only a band, Mischa Borr.

The Wedgwood Room is named for Josiah Wedgwood, noted English porcelain artist. The decor, by Clark Robinson, is Wedgwood blue with white relief, and chandeliers over white window draperies. It is a thoroughly pleasing color scheme. (Bert Room dinner guests may switch to the Wedgwood for super dancing without paying cover charge.)

Entertainment for the informal Wedgwood Room is provided by Rody Duchin's band, just in from a two-weeker at the

Night Club Reviews

Strand Theater, with Shells Barrett on for dinner and supper shows and Paul Draper for supper shows only. (Draper is in for four weeks on salary and percentage.)

Duchin is still a very popular personality at his piano, greeting scores of patrons and directing rippling rhythms at the Ivories. His familiar piano style leads off and dominates most of the arrangements. The band dishes out smooth, danceable rhythms, including a lot of show tunes, with the brass muted and arrangements being in the proper society style. June Robinson chirps a few choruses nicely; Lew Sheppard does an occasional novelty vocal, and Tony Leonard, Johnny Drake and Three Barbers also step off the bandstand for vocal solos.

Mischa Borr (fiddle) leads his seven men for alternate music, dishing out competent, but not particularly stylized, rhythms.

Barrett, in stinky, low-cut black gown, regaled patrons with radio satire, screwball talking songs, love laments, dialects and drunk impressions. It's all new material and very funny in spots. She show-stopped and had to encore. Did 27 minutes, a long time for a talk singer.

Paul Draper piled up an enormous success with his superb tap dancing. Did a total of 97 minutes opening night, practically killing himself with his licks, leaping, acrobatic tapping to every kind of music accompaniment imaginable. His clean cut, beautifully rhythmic tapping, plus surprising body and arm variations and with a wide range of big movements, bewitched the packed house. Calvin Jackson, Negro, accompanied as the piano with finesse. Draper turned in the greatest tap performance we have ever seen. *Paul Denis.*

George Washington Hotel, Rainbow Room, Jacksonville, Fla.

Talent policy: *Dance and show band; relief band, floorshows 9:30 and 11:30. Management: Nolan Williams, manager. Prices: Drinks from 45 cents; dinners from \$1.25; no concert or minimum.*

Eugene Jelenski is the new maestro at this stiff-shirt spot, assisted by nine top-flight musicians. Red Thornton, playing his third year engagement here, emceeds in informal manner. His corny ad libbing goes over well.

Gaye West, willowy band beauty, warbled *Moonlight*, emceeding with a nice arrangement of the oldie *Exactly Like You*. Well liked.

Bob Stanley did some outstanding drunk talk-wire stuff in tails and high hat. Mostly standard stuff, but some of it unusual, particularly the one lying flat on his back on the wire and slowly turning over and under completely. Heavily applauded.

Oliver White, new to this sector, sang *Acrobats* and *Le Chapeau* in fine Latin style. Plays guitar accompaniment and then alternately plays the sax and sings. Drew swell applause.

Some of the smoothest control work seen in this spot was staged by Kitty Morrison on an oval table. Her movements are slow, graceful and finished. Okay for class spots.

Thornton came on in his own fast carious stink, drawing faces from any figure or letter called or drawn by a patron. Finish the cartoon in five seconds. Customers ate up his corny gabbing.

Jelenski took a spot for a violin solo. Plays with feeling and artistry. His boys give fine support to a floorshow, and for the dancers the leaning is to the sweet. Bill Akins' relief band fills in the cork intermissions in likable style. *W. H. Colton.*

St. Regis Hotel, Iridium Room, New York

Talent policy: *Ice floorshow at 9:15 and 12:15; show and dance band; Latin relief band. Management: Vincent Astor, owner; Gaston Laurussen, manager; Jane Heister, press agent. Prices: Dinner a la carte.*

The fall formal season got under way October 3 here with Hal Saunders's band in its second season in this room and Dorothy Lewis's ice revue in its fourth season.

Miss Lewis, returning this time with a 45% rep as feature of Republic's *Ice-Capades*, heads her own revue which was

polished up in Minneapolis for six weeks. The 20-minute ice show is a lively, colorful, moving affair that doesn't repeat itself and that uses a surprising number of costume changes. There is a variety of stunts, formations and dances, with more emphasis than ever on dancing. Miss Lewis radiates a winning personality while slipping thru dances, acrobatics and even adagio work with Bob Tobin and Bob Duffy. The boys are nice lookers who skate nicely enough, and the four-girl ensemble provides pictorial background. The girls, all fresh beauties, are Harriet Hudson, Noosh Gale, Bernice Stewart, Lucille LaBarr. Operator, after the girls glide about, has Miss Lewis taking falls as a learner. Cute. The girls then flounce around and show their undies in a can-can, and Miss Lewis returns in a bare-midriff costume for punchy skating. The boys then draw applause with stunts specially, and Miss Lewis joins them for a tricky rumba. The girls, in picture hats and summery costumes, the boys in military suits, and Miss Lewis join for the finale, which has their clothing glowing in the dark. Flashy stuff and applause getting.

Saunders, violinist, leads his 10 men, who played the show music well and also provide the society-style rhythms for dancing. It's a just-right combo for this brilliant, smartly run, upper-class room.

Gus Martell's smaller group handles the Latin rhythms well, and Maximalian's Ensemble plays concert music for the luncheon hour.

The room is tough on the band and entertainers due to its physical layout and decor, and applause and other visible means of appreciation are positively rare here. *Paul Denis.*

Blackhawk Cafe, Chicago

Talent policy: *Dance band; shows at 8:30 and 11:30. Management: Otto Roth, owner. Prices: Minimum \$1 (\$2 Saturdays); dinner from \$1.50, drinks from 50 cents.*

The recent arrival of Les Brown and orchestra and the holdover of the Smoothies are responsible for some of the best business this spot has seen in months. This combo has enough box-office power to compete with neighborhood attractions also catering to the jitterbug trade. Brown is an up-and-coming maestro with a good reputation in this area due to the favorable impression he made during his recent showing in the Theater-Cafe (now the Palladium).

He fronts a youthful, lively group of musicians who seem to enjoy their work, and that goes a long way with teen age strutters. The Brown's rhythms are danceable and sound much, than okay. While the band's forte is swing, the early evening arrangements of sweeter tunes are very pleasant. Band carries a couple of new singers since its last engagement here, including Betty Bonney, a cute brunette with a sweet voice, and Ralph Young, handsome lad who handles the ballads in a deep, tender voice. Instrumentation, in addition to Brown's sax, includes six brass, four reed and four rhythm.

When show was caught (October 8) the Smoothies started a three-day vacation, following a consecutive run of 20 weeks. Charlie Ryan, of the trio, however, stayed on to emcee the bill, which was augmented by two outside acts. Charlie works in book style and gives the impression that he knows every customer by his first name.

Betty Bonney opened the show with the *Boogie Woogie Pipety* novelty.

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backed by a cello arrangement, and Georges and Annette, dance team, followed with a waltz, musical comedy, introduction to *When My Baby Smiles at Me* and a cake walk in swing tempo. Team managed to squeeze in only a talk-over rehearsal, which, naturally enough, was to their disadvantage. Their work, however, is natural and commercial.

Everett West, talented tenor, stopped the proceedings with powerful versions of such standards as *Song of the Foghorns*, *Summertime*, *A Little Bit of Heaven* and *When Irish Eyes Are Smiling*.

Band closed the show with its swing impression of Chopin's *Waltz in C Sharp Minor*, a delectable item for the j-bugs.

Sam Hoenberg.

Beachcomber, New York

Talent policy: Production floorshows at 10, 12, 3; Latin show and dance band partnered with regular dance orchestra. **Management:** Joe Moss, director; Freddy Christensen, host; Ricci, headwaiter; Harry Davies and Mike Cronan, publicity; Mildred Bannay, producer; Frank Shepherd, staging; Follies, costumes. **Prices:** Minimum opening night, \$1; no cover or minimum thereafter.

Joe Moss, who has had his fingers in many night club ventures, is staging a Broadway comeback as front man for the new Beachcomber, which unbuttoned Tuesday (7) after months of darkness. Monte Proser gave up the spot last June.

Style of the club has been slightly changed, but the atmosphere is still more or less intact. A new entrance and some papier-mache palm trees have been added to give it a new look.

Floorshow format, however, is still the same. Latin and hot, mostly dancing, seem singing and no comedy. Withal, it's a formidable bill, with the Chandra-Kaly dancers outstanding and Tito Coral's harlequin in tip-top shape.

Opening number is a production of six very pretty chicks, who are also on for the closing number. They are nicely costumed, in the usual chorus-line style, but they are so cute buns that they're doubly welcome on the floor.

Lesnor Solis' cantata dance was a new, but good, imitation of the breath-taking style of Carmen Amaya. Her comings was fair dancing but without much personality. Has a set of flashy eyes and is pretty.

Even with a bad mike Tito Coral was a wonder, with renditions of *Tropicana*, *Doukey Serenade*, *Begin the Beguine* and *El Rancho Grande*. Coral also mimes, but it is in his element as a singer, arresting plenty of attention with his voice and exuberant personality.

The Chandra-Kaly dancers are the hit of this show, with the boy stealing the play from his two girl partners, who are excellent dancers and pretty. But he does it with a flashy sensual style of the Latin-modern school. First routine is by the boy and a single girl, doing an effective rumba by their own candle-light accompaniment. He then rotates between the girls for some flashy Latin dancing.

Closing act is Juanita Juarez, a dancer of the body-explosive type. Shows plenty of sex and hip movement in tango and rumba dances. Not really hot, though and rumba dances. Not really hot.

Show backing is done by Macchito's band. An excellent job. They also throw their weight around for the Latin dance sessions, smoothly and precisely, and bid fair to become one of the best Latin crews around.

Berry Winton's work at the Rainbow Room for more than a year, dishes out the society dissipation with rhythmic smoothness.

Sol Zeit.

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Cafe Esplanade, Fair Park, Dallas

Talent policy: Floorshows at 2, 7:30 and 8:30 p.m. **Management:** George Smith; publicity by Paul Jones; bookings by MCA. **Prices:** Dinners from \$1.25; admissions, \$1.10.

A quick and attractive job of revamping the State Fair's Automobile Building has been done to make the Cafe Esplanade a spacious night club for the 1941 State Fair of Texas. However, hasty construction failed to take care of proper acoustics, one deterrent to an evening of fine entertainment by Orrin Tucker's band, Bonnie Baker and an adequate floorshow.

The Casino-ettes, a nifty 12-girl line, open the show with a snappy Tom Tom dance in colorful Indian costumes. After a bang number they return in brilliant costumes for a military routine that clicks. Nicely costumed and pleasing was their next, a costume fan dance. Wind up with a fast conga in Ströblized costumes.

Wilfred Dubois does an acceptable juggling routine, impressive with fast manipulation of umbrellas, tennis racket and what have you.

Bobby Hughes has a nifty magic turn that finishes with smart balancing and juggling of his well-trained dogs.

Buster West and Lucille Page add the comedy touch. Their nicely paced comic songs and acrobatic and sportacular dance netted a fine reception.

Diminutive Bonnie Baker, in best to last spot, won instant approval with a melody of *For Nobody's Baby Now* and *I Didn't Want To Do It*. The maestro and Bonnie bring the house down with *Do I Worry You* and band quartet, the Bodyguards, checked with *What Are Little Girls Made Of*, and Bonnie stopped the show with her *Oh Johnny*.

Band closes the show with a smart novelty number in which musical tones are shown in electric lights while the cork does imitations of famous bands. The band's Floorshow Boys are ingenious with their electric lighted lamps that spell the band's name, then the title of their song. They do a clever arrangement of *Drinking Song* and close with *The Eyes of Texas and State Fair Blues*.
Frank W. Wood.

New 20th Century Club, Philadelphia

Talent policy: Continuous entertainment from 12 noon. **Management:** Frank Palumbo, producer; Gus DeLuca, manager; Eddie Sheehan, maître d'; Johnny Buzzard, headwaiter; Mill Shapiro, press agent; Eddie Suez, house books; Charles Solis, banquet manager. **Prices:** Food a la carte; drinks from 35 cents; no cover, no minimum.

Frank Palumbo, who operates several night clubs, enters his second season operating this center city place. When first talking over Palumbo fashioned the spot as a musical bar, the first in town that all the entertainment was centered on a revolving stage behind a circular bar. Idea clicked from start.

Vocal and instrumental running the gamut from sweet to sultry, makes for continuous musical entertainment. Top evening feature is the Owens Sisters, threesome's first local date. Gals dispense highly refreshing vocal harmonies to their own accompaniments at accordion, guitar and bass. Pipes blend smoothly and gals are equally proficient on soft ballads and rhythm ditties, pop tune selections being peppered generously with standards and evergreens.

For stadium jive, Hy-Rhythm Maniacs (Hipple, mandolin and bass) with Wendell Mason at the ivory, find their greatest delight doing the ditties up on the solid side, both instrumentally and vocally.

Ballad singing is in the keeping of Frances Carroll, local radio favorite. Gal's voice stylizing is something to occupy attention.

Boogie-woogie is the wee-hour task of the Arthur Strohmman group, septet trio.

Rose Venuti's Rhythmites, female foursome of violin, piano, accordion and bass, enliven the cocktail session.

Maurie Grodenker.

The Avenue, New York

Talent policy: Band; floorshows at 1A, 12 and 2. **Management:** Jim Riley, operator; John Calisto, maître d'hotel; James Pettie, press agent and host. **Prices:** Luncheon from 75 cents; dinner from \$1.00; \$2 minimum.

Jim Riley, for years a night club operator in Greenwich Village, took over the

Cafe Bruno site on Fifth Avenue this summer and reopened it, completely redecorated, as The Avenue October 1.

It is a warm-colored intimate room with a bar near the entrance and the kitchen entrance and small bandstand and dance floor at the other end. Doors, by Vernon McFarlane, in salmon walls and ceiling, candle-light fixtures and lace-like decorations. With the collaboration of Hans Flets, artist, the spot has been turned into the smartest looking club south of 14th Street.

Five entertainers and a four-piece band take care of the entertainment nicely. The band is Oscar Day (vocal) and sax, piano and string bass. Band was featured at Sun Valley Lodge for three years and is a compact little unit that dishes out surprisingly good rhythm.

Show goes on in the casual style so prevalent in intimate spots. Alleen Cook sings spicy songs, some of them dull (like the *Son of a Son and the Last II*) and some of them amusing (such as *The Fuller Brush Man*). She delivers her special material with a pleasing little-have-fun style, but she could use better material. Wally Blacker is bar pianist. Rita de Sierra is a young and good-looking Latin who sings Latin tunes such as *Nalafelo*, *Time Was* (original Spanish version), *Taba* and *Quiero Mucha*. Has a quiet, sincere delivery. Effective, John Sebastian, young harmonic player, mouthed *Melopne* on three organs held in one hand simultaneously. Followed with *Alphabet* in *Blue* on one organ. Plays in minor key and extracts fine, colorful tones. Has own piano accompanist, too.

Margaret Scott, young and pretty blonde, sings pop, French, German and Continental tunes while accompanying herself on the concertina. (Not on when this show was caught). O. Walter, pianist, solo, providing sure, pleasantly listenable melodies.

French-American cuisine. Food and liquor fine.

Paul Denis.

Town House, Zebra Room, Los Angeles

Talent policy: Informal entertainment from 8:10 to 7 p.m. and from 9 p.m. to 2 a.m. **Management:** Kithely Corporation. **Prices:** Dinner and drinks at pop prices.

The entertainment at the Town House's Zebra Room is just what it takes to create an informal atmosphere. The Rhythm Baseals are on with instrumental numbers and Dorothy Curdrey does a vocal now and then.

Rhythm Baseals consist of Bob Keith, piano; Fred Purisch, guitar; Bob Hartman, violin, and Don Rice, bass fiddle. Arrangements are made by the boys getting together and whipping the tune into shape. The group offers a nice variety of numbers in varying tempos. Early in the evening they start out with sweet tunes, gradually increasing the tempo.

Dorothy Curdrey, sweet and petite, is a bit shy before a mike. She handles a ballad well.

Entertainment is continuous and fits well into the room's atmosphere.

Sam Abbott.

McCONNEL AND MOORE arrived in Honolulu October 1 to begin a three-month contract in the Islands for K. K. Fernandez.

New Yorker Hotel, New York

Talent policy: Dance and show band; relief dance band; ice floorshows at luncheon, 4 and midnight. **Management:** Frank L. Andrews, hotel director; Shery Henkin, press agent; Carl Snyder, entertainment and restaurant director. **Prices:** 75 cents cover except Saturdays and holidays, \$1.50; dinners from \$2.

Benny Goodman, after a run at Meadowbrook, opened the Terrace Room's fall season October 9 and will remain here until January 2. The band was not at its best opening night, due probably to extra long rehearsals earlier that day, but that ought to be a temporary condition.

Goodman's band is still better for listening than for dancing, but it is also still one of the great swing combos of the nation. Goodman's fine clarinet is now sweeter more often and the band doesn't go all-out as often as before, possibly in response to the trend to sweet music. Coosie Williams' fine trumpet gets a lot of solo spots, as do Vido Musso's tenor sax and Lou McGrady's trombone. Eddie Sauter's arrangements, being used by the band more and more, are always interesting, and the five-man sax section is impressive. This 15-man band is 11 months old.

Vocals are now being handled by pretty Peggy Lee and Tommy Taylor. They're okay, but not outstanding. Marty Hitz, string bass, is the band's newest addition.

The Donn Arden-staged ice show runs a half hour and packs plenty of flash, speed and action. Bob Hunsley sings an occasional chorus and emcee, and has a definite improvement over Bob MacLean. Adele Lynn, featured skater, comes on and off quickly for fast spins and spectacular acrobatics. Could improve in appearance and showmanship. Ronny Roberts does flashy work, emphasizing sudden stops, leaps, spins and other stunts. Bill and Betty Wade do a graceful tango and also a samba, and Miss Wade does a sprightly solo with a spin. (See NIGHT CLUB REVIEWS on page 11)

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NIGHT CLUB REVIEWS

(Continued from page 19)

finish. Production numbers are a jungle scene with the six girls in cunning leopard... an autumn scene with the girls on feathery trees or something, and then the masquerade ball for the finale. Costuming is pretty; numbers are varied and brief; show moves fast.

Paul Denis.

Rainbow Room, New York

Talent policy; Dance and show band; Latin relief band; floor revue at 8 and 12:15. Management: John Roy, managing director; Edward Seay, assistant and...

The return of comedienne Billy de Wolfe and his two bands marked the opening of the formal fall season here October 9. New are Miriam Winslow and Foster Pitt-Simons, modern dancers from the concert field, and Adrienne Singer.

The show is longer than usual, running about 90 minutes, but is uneven quality. Opens with Winslow and Pitt-Simons, in colorful native costumes, doing two Peruvian dances in modern ballet style. The first, Zoa, is a tender conception showing a boy dancing around his girl in smaller circles until she is in his arms, the second, Puro, suggests animal movements - jumps, dramatic panting, head bobbing. To say returned later, this time in elegant costumes, for an old English waltz which is pictorial but unexciting. Successful concert dancers, they do not show up as

well in this, their night club debut. Their initial failed to amuse and the choreography was not punchy enough for a night club audience.

Adrienne, a chic brunet in daring strapless black velvet gown, is an arresting beauty. In contrast to voice, she sang such pops as Kiss the Boys Goodbye, May I Never Love Again, Chi Chi Castaneda and, for an encore, Then It Isn't Love. Delivery is fair and voice quality is okay. (She is the daughter of Margaret Matzenauer, former opera star.)

Matty Malneck's band of eight show-stopped with a few fast, hot and swingy items, enjoying with their amusing Ariel Chorus in swing time. A well-knit, versatile, showmanly group of musicians.

De Wolfe closed the show. His first engagement here recently really established him and now he returns as the featured act. He is doing much the same material and, although it is still very amusing, he should have brought in fresher stuff. His club Swingtrot impressions are still his funniest hit. Did 10 minutes this time and won a succession of laughs. Has more poise than before, too.

Malneck's band (which includes a harp) provides good, botany, dance rhythms. The Valero Sisters and their five-man rumba band alternate on dance music. The girls are exotic beauties in close-fit flashing gowns who sing frequently and then shake the maracas and click the sticks in leading the band.

Dr. Sydney Ross is still around as table entertainer, doing sleight of hands, chatter, palm reading. Paul Denis.

Whisman, Harry (Ben Marden's Riviera) Fort Lee, N. J. no.

Whisman, Harry (Famous Door) NYC, no.

Wingo & Harris (Cora & Irene's) NYC no.

Wink, Eddie (Cagney) Washington 11-27, t.

Wink, Eddie (Cagney) NYC, t.

Venzla, Colorado (Queen Mary) NYC, no.

Glen Barn, Williamsville, New York

Talent policy; Continuous entertainment, with two floorshows nightly; show and dance band. Management: Harry Altman, owner and general manager. Prices: Drinks from 25 cents; diners from 50 cents; no cover; admission, 25 cents.

Altman continues to draw 'em in, and the authentically rustic place is usually packed despite its 1,500 capacity. On Saturday night caught the Barn drew 2,200 patrons, according to Altman. Last year was first time Glen stayed open right thru the very bad Buffalo winter, and despite poor roads more were drawn by such acts as Beatrice Kay. Attendance comes from within 70-mile radius.

Altman is about to move his stage, decorations, staff and general management into the Wintergarden Casino (in the summer a ballroom), where he has completed enlargements and a new Congo Room. The latter will be a separate glass-enclosed cocktail bar featuring Latin music. The Glen hits start off with Gus Van and Paddy Cliff, with Beatrice Kay returning in December for the third time.

Show caught was in usual informal style, repeats with hits, audience participation ideas and novelty acts, many adhering to Gay Nineties pattern. The patrons went for the show. Outstanding turns were Hudson and Sharpe, adagio team, and Al and Billy Richards, plus protegee Claire Willis, tapsters. The unusual combo of a pair of old-time colored booters and a pretty young white dancet lends itself to good effect. Standout is Miss Willis, a pert, shapely dancer, who performs with enthusiasm and grace, climactic act with neat rumba-conga taps. The Richards offer nice solo work.

Hudson and Sharpe, attractive couple, smooch "The Doll Game C. O. D." with gal the wind-up toy and boy the overall-sized delivery guy. Lifts, spins and throws are combined with humor to make for swell entertainment.

Gloria and Shirley Betts, sister team, do okay with tap and songs, coming on for the warm-up. Jackie De Rio does some amazing things, picking up tables, chairs and both combined with human carry, with his body. He also performs good balancing feats and doubles as comedian in skits, best being apache dance with clown, Johnny Zimbra, who is of the deadpan variety. Zimbra and clown Quits, who has been here for two years and still pulls new disguises and gags, purvey much hilarity and make audience participation sessions hazardous for patrons.

Emcee George Walker, also here about two years, does a real job of knitting the loose ends of the lambs. Together, Husky Tommy Port gives out with pleasing renditions of pop ballads. Noel Hytown has a typical vaude-burlesque musical act, which appealed to the older-timers. Jockey Biles, who does character work, wasn't caught this trip.

Johnnie Harris's five-piece colored band is also a fixture and does nicely on accompaniment, as well as the few short sessions of swing dance music. Reggie Smith and the Evans Sisters, colored, do a neat job at the Bar, Smith handles organ, while each handles piano and plays guitar. The trio is added to more into the new Congo Room. Tony Carnevale's band (seven pieces) is set for the Wintergarden October 8. Eva M. Warner.

LOCALS REVOLT

(Continued from page 3) Projectionists' Local 185 and Grips' Local 80.

The Schenck testimony stated that Bluff approached the studios with demands that they pay \$2,000,000 for a guarantee of freedom to operate without strikes. This sum was finally whittled down to \$50,000 annually from the major studios and \$25,000 from the minor studios. Schenck testified that he and Sidney Kent, president of 20th Century-Fox, went to a room in the Waldorf-Astoria Hotel where they deposited \$50,000 each on the bed. Both Browne and Bluff were present, he said.

Schenck also claimed a strike of film projectionists in New York was averted by the payment of \$100,000.

The government claims that a total of \$50,000 has been extorted from four major studios. Trial was adjourned until Tuesday (16).

Louis Kaufman, business agent of the Newark local, is also under indictment, but not out on trial. Six members have filed to put the local into receivership and have applied for an accounting of funds.

PIX SCORES

(Continued from page 3)

which they discussed the advisability and feasibility of releasing their tunes direct for radio performance.

In case of protracted delay in returning the ASCAP catalog to the chains, it is believed that 20th Century-Fox, MCA and Universal may be among the first to make individual licensing deals. The Metro Music interests and Warners are regarded as likely to hold out, inasmuch as Warner's Herman Starr is one of the guiding lights of ASCAP, and Jack T. Rubin, of the Metro Music interests, is a member of the ASCAP board.

The ASCAP board, in voting against approving the action of John G. Payne, ASCAP general manager, in releasing the Dumbo score to unlicensed users, indicated that Payne had acted outside his authority in granting such use. Board's feeling, according to an ASCAP statement, is that any free use would be limited to ASCAP's interests.

SUGAR'S DOMINO

(Continued from page 4)

fix up that little income-tax trouble or perhaps get Sister Sue that teaching job.

Which leads straight to benefits, our pet substitute for income. If anybody hates benefits worse than we do they would set off bombs every time an emcee walks out on a stage and tells the folks that he is happy to do his bit for the starving dope peddlers on Sixth Avenue. We used to fight benefits like Don Quixote let go at windmills. We found out as we went along that we were fighting human nature instead of rackets, a single word and a dirty clothed promoter. We don't fight benefits any more—at least in print—because we also found out that trying to make an actor understand that benefits are poison to him is like trying to reason with a three-year-old that striped peppermint candy is not as good for him as Wheaties.

As many rules as the actors' organizations promulgate; as many trades are written by a fool of the stripe we used to be have no effect when an actor is asked to take a bow at a night club for his old friend, Benny Zilch, who fed him when he was hungry or when he is asked to play a benefit for the wife of the guy who used to run wild parties nightly at the Wilbered Palms Club back in '29. Nothing that any of us who are not actors can do will prevent an actor from giving a good agent a nice present amounting to at least 40 per cent commission when that actor knows better than any of us what that agent did for him.

When the millionaires arrives—that is, when actors decide that it is poison to play benefits as a double dose of poison to fall for the various acts that are concocted to make them appear in clubs to be paid off in applause—then will it be possible to make rules and expect them to be obeyed. The actor, being a human being, can only learn by experience and it seems the more bitter the experience the more lasting is the lesson learned.

SMALL COMBOS

(Continued from page 3)

from patrons requesting numbers. Spot operators also find combinations conducive to better business. Once a group is installed, the musicians can't help getting chummy with the trade. This factor is responsible for much repeat business.

Many hotels have found that without some live entertainment the bar loses much trade to neighboring cafes. The best solution they have found is some sort of music and singing unit, whether strolling or on the bandstand. Even hotels with large music hostess shows often use a small combo for the bar for the transient trade.

With the rise of Latin music the use of cocktail combos in night clubs has declined to some extent. Latin acts now provide dance sessions during lulls, whereas previously small strolling units carried on. However, this slack has more than been made up by the myriad of hotels that have added cocktail combos.

The Hammond organ is becoming increasingly popular with small combos because it adds volume and tonal colors, making a small unit sound much bigger. The same applies to all electrified instruments. Most small combos include piano, string bass, violin. Accordion, guitar and sax are usually added when the combo expands.

DRAMATIC AND MUSICAL

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

- Arenas and Old Lace (Wilmington) Boston.
Bills, Eddie (New York) NYC, no.
Blossom, Faye (Latter Winton-Salem, N. C., 11; City and Charlotte 16; (Auricular) Columbia, B. C., 17; (Auditorium) Asheville, N. C., 18.
Claudia (Bellevue) Chi.
Cornell, Katharine (Sturbot) Boston.
Dance (Billmore) Los Angeles.
Father's Day (Hartman) Columbia, O., 18-19; (English) Indianapolis, Ind. 18-19.
Good Neighbor (Ford) Baltimore.
Helen (Helen) Washington, D. C.
Helenopoli (Univ. of Wyo.) Laramie, Wyo. 18; (Auricular) Denver 16-18.
Helen (Helen) New York, N. Y.
John, Al (Helen) Cleveland.
Land Is Bright (McCarthy) Princeton, N. J., 18.
Last of the Mohicans (Sturbot) Chi.
Lunt & Fontanne (Stark) Harborside, Pa., 15; (Virginia) Wheeling, W. Va., 15; (Auricular) Chicago 18.
Mamma's Daughters (Geary) San Francisco.
Man Who Came to Dinner (Overy) Boston.
Mr. and Mrs. Smith (Sturbot) Lafayette, La.
My Sister Ellen (American) St. Louis.
Nights On (Opera) Detroit.
Rio Rita (Overy) Boston.
Rita (Overy) Boston.
Student Prince (Costs) Newark Springsfield, Mass., 19; (Shubert) New Haven, Conn., 16-18.
Theatre (Helen) Chi.
Toscano Head (Auricular) Oakland, Calif.
Velvet (Voland) (Aradia) Wichita, Kan., 15; (Shubert) Oklahoma City 16; (Helen) Little Rock, Ark., 17; (Auricular) Memphis 16.
Wings (Latter) Saginaw, Mich., 15; (Michigan) Lansing 16; (Kath) Grand Rapids 17-18.

ICE SHOWS ON TOUR

Ice-Operated by 1940 (The Archa) Dallas.
Ice-Operated by 1940 (The Archa) Dallas.
Ice-Operated by 1940 (The Archa) Dallas.

U

Upp, Odessa (Hudson) WDNB) Danville, Ill.
Urban, Fran (Wibey) NYC, no.

V

Valley, Edna (Gimmie Dwyer's Savoy) Trial) NYC, no.
Valley & Lyons (Ray Old) Niagara Falls, N. Y., no.
Vance, Jerry (686) Chi. no.
Vane, Emily (Sturbot) NYC, no.

Loew's State, New York

(Reviewed Thursday Evening, Oct. 9)

Current bill heralds the return of Joe Frisco to local vaude after a seven-year absence from Broadway. Vaude is a very lively affair until the last act, which is a dull fashion show. Coupled with the picture *When Ladies Meet*, last performance played to a packed, appreciative house.

Opener was the *Hexagons*, five-girl trapeze act, four working the opening part of the act and one coming up as a plant. Girls performed some tricky, intricate trapeze work and were at their best going up and coming down a high rope in waltz time. Plant came up for comedy relief, fumbling every turn for laughs. Wind-up was very fast work on the trapeze. Suspense brought the house down.

Maxine Sullivan's quiet, effortless style of singing didn't have an awakening effect on the audience until she got into her standard *Loew Lomond*. With that, she pulled a show-stopper. Her other numbers included *No John*, *Molly Malone* and *St. Louis Blues*, which drew but thin applause.

Dancing end of the bill is thrillingly performed by Paul Haakon and Patricia Bowman doing team work and solos. Joint number, a classical Viennese waltz in ballet style, was fine and splendidly followed up by a solo Casacco dance by Haakon that really displayed the fire and movement with which Haakon dances. Miss Bowman did a too burlesque of a gaudy chorus gal to *Send Me Daddy* that sent the house. Haakon then came thru as a tumbler, and both opened with a modern polka. Wonderful dancing.

Kate Frisco with his standard cigar, juggling artery hat and some very funny business. Virtually his entire routine is built around horse-racing. Frisco works with old-time skill and delivery and panicked the house. Funniest bit was of a slightly punchy guy doping out the races. Closed with his "Frisco dance," displaying fast feet, a fast derby and an equally fast cigar.

Closer is a group of Walter Thornton models (12), which is nothing more than an I. J. Fox fur fashion show and not a very good one at that. Narrator Jack Gray tried his best to keep the act lively with smooth announcements, but couldn't surmount the obstacle of 12 self-conscious babes. Gag is that they are competing for a Hollywood job (they all win) and that this is something of a public audition. Gray stated simply "that the girls are models, not singers." He was perfectly right. Thornton himself makes an appearance, but it doesn't mean much. In all, their stage movements were very unattractive. *St. Zett*.

Chicago, Chicago

(Reviewed Friday Afternoon, October 10)

Another presentation show, strong on talent but weak on box office. Patrons have been trained to expect name stage-shows, as well as "A" pictures, and when only 50 per cent of the bargain is on

view business is not big. Current pic is a remake of *Nothing But the Truth* (Paramount), with Bob Hope and Pauline Goddard.

The Dorothy Hill Circle (16) open with some nifty dancing to swingtime, bringing on the Yost Vikings, six stinging supermen, who display trained voices in the usual hodge-podge of fragments from operettas, and wind up with a college medley. Their work is okay but it is not enough now, the popularity of vocal groups not being as strong as a year or two ago. The boys should balance the turn with some novelty and comedy selections.

Mayne and Beach have a swell unicycle turn. The act boasts of good tricks, nicely timed and presented in a showmanly manner. In addition, Mayne is a lovely looking blonde who adds real dash to this novelty. Beach's feat, spinning 11 hoops in different directions, atop a one-wheeler, is still a highlight.

The girls return in Casacco costumes with a specialty to Russian tunes, in which their movements, typical of native dancers, exceed the importance of their dance steps. Colorful scene.

Larry Adler, an artist on the harmonica, topped the show. The lad is a top technician and has improved to a great extent in showmanship. Whether it be a standard or pop tune, it is a treat to listen to his version of it on the mouth organ. His set included *Regin the Boyline*, *Intermezzo*, *Gershwin Medley* and *Send Me Daddy*.

Another amusingly entertaining turn is contributed by Frank Gaby and his dummy partner. Gaby is a ventriloquist who has kept pace with the times and has as modern and as fresh an act as any of the younger doll manipulators successful in vaude today. It is fast moving and the patter with his wooden partner is always amusing. Closes with the widgee who changes for him in a song hit. Went big.

The Vikings return to warlike *Green Eyes*, while the girls demonstrate a tangy, tricky lighting effects cast huge shadows of the dancing kids on a white screen in the background. Effective.

His fall opening afternoon. Sam Honigberg.

Strand, New York

(Reviewed Friday Evening, October 3)

After a good opening week, this show goes into its second and last week. Jan Savitt's Top Hatters and pie, *The Maltese Falcon*, comprises the show.

Savitt band opened very swingy, first tune being *The Tender Song* from *Carmen*. Arrangement was very brassy and loud, but in successive numbers Savitt toned the boys down somewhat, although retaining the solid five rhythm. Most interesting were *Darktown Strutters' Ball* and *Chattanooga Choo Choo*, the last recently recorded by the band. For Bill, pianist's boogie beat came across very clearly and Howard Cook's solo on the bull fiddle was effective. *Choo Choo* is a very solid arrangement.

"The Nutmost in Dancing"

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CHICAGO THEATER, CHICAGO

Direction: EDWARD RILEY, 1550 Broadway, New York City

Vaudeville Reviews

Binger with the band as Allen De Witt, who delivers pash ballads in contrast to the band's normally swingy tempo. Did I Don't Want To Set the World on Fire and I Guess I'll Have To Dream the Rest.

Specialties included Valerie Thonn, acro dancer who, unlike many acro dancers, is attractive, retaining feminine charm (despite her acro routines). Opened with a kicking routine, later slipping her gown to do a more strenuous number including front and back somersaults and contortions. An okay number.

Harry Ross next in an acro steeple comedy turn. Ross does eccentric hoofing, plus belly-rolling, and uses psalto and mugging to heighten the comedy effect already engendered by his steeple appearance. He has been appearing in *Hellzapoppo*, and in his turn here practically had to beg off.

A singing quartet, Hi, Lo, Jack and the Dame, did four tunes. *Daddy, Shoo Fly, Don't Bother Me, La Paloma*, and a berry of nursery rhymes. Quartet's voices are good, but some of the tunes seemed to be over-arranged in a way that detracted from the melodic value. This was most noticeable in *Shoo Fly*. An attractive quartet, however, and should get along.

Closer was Billy Rayne, comedy juggler. Rayne is a very able performer, and polished. Juggles his hat, three balls, sticks, and keeps up a steady line of good comedy chatter. Most impressive were his impersonations of how various celebrities would juggle, including Sally Rand, Fred Astaire, etc. Also hoofed a bit. Closed solidly. Frat Acherman.

Irving Theater, Wilkes-Barre, Pa.

(Reviewed Thursday Afternoon, Oct. 9)

A program suitable for young and old had Frances LaRosa, mistress of ceremonies, pitch-hitting for Frank Ross at the first show. Miss LaRosa proved a versatile personality. While her forte in comedy and impersonations, she did well as the driving spirit.

The Maxine Brothers and their dog, Bobby, have a program of pantomime, acrobatic and dog antics which keeps the audience chuckling throat. The dog made a big hit with the children in the closing scene in which he opens a special gate and bows out, hopping along on two paws. Turn well received.

Miss LaRosa, carrying a guitar, teamed with her comely sister for a program of song and music, opening with *Amazilia*, with Frances then turning in realistic impersonations of Jerry Colonna and Joan Davis. The sisters combined rendition of *Boogie Woogie Piggy* was in the groove, with Frances again getting plenty of laughs with her rendition of *Little Boy Blue* nursery rhyme a la Donald Duck.

Comedy in taps was furnished by Fita and Carroll, the act getting many chuckles as the boy slides down the side of his partner.

Frank Ross's vocal impersonation of Frank, Bruce, Clyde McCoy, an Arkansas hillbilly, Popery, Barnacle Bill and Olive Oyl were pleasing, with Ross later teaming with his partner, Anita, for a routine of gag and songs, featuring *Nobody's Baby*, *St. Louis Blues* and an Hawaiian number.

The Three Kings, two girls and a man attractively attired in black and white costumes, were outstanding in their balancing routines, topped by King using his lower feet to balance the 120-pound girl lying on a back rest.

Don MacLuskie's pit band overtured with *God Bless America*. Pia, Donna in San Diego.

Joe Feinberg Agency booked the show. Miss Miller.

Palomar, Seattle, Wash.

(Reviewed Thursday Evening, October 9)

Alto the acts are fair, the show as a whole falls below the standard set during the past weeks. Only two of the acts can be called real crowd-pleasers.

Jerry Ross, emcee and house manager, first brings out Collier and Deschner. They advance some neat roller-skating tricks, climaxed the act with a scissor spin, but they don't prove outstanding. Mildly pleasing.

Leavay and Owens, soprano and tenor, demonstrate some fine voices in such favorites as *Donkey Serenade*, *Alone Plus Good* and *Sympathy*. The tenor has a tendency to drown out the fair partner. Well received.

The Martingales unveil some scolding feats of acrobatic and give a good exhibition of strength, contortions, tumbling

and balancing. A little rough in spots.

Catherine Toomey, pretty, wily blonde, is on the verge of discovering herself as a comic. Has an excellent voice, but is just starting to clown with the singing. Most of her clowning is on the mugging style, and because of the quality of her soprano voice, one is not fully aware that she is trying to be funny. Her act is the new material of scolding much better, but it needs refining. *Song I'm Falling in Love With Someone* and *Light the Way to Victory*.

The second top-notch act on the bill is Jack Gwynne and his company of "now you see it, now you don't" artists, who handed out some fine magical thrills. The tricks were well received and really had the crowd guessing.

The opening overture by the orchestra features a bass sax solo by Hollis Eick that draw a good hand.

On the screen, *Three Sons O'Guns* and *Golden Hoops*. James Douglas.

Paramount, Los Angeles

(Reviewed Thursday Evening, October 9)

The Paramount this week offers acts from the Pomona Fair, augmented by Jay Whidden's orchestra. Show runs only 60 minutes and is fair, with exception of the finale. It ends too abruptly, with the audience waiting for more to follow.

Whidden's oak (five brass, four sax, four rhythm) opened with a semi-classical number. Ruth Daye, talented dancer and a good-looking, followed with a rhythm tap. Her second offering, interpretation of *Hawaiian War Chant*, clicked.

Gloria Starr and Her Ringmasters scored heavily with *The Night Is Young*, with the baritone soloist doing good work. William McNamara led on *Romany Life* for a solid mark. Johnson and Diehl do some intricate hat juggling and throwing to go over.

Pallenberg's Educated Bear, new to Paramount audience, went over big, with the brutes riding tri-bikes, plus foot high bicycles, and even a motorcycle. Act was exceptionally well received.

Hold Back the Deers, the flicker, is in its third week. *Buy Me That Tom* augmented the screen offering.

Sam Abbott.

Stanley, Pittsburgh

(Reviewed Friday Evening, October 10)

Bill Robinson, Jimmie Lunceford and Velma Middleton add up to solid entertainment on first stop of unit's two-month stage tour. Leonard has too much dancing an insufficient variety, but as individuals, acts all score. Band could enhance audience appeal by inserting a bit of sweet music and scissoring some of the boom.

Opener is a Lunceford original, whose title announcement is unadaptable. Maestro's emceeing is pleasing, his personality winning, but his diction fuzzy. Following *24 Robbers*, where the band really sends solid, Dan Gration does okay by *I Don't Want To Set the World on Fire*, backed underlines by typical Lunceford reed undertones. House reception for *Song of the Islands* suggests that tune will be an anthem for litterbugs.

Velma Middleton, one of the hottest singers ever to bounce around this stage, wins laughs with her dancing-chanting version of *Glee, Baby, Glee*, following *Swingtime*, not the best interpretation heard here but one of the more powerful.

Miller Brothers and Lois are big-time teamwork happens. Set off niftily in chocolate-color formal garb, the two boys and gal dance on a stage atop a transparent plastic platform on a high table. And plenty fast.

Featuring comic Grumbly, the band

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rolls barrel-house on *Well, All Right*. Dan Grissom's singing *Peace and Good Will to All*, paraphrase of the Hebrew hymn, *Shil, Shi*, is beautiful and the trombone solo near the tune's wind-up is plaintive, but the number isn't for vaude. Following is a jammer, spotting *Blues on the drums*.

In the clean-up notch, Bill Robinson is, as usual, superb. The African Prince's tapping is flawless. His delivery of funny, clean gags, is precisely distinctive. His toothy smile, rolling eyes and peevish rhythm with the house from the second he steps out. He works hard on three dances—a soft shoe, an eccentric and "Bill Robinson 40 years from now." He and maestro give a curtain speech to close show. Finate could be punchier, with band on *Flamingo* or one of other blue tunes shouted for by the youngsters out front.

Picture, *Married Bachelor* (MGM). House, capacity. *Mort Frank.*

Palace, Akron, O.

(Reviewed Monday Evening, October 8)

Gypsy Rose Lee, Hal LeRoy and Mitchell Ayres cork share the marquee night in one of the most entertaining variety bills the Palace here has offered in a long time.

Show gets away with the band hitting out fast swing. It's definitely music tempoed for jitterbug. Ayres's program is well balanced and seems to have what's needed to delight. Also offered are Ayres's own entertainers and Floyd Gray and Company, who mingle patter and eccentric scenes. Audiences applauded long and loud for more of Ayres's offerings.

Gypsy Rose Lee is a lovely miss who gently chides burlesque. She is a sprightly entertainer who knows how to present a laugh and how to avoid being offensive while removing, with measured hesitation, the major portion of her clothing.

Hal LeRoy, who possesses two of the country's noblest feet, is co-featured. His imitating personality and enuring conceived dances are a sound treat for eye and ear.

On the screen, *Titlle the Toller* (Col.) with Kay Harris; just another picture. *Rez McConnell.*

Orpheum, Los Angeles

(Reviewed Wednesday Evening, Oct. 8)

Current Orpheum offering is good, but not one that would lead the audience all on the edge of the seats. Orpheum's orchestra headlines, with Nelson Cometa, Theodore and Henrich, John Halmateck and Walter Dara Wahl backing up the bill.

Show opened with Nelson's boys doing *Swinging on the Golden Gate*, with the six brass coming in for the lion's share of the work. Brass is backed by three vocalists and *Johnnie's Aye Blossom Tune* in full swing in the follow-up.

The Three Cometa, acrobatic gait team, get off to a slow start with a tap routine, but speed up the tempo with a series of mid-air somersaults and Arabian cartwheels. Pleased.

Nelson then vocalized *Beat It Out* for a good hand, and introduced Theodore and Henrich, smooth-working dance team, who clocked outly and had a difficult time bringing off. Note Anne Stevens did *Orpheum Tune* without much reaction, but wowed with *Goodbye Now* on which Nelson assisted. On a hillbilly novelty, Miss Stevens actually put them in the aisles.

Jean Halamateck, talented violinist, was practically lost in the tempo of the show. She did a classic that's not for the masses. Nelson continued the show singing *Oh, What a Merry Job You've Got* to a big hand. Bernie Johns went solid when he did a Swedish take-off on a song and came back for a parody on *Honey, Corry* but it went over.

Walter Dara Wahl and his stooge were on for the knockabout stuff that was followed by some good hand-to-hand work. *The Pittsburgh Kid* and *Sage* to Hiches are the Dickens. *Sam Abbott.*

ACTS, SKITS, GAGS MINSTRELS

Five Amos's COMPLETE MINSTREL SHOW. 416 5th St. PARODIES. 11, 120 GAGS. 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. E. L. GAMBLE, Playwright, East Liverpool, O.

SCENERY

Fire Drags, Flat Sca, Cyclorama, Draw Curtains, Operating Equipment.

SCHILL SCENIC STUDIO, Columbus, O.

Review of Unit State-Lake Yanks Vaude; Couldn't Get Names Due to Income Taxes; Oriental To Resume Combo Policy

(Reviewed Friday, October 3, at the State-Lake Theater, Chicago)

Crammed with talent, this star-studded Irving Yates unit has every reason for playing the best vaude dates around. The line-up, in order of its importance, includes Peter Lind Hayes, June Preisser, Stuart and Taylor, Kim Leo Sisters, Mary Healy, Peggy Moran, Dick Baldwin, Barbara Pepper and Cecilia Parker. While an excuse for the title is dropped in by the bare skin of the flesh, the label has commercial value at the box office, so all is forgiven.

Peter Lind Hayes and Stuart and Taylor walk off with the comedy honors and keep busy through the show, propping up the specialties of the Hollywood importations.

Entire show is presented in front of the house band. At first Hayes, June Preisser and Dick Baldwin, handsome movie juvenile, open with a gag that there will be no girls in sweaters as advertised because Will Hayes said "no." Then the entertainment starts with the Kim Leo Sisters (3), pretty Chinese songstress, who sell *Beddy, I Don't Want To Set the World on Fire* with real showmanship.

Hayes next helps attractive Peggy Moran in her turn by repeating their recent radio skit of an important scene in *Night Must Fall*. Skit is too dramatic for a house catering to 25-cent trade but should go big in classy theaters. Miss Moran has ability and impressed despite her lack of stage experience.

Dick Baldwin next warbles Cecilia, pleasantly introducing, logically enough, Cecilia Parker. Both was romantic to the lyrics of the tune. Miss Parker doesn't do much but she is awfully easy on the eyes.

Stuart and Martin come on with their old vaude turn of gags and patter that still packs fast entertainment. Charlie Stratt is an engaging comic and an attention-getter from start to finish.

Mary Healy, former night club singer who copped a few picture spots, starts with *I Feel a Song Coming On* and continues in a production-setting with *A Nightingale Sang in Berkeley Square*, later also employing the services of Hayes as an English air raid warden. Miss Healy has a good voice and a commanding delivery.

Peter Lind Hayes follows with his satirical impressions, and for pure entertainment they are just about the best. Works with commendable ease and achieves impressive results. Closes with a drunk that is as different as it is amusing.

Hayes stays on to assist cute June Preisser in a tune labeled *What Gipsies Don't Know*, making way for Miss Preisser's fancy in an extravaganza that still rate a top-heavy number.

Barbara Pepper, tall, sexy blonde, went big in a scene using Stuart and Martin and Dick Baldwin and material smacking of the old burly days. It's handled decently, too, and it gives the customers a long chance to view the glamorous Miss Pepper from all angles.

For the finale, the girls actually come out in the advertised sweaters. *Sam Nonisberg.*

AGVA Claims Minevitch Underpaid And Chiseled His Boys; Arbitration

HOLLYWOOD, Oct. 11.—American Guild of Variety Artists here reports that it has been selected to hear its case against Borrah Minevitch. AGVA charges he failed to pay his Harmonica Recalls the minimum set by the union. Act has been at Earl Carroll's since June 11, where AGVA minimum is \$40. Tyre & Chamie, attorneys for Minevitch, will select an arbitrator, who, with Robert Komina, attorney, will select a third party.

According to Leslie Litomy, local executive AGVA secretary, Minevitch had in some instances been paying his men \$20 and \$25 a week. Litomy also claims Dominick Quaganti was dismissed three weeks ago with promise of pay in lieu of two weeks' notice and transportation (to Boston), provided he left town within three days. Quaganti decided to remain here to await the hearing of his case. The two weeks' pay has not been paid. Litomy said, and Quaganti is being cared for by the AGVA welfare fund.

Another of Minevitch's musicians was told, Litomy said, to prepare music for

CHICAGO, Oct. 11.—The switching of the State-Lake from vaude to straight pictures October 24 is prompting the Oriental Theater (run by Froquois Management Corporation) to return to flesh, probably week of October 31. Harold Costello, head of the corporation, said vaudeville plans are being discussed. Charles Hogan, booker of Warner houses in this area, is set for the Oriental assignment.

Balaban & Katz, operators of the State-Lake, decided on straight pictures because they were displeased with the gross and also because they wanted to establish the house as a picture outlet to replace the Apollo (located in a building that is coming down). Also the scarcity of attractions has made it tough to find names for both the State-Lake and the Chicago week in and week out.

The Oriental dropped vaude in May

when Mike Todd, then on Costello's pay roll as manager, found it impossible to get big-screen attractions that could stand the 8-L competition. House has been running with twin screen bills ever since and is breaking about even.

State-Lake opens with *Sergeant York* October 24. Picture is in on a four-week guarantee and may be milked for a run lasting until Christmas.

Wate Platt, head of B&K booking office, is lining up strong attractions for the Chicago run. Bands will get first choice provided there is no trouble on account of the current Social Security tax squabble between the circuits and the American Federation of Musicians. Artie Shaw is set for week of October 31, with Jimmy Dorsey to follow. Platt finds it impossible to interest names of the Jack Benny and Bob Hope caliber due to the income taxes imposed by Uncle Sam on high-salaried pros.

Accuse Geo. White of Chiseling On Helen Morgan's Last Salary

CHICAGO, Oct. 11.—George White, producer of the scandals unit, blames Jack Irving, local rep of the American Guild of Variety Artists, for creating a furor over the alleged non-payment of a five-week salary to the late Helen Morgan, who died at the Henocott Hospital Wednesday (9) following a four-week illness.

According to Irving, Miss Morgan received only \$99 of the \$700 salary due her for an engagement at the State-Lake Theater, starting week of September 12. She was featured in White's show, but worked only opening day, having been taken to the hospital that night. Charles Cottle, State-Lake house manager, claims White was paid in full (\$6,500), even though the contract specified the services of the singer.

When White was asked by *The Billboard* whether he had paid Miss Morgan for the full week, he answered: "I have nothing to say regarding the matter."

Tivoli Tries To Soften Law Against Taking Out Money

NEW YORK, Oct. 11.—According to word from Sam Wallace Farnell, head of the Tivoli Circuit, Australia, by Charles Allen, his New York rep, negotiations are going on with the Australian government to permit talent to take money out of the country.

Bookings stopped with the issuing of that decree, and a successful conclusion of the current negotiations will result in resumption of talent sales.

Farnell recently returned to Australia from a visit to this country.

It is no business of Irving or AGVA if I did or not. The performers who work for me always get their money."

Irving said that the matter has been turned over to the AGVA attorneys in New York and every possible legal angle will be employed to collect the money, which, he said, belongs to Miss Morgan's estate.

The singer died broke. Her husband, Lloyd Johnson, spent over \$3,000 in hospital and doctor bills. Various theatrical charities helped to the tune of \$377 to pay the balance of her hospital account. Miss Morgan carried no life insurance.

Casting Director Job for Godfrey

HOLLYWOOD, Oct. 11.—George A. Godfrey, former chief booker for RKO theaters and of the Orpheum Circuit and more recently an independent vaude booker in New York, has been appointed by Boris Morros as casting director of *Tales of Manhattan*, a feature being directed by Julien Duvivier.

Godfrey has been in town the past couple of months getting acquainted with the film scene.

Dan Walker to State

NEW YORK, Oct. 11.—Danton Walker, columnist of *The New York Daily News*, the last important columnist holdout from vaude houses, has succumbed and goes into Lower's State October 23. Deal was set by Bill Miller.

New York pillars who have appeared in vaude include the late Hayward Brown, Louis Sobol, Ted Friend, Nick Kenny, Ed Sullivan and Walter Winchell.

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Vaudefilm Grosses

Stem Biz Okay; Para 50G; State 27G; Strand 30G; M. H. 72G

NEW YORK.—Despite holdovers in all Broadway houses except Loew's State, no complaints are being aired on business. Good weather and quality of product is a satisfactory combo bringing in good turnouts.

The Paramounts (3,894 seats, \$37,000 house average) is chalking up another good gross with the second week of the bill with the Xavier Cugat band and Jim, Hold Back the Dawn. Take is building up to \$10,000. Opening week produced a large \$60,000.

The Strand (3,768 seats, \$35,300 house average) is also doing all right by itself with the bill including Jan Davis and film, The Madras Paleon, now in its second stretch. Probable gross looks like \$30,000. Opening week hit \$47,000.

The Roxy (3,935 seats, \$36,500 house average), now entering the third week of *Frank in 14* and stage bill with Don Aron, Mitchell Brothers, Archie Robinson and Miss America, is going into the third season with a probable take of \$40,000. Very good. Second week pulled \$34,000, while first hit \$37,000.

The Minsk Hall (3,300 seats, \$34,000 house average), entering the second week of *It Started With Eve* and stage with the Del Bos (who replaced the Revuers after the first day), will wind up with a probable \$17,000. First week pulled \$17,000.

Loew's State (3,327 seats, \$32,500 house

average), with the new bill including Joe Frisco, Patricia Bowman and Paul Haskon, Maxine Sullivan and Thornton's Models with Jack Gray, along with *When Ladies Meet*, is headed for \$77,000. Last week's layout, with Lou Malles and the Hortmans, plus *Lady Is Good*, did a fine \$23,000.

Buffalo Average With Film Fare

BUFFALO.—Grosses which were magnificent several weeks ago, with top-notch name-band vaude on tap, have settled into an average groove. Weather is spotty, but helping box-office takes some. Both vaudefilmmers are tiding themselves over with sellout fare until a new string of vaude dates can be lined up. Only flesh along main stem is currently offered by Palace Theater, featuring Mike Sather's revue, starring Charmaine.

The Buffalo (seating capacity 3,500; house average, \$11,300 for straight film bookings) opened neatly the week of October 10 with the strong film comedy *Nothing But the Truth*. Expected to do about \$14,500. Second feature is *Buy Me That Fur*. Vaude is absent, although recent vaude experiments turned out more than swell. Week ended October 9, house grossed an okay \$13,500 with six *Hold That Dawn* and *World Premiere*.

The 20th Century (seating capacity 3,500; house average for straight pictures, \$6,500) has just set a new box-office record for straight pictures by hanging up \$30,100 for a three-week stand of Betty Davis, *The Little Foxes*. Newest film gross to *Focus* was *My Favorite Wife*, with \$28,700 for three weeks some time ago. First week grabbed a terrific \$15,900; second, \$8,700, and final week, ended October 8, \$6,600. Currently the Century is plotting a big vaude line-up for the winter season. Week opening October 9 just averages so far, and points to average take of \$6,500 for *Feather Ticks a Wife* and *Ice-Capades*.

Wash. Earle Sock 21G; Capitol 18½G

WASHINGTON.—Good business is expected by local theaters which have booked sock attractions for current week. Warner's Earle, featuring Charles Boyer in *Hold Back the Dawn* on screen, is figuring on a gross of \$19,000 for week ending October 16. Stage headlines Rufe Davis, *Kiss of Gerard*, Charlie Cross, the Hudson Wonders and Roxynette. Last week, ended October 8, One Foot in Heaven surpassed estimates with sock \$21,500.

Loew's Capitol film *Feminine Touch*, plus stage, figures to do good \$19,000 for week ending October 15. Vaudeville includes the Hartmans, Jack Gilford, Jack La Rue, Cortello's Canine Mimic and Rhythmic Rocketts. Last week ended October 8, *Smith's* *Thru* brought in \$18,800.

Palomar Biz Up

HEATLE.—Altho the screen show was weak, good street bally brought the Palomar (1,450 seats) up over the weekly average of \$4,500, to gross \$5,500 last week. In the vaude booked by the Bert Levy office were Bob Peary, Gilliam and Hinzdora, Wally Cowan, White Sisters and Isley and Heller.

On screen were *Doctors Don't Tell* and *Hurry, Charlie, Hurry*. Receipts were helped somewhat when Jerry Ross, manager and owner, started off the fall season by bringing back his amateur nights Fridays.

Springfield Okay

SPRINGFIELD, Mass.—Good grosses saw a well-balanced vaude bill that closed here Saturday (4) after a three-day stay at the Court Square Theater. The Crooked Melt.

On the stage, *Courage and Perks*, Fred Bankard and Gracie Cannon, *Four Daring Girls*, Fred Hughes, Don Rice and the Three Dads.

"Spices of 1941" Taking 16G in Chi; Adler and Hope Pic Cop 32G

CHICAGO.—An average week at the corbe houses, a unit of clay box-office caliber playing the State-Lake, and a presentation show augmenting the screen feature at the Chicago. *Spice* (local weather Saturday (11) didn't help matinee grosses, but the pigskin game made up for it at night by taking in the Loop en masse.

Chicago (4,500 seats; \$32,000 house average) opened to average business Friday (11) with the new *Red Hope Picture* *Nothing But the Truth*, and a show featuring Larry Adler, Frank Gaby, Ben Yost's Vikings and Mary and Brach. House has to have both strong movies and A-1 box-office stage shows to draw better than routine hit. Looks like \$37,000 for the week. Management hopes to hold come an extra week if receipts during the last half hold up.

Week ended October 9, the Chicago slipped to \$31,000 with Metro's *Lady Is Good*, disappointing h-o bet, and presentation bill with Paul Gerrita and Paul Remos.

State-Lake (3,700 seats; \$13,000 house average) is playing the Harry Rogers

Count Berni Vesi unit *Spices of 1941* week of October 10 and girl angle is expected to be of some help to the box office. Pic, *Flying Blind*, is only a filler. Should do a nice enough \$10,000. Week of October 3, house opened a big \$30,000 with Irving Yablou's *Hollywood Sweater Girls* unit featuring June Prosser, Peter Lind Hayes, Barbara Pepper, Mary Healy, Peggy Moran, Cecilia Parker and Elck Baldwin. On screen, *Spokane Run Wild*.

Philly Earle Hits 17G With Clinton; Fay's Fair \$6,300

PHILADELPHIA.—Earle Theater (seating capacity 4,000; house average for straight picture booking \$14,000) in face of a heat wave and competition from name band dance in town, fared only fair for this week ended Thursday (9). With Larry Clinton's orchestra carrying the stage show, gross hit \$17,000. Peggy Mann and Bitch Stone, from the band, supported along with standard vaude turns and Wally Brown and Annette Ames, Ray and Trent, and Sunny Rice. *Married Bachelor* on the screen. New bill opening Friday (10), with Sammy Kaye's band on tap, got off to a fast start and points to a big \$23,500. Bob Trout, localite writer of *Daddy*, supports along with Joe and Jane McKenna and the Three Smart Girls with the band providing Tommy Ryan, Arthur Wright, Marty McKenna, Meury Cross, Charlie Wilson, Alan Foster and the Three Kadets. Screen has *Heavy Aldrich* for President.

Fay's Theater (seating capacity 2,200; house average, \$6,000) also fared fairly for the week ended Wednesday (8) with a light \$6,300 in the till. Charmaine made for the burly lead with support from Ginger Manners, Bob Easton and Oude O'Dette, Emmett Outfield and Eddie Ware, Allen and Kent, Gas Foster, Charlie and Billy Klain's band. *Private Nurse* on the screen.

New bill opened Thursday (9) looks big with daily band and her unit on board aiming at a big \$9,000. *Charley Chase in Rio* on the screen.

Spokane Okay

SPOKANE.—Matthew-Dalton troupe, Spec Watkins, McFarland and Brown, Lewy and Owens and the Martingales, supported by *Repeat at Leisure* and *Keys to Riches* on screen, grossed \$13,300 October 8 at Post Street. This is 800 over the average figure. Manager Bill Evans has set for this season.

Upped gross was mainly due to bigger opening night, credited to an amateur show presented as an added attraction by Bud Backson, local emcee.

Material

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"Gems" Unit Nice \$5,500 in Denver

DENVER.—Gems of 1941 hit a nice \$5,500 gross September 30-October 5 at the Taber Theater, 2,350 seats. Picture is considered particularly good, since unit had World Series competition for majority of matinees. According to producer Billy Arms, unit has hit nice grosses since it started from the West Coast, and did best on its Montana and Salt Lake City dates.

Five weeks are set in this territory, to be followed by Eastern and Southern runs. Creta Brothers and Helene, a bar act, will join the unit upon completion of fair dates, and three girls are being added to the line. For Southern dates, names will be changed to *A Night in Asalon*. Teber has no immediate future bookings. Pic was *Mad Men of Missouri* and *Out of the Fog*.

Heidt Omaha High

OMAHA.—Homer Heidt and his orchestra topped the house record of \$21,700 at the Orpheum Theater here for week ended October 9.

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Magic

By BILL SACHS

JOHN BOOTH, handsome Canadian conjurer, surprised his host of magic friends October 1 when he joined the ranks of benedictos with his marriage in San Jose, Calif., to Edith Louise Kriger, of Saratoga, N. Y., and San Francisco, whom he met two and a half years ago while a passenger aboard the Norse Steamship on a journey around the North American continent. The bride is a niece of E. H. Hunkler, president of Golden State Theater Corporation. After a brief honeymoon the newlyweds returned to Chicago, where John resumed his studies at Divinity School. . . . **BOB NELSON**, of Nelson Enterprises, Columbus, O., is in Los Angeles on a 10-day business trip. During his stay there he planned to take in the 49th Annual National Spiritualist Association convention at Embassy Hotel, Los Angeles, October 7-11. Nelson returns to his Columbus headquarters October 20. . . . **LIONEL KAY**, assisted by Kathleen, who closed a two-weeker at Jimmy Brink's Lookout House, Covington, Ky., Monday of last week (6) with his magic and essay sketch feature, is slated to return there in November for a month's stay. . . . **DON GREENWOOD AND THE M.A.**, after two weeks at Gene's Inn, Watertown, N. Y., are on a two-week return engagement at Club Candee, Syracuse, N. Y., featuring his *Par-Optic Vision*, and Thelma her *Blash* magic turn. . . . **JUDITH JOHNSON** and Company, mentalists, finished up a week Sunday night (12) at the Riverside Club, Casper, Wyo., for the Jack Blue office. Prior to that they played a week each at the Koo Koo Club, Dea Moines, and the Trocadero, Omaha. . . . **CICIL LYLE**, who opened with his *Cerevels of Mystery* at the Aldwych Theater, London, September 17, is the first to try a London magical run since the seasons of Dante and Levante three years ago. . . . **THE RECENT Midwest Magicians' Conclave** at Hotel Paxton, Omaha, attracted 145 magic enthusiasts. Honored guest at the convention was Mrs. Harriett Downs, of Marshalltown, Ia., widow of T. Nelson Downs, the "King of Kootas." Following the convention, Mrs. Downs and Rose Scheidling spent a week in Sioux City, Ia., as guests of Mr. and Mrs. C. H. Tracy. Mr. and Mrs. Tracy, Mr. and Mrs. Allan W. Houghton, Harold Slotky and Joe Lackey represented Sioux City at the conclave. Dorry attended the meet's big show.

C. A. GEORGE NEWMANN, veteran mentalist, magician and hypnotist, is back in Minneapolis after concluding his 45th consecutive season on the road.

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Dual Celebration

CHICAGO, Oct. 11.—Karl Marx, the clown appearing at the Sherman Hotel, celebrated his fifth year in that spot Thursday when Managers Ernest Hyfield and Frank Bereng tossed him a party.

Marx also used the occasion to celebrate the release from his booking contract with Music Corporation of America, which required him to pay 10 per cent for the dollie as long as it lasted. Marx paid off for nearly five years, and then Hyfield got together with MCA here and it was decided to call the thing off.

which he says was unusually good by reason of the good crops in the Northwest and the upsurge of prosperity produced by the defense program. Newman is sending out a circular letter to every living manager that has ever played his show, as well as to civic and fraternal organizations that have sponsored his tent shows in the past, and to the newspaper men who have treated him kindly, thanking them for making his 45th season on the road a possibility and promising them that he'll not retire until he makes it an even 50. Regarding Minneapolis magic activity, Newman says that the Houdini Club there is putting on a show at Franklin Auditorium in November and that the I.M. has finally succeeded in starting a ring in the Twin Cities. . . . **LOLINO CAMPBELL** and Kathryn, after three weeks in the Detroit area for the Sterling Magic Company, opened October 9 at the Military Academy at Front Royal, Va., and Saturday night (11) played the Girls College at Chatham, Va. Loring and Kathryn took in the magicians' convention at Lynchburg, Va., last Friday night and Saturday afternoon. . . . **MARGUERITE THE MAGICIAN**, reportedly enjoying a good box-office play in the Ohio Valley, has the show pointed toward the Eastern Seaboard, with Little Johnny Jones at the helm. Horace Marshall is framing a new opening for the show. . . . **ANOTHER MAGICIAN** joined the ranks of benedictos with the marriage of U. F. (Gen) Grant, inventor of musical effects and a member of Percy Abbott's staff at Colon, Mich., to Mary Dolores Barr, of Columbus, O., in the latter city October 2. The Grants are honeymooning in the East. . . . **DR. FREDERICK KARR**, mentalist, is set indefinitely at the Century Club, Steubenville, O. Karr enjoyed a visit with Marquis when the latter played there last week. . . . **FRY THE MAGICIAN**, who opened his season September 11, postals that he is set in the Texas Territory until Christmas, after which he hopes next to play from January until late in May. . . . **HAROLD STERLING**, of the Sterling Magic Shop, Detroit, is back on the job after a three weeks' illness. . . . **BOB SMITH**, magician, is showing his wares at the Del Rio Club, Detroit.

Sheboygan Club Opens

SHEBOYGAN, Wis., Oct. 11.—The Flamingo theater-office opened near here September 18. Spot has a circular bar and revolving stage. Opening entertainment program included Helen Doyle, Julio and Jean Todd; Sammy Sweet and Alice Low, and Johnny Davis's seven-piece oct, with Mona Henderson.

ST. JOSEPH, Mich., Oct. 11.—Preparations are being made to open the Air Castle Restaurant as a night club. Spot, which adjoins the Benton Harbor Airport, is expected to be ready shortly, run by Bruce Bartholow.

Pitt Hotel Strike Plays Havoc With Biz and Performers

PITTSBURGH, Oct. 11.—Performers, theaters and night clubs seemed farther than ever away from normal conditions here today, as the city's eight closed hotels and 1,661 striking AFL employees parted unamicably following the union's rejection of the hotel association's latest offer.

Another conference is scheduled for tonight in the office of Mayor Cornelius D. Scully, who has been attempting settlement thru a mediation committee since the strike was called 11 days ago. Crisis of the walkout is wage difference of \$87,000. Unions have asked for increases totaling \$293,000 annually, hotels have countered with \$178,000 raise. More than 800 other AFL non-striking workers with hotel dealings have refused to cross picket lines. The inns have been closed, except for permanent guests, since October 1.

Dozens of performers have lost jobs because of the strike. The expected opening of the William Penn Italian Room was called off, the new Fiesta Room in the Roosevelt was open September 30 for only several hours, then shuttered; the Schenley Blue Room opening was called off, and the new Victory bar in the Henry was unable to promote. All spots used entertainment. In addition, also closed were the William Penn Continental Bar, the Port Pitt Nore Room, the Henry Silver Grill and Gay 90s Lounge and the Pittsburgh Union Grill. They employed talent, too.

Likewise unhinged were plans of several hundred traveling entertainers here during next two weeks. *Curtis of Hold On to Your Hats and Welfare Men*, from Sixton, had to shift for themselves in outlying hosteries, as did Glenn Miller, Tony Pastor and Henry King bands, and several acts from night clubs that had reservations at downtown inns.

Theater and night club business also over-taken has been adversely affected by loss of suburban crowds and cancellation of conventions that had been scheduled.

Name Orks for Earle; Reading Adding Vaude

PHILADELPHIA, Oct. 11.—Warner's Earle is drawing his best grosses with the name bands and has lined up Charlie Barnett Friday (17), with follow-ups in Kay Kysar, Ted Lewis, Tommy Dorsey, Jimmy Dorsey, Artie Shaw, Woody Herman and Maxine Hawkins-Pork Ink Spot. Two or three standard acts will supplement each band bill.

READING, Pa., Oct. 11.—Week-end stagehouses Fridays and Saturdays at H. J. Schall's Astor Theater, with Mayor Bowen's All-Star Revue ushering in the new policy. House used fresh last year when it was operated by Warners.

Del Rio to M. H.

NEW YORK, Oct. 11.—The Del Rio, who went into the Music Hall as a replacement for the Revuers, who were pulled after the opening day, October 2, are continuing as a two-man act for the remainder of the show's run. Irene Ostreau, third member of the act, is recovering from the effects of a dislocated elbow suffered opening day when a spot focused directly on her eyes threw her off keel.

Miss Ostreau was hospitalized for one day and was ready to resume, but was advised by her physician to rest up her wing.

Vaude for Columbus, O.

COLUMBUS, O., Oct. 11.—Change of policy at RKO's two local theaters is announced by C. Henry Schreiber, manager of the circuit here. Palace, RKO's No. 1 house, will offer a stagehouse every week, beginning with the current unit, *Members of 1941*. Grand will continue first-run films.

Using Floorshows More

DETROIT, Oct. 11.—Trend toward increased reliance upon floorshows rather than straight dancing in the better peopled spots is marked by the shift of the 41 Club, run by Joe Souza, from two to three shows nightly.

Six Strippers Much Too Much for Lansing

LANSING, Mich., Oct. 11.—Two strip-teasers at Mike's Hide-Out, near Marshall, cost the club its State liquor license. Two investigators, who testified before the liquor commission, said they were shocked when they attended a stag at which six women, from Detroit, appeared in a show. Four, they said, put on a strip while two other paraded in the nude, collecting funds for another show.

Alphonse Magnotta, attorney, in defending his father, owner of Mike's Hide-Out, said the latter was not familiar with the shows. Witnesses were sequestered for the performance, the investigators said.

Burbank Adds Split Week Vaude in L. A.

LOS ANGELES, Oct. 11.—With the Burbank launching vaude last Saturday, five local theaters are now offering stagehouses. Other theaters are Paramount, 3,595 seats; Orpheum, 2,393 seats, and the two Popkin & Ringer houses, the Melrose, 1,815 seats, and the Hollywood, 3,100 seats. Burbank seats 1,300. Changes programs Wednesday and Sunday.

Ted Coyne is manager of the Burbank. Irving Scharff's band, union, is in the pit.

Opening show at the Burbank included Irving Scharff's violinist and trumpet player soloing on *Perrine*, Billy Black and Wing, a dog act, followed, with Black doing a few Bill Robinson step-dog balances on a rope to get a good hand. Desiring Wilson, a sexy looking blonde who knew how to sell a song, wowed with *You and I, Thine Alone* and *Tea for Two*. Tommy Tucker followed with imitations of a train, hurricane, air battle, monkeys and Tarzan. Blain and Ruth offered some old-time comedy that went solid, with Ruth doing the vocals in *Prize Moon*. *Window Trio*, symphonic, old music, and *Getting Sentimental Over You* and *Deep Purple*. Trio would do better with soft ballads. Show runs 45 minutes.

On the screen were *Flame of New Orleans* and *They Dared Not Love*.

Burbank top is 20 cents.

Sam Abbott.

Ott Niteries Click; Zion-Cheeks Spread

DENVER, Oct. 11.—Edith Ott's By-the-Lake, at Evergreen, Colo., which ran from June 12 to August 31, drew a weekly attendance of 2,000. Admission, \$1 a couple. Cowboy dance *Prove Yourselves*, preceded by parade, proved highly successful. Willie Hartwell and five-piece combo held the stand the entire season.

Ott reports an equally successful season at his Garden Walk, swank spot on the outskirts of Denver. Open from June 3 to September 2, it drew a weekly attendance of 2,500. Open nightly except Tuesday. Walk had a \$1 couple admission, \$1.50 Saturday. Viennese Wally nights Mondays proved good hype. Happy Logan supplied music early part of season and Johnny Randolph closed the season.

Ott opened his 800-seat Broadway Country Club October 4 with the Hartwell combo. Open five nights a week, club has same admission as the Walk. Three weekly spots over KOA. Three stunt nights are also planned.

Royal Order of Zion-Cheeks, of which Ott is president, now has 2,000 members in 85 chapters in 25 States. A fun organization, it plans State golf tournaments in the near future.

Vaude for Moline, Ill.

MOLINE, Ill., Oct. 11.—LeClaire Theater here will play its first stagehouse in a year October 23 when Arton Schall's *Rescuee Nights* opens a three-day run. House plans to play units periodically.

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CAMPBELL'S ORCAJO PHOTO-ART

203 S. Keweenaw Street DAYTON, OHIO

Gov't Probes Phila Strip Booker Combo Cutting Into Jobs

PHILADELPHIA, Oct. 11.—Local bookers of strippers will be investigated by the federal authorities, acting on complaints of two dancers who charged that a dozen agents were unwilling to keep them from obtaining employment because they accepted work from a certain local agent. The girls registering the restraint-of-trade complaint at the office of the U. S. attorney here were Dolores (Red) Abbott and Mary O'Brien.

With them were Bernis Landis, local agent, and his attorney, A. Lincoln Meyers. "Both Dolores and Mary are being threatened with loss of their employment as strip performers," declared Meyers. "The threats arise because they accept bookings from Landis. The other 12 agents in town who book strip feasters want Dolores and Mary to work for them. To force them to accept jobs they are saying they'll drive the girls from the business if they continue to permit Landis to act as their agent. This is in violation of the Sherman anti-trust law."

Landis complained that other agents had stolen the costumes of girls to keep them from keeping amok and club dates he had booked. Complaint was made to Assistant U. S. Attorney Edward Kalliek.

Balto Gayety Ahead

BALTIMORE, Oct. 11.—With everything new at the Gayety this year, owner Ben Nichols reports business approximately 50 per cent ahead of last year. Improvements costing \$18,000 were made this season. Another new feature is a Friday midnight show for the first time in years. Nichols is being assisted this year by his son, Bud, and daughter, Marina, with Gus Flieg as stage manager.

The Gayety night club, under the same ownership and managed by brother Nat Nichols, is also doing capacity business.

HARRY BERRY'S Sushel's Favorites, now playing a seven-week route in New England for Publics, has been given an additional four weeks for the same circuit, indicating all the Publics houses in the Boston territory.

A PERSONAL NOTE

of sincerest thanks and deep appreciation to all friends in and out of show business who stood by me so dutifully in my hour of bereavement over the recent loss of my husband.

FRAN WHITE
(MRS. GARRETT PRICE)

The EXOTIC STRIP-TEASE SENSATION!



Mary Louise

DANCER
NUMBER-TALKER
SCENES

Now in Eastern Public Houses.
Now Touring
the Midwest Burlesque Circuit

150-Year-Old Fiddle Plays for Burly

PITTSBURGH, Oct. 11.—One of the world's oldest violins is giving service four shows daily in the pit of the Casino. Mills Hickley, former symphony musician who has traveled and studied in Europe, claims that his 150-year-old fiddle is one of two of its kind in America.

The Casino orchestra, headed by performers in every show that plays here as one of the two best burly bands in the country, also includes Billy LaPerte and Johnny Marino, trumpeters who have played with some bands.

Usherettes Help Biz At Gayety in Pitts

PITTSBURGH, Oct. 11.—Unusual at the Casino this year are usherettes, with result that house is most orderly in history. Neatly uniformed, efficient girls seem to have quieting influence on men; and, besides, hype attendance of women.

Needed by the Casino and other First Circuit houses, owner George Jaffe said, are more chorines. Only two dozen girls appeared for auditions when the theater advertised for dancers prior to opening.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

VICKI WELLES writes that it was she who headed the first show at the Gayety, Norfolk, and should get the credit for the good business that prevailed during the opener.

MANN HERTZEL, of the Republic, sent invitations to many burly fellows to attend the inaugural performance of a new movie house, the Rose-fade, in the Bronx, October 2.

MATOMA, dancer, crashed a double-page spread in circuit 21 mid-while at the 23rd, September 21 to October 4. Husband Ode Stevens, juve singer, is with the same First unit, headed by Mandy Kay, George Rose, Dolores Green and "Pigment" Markham. . . . DONNA ROQUELLE now en route with the Endy Broc' carnival, plans a Miami stay this winter with Cleo Hoffman. . . . BETTY MEYERS and Gene Eugene were told at the Howdy Club, Greenwich Village, last week in appreciation of their costume creations. . . . EVELYN MEYERS and Dewey Ringer Walters here last week from Los Angeles.

FRAN WHITE hurriedly called from a First unit to attend to the funeral arrangements of her husband, Garrett Price, comic, who passed away October 9.

PAULMER C. COYNE has left the police force on the Coast to return to acting. Joined the Bobby Morris unit in St. Louis two weeks ago.

MARY LOUISE, strip-tease, talker, singer and dancer, first time East, was at the Ellings with Joe Fred-Billy Amos unit. . . . LARRY NORMAN, singing juvenile, another first-timer from the Coast, was at the Republic with the L. B. Hump unit. . . . PEGGY REYNOLDS taking 30 lessons in a local gym to rid herself of excess weight. Plans to return to burly as strip. . . . MYRNA DEAN headed a new cast at the Ellings October 5, including Joe Fred, Billy Altsen, Floyd Harley, Ned Welch, June Marshall, Mary Louise and Diane Shaw.

VILMA JOSEY now in legit with Sons of Fun, due to open in Boston October 23.

HARRY (HICKEY) LEVAN and Lettie Bolles, former radio team, here for the first time in many years, were transferred from the City to the Gayety, Washington, to continue on the First Circuit in another unit. Another former burly great at the City, September 26 to October 11, was Joe Porto, who came from a long stay in films. Balance of cast had Billy Hagan, Fledd and George, Patricia Morgan, Pearl Mylie, Chet Blair and Arden Moody. Anthony and Rogers replaced Bolles and Enjo October 3. Later team in Star, Brooklyn. . . . PAT FAHER and Helen Colby opened at the City October 5 to relieve Marcellita, who

More Changes For Hirst Units

PHILADELPHIA, Oct. 11.—Amy Hirst has set cast for Unit No. 29, to open October 18 at the Tree here. Principals to include Misses Lesley, Lew Fins, Paul West, Christie Ryan, Joan Davis, Gloria Dahl, Arthur LaFleur and Mary, with others to fill.

Other changes set for units now on the road: Valore, solo dancer, replaces Charles Bristol with Unit 3. Two Lucky Bucks, Harlem dancers, joined Unit No. 3 in Buffalo. Levon and Dolce added to Unit 4 in Buffalo. Regina, juggler, replaced the Two Lucky Bucks in Boston, joining Unit 7. Et Asatin, singer, joined Unit 9 in Baltimore.

Kenny Brenna replaces Edzie (Nuti) Kaplan with Unit No. 10 at the Howard, Boston, Monday (12). Bob Ferguson was assigned as manager for Unit No. 11. Franklin Hopkins, straight, replaced Connie Ryan with the unit in Buffalo. Jean and Earl Cox, dancers, join Unit 18 in Buffalo. Bill Jahan replaced Valors in Unit 18 in Waterbury, Conn.

Lee Kearns replaced Bob Jenkins in Washington in Unit 17. Joan Maria replaced by Susan Shaw in Unit 27 in Philadelphia.

HANK HENRY, comedian, and Bob Alma, straight, are switching from burlesque to vaude, breaking in around New York.

went to Newark, and Zenta DuVal to the Star, Brooklyn. . . . PAULA NORTON out of the Polyclinic Hospital and at home convalescing from an appendicitis operation. . . . ARTHUR CLAMAGE to open another burly spot in Kansas City, Mo. . . . BEN HAMILTON out of burlesque to emcee and vocalize for Sam Snyder's Water Poles on a tour of the South. . . . JEAN DAVIS, of the City, celebrated a birthday October 6. . . . TOM PHILLIPS, BAA chief, in receipt of many congratulations on his birthday October 4.

JACKIE WHALEN, emcee at the Club Nomad, Atlantic City, is wind up a run of 26 weeks (last year it was 24). Will play Harold Minkey's 91 Club here, arranged by Dave Cohn. . . . ZORITA still at the Peacock Club, Atlantic City. . . . MABOO, stripper, now at the Star, Brooklyn, just finished a stay at the Piccadilly Club, Baltimore. . . . JOHNNY COOK, of Cook and Black, compelled to leave Unit 12 at the Palace, Buffalo, last week to fly to Philadelphia for a throat operation at the Jefferson Hospital. Expects to leave after four weeks to convalesce in Haverhill, Mass.

AMY TOMO, co-featured with "Panther" Bobb in a First unit, is laid up in a Buffalo hospital under treatment for asthma. Unable to open in Toronto, the next stop, where Micky Dennis substituted. . . . RUTH MASON moved from the National, Detroit, to the Hi-Ho, Chicago, opening October 10. Thence to the Grand, St. Louis, for October 17 week.

UNO.

MIDWEST:

WARREN IRONS is planning to take over the Missouri Theater, Kansas City, Mo., and operate burly shows. Because of local political conditions, Kansas City hasn't had burly in several years.

HARRY KATZ and Harry Hirst will re-open the Alvin, Minneapolis, around November 18. . . . BEVERLY GARR is the

new chorus director at the Casino, Toronto, succeeding Lester Montgomery.

ANN VALENTINE is leaving the business October 23, following her Midwest Circuit date in Cincinnati. She will remain at her home in Cincinnati.

LOUISE MILLER, former singer at the Hi-Ho, Chicago, is stock singer at the Phillies, Los Angeles. . . . CONCETTA has returned from the West Coast and is vacationing in Milwaukee, her home town, before starting a Midwest Circuit tour.

BETTY DUVAL, joins the Mind Lynn show at the Hi-Ho, Chicago, Friday (17). Line-up also includes Harry Conley, Lew Black, Jack Pershing, John Head, Francis Morgan and the Great Togo. . . . KENNY BRENNIA replaced Eddie Kaplan on the Hirst and Midwest chains at the Howard, Boston, Sunday (12). Set thru Mill Schuster.

BUDDY ORLANDO opens at the Ross, Cleveland, Friday (17).

PHILADELPHIA:

RED BUTTONS now come at Carroll's. . . . CRYSTAL AMES takes over the lead at the Polles Theater, with Jean Carter holding over. . . . BETH CALVERT and JACK CURTIS, last season on the Hirst wheel, appearing at Hotel President's Round-the-World Room, Atlantic City. . . . SAM BUSHMAN returns to the Polles Theater as press agent.

FRANK PONTI six months at Sam's Cafe and still going. . . . JERRY WETTER now at Ben Franklin Hotel. . . . SID GIATHRID joins the publicity office of Sam Bushman. . . . BOY SIDLEY ushers in new policy at Max Cohen's 820 Club. . . . MOLLY PICOON making her local ritzy bow at Club Hall with the Four Ink Spots moving best foot to Kaitane's Lively Butcherer. . . . ROYAL HARMONY KINGSBERG, from local KYW, making a personal at Beans Club.

FROM ALL AROUND:
GEORGE B. HILL and wife, until recently with the burly stock at Camp Blanding, Fla., are working club and theater dates in Miami. They plan to remain there all winter.

JOHN CRAWFORD, burly singer at the Gayety, Cincinnati, last season, is now at the Polles, Los Angeles.

The greatest value in Hotel accommodations offered solely to the profession.

\$8 Single, \$10 Double, Without Bath
\$10.50 Single, \$12.50 Double, With Bath

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Salary \$25 Week
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DELORES MANN JOHNSON, Producer
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WESTERN UNION

TRAVELING? . . . THEN KEEP IN TOUCH BY TELEGRAPH. USE LOW-COST TOURATE TELEGRAMS ESPECIALLY DESIGNED FOR TRAVELERS. COST ONLY 35c FOR THE FIRST 15 WORDS.

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Cotton Blossom Folds in Paducah

PADUCAH, Ky., Oct. 11.—Oscar Bloom's New Cotton Blossom Showboat, with the veteran Jim Bonnell at the helm, which began what was to have been an all-winter cruise of the Deep South at Utica, Ind., September 10, folded here last Friday (8), with the floating theater being tied up in Clark's River here for the winter.

The showboat, which at the time of closing housed a 28-people colored company, *Highbrowed Fables*, found business fair in its little more than three weeks' cruise, according to Manager Bonnell. The decision to close, however, came when it was decided that with coal at \$8 and \$10 a ton and with a shortage of that commodity in the South, it would be unwise and unprofitable to attempt a 1,000 cruise to the Deep South at this time, Bonnell stated.

Bonnell, who has gone to his home in Cincinnati for the winter, reports that the Cotton Blossom will resume next spring with a white company of players.

Madge Kinsey Rep Enjoys Fat Season

MOUNT OLEAD, O., Oct. 11.—Madge Kinsey Players ended their summer season Saturday night, September 27, at the Mount Olead Opera House. They played here during the run of the fair.

Season, according to Harry Graf, business manager, was the most successful in recent years, the company experiencing ideal weather from the opening early in May until the close of the tent season, a week previous to the theater engagement here.

Tent equipment has been again stored at Postoria, O., home of the Kinseys, where the 1942 season will be launched next May.

Walt Silliman in Hospital

DAYTON, O., Oct. 11.—G. Walter Silliman, well-known rep and stock comedian, has been admitted to Veterans' Hospital here for treatment. He will be in the hospital several months. Silliman and his wife, Myrtle Miller, formerly operated the Silliman & Miller Players thru Minnesota and Iowa. For the last five years they have made their home in Urbana, O., where they own an apartment house and where Silliman was engaged in commercial lines. Mail will reach him at Ward 24, Veterans' Hospital, Dayton.

Sampson Says Sad Ali Dead

Editors *The Billboard*:
Frank H. Thompson, in his recent reply to Al S. Fitzpatrick's letter regarding old-time rep people, asks what has become of Mock Sad Ali, correct name Smith, I believe.
I have heard that he died on the West Coast a number of years ago. He was a very capable magician. I last saw him when he had the La Grande Sisters Company thru the Middle West in the early 1900s.
J. LOU SAMPSON.

INDIANOLA, Ia., Oct. 11.—Hatcher Players closed their tent season last Saturday night at Milo, Ia. The show reports one of the best seasons in recent years.

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

Anyone Knowing
BERTIE MAE QUINN
OR
BERTIE MAE MARTIN
Here Has Got to Touch With
H. PALMER
Care *The Billboard*, Ashland Bldg., Chicago, Ill.

Rags to Riches!

FORT SUMNER, N. M., Oct. 11.—Brunk's Comedians set some sort of a record this season when for a time it was the "most low-down tent show" on the road, and a little later in the season rose to become the "most elevated tent show in the world. How come? Well, it so happened that during February and March of this year the Brunk tent played the Imperial Valley of California, where several of its stands were below sea level, while during July the show played Leadville, Colo., the highest incorporated city over 5,000 population in the world.

Rep Ripples

BILL THIBBS, former well-known character man, off the road the last seven years, is in the apartment house business in Little Rock, Ark. . . . HENRI LA TENA, who recently closed a season of fairs in New England and Eastern Canada, will take his three-people ghost show into halls in Ontario and Quebec for the winter. . . . ERNEST (BROOKLYN) CANTONER, blackface comedian, and Libby Mack, comedienne and dancer, have been working night clubs since closing with the Original Showboat some five months ago. They have left Jacksonville, Fla., for Pennsylvania, Pa., where they are working a return engagement at the Barrel of Fun and Tom's night club. They have bought a Chevrolet to make the jump. . . . MANAGER MITCHELL of the M. & M. Tent Show, well known in the District, visited Billroy's Comedians at Hot Springs, October 6.

. . . MRS. GEORGE SWEET, widow of the late well-known Iowa rep manager, now operates the Sweet Apartments in Hot Springs. . . . WARD HATCHER, off the road the last two seasons, is program director for a Hot Springs radio station. Mrs. Hatcher has been piloting the Hatcher tent, which concluded the season in Iowa October 4. . . . HILA MORGAN SHOW made two stops in Arkansas on route to Texas after the summer season in Iowa. . . . DICK LAUBERBAUM, of the Dave-Bruk show, was a visitor on the Billroy opy at Arkadelphia, Ark., recently while the D-B tent was at England, Ark., near by.

MR. AND MRS. HUD HAWKINS, of the

former Bud Hawkins Players, returned to their home in Cincinnati last week after seven weeks of fair dates thru Ohio, Indiana, Illinois and Pennsylvania for the Raymond Attractions with their comedy dog and monk act. They began a string of school dates for the Southern Lyceum Bureau at Lima, O., next week. . . . GEORGE H. GUY, of the old Guy Bros. Minstrels, celebrated his 66th birthday October 7 with an open-house party at his home in Springfield, Mass.

THE YALES, Paul, Dot and Doris, are resting at their home in Marine-on-St. Croix, Minn., after winding up the summer with the Davison tent opy, where Paul did comedy and specialization; Dot, characters and specialties; and daughter, Doris, leads and piano-accompanist. . . . FORTBET BROWN, formerly for several seasons on the advance of Billroy's Comedians and the past season in charge of Suicide Hayes's Hell Drivers, recently bumped into Ralph Formica, ex-Billroyan, at New Bern, N. C. Fortune is now with the U. S. Marines stationed at Jacksonville, N. C. . . . BILLROY'S COMEDIANS, Billy Webb, owner-manager, after several weeks in the Arkansas country, moved into Mississippi at Greenville October 13. . . . F. F. JEFFE has a vaude-pie unit in Western Idaho, using the flicker, *Across the Rockies*. Marion Jefe and Donald (Buster) Jefe apply the flesh fare. . . . YOKKE MINER is reported getting good business in the Carrollton (Mass.) sector with his small vaude-pie trick. After a string of successful fair dates, Miner has taken the unit into schools and halls for the fall and winter. . . . LARRY AND MADLIN NOLAN, who until three years ago operated their own tent rep organization, have just concluded their second season with the Anderson-Brader Shows, a carnival company, on which Larry served as general agent, and Madlin operated a concession. In covering four States this season, Larry says, they ran across only two tent rep outfits—Wallace Bruce and Harry Hugo. "Have been reading the notes from my old friend, Al Fitzpatrick, with pleasure," typewrites Nolan. "Often wonder what has become of the following: Ernest Sharpsteen, Tom Coyle, Harry Hogne, Nell Wright, Mark Russell, Fred Moore, Horace Walker, Craddock Reile and the host of others who were standard in the Middle West a dozen years ago." Larry and Madlin have several Elks and Shrine circus dates to work this winter and will be back with Anderson-Brader in the spring.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Hendrixon-Caldwell Winner In 'Pop' Dunlap's Derbyshow

BROOKLYN, Md., Oct. 11.—Ray (Pop) Dunlap's Derbyshow here was brought to a successful close Sunday night (9), after 2,088 hours, with a capacity crowd on hand to witness the sprint finals. The Victory Ball was held Monday night. After 35 minutes of running in the finals, the following were declared the winners: First, Hurbie Hendrixon and Helen Caldwell; second, Johnny Bowman and Opal Perdig; third, Phil Rainey and Joan Leslie; and fourth, Billie Willis and Ruthie Carroll.

New Floor and Stand Set-Up For Chicago Coliseum Show

CHICAGO, Oct. 11.—Bud Cohen has installed a new floor and stand, a departure from previous set-ups, for his Coliseum Walkathon which gets under way here next week. Under the new idea, contestants will enter the floor from underneath the emcee platform, and all acts and floor performers will enter the same way. The new construction has received much favorable comment from the staff members and walkers already here for the opening. In addition, the Coliseum is being redecorated and Cohen promises one of the finest, walkie set-ups Chicago has seen in years.

The staff will include Phil Murphy, Tex Swan, Cliff Neal and Chick Snider, emcees. The last named is returning to the field after an absence of three and a half years. Judges will be Ernie Bernard and Jim Coffey; trainers, Wilton Helm and Red Long; and nurse, Vina Walker. Artus Sparks and his 10-piece

ork will be back this year. According to Cohen, 25 sponsors are already waiting to pick their teams.

Contestants are coming in daily, the latest entries including Joe Rock, Jenny Beach, Hurbie Hendrixon, Chad Alvo, Johnny Hogben, Earl Harrington, Phil Arnold, JoJo Speech, Bob Nelson and George Grant. Altho the show gets under way October 15, Cohen says the entry list will be held open until October 18.

Brady N. O. Show Winds Up; Smalley & Ryan the Winners

NEW ORLEANS, Oct. 11.—King Brady's Derbyshow came to a close with a Victory Ball Sunday, September 28, with 10,500 jamming Municipal Auditorium to witness the final activities. Winners of the contest were Vivian (Branch) Smalley and Billy Ryan, who ran it off with Chad Alvino and Jack Glenn.

According to Rand Barker, general manager of National Speed Derby, Inc., the show played to 220,000 people in its

eight-week run here. Barker says that Municipal Auditorium officials have offered Brady a contract for a 10-week show next fall.

King Brady and Earl Clark have gone to Houston to look over the possibility of a show there. The Hal Browns and Charlie Bussaleys have returned to their home in Aurora, Ill. Mary Rock and father are visiting Bill Pitt at Camp Shelby, Miss. Frank Donato and Jack Glenn have gone native with an apartment in the French Quarter of New Orleans.

Barker reports that Al Palmer only worked on the advance for King Brady here and has no other connection with the shows produced by Brady's corporation.

EDDIE POWELL, postal from Chicago that he is going back into business again. Says he's going to try Sid Cohen's Coliseum show there and then start traveling.

WE NEED SOME HELP! How about a list of entrants of the Stan Antonio Derbyshow and the Flint (Mich.) contest, which was to have opened October 5? Also, where is George L. Rutzy's show at present?

PORKY JACOBS is back in Long Beach, Calif., from Honolulu, where he says he had a good time. He is at present on a hunting and fishing trip with his mother. Porky says he'd like to read a line here on all the kids and Pop Fughe. Jacob reports that Stan Harrington has just finished work on a picture titled *Monsie C/w* at MGM.

HELEN TESKE, one of our faithful Washington walkie correspondents and a regular weekly visitor to the "Pop" Derbyshow, which ended in Brooklyn, Md., October 5, writes that on her frequent visits there in recent weeks she heard much talk of the show held on the Philadelphia Road, near Baltimore, in the summer of 1940. Now Helen is anxious to know what kids participated in that contest. Can any of our readers help us out?

MARGIE VAN RAAM writes from Honolulu: "It is true that Carl Holt walked out on us in Hilo, Hawaii, but that so-called tough break really turned out to be a good break. All of those left here have fine jobs at top salaries, all averaging over \$200 a month, girls included. Hawaii is in the midst of a real boom and we are thankful that we were left here to take advantage of it. Those still here are Joe Van Raam, Nella Finney, Mickey Britton, Vornot Bailey, Jimmie Gable, Stan West, Margie Bright, Danny and Millie Brammer and myself, and, believe me, we're all staying."

CONTENTS AND HELP

Due to circumstances beyond my control, I was forced to cancel my proposed show as advertised to open Oct. 14th. An inserting this ad to express my sincere appreciation for the quick response I received. Watch *The Billboard* for definite opening of spot that will surpass my successful show just closed at Brooklyn, Md.

JERRY GREEN

Opens Oct. 15 COLISEUM WALKATHON CHICAGO

Entry List To Be Held Open Until Oct. 18th. Contact 310 COPEN

DERBY SHOW

(Unit No. 2)
PONTIAC, MICH.

Location: Downtown ballroom, Capacity: 5,000 people, Finances: \$25,000. Terms: Everybody welcome. Awards: Up to \$1,700 cash. Sponsors: 25. Treasurer: Ted W. Crossed staff: Misses Rutledge, Frances Miller, Marie Hall, Edna Leonard. Proposed judge: Earl Clark, Mickey Brennan, Edna Leonard. Opening date: Friday, October 24. Duration: 20 years. Show history: (unit) 1st. Theaters: 1000. In the best Winter: Held in all departments. In addition, the Coliseum is being redecorated and Cohen promises one of the finest, walkie set-ups Chicago has seen in years. Address: CHUCK LOMBARDO to GOVERNOR PAYNE, Room 200, Hurst, Pontiac, Mich.

ANDERSON—Howard W., 68, board member of York (Pa.) Interstate Fair Society and prominent agricultural, industrialist and lodge man, October 1 at his home near Stewartstown, Pa., of a paralytic stroke following his return from the fairgrounds, where he had been planting cattle exhibits for the 1941 annual. He was a member of the Masonic order and Elks' lodge. Survived by his widow and a brother. Services October 4 and burial in Stewartstown Cemetery.

BARTON—Sam, 44, trick bicycle rider, October 8 at the Center Theater, New York, of a heart attack 10 minutes after his first performance in *It Happens on Ice*. He started his stage career at the age of 13, when the late Tom Miner put him on at his Bowery Theater, New York. Since that time Barton has appeared throughout the world. A few years ago gave a landmark performance for the King and Queen of England. He leaves his wife and two children.

CARRIGAN—Thomas J., 55, former legit and concert actor, October 2 at his home in Lapeer, Mich., from a cerebral hemorrhage. He was with the Belasco Players and entered films in 1914, his best role being in *Checkers* (1921). He was formerly married to Mabel Talliferro, dramatic actress. Survived by one son, William.

CHARTER—Nicholas L., 68, carnival concessionaire for 25 years, in Miami September 26. He had resided in Miami the last five years recovering from injuries sustained in an auto accident. Burial in that city.

IN MEMORIAM
In Loving Memory of My Darling Son, the Late
EUGENE CLIFTON
Quartermaster, U. S. Army, who was killed in Kiamoch Pass, Oregon, Oct. 14, 1939.
To you who have passed on—alone and far from me—the memory of a worthy life from me. These lines are faith—that over there you wait, and I shall greet you when I pass the gate.
Early Mused by New Year's Morn.
TRUDIE D. BARTY, Cook-House Owner, North Coast Street, Portland, Ore.

COMBS—Arvel, 25, actor, known professionally as Arvel Daggett, in Los Angeles October 9. Funeral services October 10 from Blessed Sacrament Church, with burial in Valhalla Cemetery. Survived by widow.

DAVIES—Margaret, 35, dancer and actress, September 29 in West New Brighton, Staten Island, N. Y., after a long illness. She appeared in stock and later in several road shows. She was a

Gus Kahn

Gus Kahn, 54, well-known songwriter, died October 8 at his Beverly Hills, Calif., home of a heart attack. Kahn was born in Germany and came to this country when he was five years old. His first published song was *See, I Wish I Had a Girl*. He was 20 years old at the time. He later collaborated with a number of famous composers, including Bernard Romberg, Rudolph Friml, Bronislav Kaper and Walter Jurmann.

Among the songs for which he wrote the lyrics were *You're So Good to Me*, *Sleepy Head*, *Your Eyes Have Told Me So*, *You Stepped Out of a Dream*, *Isn't We Got Fun?*, *Pretty Baby*; *No, No, No*; *Carooz*, *Beside a Babbling Brook*, *I Never Knew, Love Me or Leave Me*, *I'm Thru With Love*, *It Had To Be You*, *Waitin' at the Gate for Katy*, *You've Got Everything*, *There Goes the Girl for Me*; *Toot Toot Tootsie*, *Goodbye, Chloe*, *Ready for the River*, *Dream a Little Dream of Me*, *Josephine*, *Blue Venetian*, *Waters*, *Blue Lovebird*, *A Little Church in the Valley*, *Where the Blue Little Violin Grows*, *Lisa*, *Memories*, *There Ain't No Maple in My Baby's Eyes*, *Let's Call It a Day*, *No, No, No*'s *Sweetheart*, *Nos*, *My Ohio Home*, *I Wonder Where My Baby Is Tonight*, *My Tale of Golden Dreams*, *Sip Teale and My Buddy*.

Films on which he worked were *Whoopie*, *Kid Millions*, *Naughty Marietta*, *Rose Marie*, *San Francisco*, *Buttons Up*, *Three Smart Girls*, *The Firefly*, *The Bridal Suite*, *Honolulu*, *Lillian Russell*, *Spring Parade*, *Bitter Sweet* and *Out West*. His last work was for MGM, where he collaborated with Walter Donaldson in writing *You Stepped Out of a Dream* for *Ziegfeld Girl*.

With him at the time of his death were his wife, Grace, and his children, Irene and Donald. Funeral October 10 from Woe Kirk of the Heather, with burial in Forest Lawn Memorial Park, Hollywood.

The Final Curtain

member of the NVA. She leaves her husband and brother.
DAVIS—Mrs. Emily, Wild West rider, recently at Logansport, Ind. She was the wife of Marion Davis, rodeo announcer.

DRURY—John, veteran actor, in the Drake Hotel, Cincinnati, October 11 of natural causes. Drury appeared in *The Rosary* about 1910, originated the role of Tony in *Arizona*, and appeared in *Belasco's The Girl of the Golden West*. In recent years he had been playing with the Cincinnati Federal Theater project. He was a brother of the late Eddie Drury, a member of the old Presetters Quartet.

HUSTED—James C., 69, better known as Omar Khan, October 3 in St. Mary Hospital, Streator, Ill., after being in ailing health for more than a year. He trouped last with the World at Home Shows, where he had his own illusion show, about 20 years ago. His widow survived in Riverview Cemetery, Streator, October 4.

HELEN MORGAN

Helen Morgan, 37, torch singing star of musical comedies and night clubs, died in Rosinoti Hospital, Chicago, October 8 of a liver and kidney ailment. She had been in a critical condition since September 15, when she was rushed from the State-Lake Theater, Chicago, where she worked the opening day with George White's Scandals unit. She was given 13 blood transfusions and was unconscious for 10 days before her death. At her bedside were her mother, Mrs. Lulu Morgan; her second husband, Lloyd Johnson, whom she married in Miami in July, and an uncle and aunt from Chicago.

Miss Morgan was born in Danville, Ill. When her father died in 1904 she was brought to Chicago by her mother. Her first experience as a singer was in Danville at the age of six when she appeared on a church program. Chicago, however, offered her her professional start, and she appeared in a number of cafes, among them the Friar's Inn, which was a well-known spot in 1923.

Any Leslie, dramatic critic of *The Chicago Daily News* at that time, was attracted by her talents and sponsored her first trip to New York. There she studied with Eduardo Pini, of the Metropolitan Opera School, but her voice failed to develop volume. Instead, it became popular for its tearful and sultry quality.

She landed her first major role on Broadway in *American* (1926) and later followed such hits as *Sally*, *Showboat*, *Ziegfeld Follies*, *George White's Scandals* and *Sweet Adeline*. She is probably best remembered for her Juliet in *Showboat*, in which she introduced such songs as *My Bill*, *Don't Help Loving That Man of Mine* and *Why Was I Born?*

While the toast of Broadway she doubled in New York night clubs. Legend has it that, but misremembering, she originated in Billy Rose's night club in the late '20s when she was forced to sit on a piano during her set due to an over-crowded condition on the floor. By 1937 she had her own night club in New York, but it was closed by prohibition agents.

In 1930 she went to Hollywood and made several movies for Paramount. Her success as a movie star, however, was short-lived.

In 1933 she married Maurice (Buddy) Maschka, Cleveland attorney. She divorced him in 1935.

She made several attempts at straight plays, appearing in experimental theaters under the pseudonym of Melch Negrom, her name spelled backward.

Her funeral was held in La Grange, Ill., October 10, with burial in the Holy Sepulchre Cemetery there.

JONES—James, 60, cook with Cole Bros. Circus, of a heart attack October 7 in Mobile, Ala. Jones had worked for Zack Terrell, owner of Cole Bros., for many years. Body was held by the Roche Mortuary, awaiting location of relatives.

IN LOVING MEMORY OF
RODY JORDAN
Who Died Oct. 10, 1940
Mrs. Rody Jordan

KILMER—Arlene Murray (Mrs. Joyce Kilmer), 33, songwriter and widow of Joyce Kilmer, soldier-poet, October 1 in Stillwater, N. J. Among the songs written by Mrs. Kilmer were *Fortitude*, *Heart-Bitterness* and *Viola Song*.

LO BELLO—Vincent, 70, father of Salvatore LaBella, owner of Togo's, Holyoke (Mass.) night club, at his home in Northampton, Mass., October 6 after a short illness. He leaves his wife and two sons.

MENAI—Harry S., 68, widely known horse show judge and horse dealer of Chicago, October 5 in Portland, Ore., of a heart attack while serving as judge at the Pacific International Livestock Exposition, Portland. Burial in Oakland Cemetery, Chicago.

MANN—William H., 70, promotional manager of the International Amphitheater, Chicago, October 7 in Chicago. Burial in Cincinnati, his birthplace. Surviving are his widow, Janet; three brothers and a sister.

MORRISSEY—John F., 50, character actor, October 7 in the Hospital for Joint Diseases, New York, after a long illness. Morrissey began his stage career in 1902 in support of Frederick Warde in Shakespearean repertory. He appeared in *The Waip*, *Everywoman*, *First of the Earth*, *Alias the Deacon*, *Self*

Night Blessed Event, *Both Your Houses*, *Furnished Rooms*, *The Paper Lady*, *Hold Your Horse* and *Big Blue*, the last named a Federal Theater presentation. He leaves his wife, Phyllis, known on the stage as Phyllis Ray; his mother and two sisters.

MORROW—Herbert, 28, carnival employee and stunt driver, in an auto accident September 19 while en route to Charleston, Mo.

MOYLES—Daniel, orchestra leader, October 2 in Batavia, N. Y.

MORTON—Fletcher, 64, actor, October 3 in Los Angeles. He appeared in many Broadway plays and the past 15 years had been engaged in film work.

OLMSTEAD—Mrs. George S., 57, former actress, in an Edinham, Ill. hotel October 4 of a heart attack. She was the wife of George S. Olmstead, for 20 years manager of the Academy of Music Theater, Sterling, Ill. As a child she was with Miller's Combination Show and the Stevens Dramatic Company. She was

In Memory of
W. E. SULLIVAN
Inventor of the BIG ELI Wheel
President of our Company



July 3rd, 1861
October 15th, 1931
To a Fine, Gentle Gentleman,
A useful life of Service,
In loving memory of what he did for us,
We dedicate this space.

ELI BRIDGE COMPANY
and
BIG ELI Employees

Josephine. Services at the Joseph A. Young & Son Funeral Home, Fulton.

SMITH—John Thomas, 18, employee of Crafts 20 Big Shows, in Santa Barbara, Calif., October 3 when run down by a truck. Smith joined the show two weeks ago in San Diego. His father is the only known survivor.

STOUTENBURG—Fred C., music studio operator, in Cleveland September 27 of a heart attack. He published a number of vocal and instrumental numbers, as well as several volumes of studies for harp and mandolin. He had many friends in the theatrical field. Survived by a sister, Mrs. Harry Shannon Sr., of the Shannon Players.

SWARTOUT—Mrs. Fern, 69, Detroit pianist, October 6 in that city. She was director of the Michigan Music Festival the past two years. Survived by her husband. Interment in Grandlawn Cemetery, Detroit.

SYMONS—Thomas W., Jr., president of KXII Broadcasters, Inc., Portland, Ore., and of Symons Broadcasting Company, Spokane, October 3 at his home near Newberg, Ore., of a heart attack. He was also affiliated with Station KOB, Butte, Mont.

TAMAR—Lois, formerly with the Bercecelonian Troupe, acrobat, as a result of an auto accident September 23 in San Francisco. Survived by her husband, Ben; a brother and a son.

TATUM—Buck, 37, film cowboy, in Los Angeles October 1. Survived by his widow, Chaplain George (Buck) Connor, one-time noted rider, conducted the services.

TAYLOR—J. Albert, 68, circus lithographer, in Ulica, N. Y., August 18 suddenly. He was on the No. 1 car with Barnum & Bailey in 1894-97.

Walter A. White

Walter A. White, 56, widely-known outdoor show executive and assistant to E. Lawrence Phillips, owner of Johnny J. Jones Exposition, died October 11 in Garthly & Ramsey Hospital, Memphis, after collapsing on the steps of the office wagon on the show's midway at Mid-South Fair, Memphis. He had been in ill health several years.

A resident of Quincy, Ill., Walter A. as he was referred to by most of his associates, spent 14 years in an executive capacity with Bubba & Cherry Exposition, and Model Shows of America before joining the Johnny J. Jones Exposition when that organization was taken over by E. Lawrence Phillips in 1933. He was credited by fellow showmen as being one of the most astute managers in the field and played a prominent part in the building of the Jones organization.

After a number of years with Phillips, White joined the Amusement Corporation of America where, for the most part, he served in an executive capacity with the Beckmann & Gerety Shows. After severing his connections with ACA, he returned to the Jones Exposition July 1, this year. His widow, Sadie, survives.

well known among theater and circus people and she and her husband were members of the Showmen's League of America. Services October 7 in Sterling, with burial in Riverside Cemetery there. Survived by three sisters, two brothers and an adopted son, H. E. Kidd, Sterling.

PAUL—Charles B., 79, former circus man, October 5 in Winona, Minn. He was formerly with Singling Bros., Yankee-Robinson and the Royal Ann shows. Survived by a daughter, Carrie.

PERTSCH—Peter, former member of the Four Macks, roller-skating act, and at the time of death an enlistee in the army, October 4 in Philadelphia Naval Hospital of a heart attack believed to have been caused by pneumonia.

PRICE—Garrett, 47, burlesque comedian, October 3 at the Hotel Hermitage, New York, of pneumonia. He was recently on the Hirst Circuit. He leaves his wife, known in burlesque as Frances White; his mother and a brother.

SHAW—Jerr, booking agent, Philadelphia, October 7 in that city after a long illness. Of late years he booked night clubs and in the summer operated carnival units. Services October 10, with interment in West Laurel Cemetery, Philadelphia.

SHKA—Thomas T., 71, one-time member of the vaude team of DeLorenzo and Shea, in Chicago recently. He had been associated with the E. C. Whittier Attractions, Coburn Minstrel and the Murray & Max Shows. Survived by his widow, Alma; a sister and a half brother.

SIMPSON—Edward, 73, former circus performer and executive, in Fulton, N. Y., September 30 after a long illness. He was an aerialist and knife thrower with circuses in the summer and in theaters in the winter. For 35 years he was part owner of the Simpson & Devere Circus and in later years was with the Hunt Bros. Circus. Survived by his widow,

Conducted by CLAUDE R. ELLIS, ROBERT DOEPKER, Associates, Communications to 25 Opera Place, Cincinnati, O.

MORE IN SOUTH TILT TILLS

Lewis Registers 34% Increase at Greensboro Fair

GREENSBORO, N. C., Oct. 11.—Presenting one of the largest midway seasons here in years, Art Lewis shows registered a 34 per cent increase in gross receipts over last year at Greensboro Fair, September 29-October 4. All available ground was used to lay out the attractions, and the midway, with its new dross, was subject of numerous complimentary remarks from local papers. Norman Y. Chambliss, fair manager, and his staff gave good co-operation, and press department, headed by Tom Thompson, rendered invaluable assistance.

Guests at a big press party featured members of the Fourth Estate, along with guests of Oscar Art Lewis at a hot-dog luncheon in Wilton's Midway Cafe. Art and Charles Lewis, together with members of the show's staff, entertained numerous visitors to the office wagon all week. Mr. and Mrs. George A. Hamid were frequent visitors, as was Sam Hamid.

Other visitors included Ralph A. Hankinson, Bill Breitenstein, Lucky Teter and staff, Bill Kaus, Ray Perry, Spot Cooper, Charles Sutton and members of Keynote Shows, Charles Palmer, Jim Leonard, Sam Lawrence, Shish Roe, Joe Ellis, Bob Fenny, Paul Bolina, Peaches O'Hair, Ira Watkins, Pete Neira, Mr. and Mrs. H. C. McCarter, Glen Schmitz and Major Godwin.

League Banquet-Ball Plans Are Under Way

CHICAGO, Oct. 11.—While John M. Duffield, general chairman of this year's Showmen's League Banquet and Ball, is away in the South, his committees are rapidly lining up plans for the annual event. One of the first to get busy was A. I. Roseman, program committee chairman, who promises that an endeavor will be made to get out an even more attractive program than last year. While it is too early to announce anything definite on the entertainment end of the banquet and ball, Hogan Hancock, chairman of the entertainment committee, and his co-workers, Eric A. Young, Edgar J. Schooley and George A. Hamid, are putting out lines for talent and a high-class show is assured. Roger S. Lillieford, J., publicity committee chairman, is making arrangements for newspaper and radio publicity, which will be started several weeks previous to the event.

With all indications pointing to record attendance, it will be the endeavor of the League to make this year's banquet and ball the finest and most elaborate in many years.

Chattanooga Fair to Hennes

CHATTANOOGA, Oct. 11.—Hennes Bros.' Shows have been signed to provide the midway at the 1941 Interstate fair here, Joe W. Hugel, fair association president, said this week. Originally scheduled for September, fair was canceled because of a polio ban.

Shoes, Not Show

CINCINNATI, Oct. 11.—A report current at Southeastern Fair, Atlanta, had Harold (Doodly) Padlock and Morris Lipsky, widely known concessionaires with the Johnny J. Jones Exposition, purchasing the JJJ show. An inquiry by *The Billboard* brought this report from Jackson, Tenn., where the show was at Western Tennessee District Fair. "Regarding the rumor from Atlanta as to the purchasing of the Johnny J. Jones Exposition by us, it is slightly incorrect. A more truthful statement would be that we were buying a couple of pairs of shoes. Best regards." (Signed) Lipsky & Padlock.



THESE GIRLS, all members of the recently organized Charanne Show, were photographed on the lawn of the Riverside Hotel, Greenville, S. C., shortly after organization's inaugural stand in that city. In the group, left to right, are Connie Heller, Marjorie McPeck, June Marr, Wiledda Chamanna, Miss Cherie, Grace Fields, Ruth Sammons, Lucille Ansell and Patricia Chamanna, manager, all of the Gay Red Hot Femme Revue, and Betty Wright, of the Freak Show. New shows are owned and operated by Morris and Patricia Chamanna, set girl and freak show and ride operators.

NSA's Danbury Jamboree Scores

DANBURY, Conn., Oct. 11.—National Showmen's Association's annual jamboree staged in the Hotel Green Ballroom Thursday night in association with Eddy Bros.' Shows, midway attraction at Danbury Fair here this week, was a huge success, with over 600 in attendance. Ballroom proved too small to accommodate the increased attendance and it was decided to hold next year's event in the armory.

Flourish featured acts from the grandstand and Eddy Bros.' Shows. Headed by Benny Fox, of Betty and Benny Fox, aerial dance team, show was presented in grand style. Sam Rothstein handled the NSA part well, assisted by Chairman Dave Epstein and President David B. Eddy of shows and the entire staff.

The New York club was well represented with a delegation headed by John Laidy, club secretary, and Mingo Cohen, president Ladies' Auxiliary, with both making splendid speeches, which were well received. An address of welcome to all showmen was delivered by David B. Eddy on behalf of the show and Sam Rothstein for the NSA. John Eddy presented a large bag of pennies to Auxiliary President Midge Cohen.

Stuart McClean, fair secretary, welcomed all present. Many membership applications were received from members of the shows. Many telegrams were received, including those from NSA President Max Underman and Vice-President Art Lewis. Dancing was enjoyed between

Southeast Shows' New Defense Taxes Passed to Patrons

RICHMOND, Va., Oct. 11.—Outdoor showmen of the Southeast seemed unanimous in their decision to pass on the new defense tax of 1 cent on each 10-cent admission, a survey here this week revealed. When the new tax bill was passed on September 28, practically none of the showmen in this territory had made preparations for it. None had tickets on hand showing the amount of tax paid except in the case of tickets which formerly had sold for 21 cents or over. As was evident in every branch of business, which the new bill affected, there was much confusion as to how the situation should be handled.

Of the shows contacted to date by a representative of *The Billboard*, none are absorbing the tax, with all passing the additional fee on to the patrons. Oscar Brock, owner of O. C. Brock Shows, managed to have new tickets printed and shipped to his organization at Silver Spring, Md., in time to start collecting the tax, October 1.

Art Lewis Shows are rubber-stamping the tickets on hand, with the amount of tax paid for the rest of the season. Tillie Kaus Burns, Kaus Exposition Shows, is having her old tickets rubber-stamped until new ones arrive. W. C. Kays Shows, takes care of its tax-due tickets in the same manner, with new dross due soon.

acts, and the show closed with plans already under way for a bigger and better event next year.

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

By STARR DE BELLE

Sphere Ping, Ark.
Week ended Oct. 11, 1941.

Dear Editor:

For the first time in midway history an entire fair was dedicated to the Ball Game Workers of America. The event was well publicized from Coast to Coast as a ball game workers' convention. The local merchants subscribed liberally toward raising the funds to make purses large enough to demand national recognition. All money was deposited with Pete Ballyhoo, chairman and owner, who bears the brunt of the show bearing his name.

The boss agreed to subscribe his bit toward the prize money by donating \$8 a foot toward each contestant's privilege. In other words, instead of charging

them the usual \$15 per foot he let them have it for \$10. The staff members figured that he lost heavily by doing so, yet as a philanthropist he had donated liberally on the two and a half miles of front footage, said. Early on Sunday a steady stream of trucks, bus-like trailers, autos and semi-trailers loaded with ball game equipment started to arrive. Some came out just as agents, and one booth, which arrived loaded on a pushcart, was more or less a vest-pocket edition of a pinball game.

With the show train scheduled to arrive at midnight, the bosses and their lot man had all day to lay out the cat racks. The first-in 1,325 feet were allotted to walking. Chalked, the next quarter of a mile was sold to mill ball games, the next half mile of footage went to cat racks, one eighth of a mile was

WM Gross Up 23% At Richmond Fair

RICHMOND, Va., Oct. 11.—World of Miris Shows topped their gross at Virginia State Fair here, September 22-27, about 23 per cent, according to an unofficial count made last Saturday.

Rate and show receipts were included in this increase, while figures for individual concessionaires, although available, showed corresponding hikes. Instances of this were shown by the defuge upon Secretary Charles A. Sommi's office by concessionaires offering deposits for next year's fair.

SLA's Benefits Net Canadian War Charities \$3,690

CHICAGO, Oct. 11.—Canadian war charities were aided in the amount of \$3,690 by money shows staged under Showmen's League of America auspices at Edmonton, Alberta and Toronto, League President Frank R. Conklin reports. An additional \$800 was realized on Wallace Brock's Shows of Canada at Prince Albert Exhibition.

Shows were presented under a special charter granted by the George A. Hamid and the League gained much goodwill publicity, Conklin states. At Edmonton the Barnes-Carruthers grandstand unit, under direction of Fred H. Kresemann, augmented by acts from the Conklin Shows, provided the entertainment in the Exhibition grandstand. At Toronto acts from the George A. Hamid grandstand show and Conklin's Professional furnished the entertainment. Both shows were of the midway variety and were supported heavily by participating showmen and localities.

Riley's Shows End In Black in Philly

PHILADELPHIA, Oct. 11.—Matthew J. Riley Attractions closed here last Saturday after a successful 10-week run at various locations in the city. Shows closed with six major rides, Monkey Show and 20 concessions, most of which has been stored here. Riley plans to reopen here in the spring with an enlarged show.

He left for the South, where he expects to handle some promotions for the winter.

Frank Conklin in Chi

CHICAGO, Oct. 11.—Frank H. Conklin, president of the Showmen's League of America, arrived in Chicago Wednesday and presided at the League's regular meeting Thursday night. Conklin, co-owner with J. W. (Pasty) Conklin, of the Conklin Shows, expressed himself as well pleased with the season and said that all showmen and concessions with the show had had an exceptionally good year. He said reports he had received from showmen throughout the country indicated that most of them had enjoyed good business, and he predicted that the forthcoming banquet and ball of the Showmen's League of America will be one of the biggest ever held. He planned to return to Hamilton, Ont., after a few days here.

bought by ball dodgers, 680 feet went to African tips, the next eighth of a mile was sold to roll-the-egg-out-of-bed games, big Tom's grabbed a quarter of a mile of space and make-the-mule-kick games covered another 1,325 feet. No more money on the fairgrounds being left, three sections of the fence were torn down and the egg dodger games were located on the outside. The last space sale brought protests from the ball game workers, who claimed it unfair competition, as balls and not eggs had been chosen as the official contest mascot. The boss, who is a great appeaser after he collects his cut of the prize money, insisted that the egg dodgers were not on the grounds proper and were out of his jurisdiction but that he would still fur-

(See BALLYHOO BROS. on page 13)

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Oct. 11.—President Frank Conklin presided at October 9 meeting. With him at the table were Treasurer William Caraky, Past Presidents Edward A. Hook, Sam J. Levy and Frank P. Duffield. Membership committee presented 19 applications which came in under the new fee and two which were held over from previous meetings. Those elected to membership were L. G. Chapman, E. G. Volkman, Borneo Geneste, Francis Rutledge, Rudolph Lefebvre, Robert B. Kluge, Frank Tezzano, Herman Weiner, Sam Beyers, Max Shaffer, Ernest Wasil, James Burston and Sam Zimmerman. House committee is getting the rooms in shape to welcome the incoming brothers. Attending their first meeting were Charles Zemeter, George Flint, Edw. Wall, George Brooks, Larry Krans, Jack Leonard, Fred G. Johnson, William Blumberg, William Pesterson, Frank Cabugi, Walter Hale, Jack Halligan, Harry G. Seber, Al Kaufman and Robert K. Lee.

Relief committee reports Brother Harry Mamech is resting easily after his recent accident. Tom Rankine and Tom Volmar are still confined. Jack Pritchard has recovered. Directory committee reports its campaign to secure listings is in full swing. The secretary has ordered forms and will be pleased to fill all requests for them. Prizes are to be awarded to shows and individuals for obtaining listings and the Banquet and Ball program will carry the names of all who obtain listings in this book.

President Conklin named these committee chairmen: Registration, Brother S. T. Jessop; President's Party, Past President J. C. McCarthy; Bernard Mendelson was named chairman of the annual Memorial Service and his committee includes M. J. Doolan, Max B. Hranzman, Charles G. Driver, Fred G. Johnson, Charles H. Hall, John Lampert, James Campbell and Frank Ehrlicus. Jack Duffield, banquet and ball chairman, has been out of town, but has kept the mail going with a stream of preliminary correspondence and reports on real progress. By-laws committee expects to make final report soon. Brother Doolan and his committee are working hard on the Annual Exhibit, and the League is co-operating toward the success of this affair. Action has been taken to return to the old night of the meetings and in the future all will be held on Thursday instead of Friday.

Ladies' Auxiliary

Club held its first meeting of the season at the Sherman Hotel, October 8, with these officers presiding: Mrs. Joseph L. Streibich, president; Mrs. William Caraky, first vice-president; Ines Allison, third vice-president, pro-tem; Jeanette Wall, secretary, and Mrs. Lew Keller, treasurer. Correspondence was received from Vivian Miller, Mary V. Taylor, Claire Bullock and Captain Mrs. Nute Hirsch, who is in Dallas. Sick list includes Past President Leah M. Brumleve and Sister Anne Sleyster. Members were pleased to have Past President Cleora Helmer with them again, she having recovered from injuries sustained in an auto accident. Members also were glad to have Ines Allison, from the Pacific Coast, and new member and Sister Shirley Mendelsohn, who attended her first meeting.

Membership applications were received from Ines Allison, Sunland, Calif.; Betty (See SHOWMEN'S LEAGUE on page 59)

IMPORTANT

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War Dept. requests your equipment be registered. Customers, send your pertinent mail address to this organization for forwarding. This Dept. will be an excellent remedy to meet your business during this month.

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Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Oct. 11.—Brother Sam Peterson is still in Medical Center but improving. Board of governors, which met on Wednesday, is inclined to limit tickets sold for November 26 banquet to 500. Regular meeting was held afterward. There is talk of renovating the Rooms at an early date. Among new members are Cy Korson, Leroy Lubash, Herbert Rosen, Charles Sutton, George Burke, Charles Hilbert, Bernard Rich, John Gordon, Keith Buckingham, Anthony Santillo, Bill Brown, H. Bernard Kelley, John B. O'Beak, Mark Kelly, Lester W. Nelson, Dick O'Brien, Bert Peterson and Matty Burns. David Epstein, Sam Rotenstein, Jimmy Davenport and other members have been in Salisbury, Conn. for some time and working hard to make club's Jamboree a success. Regular visitors of late are Billy Giroud, Casper Sargent, Louis King, Max Eichholz, Barney Walker, Dada King, Jack Carr, Harry Kaplan, Neal Carr, Eddie Skiles, Charles Rubenstein, Matthew Riley, Ross Manning, Ralph Corey, Jess Tuba, Larry Bennett, Murray Rine, Dave Brown, Mack Brooks, Tom Weibman, Lazarus Pink and Cy Aurilio. Al Young has succeeded Leo Pocrvin, resigned, in the office. Pocrvin is down with pneumonia. Oscar C. Buck, second vice-president, wired good wishes.

Ladies' Auxiliary

Second meeting, held Wednesday, was led by President Mildge Cohen. Sister Shirley Lawrence, Lawrence Shows, sent check for \$150 for poor kids' fund. A new member attending was Mrs. Rose Manning. Sister Leah Greenbaum turned in \$20 to fund. Sister Bea Hamid sent in another bag of pennies and dimes from about 30 members. Sister Jean Fulton is being congratulated on the birth of a daughter. Sister Elma Laurus proposed Esther Wallace and Billie Lane, of Bantley Shows. Sister Jane McKee sponsored Mrs. Sadie Dobson, and Sister Rose Rosen proposed Mrs. Dora Mesurac.



Pacific Coast Showmen's Assn.

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

LOS ANGELES, Oct. 11.—Monday night's regular meeting found President Joe Glycy, Past Presidents Smith, Cyrona and Brown; Secretary Ludwig and Treasurer Davis on the rostrum. A rather lengthy board of governors session set the meeting off to a late start. Communications were read from Brothers Frank Forest, Mushy Ellison, Bill Glover, John C. Davis, Frank Ward, Charles Presser, J. H. Braster, Charles Altright, Cal Lippe and Garry Garretson. September audit reflected an excellent general fund condition. Dues have been coming in nicely. Brother Bill Hobbay brought in 20 new members, including Trevis Paine, Arthur H. Gilbert, William J. Gordon, Frank Rising, Robert Cardiff, Edward Albert Johnson, Hugh John Bergwald, William Everett Howell, Earl King, Harry Keenan, John Barol, Joseph Kelley, Kenneth Evans, Walter Scherach, Robert Crawford, Leonard Russell, Dee H. Terzian, Bud Bentley, Thomas A. Dodge and Louis S. Merrell. Sponsoring them with Hobbay were Brothers Abe Lefiton, J. B. Collins, Harry Taylor and Bill McMahon. Mack Ellison and C. Altright proposed D. Teddy Toxera; Cal Lippe and Charlie Soderberg promoted Chester L. Sanders; Harry P. Martin joined thru the efforts of Charlie Walpert and Frank Forest. Bishop, Leonard, and Ben Berg signed up Tillman Taylor, while Harry Bator and George A. Parent brought George W. Lemon into the fold.

Chairman Jimmy Lynch praised the membership committee members for their effective work. Brother Lloyd Nay, auditor of Virginia Park, was appointed to the Finance committee to fill the vacancy left by the death of Vice-President John H. Ward. Brother Frank Red-

mond will enter a local hospital soon, and Bert Warren and Bradley Stegman are hospitalized, with the latter looking forward to his release next week-end. Past President Eddie Brown made a good opening for the Rubin & Cherry Exposition Show Within a Show October 22 at the Airport lot. These members volunteered as ticket sellers: Duke Hall, Frank L. Bennett, Maxie Miller, Bobo Knox, Deaton Schuch, Sam Dolman, Clyde Gooding, Bob Myers, Mark Kirkendall, Sam Miller, Otto H. Petrum, John Houghtaling, W. H. Scott, Henry Levine, Ed Walsh, B. T. Only, Ross M. Ogilvie, L. B. Nay, Herb Vincent, Pop Ludwig, Ben Bena, Al Oaken, Jimmy Dunn, Nick Saad, Ed A. Davis, I. W. Larimore, Joe Horowitz, Walter Hilly, Ed Benedict, Candy Moore, Ralph Loney, Dan Dix, Lou Keller, Barry La Mack, Clarence Altton and Bert Campbell. Donors are moving nicely and all proceeds go to showmen's charity organizations.

Brother Charlie Nelson planned in from his Northern fair dates to attend the meeting and present his parade of dimes of \$30 for PCSA Day. Other contributors to the fund were Charles Johnson, Tom Louis and Bert Fisher. Brief but interesting talks were heard from Brothers Ovesland Murphy, Glen Whitken, Bill Koehler, Earl Harvey, George Surtees, Joe Mettler, Barney Fishman, Whitey Bahr, Charlie Johnson, Dick Richard Campbell and Moxie Miller. Brother Pat Acampora, who will join the army soon, was tendered an appropriate farewell and good luck by the president. Club would like to hear from all members who are in the service.

Recent additions to club's visitors' register are Felix Eley, Eddie O'Brien, Earl Sullivan, Mr. and Mrs. Lucky Myers, Mr. and Mrs. Steve Ryan, Tim Kistler and Bert Cole. Brother Monroe Ebeu-man blew in from Arizona when the meeting was nearly half over and won the attendance prize. Chairman Ralph Loney, of the 25th Anniversary Souvenir Edition, announced that the book was off the nut. Please advise of your winter quarters location.

Ladies' Auxiliary

Meeting of October 6 found President Alberta Foster and all her officers present. Letters were read from Edith Walpert, Topsy Gooding, Johnnie Davis, Madge Buckley, Norma Durke, Ruth McMahon and Rita Brazier. Marie Jessup, West Coast Shows, is offering \$10 as a prize to the shows or individual bringing in the most money other than thru the sales on the basket and watch awards. Mrs. E. M. Pyle sent a donation for the checking account.

Bank night award went to Emily Mettler, and Secretary Vivian B. Horton won the door prize, donated by Anne Stewart. Fern Chaney also donated a surprise package to the 13th member who entered the clubrooms, and it went to Frances Godfrey. Pictures for the Year Book are coming in nicely, but time is limited, so get yours in soon. Initial meeting found many of the shows who were out with shows this summer, present. Those who told of their season's experiences were Past President Nina Rodgers, Julia Smith, Blossom Robinson, Edith Lerner, Betty Wilson, Emily Mettler, Jewel Hobbay, Fern Chaney, Luella Dolman, Josephine Thomas, Anne Stewart and Rose Board. Olga Celeste attended her first meeting since her recent illness. Hostesses at the next meeting will be Anne Stewart, President Alberta Foster, Babe Herman and Julia Smith.

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among top money earning rides—are operating 25 rides, practically all those on the market from their capacity to 30-35. Tilt-A-Whirl among popular, but very appeal and action that makes it a winner—sturdy, built, simple in operation—easy to move—GRIP THIRD TILT-A-WHIRL FOR NO. 3 UNIT FOR 1942 SEASON!"

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WEEK OF OCT. 20 ON STREETS, EATOR, OHIO.
RIDES—SHOWS—CONCESSIONS—Concessions all open. Want Fun Food, Fun Games, Moon Gaze, Our and Under, Stock Wheels that work for not over 10¢ and are out stock. Want good Girl Show, also Grand Shows. Address all mail and wires to N. F. (BARK) DAVIS, 2821 Westwood Ave., Cincinnati, Ohio. Inquiries, orders, 181. Showcase Grand Railway, Eaton, Ohio. P. S. D. Rex Barrow, get in touch with me. Want too Girls to sell advertising.

Heart of America Showmen's Club



Reid Hotel
Kansas City

KANSAS CITY, Mo., Oct. 11.—A few of the members are coming home for the winter. Mr. and Mrs. Ellis White, who had the cookhouse on Al Baysinger Shows, returned. Mr. and Mrs. George Wolf left for the State Fair of Texas, Dallas, and will play doughnuts with their concessions. Fall meetings are expected to start later this month and club officials request that all members make an effort to attend each meeting this winter.

Art Brainerd, Banquet and Ball Committee chairman, says that he and his committee are very much enthused over the response they have received to date for the annual event, which will be held as usual on New Year's Eve at the Hotel Continental. Eddie Laggett has returned from the South and will be at the Municipal Auditorium again this season. Frank McDow is now in charge of Harry Altshuler's cigar stand at the Reid Hotel. Secretary G. C. McGinnis asks that members advise of their winter quarters.

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, Oct. 11.—Members were entertained at a pot luck supper in the clubrooms at the Maryland Hotel, with Grace Goss, Irene Burke and Nell Altton as hostesses October 9. Remnants of evening was given over to cards and games. Elma Obermark won the attendance prize, with the table awards going to Franche Deane, Grace Goss and Gertrude Lang. Prizes were donated by Marietta Vaughn.

Bea Dawson presented the membership application of Mrs. Bovee Tunson. Kathleen Rietsch Gavis learned that she is enjoying a successful season with Mighty Monarch Shows. Ethel Hesse will be hostess at the October 16 meeting. Clubrooms have been redecorated and everything is in readiness for a busy winter.

Anyone Knowing
BERTIE MAE QUINN
BERTIE MAE MARTIN
Have Her Get in Touch With
H. PALMER
Care The Billboard, Atlanta Bldg., Chicago, Ill.

SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills
Manufacturers of
ATLANTA, GEORGIA, NEW YORK, MINNEAPOLIS, NEW ORLEANS, CHICAGO, ILL.

TENTS-BANNERS

To avoid disappointment, place your orders soon.
CHARLES DRIVER—BERNIE MENDENHALL
O. HENRY TENT & AWNING CO.
4402 North Clark Street, CHICAGO, ILL.

O. N. CRAFTS SAYS:

"TWO 1941 TILT-A-WHIRLS

among top money earning rides—are operating 25 rides, practically all those on the market from their capacity to 30-35. Tilt-A-Whirl among popular, but very appeal and action that makes it a winner—sturdy, built, simple in operation—easy to move—GRIP THIRD TILT-A-WHIRL FOR NO. 3 UNIT FOR 1942 SEASON!"

For Particulars, Write

SELLNER MANUFACTURING CO., Faribault, Minn.

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FIREMEN'S FALL FESTIVAL AND STREET FAIR

WEEK OF OCT. 20 ON STREETS, EATOR, OHIO.
RIDES—SHOWS—CONCESSIONS—Concessions all open. Want Fun Food, Fun Games, Moon Gaze, Our and Under, Stock Wheels that work for not over 10¢ and are out stock. Want good Girl Show, also Grand Shows. Address all mail and wires to N. F. (BARK) DAVIS, 2821 Westwood Ave., Cincinnati, Ohio. Inquiries, orders, 181. Showcase Grand Railway, Eaton, Ohio. P. S. D. Rex Barrow, get in touch with me. Want too Girls to sell advertising.

Hennies in Good Draw at Atlanta

ATLANTA, Oct. 11.—Engagement of Hennies Bros.' Shows, making their first appearance on the midway at Southwestern Fair here, September 28-October 8, proved an outstanding success, show officials said. Mike Benton, fair president, said the fair was one of the best ever presented here.

Capt. J. J. Elliott, commander of the

Georgia State Patrol, exhibited a sedan belonging to two criminals who engineered a prison break in Atlanta the day before the fair closed and who were captured close to town. Exhibit drew well.

Lippman Quits GLE Post

MONTCOMERY, Ala., Oct. 11.—Eddie Lippman, well-known outdoor showman, and here this week that he had resigned as manager of Al Wagner's Great Lakes Exposition Shows and that he would announce his 1942 plans soon.

Week of Oct. 20, WILSON COUNTY FAIR, WILSON, N. C.

with CLINTON, N. C., FAIR to follow.

THEN THE BIG ONE, FAYETTEVILLE, N. C., FOR TWO WEEKS, where we will furnish the exclusive midweek attractions for the BIG CELEBRATION.

Can place all legitimate Merchandise Games and Eating and Drinking Stands.

Can place a few sober Workmen, as this show may remain out until middle of December.

WILL FINANCE NEW ATTRACTIONS FOR THE 1942 SEASON.

PROGRESSIVE SHOWMEN, WHAT HAVE YOU?

Address

CETLIN & WILSON SHOWS

DURHAM, N. C., FAIR, This Week.

GREENVILLE FAIR

GREENVILLE, N. C., OCTOBER 20 TO 25 INCLUSIVE

Want lighted Concessions of all kind, American Palmists, no Opium, No exclusive exempt Bleach, Eat and Drink Stands.

Want to hear from concessioner Free Price for week of November 2nd to 11th, Inclusive, at New Bern, N. C. All address A. J. KROB, Winston, N. C. (Fair), Old week; next week, Greenville, N. C.

HUGHEY & GENTSCH SHOWS WANT

ILI OPERATOR who knows how to handle a Wheel. Must be sober, drive a semi and must join immediately. Tell all first wife. Long season. Want Talker and Acts for Side Show. Curly Auld wants Criddle Man and Help for Cookhouse. Address: Indianapolis, Ind., this week; next week pending; Clinter, Miss., Oct. 27-Nov. 1; Centerville, Miss., Fair, Nov. 3-8.

CENTRAL AMUSEMENT COMPANY WANTS

Rides that don't cost anything. Shows with or without own outfit that can get money. Concessions, Blank Concessions that work for not over 100 cents. Also concessions. Good proposition for DeKalb, Ga., Atlanta, Ga., West Virginia Shows Performers and Musicians for organized Shows. All contact ALBERTA HUSTED, Manager, Central Amusement Co., Edmond Square Placent Festival, Edmond, N. C., this week; Pacific County Fair, Seaside, October 20th to 25th; Tipton County Fair, Columbia, N. C., October 27th to November 1st, Then Florida. Out all winter.

P. S. — See Rogers want Girls for Oh, Susanna Girl Show.

WANTED WANTED WANTED LEE COUNTY FAIR, BISHOPVILLE, S. C.

6—BIG DAYS—6. WEEK OCT. 27. 6—BIG NIGHTS—6.

WANT CONCESSIONS—Lard Sausage, Custard, Ice, Concessions, Great Siding Game, SHOWS with own outfit, Side Shows, Big Shows, Hobbies, Circus, Hobbies, RIDE—Wagon, Concessions, Football, Five-Point for 1942 and winter fairs in Florida starting January 12. FOR SALE—12-CU HISS-O, 6-CU Disney Doodle. Want top good Electric Cans, Show Carrot and Fruits.

CRESCENT AMUSEMENT CO.

MAKING, S. C. Fair, this week; FAYETTEVILLE, N. C., next

4—BONA FIDE COUNTY FAIRS—4

Hicksville, Superior, Eastman, Lawrence, 2 weeks Columbus, all Georgia.

12,500 visitors from Fort Ranning to give in.

Wanted—Trust and Ride Show. Hobbies. All winter's work. No high health. Concessions. Grinding shows or any Concessions except Cookbooks or Sides. Shows of merit that don't cost anything, with or without outfit. Place Manager for complete Life Show. Ride Help with regular experience, with in.

BLUE RIBBON SHOWS

Greenville, Georgia, this week

CHATTANOOGA INTERSTATE FAIR

NEW DATE WEEK NOVEMBER 3

Est. Drink, Photo, Fidelity, Horseplay and Taffy Concessions Open.

Independent Midway.

W. M. BROXTON, MGR., CHATTANOOGA, TENN.

SCOTT EXPO SHOWS Want

For 6 more Fairs and all winter for No. 2 Show, new Rides, Kiddie Rides, Misc. Shows with own outfit, Cook House, Diggers, Arcade, Grand Joints, Ride Help that drives Tracks. Address: No. 1, Dalton, Ga., Fair, 19th week; Thomasville, Ga., Fair, next week. No. 2, Centre, Alabama, Fair this week. C. J. SCOTT.

Greenville Opener Good for Chavanne

GREENVILLE, S. C., Oct. 11.—

Chavanne Shows, organized recently by Patricia and Morris Chavanne, vet girl and freak shows and ride operators, opened here this week to good business aided by patronage from soldiers from near-by army camps. Current plans call for the organization to play the Carolinas before going into Florida for winter dates. Staff includes Patricia and Morris Chavanne, owners - managers; Willaeds Chavanne, secretary-treasurer; Don Davis, general agent; Ted Fisher, electrician; Rex DeGastis, 1st superintendent; mailman; and The Billboard sales agent.

Shows include Wall of Death, Charles Kemmer, manager; Lucky Boss, James Fox, Kid Kenson. Night in Harlem, Harry Demill, manager; Sam Sutton, comedy; Ada Green, singer; Ruth Kelly, Hattie Johnson, Lou Clark, dancers; and Power Camp's band. Freak show, Morris Chavanne, manager; Jimmy Dell, Prince Sparger, June Rogers, Betty Wright, Monkey Circus, Pat Dehann, manager. Gay Red Hot Femme Revue, Patricia Chavanne, manager; Connie Heller, Marjorie McPeak, June Marr, Willaeds Chavanne, Mlle. Cherts, Grace Flood, Ruth Dameron and Lucille Acill. Hilda's Circus, Whip, Lindy Loop, Ferris Wheel, Merry-Go-Round and Ride-O. Eddie D'Errico's Thrill Devils provide the free attraction.

Body of Walter A. White

Sent to Quincy for Burial

MEMPHIS, Oct. 13.—The body of Walter A. White, outdoor show executive, who died in Garthly & Ramsey Hospital at 10 o'clock Saturday night after undergoing an operation of the lungs, was taken four hours earlier on the Johnny J. Jones Exposition midway at Mid-South Fair here, was shipped to his home in Quincy, Ill., last night for funeral services and burial. He had been assistant to Owner E. Lawrence Phillips in operation of the shows.

Rushed to the local hospital, White was placed in an oxygen tent, but failed to respond to treatment. At his bedside when he died were Phillips, Dr. DeMarco, Memphis, a close friend, and show's company physician. Further details in final curtain.

Los Angeles

LOS ANGELES, Oct. 11.—There was much activity in showmen's circles here last week. Members of the Rubin & Cherry Exposition came in from San Diego and local showmen are looking forward to October 14 when R&C opens here. Mr. and Mrs. Joe Mettler were up from San Diego, as were Mr. and Mrs. Frank Rothman, Danny Lester, of Kroger West Coast Amusement Company, was in town, as was Ted Mein, Monte Young Shows. Bobbie Fisher spent a few days here, and Eddie Cluxton, from Krokos's Shows, was a recent visitor. Sam Haberman, who closed recently at the Panama Fair, is now with Archie Clark Shows.

Mr. and Mrs. Bill Hobday are at the Bristol Hotel, as is Joe Glacy, president Pacific Coast Showmen's Association. Joan Spaulding, who completed a stint at Long Beach with Polack Bros.' Circus, leaving for Salt Lake City soon. Archie and Rose Clark will leave soon to join their shows at Delano, Calif. Charley Hays is vacationing here. Sidney Benedict is with Hurl Campbell Shows and Harry Chipman is in advance of the Jimmy Joyce Show. Tom Allen, R&C Expo, was a recent visitor, coming up from San Diego, Calif. Charlie Nelson is back in town.

Recent visitors included George Harrison, Ben Francisco, Mrs. Ruth Gellar, Lee Angeles, David Rubin, Los Angeles; Ed Davis, So's Liberty Shows; Carey Chandler, Venice, Calif.; R. L. Whislock, Mission Beach; Bert Mayo, Detroit; Joe Nykora, Hollywood; Gordon Mayo, Detroit; Mike Whisley, Tucson, Ariz.; Robert J. Lee, Kansas City, Mo.; B. Bell, Salt Lake City; Frances Barth, Chicago; Milton Nichols, Mission Beach; E. A. Kohler, Long Beach; Loren Kotterson and Carl Lee Clarke, Oakland, Calif.; Eddie and Blanche O'Brien, of James E. Strates shows, are on the West Coast for six weeks.

With the Annapolis, of Virginia Park, being inducted into the army, the military roster at the PCRA now numbers 10. Others are Jack DeSello, Frank P. Terry, Jerry P. Mackey, Leland A. Garland, A. B. Carewell, Robert Dodkin, Leigh Madison, Dr. Louis Fisher and Roy Clark.

Pryor's Wind-Up Is Winner; Tour Proves a Success

POINT PLEASANT, W. Va., Oct. 11.—

Pryor's All State Shows wound up a successful 1941 tour here last Saturday night after a week of good business. Only one night, October 26, was lost during the tour. Oveline Miller reported, Manager and Mrs. Jacob Pryor left for a week's visit with the latter's relatives in Cincinnati. After visiting Pryor's folks in Louisville they will go to Miami for the winter.

Shows and rides have been placed in quarters and some of the concessionaires left for other shows, while other went to their homes for the winter. Season's social highlight was held October 2 when Margaret, Birkette, headliner, Norman Anderson a surprise birthday party to the Katy-Did Club here. He left immediately after the party for his home in Knoxville, Tenn., where he will be inducted into the army.

Guests included Mr. and Mrs. Jacob Pryor, Mr. and Mrs. Earl Birkette, Mr. and Mrs. H. E. Brooks, Mr. and Mrs. Mike Moses, Mr. and Mrs. Van Guebor, Mr. and Mrs. Oveline Miller, Pearl Morris, Betty Franklin, Beanie Gaid, W. H. Brown, Carl Conley, Jack Brooks, Captain Fugerson and Vernon Jones. A chicken dinner was served and party continued until early morning.

ROUTES

(Continued from page 31)

Yon's Vitens (Chicago) Oct. 1.

Young, Helen (New York) NYC, 8.

Z

Zerbe & Wiers (Texas) Dallas 1-15.

Zigfeld, Dickson (New York) NYC, 8.

GRAND-STAND AND FREE ATTRACTIONS

Bogosh & Bardin (Fair) Columbia, S. C., 20-25.

Choo & Coole (Fair) Kingston, S. C., 20-25.

D'Arcy Otis (Fair) Monroe, S. C., 20-25.

Don, Frank, Animal Shows; Woodland, R. C., 20-25.

Fisher's Box, Fawcett (Fair) Beaufort, N. C., 20-25.

Fishers, Five Flying (Fair) Alexander City, Ala., 20-25.

Gardner's Cheerful, Elephants (Fair) Venice, Calif., 14-17.

Gooden, George & Beaudin (Fair) Lubock, Tex., 20-25.

Hess, Art & Co. (Fair) Kinston, S. C., 20-25.

Jayco, Great (Fair) Lumberton, N. C., 14-17.

John, (Fair) Bishop, Ga., 20-25.

Kelly, William, Rockaway, Ala., 20-25.

Kroger, Eddie, Dogs (Fair) Raleigh, N. C., 20-25.

(Fair) Columbia, S. C., 20-25.

Raffers, Four (Fair) Columbia, S. C., 20-25.

CARNIVAL

Shows are for current week when no dates are given. In some instances possibly making dates are listed.

Arthur's American, Columbia, Calif., 14-15.

Atlas, Lubock, Ala., 20-25.

D. S. H. Anderson, Matthews, S. C., 20-25.

Danley, All American, (Fair) Lancaster, S. C., 20-25.

(Fair) Henderson, N. C., 20-25.

DeSelle, (Fair) Monroe, La., 20-25.

JOHN R. WARD SHOWS WANT

Side Show Manager and Arts. We have complete outfit. Want Top-a-Whirl! Ferris and Ride Help, Sign Painter and Scene Artist, Lot Man. Place Concessions and Shows with outfit. Out all winter, Jamesburg, La., this week; Monroe, La., next week; then Alexandria, La.

8-FLORIDA FAIRS-8

Part of Joe. Showsmen, exhibitors, De Forest, Ruffin, Beaufort, Hurler, Quaker, Willwood

WANT

Independent Riders or will consider set of four or five shows and concessions of all kinds. One month, Free All. Fair start Oct. 27th. One only concessioner. Will, send your sheet.

SENATOR THOMAS MADDOX, Sen. Jay, Fla., this week; Part of Joe next

Crescent Amusement Company." Jack Gummy advises from Georgetown, S. C. "Tex has a flashy photo gallery and he says this year has been his most successful in the last eight. He plans to play winter fairs in Florida with Crescents and then return to Badinet Shows in Minnesota."

ERECTION of a pre-fabricated house in 25 minutes as a fairground exhibit should make some of these fast-stepping canvases stop and take notice.

RETURNING to the road after a two-month layoff, J. M. Burns joined Tommy Bailey's aggregation at Klamath Falls, Ore., as boss canvasser of Bailey's four shows. Unit is headed south with Patrick's Greater Shows and Bailey plans to stay out all winter. Burns says that although business is not up to par because of cold weather, Bailey seems optimistic about the future.

WILLIAM C. MURRAY, general agent Virginia Greater Shows, is in Conway, S. C., where he is staging the first fair to be held there in a number of years under Junior Chamber of Commerce auspices. Shows are providing the midway. Murray was assistant manager of Southland Park, Starke, Fla., last winter and has been a carnival agent for the last 25 years.

THERE is an old saying that "Pretty is as pretty does." Faint and neon don't alone make a trip to a midway pretty and pleasant. Make 'em feel welcome!

MR. and MRS. LA MOTTE DODSON and Philip Dodson left Los Angeles on October 3 aboard the S. S. Lurline with their Hollywood Monkey Stars for a 12-week engagement in the Hawaiian Islands under the E. K. Fernandez banner. Others in the party were Mr. and Mrs. Heuben Castang, with their chimp; Mr. and Mrs. Spiller, seals, and the Beebes and their bears.

BUDDY LAFORM, of the Five Flying LaForms, was tendered a surprise birthday party at Mount Vernon, Ind., recently by his parents and sisters, all of the act. Guests included Wright and Vivian, jugglers and contortionists; Jack and Mercedes Hamilton (The Great Knolly); Kuma, magician, and David Aldridge, chairman of the Fall Festival, where all the acts appeared to good results.



YOUTHFUL MEMBERS of the Gold Medal Shows, Lester Lindhe and Carmen Irene Clinton, who were married in a public wedding on the fairgrounds at Tuscaloosa, Ala., on October 3 during show's engagement there. Bride's attendants included Shirley Fulton, Bernice Lamb and Alma Richards, and groomsmen were Barney Lamb, Bob Beth and Harry E. Wilson.

It will soon be time to arrive at the Sherman with blueprints of the midway for the coming season. Mostly visionary?—Cousin Faleg.

"CLOSED with Edwards' concessions on W. S. Curl Shows after a good season," L. E. (Rubi) Collins advises from Coalinga, O. "The concessions did well and are now stored in quarters on the fairgrounds at London, O. Manager and Mrs. Curl will spend a few days in Pittsburgh and head south for winter. Doc Edwards, general agent, and family again will winter in Wellston, O., where they will operate a studio. Mrs. Collins and I will take our Magic Show on a tour of Missouri schools again."

"AM EN ROUTE to join Carl and Peggie Ratliff in Woodbine, Ga.," letters Roy A. Stines from Zanesville, O. "Former carnival trouper, the Ratliffs are successfully operating a service station in Woodbine, where they have been located for the last three years. We meet plenty of trouperers passing thru there en route to Florida. I believe the Ratliffs have left the road for good and I'm planning to follow suit after about 20 years in the business."

MIDWAYS are becoming cleaner and more congenial. But it may take some time to get former devilry out of the natives' hair.—Mrs. Uperhaw.

"JUST returned here from Knoxville, Tenn., where I operated a ball game for Frank Hannasak," pens Florence Pfaher from Dodson's Tourist Court, Savannah, Ga. "This is the first fair I made this season and this year marks the first I haven't been on the road in 15. I've decided to settle here and, altho the work in Knoxville was good, I was glad to return. Was formerly with Dod-

son's World's Fair Shows, where I had the Girl Show for seven years. At Knoxville I resumed acquaintances with Rex Howe, Danny LaRough and Pete Brophy."

DURING Arthur's Mighty American Shows' stand in San Bruno, Calif., Joe and Anna Metcalf were hosts at a chicken dinner in Edele's Cafe to Mr. and Mrs. Glenn Henry, Mr. and Mrs. T. L. Dahm, Mr. and Mrs. Tod Henry, Mr. and Mrs. Maurice Leemington, George Conkling, Walter Geraldine, Manuel Marciar, Charles Marshall, Mr. and Mrs. Buddy Gritzmacher, Gordon Kyle, Mr. and Mrs. Charles Greiner, Timothy Revis, Mr. and Mrs. Jack Dyke, Mr. and Mrs. Joseph Blash, Mrs. Emma Blash and Teddy Metcalf.

WHILE Kain Exposition Shows were playing Williamston (N. C.) Fair, Monte Navarro, owner-manager of the Paradise Revue and Hollywood Models attractions, doubled in front of the grandstand with his novelty act. One of the social highlights of the engagement was a surprise birthday party tendered Jimmy Daley by Mrs. Daley. He was recipient of a huge cake and a set of matched pipes presented to him by Mrs. Daley, Monte and Clio Cio Navarro, Don Grimes and band, Jimmy Reynolds, Bunley Mock and personnel of Navarro's Paradise Revue.

"ONCE you get the hang of operating a carnival it is a simple thing if it swings naturally." We have seen them swing in all directions. Which way is "naturally"?—Oscar, the Ham.

PATRICK GREATER SHOWS' midway notes by Tommy Bailey from Napu, (See MIDWAY CONFAB on page 58)

Evans' BINGO

Growing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazars, carnivals, night clubs, ball-rooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass BINGO Globe, 7 1/2" diam., Cards (up to 3,000 without duplication), Ball Board and 75 numbered and lettered Balls. Well built to stand up under hard use. Now at LOW PRICES!

FREE CATALOG

Send today for Free Catalog of Evans' complete line of Midway and Carnival Equipment—for 49 years the standard of quality.

H. C. EVANS & CO.
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FOR LIVING AND TRAVEL COMFORT

Until you've seen today's Schult trailer, you have no idea of the genuine comfort and modern conveniences it offers for living and travel. Increased space...super insulation...efficient heat...superior fittings and furnishings. Schult is TOPS in quality—that's why more people live and travel in them than in any other make. Find out about Schult for yourself! See the Schult trailers at your dealer's, or write for beautiful illustrated catalog showing latest models.

SCHULT TRAILERS, INC. DEPT. 210 ELKHART INDIANA

Flying Dutchman AWOL

SHOWMEN will have to be more careful hereafter how they leave a Merry-Go-Round lie around where it can be easily picked up by the wrong party and go AWOL. Patrons at the third annual Allen Parish Fair, Oakdale, La., enjoyed the Bull-Head Show, that is, all except the kiddies. It seems the show's Merry-Go-Round was stolen from in front of a drug-store in Oberlin, La., when the driver of the truck stopped for a soft drink. Up to press time the ride had not been located by police or showfolk.

WRITE SIOUX TIRE & BATTERY CO.

SIOUX FALLS, S. D.

Buy on Our Easy Terms.

FOR SALE

Complete Motorized Camper with four motor Bikes, one Big Bike, Eggs, Auto, six Show Tents and Tents, Fun House, Transformer Wagon, Light Tower, Cables, Batteries. Now showing in Arkansas. Tires and most fixtures in new condition. Show. Packed in and will not be beat the coming season. Terms Address: BOX 152, care Billboard, St. Louis, Mo.

NEW SENSATIONAL

Original Side Show Fresh Illustration. Light weight. Cool box that a double artwork. LIGHT weight, easy motor make. Particular free.

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World's Largest Illustration Business

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Top money ride on Crafts 20 Big Wheel, Ultra modern, Greatest performance. Another Eversy money maker.

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131 E. PEARL STREET, CINCINNATI, OHIO

EMPORIA, VA., FAIR

Oct. 20-25

Where Cotton is King

FIREMEN'S CENTENNIAL

Elizabeth City, N. C., Oct. 27-Nov. 1

First Show in Five Years

FALL FESTIVAL

Tarboro, N. C., Nov. 3-8

Sponsored by Chamber of Commerce & Baseball Club

Plenty of Money at All These Shows

Can place legitimate CONCESSIONS—price reasonable. Also Novelties and Scales. SHOWS that don't conflict. ROLL-O-PLANE with own TRANSPORTATION. Want Talker for Mann's Monkey Circus. Octopus for sale—in excellent condition. Can be seen on show now. Harry Hines, wire me at once. We are now lining up attractions for 1942. Write or wire

ART LEWIS, Gen. Mgr.
Washington, N. C., Week Oct. 13-15

TOM'S AMUSEMENT CO., INC.

— WANTS —

To join at once for the choice Fairs in South Georgia—Cuthbert-Colquhoun-Bainbridge-Quitman-Moultrie. Monkey, Animals, Snake, Side Shows, Custard, Mitt, few other legitimate Concessions. Red Taylor wants Talent for Hillbilly. TOM E. RICH, Mgr., Cuthbert, Ga. Permanent address, Bainbridge, Ga.

Depe Show to his string. Joe Pongo, champ, owned by Mr. and Mrs. E. D. Utke, died September 28. He had been ill since June. A local taxidermist was hired to mount the body and it is believed it will be used in conjunction with a new show which the Utkes will frame. Ruby Ashwell celebrated her birthday September 20 and was given a party and some attractive gifts. Bill Groff's cookhouse is doing well, as are his other five concessions. Mr. and Mrs. Les Fee, who have been managing the Silver King Show, organization's No. 2 unit, returned to Utah this season here. Clyde and Poppy Gooding joined with their Midget Circus. Visitors included Pickles Pickard, Helen Elliott and Jim Fields.

PEGGY BAILEY.

Funland

Columbia, S. C. Week ended October 4. Location, Assembly and Denton Street lot. Ample, I. O. O. F. Jubilee. Business, good. Weather, fair.

Shows made the 600-mile move in fair time and opened Wednesday night to good business. Lot is the same played for eight weeks this spring by the show. Assistant Manager F. E. Spin is on hand to greet everybody. Miss Cross with a new Hollinger man game and penny pitch, joined here. Max Landick joined from Maryland with his family. Many visits were exchanged with members of F. E. Heth Shows. Los Superintendent Lewis Travis and son, Junior, are doing a good job of building new fronts. J. D. Blanton's Honey Buckle Haven topped the midway. J. D. Baker's ride did not arrive. George Dunn's Kiddie Ride did okay.

Coch Hill, Md. Week ended September 27. Ample, Firemen's Carnival. Business, none. Weather, fair.

Jess Bradley and Johnnie Caruso left here to handle an accident case wherein Caruso was badly injured. Lightning service has been a great help around Washington and Baltimore because of all the projects and high construction costs.

Indian Head, Md. Week ended September 26. Ample, U. S. O. Fair. Business, good. Weather, fair.

Patriotic committee made this date a good one. Flying Sergeants and Captain Carter's Human Projectile proved popular. Lyle (Red) Barrett's Troupe left here to join Lawrence Greater Shows. Mickey and Mrs. Martin left to join Tom's Amusement Company in Georgia for their Southern fair circuit.

TED C. TAYLOR.

James E. Strates

York, Pa. Week ended October 4. Ample, York Interstate Fair. Business, fair. Weather, ideal.

Business here was not up to standard. Folks had canned shows to lose Children's Day. Sam Lewis and fall board operated. Grandstand show and the midway received much space in local papers. Bloomsburg (Pa.) Fair board members were guests of Manager James E. Strates. Bill Brown's Rocket topped rides and Nancy Miller's Gay Brawl topped shows. Two Wild Life Exhibit shows operated by Patrick and O'Brien did fair business. Bides all fell off from previous years due to loss of Children's patronage. Steve Gekas, cookhouse operator, operated two places during the fair. Bill Jones operated three bingo games. Visitors were Mr. and Mrs. Charles Deming, Lew Travis and family, Mr. and Mrs. Tom Evans, George Williams, Sam Seneman, Bill Harter, Oscar Teems and George Daring and family. Doc Cooper again handling the front of Harlem Revue.

MAHE BRYAN.

WANT TO BUY

HERB GO-ROUND, 1000-1000 or 1000-1000. One full particular when writing. Write

THOMPSON BROS.
2200 8th Avenue ALTOONA, PA.

HYALITE MIDWAY WANTS

Clean Concessions—Cheese Jubilee on Streets, commencing week of Oct. 20th. Chelsea, Okla.

DROME RIDERS

Wanted men and for balance of women. Top salary.

EARL PURTLE
Care World of Birth Shows, Raleigh, N. C.
Oct. 15-16

Cetin & Wilson

Petersburg, Va. Week ended October 4. Ample, Southside Virginia Fair. Business, excellent. Weather, perfect.

Monday being Kiddie Day, all crews put forth unusual effort to have the shows ready by noon. County displayed great interest, and R. Willard Eason, secretary, and fair officials co-operated. All shows and rides did good. Day and night business. Faraday Revue and Luther's Side Shows got excellent results. Ruth Roy's Circus Arena clicked, as did the grandstand attractions. The Spitfire was the best ride, with the Moon Rocket and Twin Ferris Wheels next in line. P. Van Ault's Penny Arcade proved a good draw. Ishler's Baby Rides did well, as did Neister-Longmors Kiddie Auto, Walter's Miniature Railroad, and the Sea Plane. Visitors included A. Gus Dull, C. B. Hatcher, Johnny Butler, Clem Schmitz, Mrs. Frank Burgen, Jake Shapiro, Ted Miller, Charles Summers, R. C. McCarter and Mr. and Mrs. Corfman. Local papers were liberal with space. Billy Reid did a good job with Delmar's Fighting Lions. Carl Luther's house trailer overturned en route here, but no one was injured.

MARY E. McLANE.

Buckeye State

Brookhaven, Miss. Week ended October 4. Ample, Lincoln County Fair. Business, good. Weather, unsettled.

Mr. and Mrs. Hamlett rejoined here with their Chairmans after a two-week vacation. Mr. Martin joined with four concessions. Owner Joe Gailer made a trying trip to Rochester, N. Y., for Children's Day, opened in rain and a muddy lot, but patrons stayed on the lot and the day resulted in one of the

best of the season. All concessions operated due to the co-operation of all local and fair officials. Mrs. Fay Curtis continues to do good business with her ball game. Jack Perdion sustained severe burns while working in the cookhouse. The weather is extremely hot down here for this time of the year, with the cotton crops good.

H. G. STARBUCK.

Arthur's Mighty American

San Bruno, Calif. Five days ended October 4. Location, 21 Camino on 121 Highway. Ample, Bella Air Improvements Club. Business, fair. Weather, cold and windy. Fair gates, 10 cents.

On Wednesday night after the show a windstorm struck with such velocity it razed the Conking & Gordini Double Circus Side Show and several concessions, but damage was slight. The circus was the main attraction, with Mr. and Mrs. T. L. Dahm's pony and dog act receiving much favorable comment. Open house was held in the office all week for the many showfolk visitors, including Mike Krakos, Leo Lewis, Mr. and Mrs. William Jessup, Hunter and Margaret Farmer, Charles Walper, Teddy Leavitt, Harry Chipman, Jack Joyce, Miss Tol, Ted Light, Carl Lappe, Arleen Morrison, Joe Zetter, Mr. and Mrs. Joseph Padington, Sam Houston, Lester A. Hart, David Shannon, Henry Schoonover, William Kindall, Sammy Coomas, James Brown, Vic Davis, Sport Matthews and Mr. and Mrs. William Berry, Mr. and Mrs. Harry Meyers, Douglas Greater Shows, were guests of Mr. and Mrs. Martin Arthur during the week. A birthday dinner was tendered Alice Dyke by her husband, Jessup, and an anniversary dinner by Doreen Dyke, both at the Uncle Tom's Cabin Cafe, to these guests: Mr. and Mrs. Martin E. Arthur, Mr. and Mrs. Lloyd Carlson, Mr. and Mrs. Man-

fred Hewart, Mr. and Mrs. Jack Dyke, Mrs. Emma Blash, Joseph Blash, Mr. and Mrs. Joseph Metcalf, Mr. and Mrs. Glenn Henry, Mr. and Mrs. Tom Henry, Mr. and Mrs. T. L. Dahm and the writer. Mrs. Arthur's mother, Mrs. William Berry, was a house guest during the week. Mr. and Mrs. Renate Mason entertained Mauss's sister, Constance, during the week. Mrs. Ethel Olson returned from a trip to Boston. Special Agent William Martin spent two days visiting the show and then left for Ventura, Calif. Virginia Edwards celebrated a birthday here. Mr. and Mrs. Allen N. Fine spent three days visiting friends in Hollywood and then returned to Ventura to await show's arrival.

WALTON DE PELLATON.

World of Mirth

Shelby, N. C. Five days ended October 4. Ample, Cleveland County Fair. Business, good. Weather, perfect.

Show's first appearance at this event marked the setting of new midway gross records. Friday and Saturday accounted for a large percentage of the grosses when patrons packed the fun zone thruout the day. Ideal weather prevailed. An extremely jolly midway and lack of space precluded the trimming of many show fronts. Several large units formed a pocket in the back end and this hurt their individual grosses. Rides proved most popular, with the Ferris Wheels, Fly-o-Plane and Spudm in the lead. Independent midway ahead of the show presented an attractive appearance. Secretary J. B. Dorton carried out a patriotic color scheme. Secretary J. A. Mitchell, Anderson (S. C.) County Fair, and General Manager Paul V. Moore, South Carolina State Fair, were visitors. General Agent L. Harvey Cunn was away during the week on a business trip.

JIM McHUGH.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

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

Hale-Lee Combo To Stage Indoor Shows

CHICAGO, Oct. 11.—Formation of a new producing company to function in the indoor sponsored entertainment field has been announced by Walter Hale, well-known press agent, and Bob Lee, Pacific Coast showman. Show will be titled "Thrills-o-Poppin'" and will combine circus, thrill, vaude, night club and radio talent.

Firm intends to operate under auspices and for newspaper campaigns thru Illinois, Wisconsin and Iowa, with headquarters in Chicago. Hale and Lee are now in Chicago lining up talent and bookings. Complete list of attractions and personnel will be announced shortly. First date is scheduled for late this month.

Weather Hurts O. Festival

BREWSTER, O., Oct. 11.—Rain and cold weather played havoc with the homecoming festival and street fair sponsored by volunteer firemen here on September 29-October 4. There was little activity the first three days because of cold, and rain the last three days spoiled chances of concessions and rides getting money. Saturday night's horse show was called off, as were other events during the week. George Leach, slack wire, was nightly free act. Midway included J. R. Edwards's Eli Wheel, Merry-Go-Round and Kiddie Ride, Oonuma's Monkey Speedway, Carl Miller's Abbie's Show, Clarence Smith, cookhouse, J. E. Gwynon, popcorn, and earned corn; Charles Holman, concessions; Ed Kennedy, short range gallery; Von Black, show; Carl D. Snyder, lead gallery and photos; and Bill Schloer, cane rack.

O. Apple Fete Bucks Rain

SALEM, O., Oct. 11.—First annual Apple Festival here on October 2-4 under auspices of Columbiana and Mahoning County Horticultural societies and the Salem Business Bureau attracted large crowds despite almost continuous rains. Thursday morning opening was delayed

until that night, and a queen's coronation took place in the business district. Baby parade on Thursday afternoon was called off, but prizes were distributed among contestants. Queen's parade Saturday was held in rain, with over 5,000 spectators lining streets. Prizes were awarded the best floats. Brock Light and his orchestra played a ball in the Elk's Ballroom. Over 100 booths were on downtown streets. On the midway were Mrs. R. H. Wade, Eli Wheel, Tilt-a-Whirl and Kiddie ride and Larry's Fallon's stores and bingo. C. A. Klein Attractions set free acts, Tom and Betty Walters, wire and perch; Chief White Eagle and Company; Vardella, adapto and acro; Jess Sides, unicycle, and June Launze, eccentric dancer.

Shorts

HAPPY JOHNNY and his Hillbilly Band, featuring Betty Jay and the Flaminers, headlined a show sponsored by Rheem (Pa.) Fire Company on October 4, entertainment including Mullens Family, Wagner and Lila, Marianna, Chief Fireway and his Sisters and Klinecast Entertainers.

CHIEF WHISTSTONE, who played Soudisky (O.) Grape Neutral, September 24-28, reported the sale which struck the festival blew down his Penny Arcade and anti-aircraft gun concession, doing estimated damage of \$2,000. Several of his damaged machines cannot be replaced, he said, and he has ordered two new tops.

LAST CALL WANTED LAST CALL
CARNIVAL ATTRACTION, SHOWS, RIDES—ALL CONCESSIONS OPEN

TEXAS INTERNATIONAL EXPOSITION

HOUSTON, TEXAS, OCTOBER 21 THRU 28—5 BIG DAYS—NIGHTS 8 HOUSTON'S GREATEST SHOW FEATURING NIGHTLY GRANDSTAND REVUE, ICE FOLLIE, THRILL SHOW, RAT MAN, FIREWORKS, NAME BANDS, AUTO RACES, BALLOON ACE, PARACHUTE HUPS, ETC. \$50,000 PRIZES.
WIRE 510 BINZ BUILDING, HOUSTON, TEXAS, or PHONE F-2984.

Defense Savings Bonds can be registered in the name of children as well as adults.

WALTER HALE AND BOB LEE
PRESENT
THRILLZ-A-POPPIN'
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West Novelties, Vaudeville, Hillbilly, Circus, Rodeo Acts; Crochets, Thrill Drivers, Howard Indians, Glass English, wire, Flying Balloons all winter. Arena and Auditorium Managers, write for open house. Address: HALE or LEE, The Billboard, Ashland Bldg., Chicago

WILL BOOK OUTSTANDING CONCERT ATTRACTION

RIPLEY KIWANIS CLUB FARMERS' FALL FESTIVAL
OCTOBER 23-24-25
Want Wheels, Concessions, Games, 1940 Operators: Let's hear from you.
W. C. RICHEY, Ripley, Ohio.

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PHONE MEN
Program—Tickets—Banners
of the Star of Nations
BLIND ASSOCIATION CIRCUS
BY CHARLES, JR. 711, Columbus, Ohio
Contact: Burton Van Cuse

HM Sets Saturday Matinee Mark At Boston; Philly Crowds Big

BOSTON, Oct. 11.—The Hamid-Morton Circus set an attendance record during its six-day run in Boston Garden, September 29-October 4, under auspices of the Aleppo Temple. Attendance started comparatively slow at the first of the week, building to capacity Friday night, with Saturday's matinee turning away thousands, attendance being estimated at 17,000, record for the Garden. The closing show Saturday night was a near-sellout. The concert, in which the Original Lone Ranger was the chief draw, held nearly 80 per cent of each audience.

Carla, the youngest of the Wallendas, made her first professional appearance, riding a pony in the spot at the closing performance, with proud papa, Orel, and mother, Helen, looking on.

PHILADELPHIA, Oct. 11.—Hamid-Morton Circus, under auspices of La Lu Shrine Temple, for benefit of the Shriner's Crippled Children Hospital, opened here Monday night to an almost filled house of 6,500. Tuesday night was a sellout, and Wednesday night a turn-around. Matinees were also heavy. Many orphans and other institution children were guests during the matinees. Advance sales indicate sellouts for the rest of the week. William Heim, potentate, and Fredland Kendrick, chairman of the committee, expect to derive a large sum from the benefit. Joe Butler's band and the show, with Doris Reed, prima donna, sings several numbers with it during the show.

Acts comprising the show consist of Billy Rice and Davidson Trio, Dolly Jumbo, with lion and horse; Ricardo,

high pole; Terrell Jacobs and animals; Silvers Johnson and Punny Austin; Great Passer, spiral globe; Bob Eugene Troupe, aerial bar; Jim Wong Troupe, acrobats; Pape and Conello, perch and iron jaw; Captain Tebor's Boats; Riding Hanneford; Bell Troupe, acrobats; Wildwood, high wire; Flying Warch, aerial return; Peckley Ringens, bicycle run and dive; Terrell's dogs and ponies; Hamid-Morton elephants and troupe of circus. In the concert are Lee Powell, the Lone Ranger, and Major Novak, midgett. Officials for Hamid-Morton are Bob Morton, general manager; H. M. Robinson, general representative; Len Humphries, assistant to Morton.

Malloy Gets Contract For Canton Kiddie Show

CANTON, O., Oct. 11.—J. B. Malloy Circus has been given the contract for the annual Kiddie's Circus at the Palace Theatre here under auspices of the Canton Retail Merchants' Board, Charles M. Isaac, executive secretary, has announced.

The circus is free to the kiddies, and continuous performances are given from 1 to 6 p. m. The event marks the start of the holiday merchandising season. It will be the third consecutive year that Malloy has produced the circus for the merchants' group.

Mrs. Roland Butler Honored With Pass

HOUSTON, Oct. 11.—A sincere tribute to a prominent woman in the circus field happened last week here when Mrs. Roland Butler, wife of the Big Show's general press representative, was given a lifetime gold pass by Frank J. Walters for his Original Underprivileged Children's Circus. The solid gold card, handsomely engraved, was given Mrs. Butler by Walters during Mrs. Butler's and the Big Show's three-day stay in Houston. It is the No. 1 pass of this circus and was especially struck off for the occasion. A party at the Walters home here was the scene of presentation.

Cole Bros. Sets Record in Mobile With 3 Shows; Ga. Business Big

MOBILE, Ala., Oct. 11.—Cole Bros' Circus set an all-time record for circuses here October 7, playing to 33,000 persons at three performances, two being necessary at night. The attendance was due to the great increase in Mobile's population caused by many national defense industries being located here and a near-by town. It was midnight when the concert was over at the second night performance. Everyone on the show turned out to get the show off the muddy lot.

At the afternoon show the tent was better than three-quarters filled, and at the night performances it was capacity, with an estimated crowd of 2,500 or more persons being turned away. The crowd was so great at 6:45 p. m. that the chain gates were let down and Owner Zack Terrell ordered the performance to start at 7 o'clock. It required more than 50 police and highway patrolmen and almost the entire circus staff to hold the crowds in check, with the slide show and circus announcers begging the people to avoid football tactics in get in the main tent. To hold the crowd for the second show the big summer tent was thrown open at 8:10 p. m.

Arthur Windecker, manager of the Big Show, helped with terrific crowd by pecking the slide show three or four times during the night. If ever a showman's dream came true, it was in Mobile Tuesday night.

Terrell ordered full programs at both night performances, refusing to take advantage of the situation. The circus management even kicked in with a number of acts that were ordinarily used in the concert. The first night crowd, cleverly handled by the circus help and the Mobile police, were hustled out of the back end of the circus tent.

This letting a back department tent, due to his connection with City Coun-



MIKE GUY, the past season band leader with Wallace Bros' Circus, is now with the J. M. Cole Indoor Circus for his third year. His band is featuring a girl singer. Next season he will again take the band on the Wallace show.

Klein Unit Closes Best Year in Last 3

CANTON, O., Oct. 11.—C. A. Klein's circus unit completed its outdoor season last week at fairs at Cadiz and Ottawa, O. Unit opened its fair bookings at the Trumbull County Fair, Warren, O. August 8 and did not have a layoff thru Pennsylvania, Ohio and West Virginia. Season was the longest and most successful in the last three years.

Included in this year's unit were the Conner Troupe, Bernice Kelley's dogs and ponies and stumpin' ladder, Roberts' Circus Phil and Bonta, perch and acro, Dick Newell, roping and jangling; Tom and Betty Watsons, tight wire and perch; Jess Rides, unicycle, the Yards, adagio acro; Sensational Kaye, teakboarder; Barney and Jimmy Arsenen, comedy acrobats; Flying Aces, roller-skating duo; Great Passer, spiral globe; Chief White Eagle and Company; George Lerch, slack wire; Diamond X Rodeo, the Aerial Ortons (last week of season), and Bob Ritchie's band.

Gainesville Show Has Mediocre Biz At Closing Stand

GAINESVILLE, Tex., Oct. 11.—Gainesville Community Circus closed its 1941 season at Guthrie, Okla., September 18-17 with three performances. Business was mediocre.

The show's equipment is back in winter quarters here, and plans are being forwarded for the 1942 opening, scheduled for late in April.

Mr. and Mrs. Roy Stamps and Mrs. Roy Jr., Mr. and Mrs. Alex Murrell, Mr. and Mrs. G. D. Bell, Mrs. H. H. Terry, Mr. and Mrs. Morton Smith and children, Cecil H. Tinsley, Verne Brewer, Mr. and Mrs. O. P. Ryan, all of the Gainesville show, visited Ringling-Barnum circus at its Fort Worth engagement September 23. The Smiths and Mrs. Murrell also visited in Dallas.

Jerry Smith, son of Mr. and Mrs. A. Morton Smith, is in Baylor Hospital at Dallas, where he underwent an operation to set bones in his upper right arm, broken when he was kicked by a horse in the circus backyard at Guthrie, Okla. Gainesville circus folk are planning to visit the Russell and Brad Anderson shows playing near Gainesville this week and next and are looking forward to the visit late in October of the Cole show in this territory.

CPA Albert A. Marx, of Humulus, spent last Sunday in Gainesville visiting members of the Gainesville show.

J. M. Cole Opening Good at Penn Yan

PENN YAN, N. Y., Oct. 11.—James M. Cole Indoor Circus opened to 2,500 here September 29, beginning 12 weeks of one-day stands, excepting Rochester, N. Y., where it will play two days for the Rotary Club. It played its biggest day to date at Elmira, N. Y., to 3,800. The show moves on trucks and trailers. Admission is 25 and 50 cents.

Program features are the Barton family with dogs and ponies; hareback and mechanical ride, Neo Troupe; Jumbo, elephant act; three clowns and Junior Billy Barton, clowning; Mike Guy is again band leader for the third year. Featured with the band is a girl singer. Guy will again be with Wallace Bros' Circus next season.

Memphis Officials Order Removal of RB Billing

MEMPHIS, Oct. 11.—Scores of signs posted on downtown buildings, sheds and fences by Ringling-Barnum circus, showing here October 15-20, were ordered removed by city officials October 4. Advance agents of the circus held a conference with Mayor Chandler after John L. Oraker, city building commissioner, ordered all posters removed, but the mayor refused to change the ban.

Oraker contends that the posters are unsightly for many weeks after the circus leaves town and that no objections will be raised when the signs are used on regularly established sign boards or on boards purposely attached to buildings for bills.

SARASOTA, Fla., Oct. 11.—Monkeys of the Ringling-Barnum circus will have a new home at winter quarters here when the show returns next month.

Construction of a \$5,000 glass-front home has already begun. The building will be a one-story concrete block structure and will include a swimming pool, rookery playhouse and an outside arena.

Sanger Show Likely To Restart After War

LONDON, Sept. 13.—Althe Lord John Sanger & Sons, Ltd., is in voluntary liquidation, the pending sale of animals and equipment does not mean the last of Sanger's Circus in Britain. Members of the Sanger families have purchased the show's good will and name with the view of restarting the circus at the termination of the war.

LONDON, Sept. 13.—Jean Mill, forced to change title of her show from Mills Circus' legal action, is now operating as Anglo-American Circus. Four people are responsible for most of the program. Ellis Cooks, Isabelle Cooks, Rese Cooks and Steady Yelting.

Poole's Canadian Circus Closing Splendid Season

LONDON, Sept. 13.—After touring thru Yorkshire, Wales and the Midlands, Poole's Canadian Circus, owned by Tom Poole, is heading for its last stand. Business has been phenomenal, with many turnarounds.

Program: (1) Joey, educated pony, with clown, sausage. (2) Janette (daughter of Tom Poole) on trapeze. (3) Comic entree by Tomaso and Sausage (clowns). (4) Marlene Chipperfield on rolling globe. (5) Pango (son of Tom Poole), seal monkey, on high rope and perch. (6) Tomaso and local acrobats. (7) Brangies, trick seesaw horse, by Miss. Maudens. (8) La Goutte, classical poses, including Britannia. (9) Entree by Tomaso. (10) Competition. (11) Bonta (mother of Sylvia, top-mountain with Bertram Mills Cumberland riding troupe), rope spinning. (12) Chipperfield's pithed horses, presented by Maritas. (13) Profile on horseback horse. (14) The Canadian Circus (Tom Poole's family) in aerial act. Performances have been given twice daily at 4:30 and 7:45.

CHARLES LYON, who is at the U. S. Veterans' Hospital, Augusta, Ga., says Cole Bros' Circus showed the World War veterans much courtesy when it played there October 1, admitting them free to the big show and concert, with reserved seats, and supplying them with popcorn and peanuts. Transportation was furnished for the veterans by Mrs. Murphy, secretary of the American Legion auxiliary. Lyon formerly trouped with the band on the Hagmeck-Wallace show.

Tough Luck For Editor

MONTGOMERY, Ala., Oct. 11.—Howard Johnson, State editor of The Montgomery Advertiser, was given three passes to see Cole Bros' Circus here October 4.

On circus day Johnson was very happy when he went to breakfast, thinking how his two-year-old son would enjoy his first circus. Little Howard was at the table eating his oatmeal—at least his father thought it was oatmeal, until he took a slurp. Out of the cereal, at little Howard's mouth protruded the edge of three pieces of blue cardboard. Howard dashed across the room to effect a rescue, but it was too late. The passes were gone.

The Howards paid their way into the circus.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

HUGH McGILL and parents are on a vacation trip up the West Coast. Hugh will be back in Los Angeles in a week.

OBLO H. WACH, manager of Spartan Bros. Circus, while in Cincinnati last Friday, gave *The Billboard* a call.

KEN MAYNARD, former concert feature with Cole Bros., with his horse, Taran, is on a tour of Ohio movie houses.

TEXAS O'ROURKE and family have joined the rodeo show on the World of Birth Shows, presenting roping and shooting acts.

MARK ANTHONY and Bill Cabant flew from New York to Boston to catch the Shrine Circus. They met Herb Taylor and the boys and enjoyed the show.

MYRNA KARNEY is recovering from a stomach ailment, reports William Hodge from Elwood, Ill. Myrna was with Lewis Bros.' Circus the past season.

CHIEF WHITE MAOLE and company, who had the concert on Mills Bros.' Cir-

cus, are temporarily working indoor dates in the Canton, O., district.

GEORGE WILLIAM TAYLOR, agent fan who once trouped nonprofessionally with Belle-Photo Circus, is in the U. S. Veterans' Hospital at Palo Alto, Calif.

KID CARSON, featured with the Trail Blazers, has bought a new Liberty trailer and is staying at Lee's Trailer Camp, Beverly, Mass.

ORRIN DAVENPORT is slated to come to Detroit Friday (17) to complete arrangements with Tuna (Eddie) Simpson for Detroit's annual Shrine Circus.

BILL HOFFMAN, Los Angeles circus fan, is on vacation and en route with Mrs. Hoffman to his old stamping grounds, Kansas City, Mo., where he used to hang around the Lemm Bros.' Circus.

BILL (GODFREY) DICK, formerly employed on several circuses by E. B. Storch, legal adviser, is connected with the Rudy Theater, Caribou, Me. R. A. Fura is house manager.

TEX FLANIGAN, Joe Pettit and Lee Bradley, of Hunt Bros.' Circus, were guests of Paul Nelson and Art Merkell of the Cole show while waiting that show at Raleigh, N. C.

WILLARD J. OAKLEY is in Lawrence, Mass., where he will be until November 1. After that he will go to Pennsylvania for a deer hunt, then on to Miami and Sarasota, Fla.

ROBERT AND LOIS STANLEY have received a check from Leonard Hall, referee in bankruptcy of Bristol, Va., for \$30 in final payment on their claim of \$1,000 against Haag Bros.' Circus.

MARION WALLICK and his cowboy band visited the Shrine Circus in Boston. Wallick and his band are broadcasting daily over Station WJMH there. The band has been playing at Rainbow Ranch near Derry, N. H., this season.

BARNEY AND JIMMY ARNESEN, comedy acrobats who joined C. A. Klein's circus last after finishing the season with the Lewis Bros.' Circus, wound up the outdoor season at a Weirton, W. Va., celebration for Klein and are located for the winter at Canton, O.

ALEX KING, former lion trainer, who is getting ready to take out a new show under the King Bros.' Circus title next spring, has practically completed work on his first four trailers and is looking for additional storage space while work continues at his winter quarters in Detroit.

JACK McFARLAND, formerly 24-hour man and bumper representative with circuses, last year with Dick Scatterday on the Cole show, was with Mike Costin this season on the Great Lakes Exposition Show. He visited Cole Bros. in Montgomery, Ala., and renewed acquaintances. He says he will be with a circus in 1942.

HAMID-MORTON CIRCUS, during its engagement in Philadelphia at the Arena under Shrine auspices last Wednesday (8), has the distinction of being the first circus to be subjected to the television cameras of Station WPTZ, the Philco television station in Philadelphia. Television cameras were trained on the ring continuously from 8:15 to 10:30 p.m.

JACK DEMPSEY witnessed a dress parade of 250 British flying cadets at Gunter Field, Montgomery, Ala., Saturday (4) and was host to them that night as the RAY fledglings viewed Cole Bros.' Circus. Dempsey spoke to the cadets, his speech being broadcast locally, and was the guest of officers at luncheon at Gunter Field.

WILLIS HAYLES is still in the State Hospital, Waymart, Pa. He has been there 9 1/2 years. He says there are several shows there. The last circus Willis witnessed was the Ringling show at Scranton, Pa., in 1938. He was formerly with the Lillian Leland act for seven years on the Big Show and also made three trips to (See UNDER THE MARQUEE on page 22)



Circus Model Builders and Owners' Association

By RUSS T. WARNER

(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., Oct. 11.—Mr. and Mrs. Kenny Hill, C.M.S. of Burbank, Calif., are settled in their new home and Ken is busily engaged getting his workshop ready to continue work on his new 1/4-inch scale circus. Hill, like quite a few other Model Builders, started working on the smaller scale show after running up against difficulties in trying to find sufficient space in which to show his larger scale circus and also due to the transportation problem. We must agree with Kenny and the rest of the 1/4-inch Model Builders that when it comes to exhibiting more circus in less space they have a great advantage over those who build miniatures on larger scales.

His members of the C.M.S.O.A. and two members of the Ladies' Auxiliary took part in the Hertsell C.M.S. meeting recently held at Harrisburg, Pa. Those present: John McChurdy, regional manager; Charles E. Doolker, general manager; Clarence Pfeiffer, secretary-treasurer; Walter Heist Jr., Melvin Miller and Bob Garrett. The ladies present were Mrs. Mary Keim and Mrs. Katherine Heist, both of Harrisburg.

The most important subject discussed at this meeting was the question of showing more publicity for the circus at hobby shows? A program was mapped out whereby all members are to report coming hobby shows to the director of publicity, who will then arrange for circus model exhibits to be placed in those shows, thru which it is hoped the public can be made more circus minded and get a better understanding and a more friendly feeling toward circuses.

Richard Conover, C.M.S. and Mrs. (Tris) Conover, of the auxiliary, of Dayton, O., report the addition of 60 new blue and white side poles for their big top and that they are working on a new derrick for their big top canvas wagon. Conovers state that the recent regional meeting held at their home in Dayton has stirred up nearly as much circus enthusiasm around their section as a real circus would have done.

Plans have been completed for the circus social and get-together to be held at the home of Frank Updegrave and Mrs. Updegrave in Havertown, Pa. (See MODEL BUILDERS on page 42)

Dressing Room Gossip

COLE BROS.—The big news of the week was the banquet the Menage Club held at the San Carlos Hotel, Pennsylvania, Pa. It was the grandest party I have ever attended. Highlight of the evening was the presentation of the only miniature circus ever built by the women of the Menage Club to Zack Terrill. They didn't forget a thing, even the flag running the whole length of the big top was there, and the buckets outside the dressing room were also there. Uncle Charley Baltzell came 1,500 miles to attend. Baltzell is superintendent of the San Francisco Lines and a great friend of Zack Dempsey's. Hazel King was body mised, as she had worked so hard all season for the Menage Club. Mrs. Noyelles Burkhardt, in green, looked very charming at the door taking the invitations cards. Lots of credit must go to Dorothy Herbert and all the Menage Club members for their untiring efforts. (See Dressing Room Gossip on page 43)

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

BIG SLIM McAULIFF, of Station WVVV, Wheeling, W. Va., lost his all-American pony, Rain, while showing at Smyrna County fairgrounds. The animal's neck was broken while performing.

T. E. ROBERTSON, Little Rock, head of Robertson Rodeo, Inc., announces booking of a six-day rodeo in Municipal Auditorium in New Orleans each November for five years. The New Orleans Police Department will sponsor the shows.

WINNERS OF the two-day Victory Stampede at Cut Knife, Sask., were: Bronk Riding—Urban Dean, Herb Buske, Barbstock Riding—Lone Brown, Urban Dean; Bronk Riding—Frank Vorse, Ross Indiana; Bronk rider—Pat Swain; Ladies Bronk Riding—Boots Henry, who also holds the Alberta championship; and Patsy Nevada. Best dressed couple were Patsy Nevada and Valma Reinhardt. Best dressed cowboy, Wally Lindstrom and Bob Lander.

PANHANDLE DONKEY HALL, COMPANY had four units playing this year thru Oklahoma, Kansas, Missouri, South Dakota, Iowa, Minnesota, Illinois, Michigan, Ohio, Arkansas and Tennessee. Business was tops everywhere, being 20 per cent over 1940. Two units ended the season in Michigan, one in Arkansas and the other in Florida, Ill. H. J. (Hap) Palmer, general agent, says they have already started booking basketball dates, opening with one unit at Big Rock, Ill., October 14. Tom King, rope spinner and whip cracker, has been contracted for the basketball season.

AL OODY, formerly known as Al Coyne, writes from Rochester, N. Y.: "Since Col. Jim Shaw was here things are going fine. Al Rochester has gone rodeo crazy. Big Slim McAuliffe has a rodeo every Sunday. I had my show here on the opening day of his show. He had over 500 paid admissions. My wife, Wanda Oody, took the prizes for whip cracking. I had my tent show at the Monroe County Fair at Rush, N. Y., and had the best three days of my life in good times. Bredley Kinnead had a good year with his tent show. He has a rodeo at Aron, N. Y., each Sunday. We played there September 28. Fiddling Hank, of radio note, has joined my show and will go south with us."

PROSPECTS for one of the best shows in the rodeo history of Phoenix, Ariz., began to take form October 1 with the signing by the Phoenix Junior Chamber of Commerce of a contract with the World's Championship Rodeo Corporation for staging the annual Phoenix Championship at the State Fairgrounds. Corporation was represented by President Mark Train Clemens. Contract calls for four matinee performances and a night show. Corporation will provide all stock and contract performers. Latter will include Verna and Myrtle Goodrich, Junnie (See THE CORRAL on page 43)

NEW ARMY HORSE BLANKETS
(Sinet & Co. Inc.) \$4.50 & 5.00—
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With the Circus Fans

By THE RINGMASTER

CFA

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FRANK H. BARTLESON W. M. BUCKINGHAM
2350 W. Lake St. P. O. Box 4
Chicago, Ill. COLUMBIA, Tenn.
(Conducted by WALTER BORNENAVEL, Editor
"The White Tern," c/o Robinson Printing
Company, Rochester, Ill.)

ROCHELLE J. Oct. 11.—James B. Hoye was elected head of the P. T. Barnum Top No. 12 of Connecticut at its annual meeting held in Norwich October 4. Headquarters were at the Norwich Inn, where registration started at 4:30 p.m., followed by the business session at 5, which was presided over by Chairman Frensis. After reading the minutes of the previous meeting Margaret C. Roarke, secretary-treasurer, read a message from Walter Buckingham covering various CFA matters. Prentiss then announced the following Connecticut members were confined on account of illness: Robert A. Davies, Charles A. Gage and John H. Yost. All were sent a message of greeting from the meeting. In memory of my mother, Phil Plant, of Waterford, who passed on June 18, all stood in a minute of silence.

Chairman Prentiss, Eastern vice-president of the association, announced that plans were being made for an Eastern sectional meeting at Trenton, N. J., the latter part of April, 1942. He said the meeting will be held to honor Charlie Hunt, owner-manager of Hunt Bros.' Circus, at the start of his 60th year of trouping. Charlie and his wife, said Prentiss, will also celebrate their golden wedding anniversary in 1942.

The following officers were then elected: James B. Hoye, State chairman; L. Perry Raymond, vice-chairman; Margaret C. Roarke, secretary-treasurer.

(See CIRCUS FANS on page 43)



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TOPS IN DIXIE DOWNPOURS

B'ham Soars In All-Timer

Alabama State bucks handicaps to highest count—RAS has six-day record

BIRMINGHAM, Oct. 11.—A new all-time attendance record of 347,423 was set by Alabama State Fair here on September 29-October 4. This compared with a record 243,538 in 1940. Attendance by days:

Monday (School Day).....	76,942
Tuesday (Thrill Day).....	88,478
Wednesday (Governor's Day).....	89,376
Thursday (Auto Races).....	47,681
Friday (Thrill Day).....	47,681
Saturday (Final Auto Races).....	74,173

Royal American Shows grossed \$800,178.22, as compared with \$62,001.70 last year, and set a new record for a six-day showing.

These records, as pointed out by J. Warren Leach, president, and Doug Baldwin, manager, were established in spite of rain or threats of rain on four days, especially at the time of grandstand shows, and a polo event. A local coal strike also created a threat. Prizes were (See B'ham All-Time High on page 44)

Stand, Gate Best For Greensboro

GREENSBORO FAIR, Greensboro, N. C., September 29-October 4. Norman Y. Chambliss, secretary and attraction superintendent. Bert Casey, concession superintendent. Gate admissions: Adults, 35 cents; children, 25 cents; auto, 24 cents. Grandstand: Adults, day, 25 cents; night, 50 cents; children, day and night, 25 cents. Amusement budget: \$5,000. Grandstand books: George A. Hamill, Inc. Midway: Art Lewis Shows. Auto racing, big rigs: One night. Automobile thrill shows: One day, one night.

GREENSBORO, N. C., Oct. 11.—Greater Greensboro Fair here on September 29-

1940 Figures

Total attendance: 160,000. Paid admissions: 52,000. Gate receipts: \$31,750. Space and privilege receipts (not including carnival): \$2,275. Grandstand receipts: Day, \$7,750.20; night, \$2,041.75. Grandstand expenses: \$5,000. Carnival gross: \$31,000. Fair's share: \$6,250. Total revenue: \$38,000.20. Total expense: \$23,640.

October 4 had attendance of 175,000, largest in its history, with paid record (See Best for Greensboro on page 44)

Alabama in License Tangle; New Exemption Code Faulty

BIRMINGHAM, Oct. 11.—Alabama State Fair Association here has been cited by Jefferson County license inspector Bradley C. Brown for not paying a \$500 license for 1941, and penalty and citation for totaling 493 have been imposed following issuance of an attorney general's ruling that sections of the new code exempting the fair were defective.

Brown said he asked for a ruling by Attorney General Thomas A. Lawson when the fair association failed to take out the customary annual license and it was pointed out that a clause had been inserted in the new code exempting the fair.

Lawson ruled, Brown said, that the code sections exempting the fair included under Section 18. Title 31, were unconstitutional and that the fair uses the usual \$500 license.

Brown said the fair association indicated its willingness to pay the license on the basis of the ruling, but asked additional time to study the ruling and the law it involves.



EDDIE CARROLL AND HIS KEY MEN all wear smiles at Barrington Fair, Great Barrington, Mass., September 22-27, when all records for the fair were broken and a new State High team set for pari-mutuels handle at fairs. Left to right: Ralph N. Endy, Endy Bros' Show; W. J. (Bill) Tucker, midway superintendent for Endy Shows; Harry Morton, publicity and advertising director of Carroll enterprises; Edward J. Carroll, owner of Barrington Fairgrounds and general manager of the fair; David B. Endy, head of Endy Bros' Show; Joe Dranshour, construction superintendent of Carroll enterprises; Jack Greenpoen, concession chief at fair, and "Slim" Rice, Endy Shows' adjuster.

Fitton Is Chosen Great Falls Pilot

GREAT FALLS, Mont., Oct. 11.—Harry L. Fitton, for the last seven years manager of Montana Empire Fair, Billings, Mont., was chosen Tuesday to succeed Harold F. DePue as secretary-manager of North Montana State Fair here. DePue resigned last month to become manager of Grand National Livestock Exposition, San Francisco. Fitton was chosen, fair board members said, because of his successful record at Billings and his familiarity with Montana conditions. His selection came at conclusion of several conferences, at which qualifications of numerous applicants were considered.

Fitton has had wide experience as a fair manager. He served for 15 years as secretary of Central Montana Fair, Lewistown, during seven years of which he (See Fitton G. F. Manager on page 44)

210,000 Is New Gate Mark At Waterloo Cattle Congress

WATERLOO, Ia., Oct. 11.—The 1941 Dairy Cattle Congress here on September 29-October 5, closed with an all-time attendance mark of 210,000, considered all the more remarkable because of heavy rains during the week.

Largest attendance was on Wednesday and Thursday, with 40,000 estimated for each day, highest marks in recent years. Crowd estimated at 18,000 saw the final-day show, with 8,000 seated for final performance in the hippodrome.

Muskogee's 275,000 Are Pulled In All-Week Rain; Extra Shows

OKLAHOMA FREE STATE FAIR, Muskogee, September 28-October 4. Ethel Murray Simonds, secretary-manager. W. W. Almond, concession superintendent. Grandstand: Adults, day and night, 50 and 75 cents and 11; children under 12, 25 cents. Grandstand books: Music Corporation of America. Midway: Goodman Wonder Shows.

MUSKOGEE, Okla., Oct. 11.—For the first time since 1935 a week of rain prevailed for Oklahoma Free State Fair here September 28-October 4. For four straight years the fair had perfect weather. Total estimated attendance fell about 25,000 below the 400,000 estimated for 1940.

At Jimmie Lynch's Death Dodge, scheduled for a final afternoon performance on Saturday, did not play on

Green Named Ariz. State Commish Aid

PHOENIX, Ariz., Oct. 11.—Charles W. Green, president of the International Association of Fairs and Expositions, who retired last month as secretary-manager of Missouri State Fair, St. Louis, after nine years in the post, will be special assistant to the new Arizona State Fair Commission in organizing the 1941 State Fair here.

He took over duties as program director on October 5, coming from the West Coast, where he did horse judging at Los Angeles County Fair, Pomona, Calif., and California State Fair, Sacramento. He will go to Kansas City, Mo., for judging at the American Royal Livestock Show and then return here, to remain until after the State Fair. It is understood that he has received several offers to serve in an executive capacity for fair associations.

Jack T. Addington, fair commission chairman, said Green had canceled an engagement in San Francisco to be able to come to Phoenix.

CHARLESTON, W. Va.—Representatives of new West Virginia State Fair, Lewisburg-Bonocoville, formerly known as Greenbrier Valley Fair, will be sent to the annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, first week in December, it was announced by W. G. Handlen, publicity director of the State Department of Agriculture here.

1940 Figures

Total attendance (estimated): 300,000. Space and privilege receipts (not including carnival): \$10,900.75. Grandstand receipts: Day, \$9,103.85; night, \$4,256.80. Grandstand expenses: \$11,564.72. Carnival gross: \$25,103.80. Fair's share: \$5,262.20. Total revenue: \$50,023.04. Total expense: \$48,297.55.

that day, when rain had fallen steadily through the morning and kept the crowds away, they gave a performance Sunday afternoon, October 5. More than 6,000 were in the grandstand and infield. (See Rain Crimps Muskogee on page 44)

Dallas Bests Wet Openers

Count is up on early days—indie midway set-up is lauded by fair officials

DALLAS, Oct. 11.—Althe handicapped by rain since its opening day, the 53d annual State Fair of Texas here, October 4-19, drew attendance of 169,113 on the first three days, 11,800 more than for the same period of the fair's record attendance of 1940. Attendance by days:

1941	1940
Sat. 113,258	Sat. 111,380
Sun. 42,819	Sun. 33,736
Mon. 13,035	Mon. 12,947

Total 169,113 Total 157,463
Heavy clouds and showers have failed to dampen the spirits of the crowds and better spending is in evidence. Improved (See Dallas Figures Ahead on page 44)

Donaldsonville Hits Rainy High

SOUTH LOUISIANA STATE FAIR, Donaldsonville, September 28-October 5. H. S. Vickers, secretary and concession and attraction superintendent. Gate admissions: Adults, day, 50 cents; night, 25 cents; children, free; auto, 35 cents. Grandstand: Adults, day and night, 25 cents; children, 15 cents. Amusement budget: \$3,500.

DONALDSONVILLE La., Oct. 11.—The 29th annual South Louisiana State Fair

1940 Figures

Total attendance: 65,000. Paid admissions: 40,000. Gate receipts: \$15,500. Space and privilege receipts (not including carnival): \$2,100. Grandstand receipts: Day, \$3,100; night, \$700. Fair's share of carnival gross: \$2,800. Total revenue: \$23,900. Total expense: \$19,700.

here on September 28-October 5 broke all records for attendance, premiums and exhibits, despite two days of heavy rain (See SOUTH LA. RECORD on page 44)

York Battles To 100,000 Tip

YORK INTERSTATE FAIR, York, Pa., September 29-October 4. John H. Butler, secretary. William C. Thompson, concession superintendent. Samuel E. Lewis, president, general manager and attraction superintendent. Gate admissions: Adults, 50 cents; children, 25 cents; under 4 years, free; auto, 50 cents. Grandstand: Adults, day, 50 and 75 cents and 21; children, 25 and 75 cents and 11; children, same rates as adults except Tuesday afternoon, 25 cents, and Tuesday night, 15 cents. Amusement budget: \$15,000. Midway: James E. Brattus Shows. Horse racing: Four days. Automobile thrill shows: One day.

YORK, Pa., Oct. 11.—York Interstate Fair here on September 29-October 4

1940 Figures

Total attendance: 241,328. Paid admissions: 149,970. Gate receipts: \$64,682. Space and privilege receipts (not including carnival): \$32,200. Grandstand receipts: Day, \$20,229.50; night, \$10,654.35. Carnival gross: \$10,654.35. Total revenue: \$131,630.30. Total expense: \$112,227.30.

was hit by polo epidemic conditions, as this is considered the most seriously affected section in the State. Estimated (See YORK HURT BY POLIO on page 47)

CAVALCADE OF FAIRS

COMBINED WITH THE

SECOND ANNUAL IAFE REVIEW

- ● —
- What about the fairs in times of war?*
 - Why is Canada desperately striving to continue fair activities rather than curtail?*
 - Do fairs and annuals reflect the National morale?*
 - Does re-employment and the mad rush of business in "boom times" affect attendance?*
 - How does the Federal Government look upon county and district fairs? . . . and what does it expect to accomplish thru them?*
 - How do fairs fit into the picture of a country actually at war?*
 - What do fairs mean to exhibitors and national advertisers?*
- ● —

These and many other questions will be answered in the "CAVALCADE OF FAIRS" supplement which will be published as part of the Christmas Special Outdoor Convention Number of The Billboard dated November 29, 1941.

Once again The Billboard has made a very thoro study, analyzed facts and figures, interviewed prominent fair and government officials, searched and sought out everything of importance about fairs and exhibitions, both large and small, in this country and Canada to give its readers the most accurate information and data available and to present the highly optimistic attitude prevailing thruout this North American Continent.

WRITE FOR INFORMATION

— ● —

A SPECIAL SECTION OF

The Billboard



COMBINED WITH SECOND ANNUAL IAFE REVIEW

(REPRODUCTION OF FRONT COVER DESIGN)

The Billboard

25 Opera Place

Cincinnati

Ohio

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Ekow Travelog

THIS was the year in which an attraction highlight was the success made over a nice route by Col. Jim Ekow's Old Ranch Rodeo. Tals it from that old-timer and chute-curt expert, Herb Maddy, general representative of the outfit, that it was a season covered with glory from every point of view.

At Orange County Fair, Middletown, N. Y., the grandstand played to three turnaways and three capacity nights. At Champlain County, Elmore, N. Y., four top crowds were drawn to the stand and bleachers at night and two turnaways were registered. Capacity at two night performances with three turnaways marked the Ekow show in the 8,000 seat Coliseum of New York State Fair, Syracuse. This record was followed by four capacity borders at Essex County, Topsfield, Mass., and a couple of 880 signs.

From personal observation we know how Ekow and his contingent scored at Birmooh, L. I., where the stand enjoyed the best attendance in its modern his-

tory, if not all time. A subsequent stand, Eastern States Exposition, Springfield, Mass., found the show in the inestimable Coliseum for six nights and elicited with four top-flight houses and two with near-capacity.

That makes a route of six fairs, but the genial Herb Maddy must have left some out, for we know of a few other spots which played the Ekow gang. Maybe Maddy is only interested in the real big ones. At any rate, it is a foregone conclusion that the same circuit will be played next year, an additional one. And Director Paul Smith, Syracuse, is bringing the layout back to a November date, which will follow what is being described as the "first annual jump rodeo" in Buffalo. This one will be handled by Frank Moore, manager of the New York Garden rodeo, which will furnish the stock and features and will, of course, direct the arena.

Is James Coppsell, high still performer, the same as Charles H. Coppsell, high still worker? Last week's obituary column said that Charles H. died in Burlington, Ind., on September 28. But James Coppsell sent this column a letter from Lincoln, Neb., under date of September 28 in which he said that he had played 17 fairs and celebrations in addition to Lewistown and Boonville, Mo., booking independently.

IT'S A PLEASURE to repeat some of the principal headlines culled from the last issue. In an overwhelming majority of cases attractions helped us to bring top stores. "Dallas (Tex.) Opening Sets New Mark"; "Pomona (Calif.) High"; "Richmond (Va.) Pulls Record"; "Largest Count at Bloomsburg, Pa."; "Ain' Looks for Gate Mark"; "Atlanta (Mass.) 234,541 First 8"; "Barrington (Ill.) Put Over Big"; "Attractions Help Blytheville (Ark.) in Gate Mark"; "Trenton (N. J.) 300,000 To Bring Excitement"; "Knoxville (Tenn.) Peak"; "Utah Advances"; "New Gate Figure at Blackfoot, Idaho"; "Peak Gross at Wooster, O."; "Gate Top at Allegan, Mich."; "Billiards (Mich.) is Ahead"; "Records Fall at Carrollton, O."; "Dexter-ville (Mich.) Gate Up 44%"; "New Mexico is Best." And so it goes.

Jack O'Diamonds reports that his thrillery showed to 17,000 paid admissions (of 50 cents a copy, 28 cents for kids) at Hillsdale, Mich. With him were Ken and Marge Heath, Toby the clown, George Malone, Bob Cannon and Leroy Ledy, with a dive-bombing chase by Walt Letts. Follow-up dates were Hartford City, Mich., and Auburn, Ind. Says three of his men have been called to the service. . . . Young Louie Belar, acrobatic and balancing specialist, is at home in Ottumwa, Ia., in school sessions after appearing over the circuits with DeWalden Attractions, doing teeth reveals.

C. A. Klein's Rhythms Revue of 1942 concluded a clik tour of 12 weeks at Carrollton, O. Margaret Klein, director of the show, states it scored all down the line and most spots are rebooked. Unit played from one to three nights at each stand with special scenery and lighting. Music for the hour and a half layout was by Bob Ritchie's band. Program included an eight-girl line, June Launta, Phil and Donta, Dick Newell, Tom and Betty Waters, Conner Troupe, Jess Eiten, Paul Kohler, Verdella, Lillian Brock, Jack Klein, son of C. A., was emcee. Unit will remain intact for club-theater spots.

New Corinth Annual Ends In Black; '42 Plans Begun

CORINTH, Miss., Oct. 11.—Closing a successful first year, North Mississippi Fair and Rodeo Show, September 22-27, sponsored by Perry A. Johns Post, American Legion, finished in the black, reported Secretary-Treasurer Don Watkins. Of over \$1,000 in the treasury \$1,500 went to funds of the Legion post and the balance to the treasury of the fair as a nucleus for a 1943 annual.

Dr. C. W. Nurnwood was elected president for four years. Other officers chosen are Lee Knight, Arthur Gaskler, vice-presidents, and Don Watkins, re-elected secretary-treasurer and general manager.

Dover's One-Day Extension Helps Annual Buck Weather

DOVER, Del., Oct. 11.—The 51st Delaware County Fair here, October 2-3, had its first Sunday session in history, drawing a total of 3,202 paid admissions and grandstand of \$28 for the day. . . . At 10:30, extra day was agreed on because rain marred the three regularly scheduled. It resulted in total gate receipts above last year's. Whether the fair will wind up with a profit has not been determined. Secretary S. O. Mason said at its close. It was the first held under sponsorship of a new group, decided after several years of operations in the red. About 8,000 tickets were sold in advance.

Stress was placed on grandstand and midway attractions, the latter being the best ever offered here. Both days of harness races were rained out, as were performances of Ranger's Rodeo. Boone County Jamboree drew about 2,500 Saturday night in spite of inclement weather. Other shows were Howard's Family Glass Show and Harry E. Moore's Two Pit shows. Concessionaires were Larry Fallon, 10 stores; Charles Martin, Barney Fleeger, Red Hall and S. F. Dickson, co-owners; Dick and Helen John, Playland; Wagner's Omelet Zorabel, photos; Dickson's popcorn; Peter's high striker, Frank's novelties and Martin's taffy.

YORK HURT BY POLIO

(Continued from page 40)
attendance was near the 100,000 mark. As all children under 16 were barred from grounds, there was a small attendance on opening Tuesday, the usual Children's Day.

Gate receipts totaled \$38,664.20, said officials, and grandstand take was \$23,669.25. About \$40,000 was received from concession sales. Saturday was the biggest day. Total attendance last year was given as 228,810.

The fair was dedicated to national defense and one of the main buildings was filled with exhibits of defense products manufactured in York and surrounding territory, contracts held in this vicinity being among some of the largest in the country. Buildings were occupied by excellent exhibits, and the displays of agriculture, horses and other stock were in excess of other years. Trotting, pacing and running races were held on four days. On Saturday afternoon Jimmie Lynch and His Death Dodgers appeared in front of the grandstand.

Grandstand attractions, furnished by Frank Wirth, included the Gibbons, impersonator act; Pallenberg's Bears; Francis Trio, comedy novelty; Outcos, riding act; 12 New Yorkers, vocalists; Bruce Martin, high-jumping horse; Christiana, teeterboard; Waldorfs, high aerialists; Four Waiters, acrobats. At night Thumbs Up Revue was presented in five parts, and extra numbers were Don Tregar, smooze and novelty musical number; Three Sophisticated Ladies, and Anita Jackson, dancer. Frank Small was musical director for the revue. Music for concerts, acts and revue was by Sping Garden Band of York, under direction of Lester Loucks. There were nightly displays by American Fireworks Company.

Concession space was all filled, bingo games predominating, and J. F. Murphy again supervised the midway. James E. Strates Shows on the midway reported good business, considering conditions. Among visitors were H. B. Correll, Carl Fickenshine, E. N. Bands, Bruce Blideman, Charles Blideman, Bloomsburg, Pa., Bloom. Francis Crouse, Ebersburg, Pa.; Harry LaBrecque, Tom McCormick, Tranton; Arthur Campfield and Ted Miller.

Directors are H. V. Jjams, N. S. Swent, C. M. Chafee and Harry Payne.

Manager Watkins said a new exhibit building is to be erected on the fairgrounds, swine and other livestock stalls will be constructed and arrangements made for daily free acts in front of the grandstand, which will be enlarged by the addition of two wings to add 1,500 seats. West's World's Wonder Shows on the midway and played to large crowds.

Amarillo Beats Jupe to Black

TRI-STATE FAIR, Amarillo, Tex., September 29-October 4, Elma Taylor, co-convention superintendent, O. L. Taylor, attraction superintendent, Gate admissions: Adults, 25 cents; children, 15 cents. Grandstand, Free. Amusement budget, \$1,000. Midway: Beckmann & Gearty Shows.

AMARILLO, Tex., Oct. 11.—Tri-State Fair here, September 29-October 4, will pay all premiums and expenses in spite of only three and a half days of halfway fair weather, a train wreck that delayed the carnival and a 2.10-inch downpour early Friday night that turned grounds into a quagmire.

While auditors' report is not completed, Ray H. Pinkney, president of the fair, said all expenses were met and that the fair association would not be in the red. Admissions on the three days that the weatherman's record totals about \$5,000, not including season tickets.

More than two inches of rain fell on Sunday before opening day and a cold drizzle fell over the entire trade area on Monday. No attempt was made that day to collect gate admissions, as the midway had not been set up. The day was spent in dumping cattle, chat and straw on the grounds. Tuesday was cold and it was not generally known that the grounds were not a sea of mud. However, the Beckmann & Gearty Shows opened Tuesday night and a fair crowd was out.

Day High Is Made

The weather behaved on Wednesday and \$12,342 in adult and \$2,043 in children's tickets were checked thru gates. This was an all-time high in single admission tickets. The record was broken on Friday with figures of \$13,094 and \$4,820. Thursday's total was \$11,296. Admission for adults was 25 cents, the federal tax boosting the price to 30 cents on Wednesday. Children paid a dime all week. A stiff wind dried grounds for Saturday night but day attendance was ruined by mud and cold, also the night crowd was large.

Exhibits carried much more interest and there was a larger showing in livestock because of added space provided during the year. Many exhibits tie in with the general theme of co-operation for national defense.

J. O. Michaels attractions, booked for afternoon and night before the grandstand, were prevented by weather from giving full performances. Attendance at the wind-swept grandstand was light.

An added attraction, Coast Artillery maneuver, packed grounds for the Thursday night and Friday showings. However, much of the demonstration was hampered by rain and mud. Coast Artillery men were brought to Amarillo from Fort Bliss, Tex., on what was termed a "field march" and camped inside the grounds. Equipment brought included anti-aircraft guns, searchlights that played over the grounds and were seen for miles, machine guns, sound detectors, power plants and range finders. The maneuvers and all schools of the trade area being "dismayed" types, attendance on Friday to a heavy point in spite of cold mist and a heavy downpour.

Cars Are Commandeered

A large area inside grounds had been laid out for free parking. The rain of Friday evening caused a traffic jam in this area that promised some trouble, but soldiers, police and State traffic officers got the situation under control. Taxis and buses could not handle the crowded-at crowds, but officers commandeered citizens to load their cars with passengers.

Beckmann & Gearty Shows' train, before reaching Amarillo, was in a crushing wreck but no one connected with the show was hurt except for bruises. One of the show's power plants was knocked from its fastenings on a car by the impact, the engine was jammed between cars and a delay resulted. Management of the shows said that, considering the weather, the week was good, as people had money and came intending to spend.

MILLESBURG, O.—Haines County Fair here, September 2-5, rained out on two days and which, despite inclement weather, drew more than average attendance, has a \$200 deficit. It was revealed after a meeting of directors. The board would not be in the red, regardless of the 1941 loss, had not a new school exhibit building been erected this year at a cost of about \$1,200.

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Around the Grounds

APEX, N. C.—Apex and Fuquay-Varina Fairs were successful, drawing attendance of 30,000 on September 29-31 despite two days of rain, said Dr. Sam H. Baldwin, secretary.

GREEN BAY, Wis.—Profit of about \$1,500 was made by 1941 Brown County Fair, said Secretary William S. Klaus, sufficient to make up the loss in 1940 when the fair was rained out and leave a balance.

SAN FRANCISCO.—Pat Treanor, novelty concessionaire, denied a report to *The Billboard* in the issue of September 27 that the first three days of Los Angeles County Fair, Pomona, Calif., "did not break any records" for him. He declared that the fair broke all records.

YORKTON, Sask.—Directors of Yorkton Exhibition decided to hold a Fair again next year. Reports showed the 1941 summer fair a financial success. C. R. Bull, president; W. H. Wilkinson Jr., J. R. Lammson and Jake Sherwin will attend the annual meeting of Western Canada Fairs Association in Winnipeg.

GREENFIELD, Mass.—In a report on Franklin County Fair held here on September 9-11. Treasurer William C. Conant, Franklin County Agricultural Society, said receipts had enabled the society to reduce its mortgage debt to \$1,000. When the 90th annual opened last month the debt balance was \$3,600, original indebtedness in 1926 having been \$20,000.

SAN FRANCISCO.—Cash premiums totaling \$72,896 will be awarded at the 1941 Grand National Livestock Exposition here. Harold F. DePue, manager, said money will be distributed as follows: Livestock, \$47,341; horse show, \$18,000, and rodeo, \$7,555. About 6,000 premium booklets have gone to exhibitors, breeders and rodeo contestants all over the nation.

REGINA, Sask.—Dates for Class B fairs in Western Canada in 1942 were set at a meeting of Western Canada Fairs Association in Saskatoon, Sask. More than 35 delegates attended. President J. B. Holden, Vegreville, Alta., presided. Resolutions were adopted asking the federal government to give consideration to problems of Western farmers, particularly as to price of grain. Dates of Moose Jaw and Prince Albert fairs will be a week later than in 1941.

BRIDGEWATER, N. H.—Bridgewater has put in a bid for Nova Scotia Provincial Fair, local plant to be used as a nucleus. Bridgewater's 1941 annual, September 20-October 3, was the 90th. Decision has been made to continue it as a means of encouraging the growing of farm products to help the war effort. Bill Lynch shows provided the midway. Free vaude, contests and two afternoons of harness racing were offered. W. J. Crouse is secretary and treasurer, position he has held 14 years.

RUSKIN, Fla.—George D. (Duck) Buchanan, advertising artist, reported he closed his season at the Knoxville Fair, where he did advance work, and Paul Beckley did the painting. Buchanan will manage the eighth annual 1942 Florida Tomato Festival here and is again mak-

ing advance preparations. Grounds are being enlarged and an elaborate program is planned for Children's Day, when all schools in the territory will be closed. Admissions will be raised from 5 and 15 cents to 10 and 20 cents.

MISSOULA, Mont.—Western Montana Fair and Rodeo, August 29-30, with attendance of 45,000, receipts of \$30,500 and expenses of \$40,000, had a deficit of \$1,500 caused by loss of seating capacity as a result of the grandstand burning and expense of clearing debris and building temporary bleachers in order to present the rodeo the following night. Floyd Day is secretary-manager. Estimated damage was \$75,000. Fire also struck cattle barn, poultry and 4-B Club buildings and their exhibits, Indian village and some midway attractions.

EL DORADO, Ark.—Union County Fair, September 29-October 4, had attendance of 8,000 Saturday, biggest closing-day crowd in history. Fair was one of the most successful ever held in the county despite two days of heavy rain. Total attendance of 35,400 set a record, with Friday setting a single-day peak of 13,000, as 10,000 kids jammed the grounds. Grandstand manager Julius Miller said the fair would be well in the black, with receipts heaviest in history. Premium total of \$2,300 was the most yet paid.

CALGARY, Alta.—Bleachers at west of the big concrete grandstand on the grounds will be removed and a new bleacher stand along modern lines will be built for Calgary Exhibition and Stampede. Bleachers will be like those on North Montana State Fairgrounds in Great Falls. Preliminary plans were approved by directors, who also approved a proposal to allow J. Charles Yule, general manager, to build a home on the grounds. Cost of the building, now being built, will be borne by Manager Yule on a rental basis. It was felt that if the manager were in residence on the grounds it might reduce the amount of damage done annually by vandals.

GADSDEN, O.—Harrison County Fair here on September 30-October 2 got away to a good start but was rained out on final day, which probably would have been the best, officials reported. Harness races were called off but a horse-pulling contest was held. Replacing the usual rodeo were Klein's Attractions, acts being offered on Tuesday and Wednesday, including Bernice Kelley's dogs and ponies; Tom and Betty Waiters, perch and tight wire; Dick Newell, roping and juggling, and Jack Stiles, motorcycle. Thursday night Klein's Rhythm Revue of 1941 provided grandstand entertainment with Bob Ritchie's band, six-girl line, Dix Newell, Bob Anderson and June Launty and Paul Kohler. F. K. Gooding Amusement Company had five rides in charge of Hoy Gooding, with Wagner's Arcades, Lester Rodgers's peanuts and other concessions.

ESE Is Granted Rehearing on Power Line Condemnation

SPRINGFIELD, Mass., Oct. 11.—A charge by Joshua L. Brooks, president of Eastern States Exposition here, that the exposition had received no notice of public hearing on intent of the Public Utilities Commission to take land from the exposition by right of eminent domain for a power line for Turners Falls Power & Electric Company has caused Commission Chairman Francis M. McKeon to consider reopening hearings.

Decision to reconsider came after a hearing at West Springfield on October 7 at which ESE officials claimed the case should be reopened from the beginning in regard to public interest and public necessity. Besides the 11-page statement that he read to the commissioner in support of the exposition's case, Brooks also read a sheet of supporting telegrams and letters from every important State official and all the New England State governors.

Brooks said the exposition represents an investment of \$2,500,000. Management, he said, has in the hands of 64 trustees, some coming from as far west as Chicago, and all serving without compensation.

"Now it is proposed to encircle three sides of Eastern States Exposition with a high-tension power line carrying 110,000 volts of electric current, requiring a strip

of land 100 feet wide and about 2,770 feet long and making unusable an area of both sides of this strip for some distance," his statement read in part.

National Race Biz Upped

HOT SPRINGS, Oct. 11.—Al Sweeney and Gaylord White, co-owners of National Speedway, conductor of automobile racing at major State and county fairs, completed plans here last week for an advertising campaign that will be used in connection with their auto races during 1942. They expressed satisfaction with results of this year's business and reported that they were able to show an increase in attendance at every date played so far. After taking the helms here White will leave for Houston and then go to Los Angeles, where he will spend the winter. Sweeney, accompanied by his wife, will tour the South and return to Chicago to prepare for the winter conventions.

THE CORRAL

(Continued from page 39)

Erady, Monty and Louise Montana and Dick Griffith, trick riders and ropers, and Monner Holcomb and Jabbo Fuikerson, clown. John Jordan has been re-engaged as announcer. Harry Knight again will be arena director, his third successive year in that capacity. Show will be run under Rodeo Association of America rules. Rodeo's general chairman is Joe M. Bond. Contract with Hoxbo Corporation includes a provision that it shall not participate in any rodeo here other than those sponsored by the Junior Chamber of Commerce for the next three years.

Flying X at Chi Coliseum

COL. A. L. GATEWOOD, whose Flying X Rodeo opened at the Coliseum, Chicago, October 3, is putting on a much better show than at either of his previous engagements and has a number of excellent entertainment attractions aside from riding, roping, etc. Attendance the first week was light, but with numerous publicity breaks in the dallas it is expected to build this week. Show runs thru October 19. Gatewood puts on a picturesque show, opening with a stampede and wild-horse review. Introduction

of performers and officials follows, then a quadrille in which eight couples take part. Rodeo features include bronk and steer riding, bulldogging, horse roping, trick and fancy riding and calf roping. Capt. Jinks Hoagland supplies a colorful gariand entry, high-school horses, high-jumping horses and auto polo. The Rudynoff Family, consisting of Rudy Rudynoff, Mrs. Rudynoff and Rudy Jr., present their well-trained high-school horses. Hamilton Red Foley, popular WLS vocalist, sings songs of the range. The Mansfieldts have a good trick shooting act. Texas Slim, Collins and Company are expert whip manipulators. Cy Perkins clown and has a bucking Ford and Buck Owens and Company do trick riding and roping. Earl Button, veteran ripper and rope spinner, still gives an entertaining exhibition. Rodeo staff includes Gatewood, director general and arena director; Earl Evans, stock superintendent; Earl Button, assistant arena director; Mrs. Elsie Gatewood, secretary-treasurer; C. W. Finney, general agent; E. W. Sims, publicity trustee (is furnished by a four-piece band and electric organ).

Heavy weather most of the past week cut down attendance, but crowds materially increased toward the week-end.

DRESSING ROOM GOSSIP

(Continued from page 39)

to make that party the success it was. Harris Reynolds had a big day in Macon, that being his home town. His mother and sister spent the day on the lot. Bechal and Joe Gilligan were on the lot saying hello to their many friends on the show. Charles Sparks took in both shows and seemed to be having the time of his life.

Birthdays the past week: Irene Mann, cowgirl with show, and Ernie White, D. D. Monach, who has the white ticket wagon, returned from Owensboro, Ky., after being away a week on account of sickness at home. Judge Palmer returned also from Owensboro due to sickness at home. There has been an epidemic of marriages this season. Six on show so far have gone and done the fatal deed. I guess John Smith will be the next, but he tells he hasn't found the girl yet. **FREDDIE FREEMAN.**

A SWELL ACT ... tive Week of Laying Off.

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

WANT

Reputable FREE ACT FOR

VANCE COLORED FAIR

HEMLOCK, N. C. FOR WEEK OF OCTOBER 27th to NOVEMBER 1st, 1941. Address: ROBERT HAWKINS, Manager, Hemlock, N. C.

AERIAL FREE ACT

WANTED FOR UNION CO. FAIR

WEEK OCT. 27

Address: M. C. PAGE, SECY., UNION, S. C.

YOU CAN'T FORGET

You can't forget to buy *The Billboard* because we automatically remember to mail your copy every week on subscription. Simply add \$1 for 10-week TRIAL subscription in Circulation Dept., The Billboard, 27 Operi Place, Cincinnati, Ohio

Grass Is Found Greener at Home

CINCINNATI, Oct. 11.—Eight executives of Coney Island, Inc., here on Tuesday had reason to ponder the old saying that "the grass always looks greener on the other side of the fence," only it was flat in their case.

Early last week Edward L. Schott, president and general manager; Ralph Wachs, secretary and park manager; Leo Schott, comptroller; Shirley Watkins, superintendent of maintenance; A. W. Hutchinson, pool manager; Al Behrman, chief electrician; William Dewore, refreshment manager; and Arnold (Pussy) Fox, superintendent of grounds, boarded the Coney Island cabin cruiser, the Gale, for a five-day fishing trip up the Kentucky River.

Equipped with the best rods and reels and fishing tackle known to man, they proceeded as far up as Camp Nelson. But with all their equipment and all the knowledge and experience absorbed by these Isak Walton, Mary's bito did they get on the whole trip. They admitted this on their return, and their alibis were as long and intriguing as the fish fishermen usually tell about.

So what their captain when Clarence Schumacher, utility man at the Strand Building, in which the Coney offices are located, reported that he had gone fishing Sunday on Lake Como, at Coney Island, and had caught five fish in an hour of fishing—"each of them as long as your arm." And to prove it he took them down into the basement of the building, where he had the five still wiggling in a tub of water. He had saved them for distribution among his friends. "And the biggest one got away!" he added.

"We should have stayed home!" remarked one of the disappointed fishermen.

Net for Staton Spot Is Up 19%

Enclosed Casino will be put to winter use—parking from 20 to 40 acres

OKLAHOMA CITY, Oct. 11.—Business was on the up-grade in Springlake Amusement Park here during the 1941 season, reported Roy Staton, owner and operator. Final figures show net receipts 19 per cent over last year's, he said, explaining that 1940 business was about 16 per cent to the bad, "but even so, business this season gave us a substantial gain over what we would call a normal season." Increase in gross was slightly higher than 19 per cent, but expenses were in about the same ratio.

Management has now turned attention to improvements, both for off-season activities and with an eye to 1942. Park management has announced a policy of bringing name bands to Casino Ballroom during fall and winter and has completed remodeling for indoor dancing. Casino has been enclosed by 96 10-by-12-foot wooden panels, which can be removed when outdoor dancing season returns. By enclosing part of the outdoor space seating capacity has been increased to 1,400 and total capacity to over 2,000. Casino opened its fall season October 8 with Gertrude Tucker and his orchestra playing for more than 1,000.

Twenty acres have just been hard surfaced, giving parking space of 40 acres. Concrete flooring, new kitchen ranges and other improvements have been added to picnic facilities. Operator Staton said he is contemplating other major changes and additions but will not decide definitely upon them until he returns from the convention of National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, week of December 1.

CHICAGO—Mary, 2,000-pound five-toed hook-tipped African rhinoceros in Brookfield Zoo, on October 8 gave birth to a 30-pound male, which has been named Cleo. One of the two rhinoceros keepers, Robert Bean, assistant director of the zoo, said this was the first of the species ever born in an American zoo.

STUNTS ON CHI BILL

Takes at A. C., Travel Historic

Weather, defense, no W. F. opposish and "clean-up" are cited as aids

ATLANTIC CITY, Oct. 11.—Nearly everybody at this resort made money during the past season, with amusement interests especially showing a neat profit. Many regard the 1941 summer as the best in years or even in history, and every local business man agrees that profits exceeded any derived within the past four years.

A survey of all lines of business in the city shows that the past season was from 10 to more than 90 per cent better than that of 1940. If local bank deposits are a barometer, it is a fact that deposits on September 5 were \$5,660,811 more than for the same day in 1940.

Weather Big Aid

Local interests attribute the excellent seasonal business to:

Local weather for local business. It rained, raining on week-ends and when it did, the crowd was already here spending money.

No competition from the World's Fair. Due to the national defense program more people were gainfully employed, with heavy spending naturally aiding all resorts.

Virtually a complete elimination of ocean cruises, which resulted in many coming here who formerly spent vacations on water trips to other places.

It was the consensus that the police "clean-up" increased family trade during the summer.

Travel Increases Heavy

Railroad travel showed gratifying increases, according to J. O. Hackenberg, general manager of Pennsylvania-Reading Seashore Lines. His report showed that New York-Atlantic City business in July increased 27 per cent in regular business and 47 per cent in excursion business over July of 1940. Philadelphia-Atlantic City business for the same month showed an increase of 46 per cent in regular travel and 6 per cent in excursion business. August figures were equal to or better than July figures.

Beachfront hotels had the best season in years, showing increases ranging from 38 per cent up over last year. Profits were even better for avenue hotels and rooming houses, which in some cases reported more than 50 per cent in excess of 1940.

All amusement interests, including piano, business and night clubs, did land-office business all season.

The figures are backed up by the record crowds here over holidays and every week-end. Decoration Day influx and Fourth of July crowds both broke all records, while crowds of 400,000 or more were not uncommon over other big week-ends.

Briefs From All Around the Field

BALTIMORE—Penny Deyn, who ended a big season for Carlin's Park here, were heavily promoted thru daily and country newspaper advertising, augmented by spot radio announcements, and brought the top gates of the season. For more than a decade Penny Deyn at Carlin's, end-of-the-season feature, have pulled attendance not only from the Baltimore area but from Delaware, West Virginia, Pennsylvania and District of Columbia. They were staged this year at the latest date in the park's history, weeks after other amusement parks in this territory had closed. John J. Carlin Sr., owner and founder, was well pleased with the two-day returns and the response to what proved to be one of the heaviest promotions of the season.

ATLANTIC CITY.—Priorities under the national defense program resulted in loss to the Boardwalk of the Crane Company's exhibit. Closing of the exhibit was announced by General Manager



C. D. BOND, who has been named special chairman to conduct an open meeting on "Best Promotions of 1941" as part of the program being arranged by Chairman Fred L. Markey for the annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, week of December 1. Chairman Bond promises an interest-arousing presentation.

Altman Has Long Season for Glen

WILLIAMSVILLE, N. Y., Oct. 11.—Glen Park enterprises just completed the season, holding out longer than any other similar spot in this vicinity. Owner-Manager Harry Altman said that, while his rides and concessions did not do so well despite local business prosperity, his main venture, the Barn, a giant beer garden-like nitery, scored a record season, about 30 per cent ahead of 1940, which was also plenty good. Attendance and receipts at the Barn beat anything in the western part of the State, with seating capacity over 1,400 and full houses most of the time, he said.

Casino, ballroom in the park, did not do particularly well, with dance business no better than last year's. Bernie Sandler's band was on top all season, with exception of three name one-nighters, which did not set the world on fire. Jan Savitt made an okay profit. Tony Pastor made a tiny profit and Raymond Scott barely broke even. All three orke came after the regular season had closed everywhere else in September.

Alto the park will remain shuttered for the winter. Altman will continue operation of the big nitery thru the cold season, as he did last year for the first time. Crowds come from within an 80-mile radius for an evening. Name acts will be featured. Altman is only park operator in this vicinity to remain open throughout the year, with possible exception of Celeron Martins Room, which lights up for Saturdays.

Ralph Scull, also chairman of Atlantic City Planning and Improvement Association. He said the Crane Company did not feel justified in expense of a national exhibit when, because of curtailed manufacture, it could not supply demands of prospective customers.

VENICE, Calif.—Robert R. (Ted) Newcomb, general manager of the Funhouse on Venice Pier, and Mrs. Newcomb are on a six-week vacation in the South and East. They have visited El Paso, New Orleans, Chicago, Detroit, New York, Philadelphia, Atlantic City, Washington and other cities. He is combining business with pleasure, looking for ideas for the Funhouse and booking attractions for Santa Monica Pier, in which he is also interested.

AKRON.—Spacious dance pavilion in Summit Beach Park here, operated in past years during the park season, will

Open Session on Promotions

Bond named by Markey to conduct forum—standouts numerous in past season

KENNER, N. H., Oct. 11.—Promotions will be given a special place on the program being arranged for the 23d annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, week of December 1, by Program Chairman Fred L. Markey, secretary of the Dodgen Corporation here. Best Promotions of 1941 will be subject of an open forum as part of the program, to be conducted by C. D. Bond, sales manager of the Dodgen Corporation, who has been named special chairman.

"I read the editorial, 'Keep 'Em Turning' in the October 4 issue of The Billboard and was very much interested in the editorial viewpoint," said Special Chairman Bond. "There is no doubt in my mind but that the outdoor amusement industry can play a great part in the coming years in the maintenance of morale, not only among enlisted men of the army and navy, but also among the citizenry in general. With some of these thoughts in mind, Chairman Markey at the NAAPB convention program asked me to act as special chairman to conduct the open meeting."

"There have been a number of outstanding events this year; more, I believe, than at any time in the past. One of the outstanding promotions was that of Palisades (N. J.) Park in its married women's beauty pageant. Another was that conducted by A. M. Brown at Buckeye Lake, O., where the whole staff grew beards. Alex Moeller, at Waldameer Beach, Erie, Pa., has had an outstanding operation with Saltest milk people. John J. Carlin at Baltimore has had some interesting stunts at his park, as has Harry Blatt at Poughkeepsie, Park in New Orleans. Throughout the country there has been a great deal of interest in the promotion of special events that have had an appeal to the public. These events no doubt have contributed a great deal (See "BEST PROMOTIONS" on page 46)

A. C. Whip Suit Dropped

ATLANTIC CITY, Oct. 11.—Vice Chancellor W. Frank Soxy last week signed an order dismissing the injunctive suit of two beach-front hotels against operation of the Whip on Susquehanna Pier. Suit was dismissed without prejudice after the Leeds & Lippincott Company, owner of the Chalfonte-Haddon Hall hotels, had withdrawn the action. In the action, filed early in the summer, it was alleged that hotel guests were disturbed by operation of the ride.

On a Zoo Man's Holiday

CINCINNATI, Oct. 11.—Capt. Curley Wilson, superintendent of Brookside Zoological Park, Cleveland, on a visiting tour of zoos, called on Supt. Joseph A. Stephan Cincinnati Zoo, and at offices of The Billboard here on Thursday. He had inspected animals in Overton Park Zoo, Memphis, with Supt. N. J. Mabey. Before returning to Cleveland he intended to look over the revamped municipal zoo in Columbus, O.

HOUSTON.—A male water buffalo has been born to a Filipino species in Hermann Park Zoo here. Father was from Africa. A female silk is also among new births.

GO ON a year-round basis when reopened late this month, said Jerome T. Harriman, public relations director. Ballroom has been shuttered for remodeling, new decorations and lighting and installation of a heating plant. Antonio Jene, artist who has completed redecorating the park roller rink, is decorating the dance, chain of which will be America. A policy of strict and name bands will be maintained.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Funhouse Aquatics

Leave it to Brooklyn's St. George's indoor plunge to think up simple, new. That mammoth pool has consistently been a leader among New York's enclosed natatoriums. And now it has come forward with a swell idea, one that is worthy of immediate consideration of every indoor tank in the country and also those outdoor ones which are still operating in Southern climates. A series of concave mirrors, four in all, have been set up on pillars of St. George's 11-2-Centim. Elongated heads, pot-bellied knees and away-backed profiles are all greeted with gales of laughter as patrons get their distorted reflections in so-called "Coney Island Mirrors."

Needless to add, the mirrors are a great success. Cost is practically nil and no space at all is required. Still swimmers at that plunge consider it an extra treat. In fact, a few have already confessed that they have made extra visits to the tank only to kid one of their friends who walk in front of those funny see-yourselfers unknowingly.

That's right. Knock your head against the wall for not thinking of the idea yourself. It's simple enough, isn't it? But you have no idea how often the simple ideas are most successful. Don't keep knocking your head, too, for you still have time to do something about it. Consider possibilities of installing similar mirrors at your establishment. If you're doubtful, there's no reason why you should be, but the best thing to do is ask your patrons if they'd like 'em. In other words, get up a small questionnaire and tell patrons what you are contemplating, inviting them to write their approval or disapproval. As a matter of fact, that might be something for you to remember on other projects that you might be planning. Why not ask your patrons beforehand? In that way you'll eliminate part of the gamble.

The few pools which have a policy of conducting questionnaires from time to time have discovered that such a practice leads to create good will. Customers appreciate the fact that operators take them into their confidence and value their opinions. And it pays in the long run.

So think of using Funhouse mirrors. If you're in doubt, do the best thing, ask your patrons about them. Come to think of it, some pools which have facilities should consider the idea of installing other Funhouse gadgets in addition to mirrors. Rolling barrels, rocking horses, slides are just a few which might go and which do not require much space. Remember, however, that certain Funhouse equipment might not be suitable for persons in bathing suits.

Envelope Fodder

Bartman Knoebel, of Knoebel's park and pool, Myrberg, Pa., writes: "I read your column in reply to my letter concerning pool cleanliness. Your statement that dirty tanks within a locality affect the bit of the sanitary pool as well has been my contention in the past. There is also another angle. When State authorities close a pool, due to sanitation, this also scares the swimming public. However, due to the type of managers to be found at many pools it is or would be almost impossible to get them to cooperate in a cleanliness drive. This is partly due to the vast outlay in cash required to make and operate such pools properly. Be that as it may, it is just one of those things which harass any business."

"Incidentally, we are going to build a new diving tower to replace our present wood tower. Most pools, even large tanks, do not spend much for a tower. Our pool is located near the entrance to the park, so we want a unique tower. We have considered very much one similar

to the large concrete streamlined tower in that last pool at Panama. We have our own crew of mechanics. This is an important item in our business, as you may know. Also in consideration is a built-up hollow stump with limbs as different diving levels. Both of these would be rather expensive to build. Our old tower is 24 feet high and we expect to make the new one about the same size. "Do you know of any nice towers at some plunges where we can get some good ideas?" There must be other operators with tower problems.

Men and Mentions

Wesma Wetakopt is back in the press department of St. George tank, assisting James Klarnet, hollywood boss man.

How many pool men know that Neal Lang, hubby of the film star Barbara Raye, is the Neal Lang who was formerly associated with New York's Park Central indoor pool and more recently operator of Raleigh outdoor tank, Miami Beach, Fla.? He is now a booking agent.

Tip to indoor pool men: Have you set plans for a Halloween party yet? Don't say you're not doing anything and that there's too much competition from theaters, bridge clubs, etc., all of which all ways run such stunts. Good idea might be to hold a Spook Swim Race. Another suggestion is diving for pumpkins.

American Recreational Equipment Association

By R. S. UZZELL

All of Revere Beach, Mass., has taken on new tone and life. Owners of real estate there were once despairing and would have sold at a reduction. Now they are, some of them, operating on their own property but have rented other property on which they are also operating. They are unanimous in reporting better earnings than for some years and are planning better things for 1942.

A few years ago their complaint was on dog races that they claimed were taking all of the money. The races are still there and so is Revere Beach with all rides and attractions showing better results than they ever hoped would come again. A Soosie Boat ride eight years old scored away ahead of the first year. Coasters had a good run and the new rides are satisfactory.

Their chronic headache is of their own making. All except the Coasters and the boats bow to that 5-cent fare, with just a few exceptions. They know it is shortsighted and all wrong, but they just will not get together. Of course, they are not alone in this commercial suicide. Other beaches in America are just as foolish. The new taxes may bring them to a new get-together that will give desired results. It used to be said that bankruptcy was the only thing that could change agricultural methods. Let us hope beaches, including Coney Island, N. Y., will see the light before the sheriff makes his appearance.

Activity at Revere Beach

Many attractions were in operation at the famous resort on Sunday, October 5, including bathing in the ocean. This is very unusual, but these men are on their toes to make the best of every opportunity. John J. Hurley, one of the old-timers with more than 40 years' continuous experience at the beach, has put in a successful trailer camp, where several concessionaires and managers live in their trailers for the season, at the close of which they hike for Florida. Others expect to remain at the camp during the winter.

At Holyoke, Mass., Mountain Park, because of factories, defense work and other increased demands for labor, Henry Martinelli expects to import his labor from New York and Fanny Hubbs brings some of her employees from In-

dianapolis. The increased cost of operation has them anxious.

At West Haven, Conn., Savin Rock Saturday and Sunday operation prevailed at the late date. One large four-abreast Merry-Go-Round is heated to operate on week-ends all winter. It accommodates also a large number of games which will be kept ready at all times for business. These men are anxious to even up on that severe 1938 storm damage. John Tiernan paid for his Laugh-in-the-Dark last year, the first season, and this year topped the previous season by 30 per cent. Frank S. Terrell has put the Wilcox Restaurant back on its old standard. His health has improved and he looks good for a long run yet. One would never suspect that the storm had left his place a wreck. Fred Levers is more encouraged than ever to carry on. His improvements mapped for 1942 show his faith and courage. He has a broader smile than he has had for several years. He is surely a seasoned veteran.

Markey Has Surprise

Fred L. Markey is nearing the end of his long sustained effort on the annual program. He has made it a business, with his other duties and responsibilities a side line. His program correspondence has run into a volume. He is going to spring a surprise innovation that should create interest and added attendance for the program. Mum is the word until he is ready for the release.

Cy Bond is going into action on the program. He never asks for a job and never shirks when asked to go to bat for anything that he thinks will benefit the industry. He did a fine job for the New England meeting last year. Surely his hand has not lost its dexterity. It's an all-out effort for an interesting and helpful meeting in Chicago in December. Cy has another hope that everyone who comes to bat when called upon to produce for the national convention.

"BEST PROMOTIONS"

(Continued from page 45)

toward the very fine increase in receipts this year over previous years. While better business conditions that have existed throughout the country have been partly responsible for this increase in business, I am thoroughly convinced that it has been thru the greater efforts of park management in promotion and publicity that a great amount of this increase has been realized.

"With this in mind, I am preparing a set of charts with graphs on promotion and publicity, together with the various fields of activity in these two branches of the business as interest arousing to be a presentation at the convention. Along with these charts which will give a picture of promotion and advertising possibilities, I am writing the leading parks of the country to have their promotion and publicity men write me at once short articles from 300 to 500 words, stating just what they feel about the tie-up of promotion and publicity men with the park managements and the general interest shown their work by the outing organizations.

"It is in my belief that while this subject is very old and has been discussed time and time again at national conventions, we can still get a new point of view on the present-day situation and closer cooperation and direction of activities between management and promotion and publicity department.

Operation Highs and Lows

"From my travels throughout the country it is very apparent that amusement parks start off early in the season with slow business, having peaks on Saturdays and Sundays and holidays, and with considerable outing and picnic business during July and the first two weeks in August. After August 15 park business slumps and there is a very low valley in the business until Labor Day when there is another high peak, and it immediately drops off to nothing again. During the park operating season, there is an average day's business necessary for profitable operation. The peaks on week-ends and Sundays increase the burden of efficient operation and the low valleys during weekdays and the dropping off of business after August 15 are expenditures that many parks close during the week and operate only on week-ends.

"If at the coming convention we can stimulate park owners and operators to organize efficient promotion and publicity departments that will feature many of the special events and attractions that will be discussed at the meeting, I am thereby convinced that the profits for

1942 will be even greater than they are at the present time.

"I believe the sessions of the convention this year, which will take more or less the form of an open forum, will have something very vital for those who attend."

COLE SETS RECORD

(Continued from page 34)

train did not reach Macon yards until about 10:30 a.m. First wagon reached the lot a little after 11 o'clock and the matinee performance started only 20 minutes late.

Matinee was fair, but at night every seat was occupied and hundreds were on the ground. Jack Dempsey proved to be a big draw, and at night nearly 2,000 persons were held for the concert. Wrestling by a Macon policeman, C. H. Sauls, matched with show-wrestler, billed as Young Ed Lewis, was a popular feature.

Circus officials said the week had been one of the best of the season, starting in Charleston, S. C., Monday; Columbia, Tuesday; and Augusta, Wednesday.

Charles Sparks, former circus owner now living in retirement, spent the day on the lot as guest of Manager Zach Terrell. Paul M. Conway, former circus press agent who is a Macon attorney, also took the day off and caught both performances.

Home-Coming for Troopers

It was a home-coming for many troopers, who formerly lived or wintered in Macon, including Superintendents Ocella (Curly) Stewart, Bannerman Dick Scott-terday, Bill Morgan on front desk; Al Carl, steward; Harry Reynolds, wire walker and member of the Paul Nelson troupe; Bernard and Corinne Deaso, performers, and Joe Haworth, legal adviser.

Show received front-page publicity in Macon on show day, with two pieces of art and two stories. There were two 15-minute free radio broadcasts from studios here and a children's ticket buy-up with Sears, Roebuck & Company for 25-cent general admission tickets for children at matinee.

A. E. (Doc) Waltrip handled press at Augusta and Macon. In Augusta he landed 18 pieces of art in *The Chronicle* and in *The Herald*. Moon Telegraph and News were liberal with space.

Spectators filled the big top to the ring curb at night in Augusta, and the matinee was satisfactory.

This section of Georgia was fresh for a railroad circus, as it had been several years since a rail show played here.

Performance won high praise from newspaper reviewers.

MODEL BUILDERS

(Continued from page 39)

tober 19. All Model Builders and their friends have been invited to attend this meeting.

Joseph Zoltowski, recently of the U. S. Army, has returned to his home and all letters to him should be sent to his home address.

Many members of the OMBBO and the Ladies' Auxiliary availed themselves of the opportunity to visit with Terrell and Dolly Jacobs, honorary members, during their recent appearance at the Shrine Circus in Philadelphia.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Bergin-Freeman Combo in Boston

BOSTON, Oct. 11.—Fred Bergin, skate dance committee chairman of the Roller Skating Rink Operators' Association of the United States and until recently manager of Skateland, Dayton, O., has disposed of his interests in the Ohio rink and became affiliated financially with Fred H. Freeman, NBOA president and general manager of Winter Garden and Ches Vons rollerways, Dorchester, Mass., in the operation of Bal-a-Roue Rollerway, Medford, suburb of Boston.

Bergin will be general manager of the rink, which takes the place of Lyonhurst Rollerway, Marlboro, Mass., leased by Winter Garden management the past five years. Bal-a-Roue has been retrofitted and remodeled and is expected to open in late October. Daniel McNeice, manager of Lyonhurst, and Yvonne McNeice, cashier, will hold the same positions with the new rink. Change in location was made in the belief that operations would be benefited.

Police and programs for Bal-a-Roue will be the same as those of the older organization. There will be a Medford

division of all clubs and classes. All figure club classes will be part of the Fred H. Freeman Figure Skating Club and all fees, dues and admissions will be the same. Tickets will be interchangeable.

Nantasket Rollerway, another Winter Garden-managed rink in Paragon Park, Nantasket Beach, Mass., closed one of its most successful seasons in history on September 28. It will reopen in May.

Winter Garden reopened on October 2. Management looks for the 1941-42 season to be the best in history and plans to mark its 10th anniversary with a celebration and distribution of an anniversary booklet illustrating pictorially the organization's growth.

As was the case last year, there will be three divisions of the figure skating club for skaters of varying ability. Adult dance classes, a popular feature, will be conducted Monday, Tuesday and Thursday nights after regular sessions. Friday afternoon figure skating classes for high school students will again be conducted by Mr. and Mrs. Melvin Umbach, professionals. On Saturday mornings a juvenile figure skating class will be held.

Mineola Bow Draws Over 2,000 to Floor

MINEOLA, L. I., Oct. 11.—A near-record crowd of over 2,000 turned out for grand opening of the eighth season of Mineola Roller Rink on September 16, reported General Manager Earl Van Horn. Feature attraction was a skating show, taken part in by Mineola's best skaters, including State and national title holders.

Skaters were unanimous in their approval of recently completed alterations in the rink. Most important, perhaps, was installation of a Swanson floating floor, a hard maple surface laid over a porous matrix separating it from base beams. It is said to provide a floor of unexcelled smoothness and to absorb much surface noise from skates. Lobby and side aisles have been laid with linoleum to match newly decorated spectators' seats, and locker and dressing rooms with showers have been added.

Appearing in the show were Chad Detrick, a newcomer who clicked heavily with a free style routine; Ricky Moore and George Wood, exhibition variation of the Ten Fox; Dorothy Humes and Herbert Daisley, Pasquinetta Fox Trot; Dorothy Lugnbuhl and Chad Detrick, pair skating; Norma Wood, free style; Dolly Durkin and Walter Hughes, the Mary Louise; Martha Weed and Jimmy Coopers, pair skating; Ellen Heischer and Clarence Carter, Rocker Fox Trot; Dorothy Lugnbuhl and Andy Wragge, Jitterbug dancing; Gordon Finnigan, free style; Martin Wood and Rita Kopinshil, shadow skating; Jean White, free style; Barbara Killip and Fred Ludwig, Olympic Swing; Terry Taylor, free style; Jean White and Walter Hughes, pair skating; Lois Goeller, free style; Walter Bickmeyer Jr., free style, and the Mineola Ballet.

New feature, Dance Night, was inaugurated on September 29 and will be held every Monday. Programs will consist of 21 numbers for couples only, with a different step for each number. Mon-

day and Friday dance classes for elementary and advanced skaters have been resumed. They will be conducted by Louise Campbell, bronze and silver medalist dancer, and Joseph Goeller, holder of the same proficiency medals, who has been added to the staff. They will also assist Francis Le Maire and Manager Van Horn in instructing the figure skating club, which has resumed Sunday morning classes. Saturday morning Children's Club sessions, started last year, were resumed on September 20. Sessions are offered at a special price. They are in charge of instructors, and dance classes are held for members at intervals. Another addition to the Mineola staff is Ed McDonald, organist. Sue will assist the duet of Charlie Cavelti and Mal Tate.

Revue for Opening Of N. J. AOW Spot

ELIZABETH, N. J., Oct. 11.—Twin City Arena, newest rink to be constructed by America on Wheels, will open here on October 16 with Claire Miller's Military Revue and exhibitions by noted skaters as featured attractions, reported Don Marshall, publicity director. Numerous personalities prominent in the sports and theatrical worlds are expected to be present. Rink is located on Sherman Avenue at the Elizabeth-Newark boundary.

Designed by Barney Singer, the building's facade is of stainless steel and porcelain and is equipped with indirect lights to create striking effects. Mirrored columns give the structure's front a modernistic touch. Railed bands of light jut from walls. One of the features of the rink is separate lounges for patrons owning their own shoe skates. Albert Schweizer, professor of architecture at New York University, and Winold Besse, professor of design at the same institution, planned interior decorating, done in a patriotic motif. An elaborate organ stage adds to the appearance.

America on Wheels operates Mount Vernon (N. Y.) Arena and six other New Jersey rinks, Capital Arena, Trenton; Casino Arena, Asbury Park; Boulevard Arena, Bayonne; Perth Amboy Arena, Passaic Skating Rink, and Roseland Rink, Long Branch.

Notes From Philly

By E. M. MOGAR

Peter Pertsch, who died October 4 in Philadelphia Naval Hospital of a heart attack, was a former member of the Four Maels, roller-skating act. He was with the act in Europe, returning to this country at outbreak of the war. Shortly after his return he opened a hair-dressing business in Philadelphia. Instead of waiting to be drafted he enlisted with the 108th Army Engineers. While on leave here he developed pneumonia, and it is believed the illness weakened his heart. For some time he was in an iron lung. Pete was one of the first Carman

Rink skaters. He was of slight build and passed army height regulations by one inch.

Philadelphia friends of Mr. and Mrs. Roy Nichols, Santa Monica, Calif., recently received cards announcing birth of a seven-pound eight-ounce son on September 13. Mrs. Nichols is one of the Keller sisters, who made an exhibition tour of rinks a few years ago for the Roller Skating Rink Operators' Association of the United States. Last year Mr. and Mrs. Nichols were professionals at Arena Rink, St. Louis, teaching dance and figure skating.

Extremely warm weather in the East has not hurt rink business. Several operators have reported excellent business and that attendance is increasing at each session. Among recent visitors at Circus Gardens Rink was Jess Bell, Detroit, who has been on a tour of Eastern rinks. Johnny Jones, who piloted Riverview Beach Rink, Pennsville, N. J., the past summer, has returned to Bridgeport, Conn., where he is on the staff of Pleasure Beach Rink. There is a persistent rumor that a syndicate has been formed to build a large sports center in Upper Darby. It would combine bowling, ice and roller skating and a film theater. Upper Darby is an exclusive area and one which is developing rapidly.

Fred (Bright Star) Murray, 78-year-old Pawnee Indian figure skater, now located at Atena (Pa.) Rink, writes that he is anticipating the birthday party which is tendered him annually by Fred Martin, general manager of Arena Gardens, Detroit. He also stated he is contemplating another Coast trip and that he has practically recovered from injuries received while on his last tour.

MAYLE GROVE ROLLARENA, in a remodelled and redecorated field house in Maple Grove Park, Lancaster, Pa., opened on October 4 under management of C. B. DePhillips.

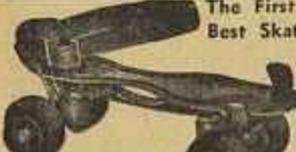
ARENA GARDENS in Socialist Park, Sinking Springs, Pa., will operate roller skating and a film theater. It is conducting another Coast trip and that he has practically recovered from injuries received while on his last tour.

HOLLER SKATING will continue at Fulton Park, Hanover, Pa., the other park attractions have closed. Sessions are scheduled for Wednesday and Saturday nights and Sunday afternoons and nights.

HAPPYLAND Roller Rink in Hastings Park, Vancouver, B. C., reopened recently with a revue and figure skating teams from Seattle as featured attractions. Rink has been reconditioned and will operate nightly and on Saturday mornings and afternoons.

ROLLER rink in Summit Beach Park, Akron, which underwent modernization the past eight weeks, was started up on October 11, said Jerome T. Harriman, park publicity director. Berry Trio was booked for the first Saturday and Sunday. Special attractions are planned for fall and winter. Interior has been rebuilt and redecorated in a patriotic theme and the floor has been reconditioned. New lighting effects have been installed. Nightly operation is planned.

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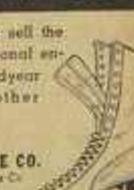
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Out in the Open

NEW YORK

Modern Rodeo History

SOME information made part of the official printed program of the 16th annual "series" rodeo at Madison Square Garden brings to mind a few thoughts gathered from previous chote-and-outral classes. A full-page cartoon notes, for instance, that Frank Moore is manager of the show for the 13th straight year. This is a slight slip-up, by cartoonist Ted Carroll and the copy-reading department because "California's Frank" Moore tubed up with the Garden annual beginning with the 1931 rumpus.

We remember the day in a very pleasant sort of way because it was in the spring of that year that we first met up with the man who always twirls a very enigmatic twinkle in his eye. The boss had asked us to hop to Moore's hotel and interview the gentleman on procedure for the "new" deal show. The rehashing of cards had to do with the fact that Col. W. T. Johnson was to come east for the first time to supply the stock and stage the corral. Moore told us plenty in praise of the Colonel and his cattle ranch works, and the next few years bore out Moore's remarks and then some. Colonel Johnson and Moore, his manager, are the ones responsible for putting the series in the real big-time class, where it has remained ever since.

The same cartoon also remarks that Moore staged the first New York rodeo in the old Garden back in 1925. If the wording means that Moore first brought a cowboy opera to Gotham, that's not exactly authentic. As early as 1913, if our memory is not too faulty, the great Guy Weadick put on a monster Western panorama in Sheephead Bay out near the rings of Coney Island.

The modern series begins at the new Garden in 1926, when the late Tex Rickard presents Fred Beebe's "World's Series Rodeo." This is a November scheduling for the benefit of Broad Street Hospital and it runs a modest 10 days. The arena director is Johnnie Mullins, and Major Harold S. Dibble, for years the Garden's booking chief, is a mere associate to the chief timer.

Tex Rickard is still presiding Fred Beebe's show in 1927, but the run is down to nine days. It should be mentioned that in that era there were two shows daily, a procedure which did not seem to work out so well. The 1927 manager is Allen Brainin and Mullins is still arena boss. Major Dibble has risen to the post of chief timer and way down in the lists is the name of Fred Alward, assistant arena secretary, who for the last 11 years, including this one, has officiated as head man in this division.

In 1928 Tex Rickard functions without benefit of Beebe, the cigar-smoking promoter becoming the producer himself. It is Rickard's last contribution to that sport and sports stuff itself, for the greatest promoter of the century, the propagandist par excellence, is called up

by his Maker in January, 1929, the year in which Allen Brainin is first lord of the cowboy chase. In 1930 the new patron saint of the rodeo is William P. Carey, Garden revery, and it is in this year that a new and very swell announcer comes out of hiding and makes an auspicious debut as narrator—Alfred B. Frasen, Al to his friends, who happen to be legion.

Nineteen thirty-one marks the entry of the incomparable Colonel Johnson and with it a departure in run, which is extended to an alarming 15 days. But the next year the period becomes 17 days and there is a new beneficiary, Mrs. Heart's Milk Fund. Johnson's detestants are Bryan Booth, arena director; Fred Alford, arena secretary, and, of course, Frank Moore. Everett Colburn, who was to become managing director, is a judge. Comes 1933 and the run is for 19 days. The boss of the mob is Col. John Reed Kilpatrick, Garden president. By 1934 Harold Dibble has become assistant managing director for Colonel Johnson.

The next season there is little change except that a beneficiary has been dropped, an indication that the annual show is now completely on its own. There is little to report about 1936 that isn't good, including the revenue. But in 1937 Colonel Johnson, who showed 'em how to do it for six years running, is out. Everett Colburn is kingpin for the Garden with the combination that includes Mack T. Main Chantant and Harry Knight. In 1938 it's a 24-day run, which, like some of its predecessors, is a record for a rodeo, but this peak is knocked into a cocked hat in 1939, when the duration is 26 days.

In 1940, which brings this little tale to last year, seven days are chopped off, which makes seven fewer days to see Gene Autry, the crackler-barrel, alfalfa-mashed singer, who makes his New York debut. Mr. Autry is again the big stuff this year for 19 days.

What all this adds up to is difficult to say, even for us, except that the one guy who keeps on going for 11 years under various administrations is more other than Frank Moore, manager, he being the same fine gent who is mentioned in the second sentence of this chronicle. If you can remember that far back.

It is nice to end this informal history of New York's modern rodeo on this note, but before doing so we wish to take issue in an affectionate way with Station WOP, New York. A note item that celebrated edition claims that on Thursday, October 9, it was the first to broadcast a description of a bucking brook with a hand microphone held by the contestant, who happens to be Alice Greenough. Back in 1938, when we were associated with a rodeo in Boston, we suggested a "remote" broadcast of that character and it was done by a Boston station. We did not then claim it was the first broadcast of its kind and we therefore cannot let WOP enjoy its newly discovered day in the sun.

Nat Green's

The Crossroads

CHICAGO

MOVING a show even a comparatively short distance is likely to be a headache these days, particularly in regions where a lot of defense work is going on. San Diego, Calif., is a busy defense spot, and when the Rubin & Cherry Exposition moved in from Panama, they found the going plenty slow and opened a day late, so the show's management ran an apology in the dailies. It read: "An apology to the many thousands, and I you mean thousands, that came to attend the Rubin & Cherry Exposition last night. Because of transportation difficulties beyond our control we are unable to open as per schedule. The Rubin & Cherry Exposition will positively open tonight." Which drew this comment from C. K. Audibert: "It is good to see the change in the mind of carnival operators toward the public."

WITH Patty and Frank Conklin's Canadian show in the barn, there has been a general trek of the boys back to the States during the last week or two. While they are glad to get back home, they have no kick on the season, which was a profitable one for everybody.

All came back with sizable bank rolls. Some idea of how good it was may be gleaned from the boys' mode of travel. All strictly first class this year, and some of the boys were so anxious to get down to Miami that trains were too slow for them, so a group chartered an airliner and flew to Florida in style.

GLEANED from the gazettes: The American Weekly, mac supplement of Hearst Sunday papers, carried a story last week titled *Beasts That Bewildered America* in which one Al Wilson, described as a veteran showman, told a weird story of shows that advertise

some non-existent monster, lure the crowds into the tent by means of lurid lectures and the good old ruse string, then after the dimes have been collected announce that the man-eating monster has escaped from his cage and shout, "Run for your lives! We'd say the story is as imaginary as the monsters it describes. . . . The Chicago Daily News ran an interesting story on Mrs. Katherine Murphy, of Bangor, Mich., who will have a 10-room exhibit of human furnishings of the last 50 years at the 1941 Michigan State Fair. . . . Ashton Steven's column in the *Herald-American* of October 7 carried a letter from Harlan Tarbell, magician, who has done much to keep the magic art alive and popular. While Tarbell has never become as well known to the public as Dante Blackstone and various others, he is one of the severest magicians in the business and has tutored many youngsters who later became popular professionals.

JOHN P. MULLEN, president of Iowa State Fair board, is a great Notre Dame fan and he was in last week for the Notre Dame-Indiana game at South Bend, rooting for what used to be the Irish. . . . Harry O. Seber, back from the Conklin Shows, will remain in Chicago until after the conventions, then return to the West Coast. . . . Art Brice left the city (P) for Seattle and by the time this is in print probably will be up in the mountains skiing with Abner K. Kline. . . . Sunny Bernet, back in town from Atlanta and Birmingham, left last Sunday for the Dallas fair. . . . Sam Applebaum, concessionaire with the Kaus Exposition Shows, writes from U. S. Naval Hospital at Philadelphia that he was operated for a gall bladder and is now on the way to recovery. He hopes to be back in harness soon, either with Kaus or in Florida for the winter fair.

Walter Hale, who handled publicity for the Conklin Shows the past season, is back in Chi and making plans for winter activities. . . . According to the Hot Line, the Midwest for a number of years will desert the canvas field for indoor affairs. . . . Like most worthwhile attractions, Shipstead & Johnson's *Ice Follies* has been playing to phenomenal business and its Chicago engagement, starting this week at the Arena, promises to be a sellout. With a gorgeous production and stars like Ben Johnson, Eddie and Roy Shindler, Ben Erhardt, Evelyn Chantant and Bruce Mapee, and Frick and Frack it can't miss!

WHILE the "men folk" will be busy with the outdoor convention eight weeks hence, their ladies are apt to insist on being shown some of Chicago's sights. Already we have received several inquiries as to what entertainment will be available during convention week. Theatrical fare—that is, the legitimate theatre—will not be so plentiful. Gladys and Louie's Players, both now current, probably will be here and both are well worth seeing. Just what others will be on tap is problematical. In the night club line, leading spots will have their new winter shows on and there will be plenty to choose from. The Chez Paree, Empire Room of the Palmer House, and Rhumba Casino will have elaborate shows. Swing addicts will find the Parkland Room of the Sherman a hot spot. There is always a passing show in the Walnut Room of the Bismarck. For spicy shows Harry's New Yorker, Colostimo's, and the 606 Club are among the best. These and a score of other dine and dance spots should provide ample entertainment for the leisure time of visiting showmen.

On Monday the event started with an all-day ball-game workers' grinding contest. All we could hear that day was "Bumpy-Daddy! Dodge 'em, Kitty!" "Thru the window!" "Get a lumber yard that time!" "Blast! Your tail's on fire!" "Baseball pitchers barred." "You don't have to knock 'em off, just lay 'em over" and hundreds of other cracks, symbols of the games. Tuesday was "Rings and Tossing Day." No winners of either event were announced. Wednesday was set as Collecting Day for the remainder of the privileges, but was postponed because none of the operators showed up. Thursday was the night of the grand ball for the ball-gamers and crowning of the queen. The ball was a success but the crowning of the queen started a wrangle. All contestants claimed the

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 11.—(AP)—After awaiting official announcement of the International Association of Fairs and Expositions as to time and place of its annual meeting, which will determine time and place of our annual meeting, we are unofficially informed that the IAEF will convene in the Hotel Sherman, Chicago, beginning on December 1.

Accordingly, the annual meeting of this association probably will likewise be held in the Hotel Sherman, Chicago, beginning on the night of December 1 at 11 o'clock and continuing nightly until completion of our business.

We are preparing our annual report as in previous years and find that, because of prevailing world conditions, it will be necessary to give consideration to many subjects which have hitherto been passed by as unimportant. If members or others have any ideas on subjects which they wish to submit to the annual meeting, they should communicate with us immediately so that the subjects of interest to them may be included in our annual report. As in previous years and in accordance with our bylaws, due notice of the annual meeting will be sent each of our member shows.

United States Department of Commerce has sent us much detailed information in connection with the subject of possible oil shortages in Atlantic Seaboard territory. Any member show that may be interested in this information can obtain it by writing to the association's office.

title of ball-game queen because of having been known as such for years. The title, but not the purse, was awarded to the one who had brought the most footage, which the office considered fair to all parties concerned, including the office. The rest of the days were billed as Try-To-Get-Even Days, so the games stopped playing and went to work.

As in the purses made up by the local merchants, we had to purge them. For every dollar lost by those who didn't pay off in full, \$3 of the purse money was taken out by the office as a lesson to those who left between moons. We forget to mention that because all available space on the grounds had been sold to the games, it was necessary for our train to pull thru town and set up the show in Mulph, Miss., where it enjoyed a big week. MAJOR PRIVILEGE

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BALLYHOO BROS.

(Continued from page 36)

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BUSINESS OPPORTUNITIES

CONFESSIONERS, WHEELMEN, ETC. — SOARING amazingly now. Act at once. Send for EDWARD L. ROBERTSON, 1049 Gayden, In. Calif., Calif.

DEFENSE MEANS DOLLARS! — GET YOURS now. Make at home, Egyptian Mummy, the latest novelty sensation and Lightning Picture Transfer. Samples, plan, formula, demonstration, and fifty-five price, \$1.00. JOHNIE DICKENS, 483 E. 9th St., W., Washington, D.C. x

FORCED OUT OF BUSINESS ACCOUNT BILL health. Concern established 40 years manufacturing carnival supplies, 2000 room furniture. BOX C-251, Billboard, Cincinnati. oc18

FITCHMENT SOLICITORS MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fees. Catalog 69-8 free. C. H. HANSON, 503 W. Erie, Chicago. x

RECREATION PARK ON NEW ENGLAND'S finest lake. Ideal spot, fine beach, ballroom, roller rink, etc. competition. BOX C-238, Billboard, Cincinnati. oc18

RODDED GROUND AVAILABLE — JUST OUTSIDE of city limits. Electricity on grounds. Contact A. C. ROBERTS, R. F. D. 1, Box 9, Lake City, Fla. Phone 386R.

SURPLUS CAPITALS—PROFIT FROM BUILDING boom. Plastics and Party Gun (Pat. No. 2,220,191) for sale. T. PASANEN, Franklin Mine, Mich.

INSTRUCTIONS BOOKS & CARTOONS

EARN MONEY AT ONCE WITH YOUR OWN Business. Rare, unusual plan, 25c. T. GORDON, 27 Gilbert St., New Haven, Conn.

TRAVELERS TO SERVE OPEN PRESS AS PRESS Correspondents— Spare-time work, good side money. Official free-lance "Press Cart" in your name and reporting instructions for \$1.00. Air-mail to BUREAU CHIEF, Press Radio Service, 1934 11th, Washington, D. C. oc18

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Okhous, Wis. oc18x

MISCELLANEOUS

MEXICAN JUMPING BEANS — 40c HUNDRED \$2.50 thousand. Shipment list arrived. Trial order 25. 25c. J. I. FRANK, 325B Palm, Rockford, Ill. oc18

I HEAT SIX ROOMS \$20.00 YEARLY — Information 10c. ROSENZWEIG, Route 10-H, Cincinnati, O. x

PRINTING

100 TWENTY ROUND 5 1/2" x 11" LETTERHEADS and 100 lbs. Envelopes, \$1.00 postpaid. HAMMER, \$1.25. BENNEVILLE PRINTING, 907 W. Roosevelt, Philadelphia, Pa.

1,000 PERFORATED DUPLICATE NUMBERED Drawing Tickets, \$1.25; 1,000 3 1/2" Handbills, \$1.25; 449, \$1.50; 6x12, \$2.25. SHOPS, 706 E. Matthews, Jonesboro, Ga.

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.

AUTOMATIC WARNER VOICE RECORDER — New type mechanism, best of condition throughout. 25c. 300. Dicks, 42c. Army camps and makes make fine locations. \$50.00 weekly take away. \$450.00 instant. 8065 V. McGUIRE, 1922 Lee Ave., Long Beach, Calif. oc25

BALL GUM, 1/4" FACTORY FRESH, 15c BOX; Tab, Stick, Budget Chicks, easy vending. G. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. oc18x

DICERS AND ROTARYS — WILL PAY CASH. State manufacturer, year, style and price. BRUSHSON COMPANY, 540 Lake Shore Drive, Chicago, Ill. oc25

MOTION PICTURE FILM, EQUIPMENT and SUPPLIES

BIG VALUES in New and Used 16mm. and 35mm. Films, Projectors, and Equipment are to be found on the

NON-THEATRICAL FILM DEPARTMENT

(See index)

Not only these offerings but also the latest news concerning Roadshowmen, Reviews of Film Releases, and other vital information appear in this week's issue. See the Non-Theatrical page!

FACTORY REBUILT RED HEAD-TRACKTIMES with latest improvements including extra clear glass over decorated glass to prevent breakage of latter; greatest money making cinelene, \$35.00. One-third deposit, balance C. O. D. W. E. KEENEY MFG. CO., 2611 Indiana Ave., Chicago.

FOR SALE — KEENEY SUPER TRACK TIMES Pastimes, Faces Room, Mills Bonus, Radio Rifle, Revolver-and-Sates. CHARLES PITTE, New Bedford, Mass. oc18

FOR SALE — REFINISHED PITTLES: BLUE Fronts, 25c; \$1.50; 10c; \$39.50; War Eagles, 25c; \$47.50; Extraordinary, like new, 5c; \$30.00; 25c; \$32.50; Golden, 25c; \$39.50; Jamming Chiefs, 5c; \$39.50; Rotates, 25c; \$32.50; 10c; \$29.50. Many others. Three-Fly, 25c; \$5.00; Two-Tail, 25c; \$5.00; One-Tail, 25c; \$5.00; Two-Tail, 25c; \$5.00; Milk, 1-2-3, 5c; \$32.50; Variety, Stop & Go, Fire Alarm, Circuit, Big Six, High Lite, Ring, Zip, Spottam, Chief, Super Six, \$10.00; On Deck, like new, \$22.50. Trade for Phonographs. MUSIC MACHINE CO., Brunswick, Ga. x

FREE PLAYS — ALL IN A-1 CONDITION. Bangs, \$5.00; Big Six, \$5.50; Chicanos, \$5.00; Commodores, \$10.50; Fantasy, \$5.50; Follies, \$12.50; Houders, \$16.50; Lone Stars, \$19.50; Red Hen, \$5.50; Double Features, \$16.50; Three Seams, \$16.50; Super Stars, \$2.50; Trilurons, \$7.50; Lancers, \$13.50; Brits, \$5.50; Chevrons, \$5.50; Buckaroos, \$5.50. Over 500 more Free Plays. Play Tables, Catalogs, and more. Write for complete free catalog for complete list. Terms: 1c deposit with order, balance C. O. D. METRO NOVELTY CO., 2000 N. Oakley, Chicago. oc18

FREE PLAYS — 11 ANABELL, \$21.50 EACH; 3 Sport Parades, \$44.50 each; 3 School Days, \$12.50 each; 1 Major, 1941, \$11.50; Cornie Chute-into-It, \$25.00. W. E. EASTMAN, Camp Exchange, Camp Shelby, Miss. Telephone 596.

MILLS BLUE FRONTS, \$35.00; 16 PLAY, \$27.50; 10c; Coozneck, \$27.50; 1c; Coozneck, \$17.50; Q.T.'s, \$20.00; Vest-Pockets, \$27.50; Columbia, \$37.50; Sted, Caloway, Mills, DeWitt, \$25.00. ROCKPORT NOVELTY CO., Rockport, Tex. oc25

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog. Over 1,000 reconditioned Machine Bargains. Accessories, Parts, Supplies. BADGER NOVELTY, 2548 N. 20th, Milwaukee, Wis. oc25x

SPECIAL — 100 STEWART-McGUIRE NUT, \$3.33; 100 C Buret, \$7.50; 100 5c Coin-Box Nut, \$2.95; 50 to 1700 cast 1 Bell Gum, \$2.50; 100 to Advance Nut, \$3.95; CAMBO VENDING, 402 West 42nd, New York.

WANTED — KOLASCORES, BOWLETTE, ILL., Rockwell Inn, Target Roll Inn, other. Also Ball Alloys. Name lowest price. L. RILBY, 2512 Irving Park, Chicago. oc18

WANTED — ALL MAKES AND MODELS OF Used Phonographs and Slats. Will trade like new and used Pin Games, Comics, Slates, Arcade Equipment and Telephone Music Set. Write for our guaranteed bargain list. NORTH-WESTERN MUSIC CO., 120 W. 3d St., Sterling, Ill., or to Mississippi Vending Company, Philadelphia, Miss. oc18

WANTED — CLUB CONSOLE SLOTS, MILLS OR Face, Mills F.O.K. and other Excitators. Describe fully and quote. COLEMAN NOVELTY, Rockford, Ill.

WILL BUY OR TAKE TRADES ON USED Phonographs — Write full details on what you have to sell and what you want to buy. NATIONAL LANG MFG. CO., 183 Merrick Road, Merrick, Long Island, N. Y. oc18

30 MILLS BLUE FRONTS, 10c; 15 MILLS BLUE Fronts, 10c; 10 Extraordinary Mills, 5c; 10 Jennings, 10c; 5 Q.T.'s, 5c; 2 Q.T.'s, 10c; 2-Walling Treasures, 3c. Write or write for prices. JIM MUSER, Box 544, Eugene, Ore.

30 KIRK GUESSEY SCALES, LATER SERIES, all excellent condition, \$30.00 each, one or all. Also have lots of 120 Kirk Guessers in California, good locations. Full price \$12,000.00. One-half down. McGUIRE CO., 1222 Lee Ave., Long Beach, Calif.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE quart Caramelcorn Kettles, \$7.50; twelve quart heavy Popping Kettles, \$14.50. CARAMEL-CORN EQUIPMENT, 122 S. Halsted St., Chicago, Ill.

CORN POPPERS, CAMEL-CORN EQUIPMENT, aluminum geared Popping Kettles, Buncoes, Tanks, Long-Lakes, Burch, Cretor, Dunbar, NORTHSHIRE MFG. CO., Indianapolis, Ind., oc18x

ORCHESTRA BUS — CAN BE USED FOR SCHOOL bus — 1941 model, rust-free, dual wheels, fitted for 13 passengers; new, sleeper seats; available for school up to 30. Bus is brand new, 2,800 miles. GAC Motor, Cab over engine. LAWRENCE DUCHOW, Hillbert, Wis.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE — ONE OLD STYLE TRACK MERRY-Go-Round complete. Price \$185.00. Apply Mrs. A. A. BOWDEN, 804 E. Green St., High Point, N. C.

NEW PALMISTRY TENT, BANNER AND PORTABLE Frame, Cork Shooting Gallery complete. New "Lucky Star" Penny Pitch. All Party outfits. WELCH, 735 E. Main St., Rochester, N. Y.

ONE MINIATURE TRAIN, 165 FT. TRACK, Gasoline Engine and three Coaches, A-1 condition, \$350.00, or will trade for Kiddie Auto Ride. Can be seen at Airport Park, Wilkinson Blvd., Charlotte, N. C.

ORGAN—LIKE NEW, CLEAN, VERY SMALL, Style No. 107. Truena and symbol. This year's model. COLSON, 650 Park Ave., Brooklyn, N. Y.

PENNY ARCADE — OVER 50 MACHINES. Sell reasonable. Want to buy Monopoly Speedway. JOE FRIDERICK, 2263 Newton, Detroit, Mich.

SELLING FLASHY WILD ANIMAL SHOW. Front — 100-Ft. banner, 10c; 10 banners, 4 each; four electrically lighted animal heads, large electric sign, ticket boxes, baby stroller, like new. PROF. GEORGE KELLER, Bloomburg, Pa.

TENTS — 5-LIGHTLY USED 16x12, 14x24, 20x30, 20x40, 32x32, 30x45, 30x80. Siderwell and Celebration Tents. KERR MFG. CO., 1954 Grand Ave., Chicago. oc18x

TRUNKS — FLAT, FIBER, SAMPLE TRUNKS. Also 38x26x31, with keys, like new, only \$5.00, cost under \$25.00. LESSER, 317 Monroe St., Chicago.

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARUL DIRECT-POSITIVE Catalog. Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. See free sale and profit margins. Send for free catalog today. MARKS & FULLER, INC., Dept. Bill, Rochester, N. Y. oc25x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Best Bargains. P. D. O. CAMERA CO., 111 E. 35th St., Chicago, Ill. oc25x

PHOTO MACHINES — DIRECT POSITIVE Photos. Make bigger money with Professional Equipment. Single, double and full-figure Cameras. Enlargers. Visualizers by process manufacturers. A-SMILE A-MINUTE. PHOTO CO., Selma, Kan. oc18x

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. oc18

ACTS, SONGS & PARODIES

COLLECTION OF SHORT MONOLOGUES, WISE-cracks, Quips, Gags, one dollar. Snappy Ventri-logical Dialogues, dollar each. TIZZARD, 104 W. 71st St., New York.

MUSICIANS AND MUSICAL ACTS, ATTENTION! — New June has been released, snappy up to the times, singable. You can use it. Free to vocalists, act, bands. Send a stamp and receive a copy. Eyes of America is the title of this outstanding work. JOSEPH F. SCHOOL, Route 3, Singora, Wheeling, W. Va. oc25x

COSTUMES, UNIFORMS, WARDROBES

A-1 EVENING Gowns, WRAPS, \$2.00; SHOES, 50c up. Fur, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 4TH, New York.

THEATRICAL FOOTWEAR — ALL STYLES, sizes 10-11. Specializing in high heels. Free folder. C. DUVEYTE, 107 W. 43d, New York City.

SCENERY AND BANNERS

BEST CARAVAN SIDE SHOW BANNERS AND Modern Patriotic Panels. Positive no disappointment. RIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill.

OIL PAINTINGS OF CARDBOARD, CANVAS, etc. Popular prices. Big orders. Also lessons in oil painting. ENTERPRISE-1, 2321 N. 20th, Milwaukee.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, SPIRIT EFFECTS, MAGIC, MISCOPIES, FORTUNE TELLING, FUTURE PHOTOS, CRYSTALS, LUCKY FLOWERS, PALMISTRY, GRAPHOLOGY CARDS AND BOOKS. Wholesale. Largest stock. 164-page illustrated catalogue. 30c. MELSON ENTERPRISES, 336 S. High, Columbus, O. m14

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC CATALOGUE OF TRICKS, BOOKS, SUPPLIES, WANDERBORN FIGURES, ETC. SCANTERS, B-1311 Walnut, Philadelphia, Pa. oc23

DOUGLAS' LATEST CATALOGUE OF MAGIC, 10c. For 20 years fastest same-day service. DOUGLAS' MAGICLAND, Envy 54, Dallas, Tex. x

GIANT SURPRISE CATALOG — 1,000 MYSTERIES, 1,000 LAUGHS. Magic Tricks, Joker's Newsies, 600 Illustrations. Bigger, better than ever. Only 10c. VICK LAWSTON, Dept. B 13, Queens Village, N. Y. m14

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX MOLDEX, 220 W. 42d St., New York City, N. Y. oc23x

PROFESSIONAL DICE BOXES, \$2.00 EACH. Bulletins, 10 Tricks, 25c. Magic of Wholesale, IVAN, 104 Grand St., Brooklyn, N. Y.

ANIMALS, BIRDS, REPTILES

AA ANIMALS, BIRDS AND SNAKES — SOUTH AMERICAN PORCUPINE, PACAS, COYIMUNDU, MARIQUA, IGUANAS. Mixed sets of snakes for shows. SNAKE KING, Brownsville, Tex. m12x

ALLIGATORS, SNAKE DEN, \$5.00-\$20.00 — RACING TURTLES, CHAMELEONS, FISH, OPOMMUS, BEAR, SQUIRRELS, RATTLESNAKE OIL. Catalog 10c. BOSS ALLEN, Ocala, Fla. oc18

ALLIGATORS, SNAKE DEN, \$5.00-\$20.00 — RACING TURTLES, CHAMELEONS, FISH, OPOMMUS, BEAR, SQUIRRELS, RATTLESNAKE OIL. Catalog 10c. BOSS ALLEN, Ocala, Fla. oc23

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Catalog, now ready. MEERS BROS., 8 WARD, Ocala, Fla. m14

BLACK BEARS, BADGERS, SNAKES — TAME Giant Rhinos, Monkey, educated, \$40.00. Rhinos Tame Monkeys, \$20.00; Deodorized Skunks, \$5.00; White Rabbits, large 10 months White German Poodles. PUPPYLAND, 2045 Bayley, Detroit, Mich. oc18

MARIQUETTE MONKEYS, VERY ODD, \$12.00; 10-50c-Down Monkeys, \$25.00; Poodles, \$15.00; Soccer Monkeys, \$35.00; Ring Tail Monkeys, \$20.00; Ant Eaters, Barbary Sheep, Silks Deer, White Swan, Peafowl, Pheasants, Ducks, Geese and various other wild animals, birds and reptiles. WHIPPOORWILL GAME FARM, Rockville, Md. x

MAX — GIANT RHESUS MONKEY, 5 YEARS old, trained. Four years in Paris and London. CAMPBELL, 4125 Wyoming, Kansas City, Mo.

WINTER QUARTER YOUR LIVE STOCK in our modern, all heated quarters. Expert care, best of food, lowest rates. WHIPPOORWILL GAME FARM, Rockville, Md.

HELP WANTED

BOOKING AGENT WANTED FOR VALDEVILLE, night club. Contact BOX 128, The Billboard, 1564 Broadway, New York, N. Y. oc18

RELIABLE, ENERGETIC FLOOR MANAGER FOR Portable Kink. Have buildings for winter operations. Year round job. HATS ALB MYERS BROS., RINKE, Harris, Ky.

TOP MOUNTER FOR HAND TO HAND — CALL for write ROY NODOLLO, Ground Floor Back, 407 W. 47th St., New York, N. Y.

VIOLINIST DOUBLING INSTRUMENT FOR touring quartet. Must sing. Send photo, full particulars. BILL HARRINGTON, 44 14th, Northeast, Atlanta, Ga.

WANT HIGH CLASS PROMOTER FOR REAL ATTRACTION. "The World's Smallest Cathe." Have strap book containing plenty publicity. Ripley's Believe It or Not, John Hicks Strang papers, Drunks, books and small things, save stamps. I'm no angel. DAN SHERWIN, Box 505, Cushing, Okla.

WANTED — GIRL MUSICIANS, ALSO MEN, Strainers, Singers, Accordionists, Guitars — big and small combinations, others write. HARRY WARMAN, Tommy Lacey, Theatrical Mart, 162 No. State Street, Chicago.

WANTED TO BUY

ARCADE EQUIPMENT — ALL KINDS, AND Other Amusement Games, etc., for one of the largest amusement centers of the South. GEO. B. MACDONELL ENTERPRISES, The Flag, Jacksonville Beach, Fla. oc18

CONEY RACER AND KENTUCKY DERBY, regardless of condition, for cash. THOMAS NUGENT, Belmont Park, Montreal, Que., Can.

Show Family Album



PERSONNEL of the Tom Marks Company, a repertoire show, snapped the season of 1912-'13 in the Canadian Northwest. Left to right: James Perrin, husband of Arlie Marks, now living at Christie's Lake, Ont.; the late "Grandpa" Brock, company manager; Chris Allen, in Hollywood pictures; Arlie Marks, daughter of Tom Marks, now living in Perth, Ont.; John and Fanny Kane; George A. Fox (rear), musical director, living in retirement in Plymouth, N. H.; and Florida; Tom Marks, company owner-producer, residing in Perth; Ivy Lyons, Duffalo, and Joe Lyons, now appearing in burlesque in the East.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 37-27 Opera place, Cincinnati, O.

CONEY RACER OR KENTUCKY DERBY GAME. Cash immediately all cash if price right. UZZELL, 130 W. 42d St., New York.

PAY CASH FOR TUMBLE BUG OR OTHER. Riders suitable for park location. G. W. LOHIG, Huntington Hills, Rochester, N. Y.

PAY CASH FOR KIDDE AUTO RIDE, TYLT, White, Chalmers, Octopus. Address WILLIAM WOLF, Box 2745, Bloomington 14, Minn.

PHOTOMATIC — INTERNATIONAL MULTICOPIER. Want to buy in Canada. Will pay cash. Write BEN ROSENBERG, 1226 Stanley St., Montreal, Que., Can.

UNBORN SPECIMENS — WILL BUY COMPLETE show or just set of specimens. State lowest for cash. S. E. WELLER, care The Billboard, Cincinnati, O.

WANT SKATES, SHOE SKATES AND ANY other indoor rink material. Also need additional floor men. RINK, 615 Dunsmuir St., New Orleans.

WANT TO BUY 16MM. SOUND FILM — Trade Webster P. A. System, now Hulse Theatre, Radio Shop, Concessions, Strip Photo for 16MM. Film. Year round permanent home address: LILA B. HERDMAN, 6645 Ave. L, Houston, Tex. Phone W 68547.

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at 5c a Word—FIRST LINE IN THIS STYLE TYPE

2c a Word—FIRST LINE IN THIS STYLE TYPE

1c a Word—ENTIRE AD in this style type.

Minimum 25c Cash With Copy

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "boxed" 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 ACROBATS

AT LIBERTY — GOOD TUMBLER, WANTS work with a comedy act now. Age 26. For further information write SYLVESTER DOMIER, 1426 N. Myrtlewood St., New Urm, Miss. oc23

At Liberty — Tennessee. Age 29, height 5'10", weight 125. Will be joined with concert before several theaters. Minor experience. Write Debra, 1714 10th Ave., Kansas, Wis. oc23

AT LIBERTY AGENTS AND MANAGERS

CAN BOOK SCHOOL SHOW THROUGH KENTUCKY. Write RUDOLPH HAMMOND, Livingston, Ky. oc18

AT LIBERTY CIRCUS AND CARNIVAL

At Liberty for Winter — Juan Marrer. Female impersonator, working following acts: Fire Eater, Ventriloquist, Snake Lecturer, Mental Art, Magic and Tumble Lecturer. Act: Snake Dancers, Ice Cream Life show attractions. We have set out our time for winter. Address Juan Marrer, Third Day Home, Home, 4th, week 13; Paris, Ala., week 20.

At Liberty — Royal Dancer. "Twisted Tunes and Hot Tunes and Years Slicing. Covers also Features Artist show and pairs with artist. Shows of two, 1935 equipment. Postmaster, care of The Billboard, Cincinnati, O.

Write M. H. King's High Class Society Musical Act: George King's Puppet Show (Puppets and Juggs); also Ventriloquist. Address 204 N. Church St., Homer City, Pa. oc18

AT LIBERTY MAGICIANS

MAGICIAN — FULL EVENING PROGRAM. Professional. Latest in modern magic. Schools, theatres, halls. No carnival or medicine. Have all the essentials. Advance agents, theater. Liberal percentage to the right party willing to cooperate or will join and pay 10% royalties. Have A-1 fact and supply Vaudeville Act. No. 38 W. 97th St., New York.

Three Months and Two Showings Acts for show, hotels or any large show of five nights for schools, etc. No act. Baltimore, 165 S. Oak St., Baltimore, Md. x

AT LIBERTY MISCELLANEOUS

PITCHMEN — TAKE SIGN

Painter along in your car for expenses. Contact your agent of Chicago. JAMES KLINE, 53 St. Johns Place, Brooklyn, N. Y. oc18

WURLITZER SERVICE

Man — 50 years' experience; also remote control knowledge. Looking for opening in Chicago or Southern Indiana. Address 80X C-254, The Billboard, Cincinnati, O. oc23

Philately and Numismatics Man — New with philately department of large theatre chain in Chicago. Will be making connection with annual operation such as an exhibition, with show, etc., as additional exhibitor agent. Terms, market, address, Write Box C-258, Billboard, Cincinnati.

Denver social connection. Band or Orchestra. Ready second press department. Shows, etc. Write Box C-259, Billboard, Cincinnati, O.

Will Book Magazine or Book. Address Act include for schools, or M. C. Brady Building Act: in Canada; or what have you? Will be filling-in: act all. Have 1940 program. Write Box C-259, Billboard, Cincinnati, O. A. W. Zales, 1218 Post, Arlington, Pa.

AT LIBERTY MUSICIANS

HAMMOND ORGANIST —

Have own organ. Also double Tenor, Clarinet, Guitar and Arranger. Desire job with well organized band. Guarantee to cut it on all instruments. Age 27. Plenty experience. BOX C-244, Billboard, Cincinnati, O. oc18

TROMBONE OR STRING

Basic—Ten years' dance experience. Married, draft exempt. Have good car, house-trailer. Don't drink or smoke. Locate any where. Union. NEIL GIVEN, Plymouth, Wis.

A-1 TENOR SAX — ARRANGER, YOUNG, Can style band, name experience. Union. Like location in Milwaukee or Midwest. Consider all offers. BOX C-243, Billboard, Cincinnati, O.

DRUMMER — DRAFT EXEMPT, NEW OR old time jazz, stage, play violin, Sax. JACK BOLGER, Marshall, Minn. oc23

EXPERIENCED GIRL TRUMPET — READ, range, tone. Young, single, reliable. Do vocals. Non-union at present. Prefer location with act band in East. State all in first letter. MUSICIAN, 812 Third St., Albany, N. Y.

RHYTHM GUITARIST, DOUBLING ELECTRIC Steel. Age 26; union; single, and draft deferred. Would like to go back to East. Prefer cocktail combo. REG HAYS, 141 Taylor St., Jackson, Miss.

STRING BASS — DOUBLE VIOLIN, GUITAR. Finest instruments. Read, take, play in tune. Reliable solo. Prefer unit that really works. Union. Available after November 15. JACK WADE, care General Delivery, Remondyville, N. Y.

STRING BASS — ALL ESSENTIALS. READ AND take. Single, solo. Have good car. Will go anywhere. EDDIE HOWETH, 816 E. Tucker St., Wash, Tex. oc23

TENOR AND CLARINET — PHRASE ADJ., arrange and sing. Union, age 27, solo, draft exempt. Available immediately. Write BOX C-249, Billboard, Cincinnati, O.

TENOR, CLARINET AND ARRANGER — ALSO Trombone. Available after the 15th of October. HERRY MARTIN, 106th 1st. Band, Fort McClellan, Ala.

AGENT—CAN BOOK ACTS, ETC., IN MIDWEST. Clowns, acrobats and freaks; especially tall men for all winter's work. Results guaranteed. Write FRED T. RICH, Lubbock, Tex.

Manager, Assistant Manager or Secretary-Thourer for entertainers, not show, organized. Age 54, white, white. Five in travel, have car, no dependents. Can handle publicity. I have immediately opened up my company and company for the last two seasons, but I don't wish to last longer for my family. Any proposition will be considered all with seasonal. What have you to offer? JAC COET, 7-B, Billboard, Cincinnati, O. oc23

AT LIBERTY BANDS AND ORCHESTRAS

FOUR-PIECE "DINNER MUSIC" STRING Ensemble. No dancing. Two men, 2 girls, using Solovos, 2 Violins, Flauto, Cello, Viola, Bass. Concert and popular. LEONARD ENSEMBLE, 304 Perry, Vincennes, Ind.

TEXAS MOST POPULAR BAND, ELEVEN MEN, equipped the best including transportation. At Liberty Jan. 1st. Reliable managers and booking agents, please contact. LEADER, 2901 S. Bruce, Waco, Tex. oc18

WELL KNOWN MIDWESTERN BAND — Eleven men and girl. Styled, all special arrangements. Union. Co anywhere. For details write ORCHESTRA, 305 21st, Murfreesboro, Tenn. oc23

Stunt Five Show Band — Trombone, Tenorhorn, Three Sax doubling Clarinet, Trumpet and Drums. Flauto Violins, three and soloists. Have a troupe of aerial arrangements, insect and wing. For outlines, do present an act weekly and can handle inquiries. Write As. Effects see inside Bill Frank's, Radio Station, Dallas, Ala. oc18

TROMBONE - ALL ESSENTIALS. DIXIE STYLE, good reader, like anything. Plenty of experience. Write or write "DUKE" DUNAWAY, 4019 Ridgeway Ave., Columbia, S. C. 9c18

TWO GIRLS AVAILABLE IMMEDIATELY - Experienced. Also see doubling Clarinet, Saxophone. Young, socially, excellent reader, tone, take-off, strong. Please location with reliable outfit. Write or wire best offer. MUSICIANS, 213 Livestone, Lexington, Ky.

VIOLINIST DOUBLING CELLO, SAX - Experienced theatre, symphony, hotel, radio. Write experienced Pianist, Organist. Address W. J. ZEMPER, 504 Perry, Vincennes, Ind.

Use Liberty - Bass Horn, brass solo. Age 19, Italian. No parties. Italian Character, 110 W. Douglas St., West Liberty, N.H.

All Liberty Seminars - Present. No first, second or third in action. Solo solo solo. Young, well trained, excellent reader, tone, take-off, strong. Write or wire best offer. MUSICIANS, 213 Livestone, Lexington, Ky.

Shelton Reed and Myrtle Galt - Doubling Trombone and Violin. Bass and solo. Good experience. Age 31. Location 2000 Hill, Houston, 231 N. Collins, Galveston, Tex.

Respected Organist - With or without Organ and Solos. Complete Organ, Northwood. Presenting a new and original program. Solo solo solo. Write or wire best offer. MUSICIANS, 213 Livestone, Lexington, Ky.

Violin Solo and Myrtle Galt - Doubling Trombone and Violin. Bass and solo. Good experience. Age 31. Location 2000 Hill, Houston, 231 N. Collins, Galveston, Tex.

Respected Organist - With or without Organ and Solos. Complete Organ, Northwood. Presenting a new and original program. Solo solo solo. Write or wire best offer. MUSICIANS, 213 Livestone, Lexington, Ky.

Solo Solo Solo - Modern, experienced all kinds. Good solo and solo. Good solo and solo. Write or wire best offer. MUSICIANS, 213 Livestone, Lexington, Ky.

Trumpet Solo and Myrtle Galt - Doubling Trombone and Violin. Bass and solo. Good experience. Age 31. Location 2000 Hill, Houston, 231 N. Collins, Galveston, Tex.

Trumpet Solo and Myrtle Galt - Doubling Trombone and Violin. Bass and solo. Good experience. Age 31. Location 2000 Hill, Houston, 231 N. Collins, Galveston, Tex.

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AT LIBERTY PIANO PLAYERS

A-1 PIANIST - GIRL, READ, FAKE, CUT anything. Experienced in male bar. Solo style. Will consider girl outfit at top salary, but prefer male band in club or hotel. Free November 1. Reference and photo. BOX C-252, Billboard, Cincinnati.

A-1 PIANIST - DESIRE PLAYING IN SMALL or large swing bands. Like to travel. Young, reliable and good looker. Can read and fall well. Have classical background, considered good. Address JOE DE GREGORY, 534 Linden Ave., Steubenville, O. 9c18

Experienced Nonunion Pianist for Tavern, club or small home. No parties. All instrumental. Write: Harold Brown, Marshall, W. Va. 9c18

Old Piano - Age 24, 10 year experience, includes solo and cocktail lounge. Attractive, good music sense, especially. Long travel. Ask word. Available on the whole, writes for location job in South or Southwest. Must be good. One location, immediate acceptance, solo or traveling. Write Miss H. L., 4252 Baskett, Cincinnati, 9c18

Piano Available October 15 - Young, reliable, no parties. W. Meadon, 650 First Ave. N., Cedar Rapids, Ia. 9c18

Piano solo for small party bands. Small towns and clubs. No solo or solo. Write for large towns, locations, dates and lists. Middle age. Dick Yope, Roseburg, Or. 9c18

AT LIBERTY VAUDEVILLE ARTISTS

KLARE KENNEY - BARITONE PRIMA DONNA. After three years in all kinds of show business, observes that the public appreciates gay but high type material. This season Kenney is using semi-popular English and French repertory presented in conventional style. His program is again the last word in feminine fashions. At Liberty for Eastern clubs December 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31. Write for complete list. 9c18

At Liberty - Gloria Lee Baker, the Harmon Vocalist, arranged details in the agreement work. Write for complete list. Address: Residence, 225 E. 13th, Fort St. 9c18

Panama-Pacific Society Circus - Dog, Frog, and Monkey featuring the Act Beautiful, the Famous Warlock, Military Heroes. Presented by the only original Ford Panamatic. Address: Circus Headquarters, Geo. K. Roberts, Manager, 3104 N. 20th St., Portland, Or. 9c18

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New Britain, Conn. is to appear before the Women's College Club of Bristol, Va., October 13 to show his circus movies along with his talk on the circus.

R. A. (Bob) Davie, of Hartford, Conn., is ill with pneumonia at the Hartford Hospital. He is improving and would enjoy hearing from friends.

UNDER THE MARQUEE

(Continued from page 32) Europe to play winter dates. He would like to hear from old kipling trouper.

BOY O. VALENTINE and wife, of the Flying Bombs, visited The Billboard in Cincinnati last week while driving from Peru, Ind., to Waycross, Ga. He play eight Georgia fairs, beginning at Waycross October 13. They reported business this season the best in 16 years and that total weeks played this season would be 35. Valentine also said they were producing a seven-people double-wide act for Bob Morton for next year's spring dates.

FOUR CYCLING GREGORYS have combined their act with donkey baseball and basketball attractions and have purchased a 50-acre farm at Spring Grove, Va., as the off-season home for their stock. They also have a seven-room house there for their permanent home. They will be there until the last of October, when they leave to play their first winter date in Maryland, N. C., high school gym. The summer season was very good for them, with only six rain-outs.

JACK DEMPSEY is expecting a call any day from the government to help inaugurate a series of lectures to children of the nation. When he joins the government he will serve as assistant to Jack Kelly, Olympic sculling champion and an expert on physical education. Dempsey will have as his assistant James J. Braddock, another former heavyweight titleholder. Dempsey said that his duties will call for visits to many cities to give lectures to boys on taking care of their bodies and how to build them up.

FRANK MYERS, of Peoria, Ill., heard the Band Wagon program on Station

WHA, Madison, Wis. October 9, and says program was the entire album of C-58 Columbia recordings of Merle Evans's circus band. That station plays the Columbia and Victor recordings of the Big Show band quite often, says Myers. Frank visited the Hill farm at Lancaster, Mo., October 8. Three barns are all that are left there, he says. He saw two elephant tubs and a set of patched wheel harness, the only things left to indicate that a circus once wintered there. He talked with young Hall, who has a few horses there he is buying for the government. An application by the name of Humphrey also there, reports Myers.

HERMAN JOSEPH, former clown with the Ringling-Barnum show for many years, writes from Goldsboro, N. C.: "I met many old-time performers and work- ingmen with Mills Bros. Circus when it played La Grange, N. C., several weeks ago. At Goldsboro, Colo. Bro. did good biz. Manager Terrell, Novella Burkhardt, Stanley Dawson, Harry McPartin and the bunch in the dressing room showed much courtesy. I saw Theod Nelson Martove (sister of Mrs. Zack Terrell), Hilda Nelson Burkhardt and Paul Nelson, Jack Dempsey is the talk of the show. Miss Cook has a wonderful collection. Fred Bros. played Kalamazoo, Mich., September 29. The first circus to play there this season. Every courtesy was shown me."

IN THE INTERESTS of recruiting a concert party has been organized in Regina, Saskatchewan, District 12 and it is touring the province of Saskatchewan. Staff of the show is Private Kenneth Morris, sometimes known as "Speedo," former clown with the Ringling show. Acrobats and pyramids are done by four Saskatchewan boys who preferred to join the army rather than play the Class B fair circuit last summer. Two of the four had a strong man act in Northern Saskatchewan before joining up and one of them, Private M. Zambulsky, also entertained in the circus party by allowing himself to be hanged by the neck from any convenient beam and by letting men break rocks on his chest while he rests on a bed of nails. Private John Hickey, former orchestra leader, is in the unit's orchestra.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS - One-unit row working South. Write CLAUDE L. SHAFER, 1041 S. Delaware St., Indianapolis, Ind. 9c23

FOR YOUR FREE ACTS - BOB FISHER'S FEARLESS FLYERS, Billboard, Cincinnati. 9c29

WORLD'S HIGHEST Aerial Contortion Act. High color thriller. Other acts available for free dates. Write for complete list. G. HIGGINS, Billboard, Cincinnati. 9c25

FOUR HIGH-CLASS ACTS - WORLD'S BEST White Act, real Comedy, Trama Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cuddehu, Wis. 9c25

JAMES CUSWORTH - CLOWN COP, UNCLE Sam on High Stits for parades, festivals and fairs. 1413 Reno St., Lincoln, Neb. 9c18

THE GREAT CALVERT - STAR HIGH-WIRE Act of the 1940 New York World's Fair. Now booking Southern fairs. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. 9c1

Aerial Contortion - Standard attraction of north. Paid Double Trapeze, Comedy-Balancing Ladder, Paid Trapeze, Acrobatic, Guaranteed. Write for complete list. Address: Billboard, Cincinnati. 9c23

Charles La Cruz (La Pizosa) - Original, outstanding Novelty Trapeze Act. High color platform act. Acrobatic, Acrobatic, Guaranteed. Write for complete list. Address: Billboard, Cincinnati. 9c23

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CIRCUS FANS

(Continued from page 33) Members present: Mr. and Mrs. Randall W. Baker, Mr. and Mrs. Walter M. Buckingham, Charles E. Davis, James B. Hays, Lawrence V. Norden, Wm. H. Day, Mr. and Mrs. Wm. H. Judd, Mr. and Mrs. H. Fremont Alderson, Mr. and Mrs. M. Nason, Mr. and Mrs. Samuel M. Ewanta, Frank D. O'Connor, Arthur Barrows, Mr. and Mrs. Martin M. Branner, Mr. and Mrs. Edwin P. Colt, Joseph Y. Daley, Mary M. Gribbin, Mr. and Mrs. Walter Holden, Mr. and Mrs. L. Perry Raymond, Lillian C. Roaska, Edwina E. Smith, Jeffrey O. Phelps, W. Howard E. Stecki, John P. Sullivan, Mr. and Mrs. Frank J. O'Connor, Mr. and Mrs. F. B. T. Viering, Mr. and Mrs. George A. Long and William L. Montague.

Melvin D. Hildreth was a delegate from the District of Columbia to the recent American Legion convention at Milwaukee and was a member of the Committee of Foreign Relations. The new national commander, Lynn Uphaw, was formerly Hildreth's boyhood circus partner in the operation of Davis & Uphaw's Big Shows.

Frank Magn of Detroit writes: "Upon my return from a flying trip to Los Angeles I stopped at Houston to pay a visit to Frank and Lucia Walter. I found them the same hospitable, cordial hosts they have always been. Walter is rebuilding his stables and when completed it will certainly be a circus quarters that is can well be proud of. A visit to see it is more than worth while. We enjoyed every minute of our visit and those two grand fans are a credit to the organization."

Dr. Manuel Perez Pico, CPA from Havana, has been nominated as a candidate to the House of Representatives in Cuba by the Socialist party.

F. E. Lockey, CPA of Cranston, R. I., attended the Hamid-Morton Circus at the Boston Garden evening of September 29.

Past President William H. Judd, of

LETTER LIST

- (Continued from page 30) Barrow, Miss. Bobbie GABRETT, J. LAWRENCE P. FAYE, R. H. ...

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SS Revamp Will Aid Plate Sales

NEW YORK, Oct. 11.—The administration's latest move to completely revamp the Social Security system is expected to increase demand for Social Security name plates. It is reported that an elaborate plan is being worked out by Washington officials, under the guidance of President Roosevelt, as a means of controlling inflation during the war and to set as a cushion to the inevitable shock of post-war economy.

Of particular interest at this time to metal plate manufacturers is the fact that the new legislation, once it is passed, will extend Social Security coverage to practically the entire population. Many additional millions will be eligible for Social Security under the new plan, and this means that the market for the metal plates carrying name, address and Social Security numbers will be tremendously increased.

The Social Security plates have been widely accepted by the public and excellent sales have been reported. The item is very practical, as it offers the permanent record of the number and cannot be stolen or torn. There are a number of variations of the plates on the market at this time. All of them are attractive in appearance. Since introduction of selective service the plates also have space for draft and order numbers. Thus all pertinent information is retained in one compact unit.

New Epstein Novelty

NEW YORK, Oct. 11.—Mr. and Mrs. Julius Epstein announced the arrival of their first-born, a son, October 2. Julius is the head of the Epstein Novelty Company and is well known in the confection trade. He has carried on the tradition set by his father, Albert Epstein, founder of the firm. The company is widely noted for its specializations in badges, buttons, canes, whips and similar novelties.

Novelties Click As Rodeo Opens

NEW YORK, Oct. 11.—The annual rodeo has again made its appearance in Manhattan, and the streets that lead to Madison Square Garden are thronged with adults who want to see the Westeners go thru their paces during the three-week show.

The rodeo has a decided influence on the sale of whips, hats and souvenirs with Western tie-up. Street and store workers stocked up in anticipation of heavy demand, and it is expected that business will exceed that of past seasons. Throngs going to the rodeo want to have mementos of the occasion, and it is reported that buying during the first few days was brisk.

Crowds going to the Garden are also partial to items appealing to children, in lieu of them taken along by the youngsters. It is said that banners, pennants and balloons are among the sales leaders. Cards and novelty items of a general character are also doing well.

Pitchmen report there has been considerable demand for Scotties and novelties that squeak. Fur monkeys, crinkle dolls and comic items, particularly those with a timely tie-up with the war, are in demand.

Operators Seek Deals for Fall

NEW YORK, Oct. 11.—Salesboard operators throughout the country are busily engaged in preparing for the fall and winter seasons, according to reports received here. Interest in the salesboard field continues to grow and operators have shown that they are fully aware of the possibilities by offering seasonal and practical merchandise. In this way they have assured steady profits throughout the year.

Portable radios, pipe sets, candy in re-use containers, fur coats and robes are some of the items being stocked in anticipation of the approaching heavy holiday season. The holidays also offer salesboard operators an opportunity to feature many new items on quick-turning deals. It is fully expected that this year will wind up in a blaze of glory for operators, as people are earning money and are not reluctant to spend it. A spending spree is on and the salesboard field is getting its share of the dollars in circulation.

The wide-awake policy of operators in handling practical, worth-while items is paying dividends to progressive workers who know that the way to make certain profits is to have an item that has wide popular appeal. Alert operators are constantly on the lookout for items that have mass appeal. Most recent example of this is the instant hit made by Flippy, described as the military strip-tease cigarette case.

striking replica of a field gun with a stack of cannon balls on the field in front. Mounting is executed in richly grained wood, carefully finished and hand-rubbed, with trimmings in chrome and a large dial with easy-to-read numerals. It is worth a look-see.

Did you notice the combination Hitler tombstone-grave set just offered in last issue? (See DEALS on page 56)

Bingo Operators Preparing For Heavy Autumn Season

Popularity of the game is constantly increasing—operators are stocking up heavily on merchandise prizes for fall, winter and holiday seasons

NEW YORK, Oct. 11.—The fall season has officially started for bingo operators. They are lining up diversified merchandise for the months ahead and planning promotion campaigns to add to the drawing power of the game. Wholesalers have available a wide variety of merchandise suitable for bingo prizes, and wide operators have been taking advantage of the prevailing prices on items suitable for fall and winter months. While staple products receive the most attention, it is reported that operators are also on the lookout for merchandise that is new and has



BINGO is back with a bang in Southwest Mississippi and Northeast Louisiana, with churches as well as other organizations staging parties with refreshments owned and operated by Bob Lancaster, has a weekly bingo game, one of the most popular in North Louisiana. Players are attracted from a number of neighboring towns. The Catholic High School Alumni Association is holding weekly parties in Natchez, Miss. White's Smoke House, White's Cafe and other bingo locations in Natchez are operating again after a recent shutdown because city officers construed bingo with gambling. Rev. Charles Tobin, St. Joseph, La., and Rev. Daniel O'Hanlon, St. Mary's Cathedral, Natchez, are both using bingo games to raise funds for their churches and are faring well.

THE USE of 16mm. films has been used effectively to attract people to bingo parties. Of course, since bingo is the main entertainment feature, the film programs are limited to half-hour showings of short subjects, newsreels and comedies. Occasionally a bingo operator will present a full-length feature as an added attraction.

Usually bingo operators make a tie-up with a rodeoboyman to present the film program. The cost is nominal and it is reported that showings of films have added to the size of audiences. In addition to showings of films some operators put on live talent shows and variations of amateur night. But in all cases this entertainment is not lengthy. Bingo is still the all-important event, but the added attractions do put the audience in a good frame of mind.

REPORTS from all over the country show that the fall bingo season has got off to a good start. Operators everywhere state that business is better than ever, with increasing interest in the game shown by the public.

THE JOBBER price protection policy of the E. S. Lowe Company has been invariably featured, it is reported. "The jobber," states Lowe, "has played an important part in the growth and popularity of bingo. They deserve most of the credit for the national distribution of bingo supplies and have made possible the countless thousands of games held in the country's smaller towns. The least we can do is to help insure their legitimate profits and maintain the feeling of good will. In keeping with this policy we offer, free of charge, our attractive index catalog imprinted with the jobber's name."

wide popular appeal. The bingo field can look forward to one of the best seasons in years, and it is entirely possible that new attendance and receipt records may be established. Naturally, this means that operators' profits will also skyrocket to new highs. One of the best indications of the popularity of the game is the resentment of the public in cases when anti-bingo moves threaten to deprive them of the game.

Despite grim news from overseas and the problems that beset this country in these trying times, Mr. and Mrs. America continue to patronize bingo games heavily throughout the country. The no accurate survey was made, but no exaggeration to state that at least 10,000 games are held weekly in the East, and the pulling power of the game is not confined to this area alone. The number of games held throughout the country, the prizes awarded and the receipts received must reach staggering figures.

Merchandise sales have been upped considerably as a result of the strong public interest in bingo games. Manufacturers, wholesalers and operators have all shared in the profits, with the first two classifications enjoying extra success as a result of the demand for bingo prize merchandise. Operators have been able to add to the variety and color of their displays because of the wide choice of merchandise now offered.

Operators have learned from experience that it pays to feature better merchandise and that the items should be on a par with the stock displayed in stores. Utility and flashy dress are other points that have not been overlooked, and enthusiasm in play is greatly increased when prizes include items bearing names of nationally known manufacturers. It has been found, however, that they are not satisfied with just any prize. They also want quality, and operators have anticipated this trend by featuring this type of merchandise.

The holiday season is not far off and operators have been stocking up on such reliable stand-bys as electrical appliances, household wares, toys, dolls and cocktail sets, items that are suitable for Christmas gifts. While the trend is to practical items, flash is not being overlooked. Supply houses that carry in equipment demands of operators report there has been wide demand for cards, balls, blowers and other accessories.

The tremendous public interest in picture taking has created a demand for candid cameras as bingo prizes and operators are featuring many types from the lowest priced to those in the medium price range. Electric shavers are also displayed by operators, as well as gadgets designed to make household tasks easier. Operators who run games in college towns naturally feature merchandise of particular interest to students. During recent years Joe and Jane College have gone for bingo in a big way and their interest is quite understandable. Since their allowances are limited, they are staunch bingo fans, as the games offers them an opportunity to secure merchandise for a nominal sum.

Bingo operators have become increasingly aware of the tremendous possibilities of the student field. (See BINGO OPERATORS on page 56)

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

OUT OF THE MAIL BAG.

H. A. I., Philadelphia, writes:

"I am interested in starting in the salesboard business and would like to learn as much as possible about the business. I am about to go out with 'Flippy,' advertised in this week's issue of The Billboard, which seems to me to be a deal for stores. Could you give me an idea as to how a deal should be placed with stores; should it be sold outright or worked on a percentage? What should the storekeeper's percentage be in the latter case?"

"I have read and received information from articles in The Billboard about placing deals with individuals, or placing deals thru operators, but haven't seen anything on how to operate deals in stores. I will appreciate any information you can give me."

"This man is evidently confused as to basic operating principles. A deal is not placed thru operators. It is the operator who places the deal on location. The location may be anywhere—in an office building, factory, railroad terminal, night club or elevator, to mention just a few—and it is some individual in these locations who actually works the deal. As a rule stores are not touched unless local authorities permit such placements. However, in territories where storekeepers may be solicited, operators more often than not will sell the deal outright and make their profit on the sale. If a storekeeper is not willing to accept one of the major awards offered on a card or board as his compensation for working the deal, it isn't wise to make him a cash offer instead. Better to fix a fair margin of profit above the cost and to sell the deal outright."

The Howard Clock Company is out with another number which looks good for a play, the new Howard Census Clock. Item is timely in more senses than one and apparently has plenty of consumer appeal. Clock is set in a

"V" KEY CHAIN HOLDER

Made of plastic with beaded metal chain. Available in various shapes and colors. 4 cts. to a display card.

GROSS - \$3.75

FREE - NEW 1941-'42 CATALOG, THOUSANDS OF ITEMS.

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LOWEST PRICES

Write for Free Price List BUY DIRECT From Old Established Firm Since 1897

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LADIES' WATCH

Very Flashy YELLOW GOLD COLOR

Fine quality with gold-tone bracelet. White chrome back on case. 10 1/2" face size. Quartz action. Swivel movement. Gift boxed. Looks like a \$10.00 watch.

83898—Each.....\$3.65

Now Outgoing soon ready. Get your name on our mailing list.

When Ordering: Give Your Retail Certificate Number or State Line of Business.

ROHDE-SPENCER
223 W. Madison Chicago

COMIC GREETING CARDS
(Glove insert)

Yours and Your-Rival's Funniest! Suitable for Every Occasion! Recently Released! Specialty Many Countries! Meet The World's Funniest! You're Being Warned!

A miniature assembly is included with each card, such as rubber glove, funny glass, toothpick, tongue attachment, bag, etc., which bring yours to match, and catch lines that will delight.

Mail \$4.00 NOW for our introductory kit, postpaid. It includes our complete line of manufacturers, Jobbing and quantity prices on request.

REX MFG. CO.
West. Highfield, Ohio

PLAY YOUR HUNCH!

JUST SHAKE — BANG! —

YOUR LUCKY NUMBER 3'S ARE — The Best's Newly Patented Numbers Drive. Make Numbers, Make Luck Strike. Names, Odds, Odds and other game where Numbers Determine Winner. Mail \$1.95 to Dept. "B" HUNCH PRODUCTS, 218 E. Washington Blvd., Los Angeles, Calif.

"CLICK" with Hollywood SERVABAR!

The Hottest Premium of the Year!

AVAILABLE NOW!

It's part of our NEW "Bigger Me" line—write for FREE Catalogue Over 2000 items.

\$5.40

No. 723—"Hollywood" SERVABAR complete as shown. A genuine gold-plated name stamp. 25 stations. Our stock makes it look your month. Order at once. Price—\$7.50. No. 722—"Newport" SERVABAR. Same as above except 25 pieces. Free post cabinet. Price—\$6.00. No. 741—"New Yorker" SERVABAR. Same as above except round cabinet. No. 742—"New Yorker" SERVABAR. Same as above except round cabinet.

NATIONAL PRODUCTS COMPANY, 25 W. Court St., Cincinnati, Ohio

DEALS
(Continued from page 54)

week's taste of *The Billboard*. Seems to us this item should go well as a consolation award or as a major on a small low-take deal. Ash tray is rather unusual and plenty of them will probably be passed out.

Are you tying up any deals with the football season? There are many items you can work to profit with such a tie-up, especially in dyed-in-the-wool college towns.

HAPPY LANDING.

BINGO OPERATORS
(Continued from page 54)

chandise styled for students' needs will always draw, according to operators who have worked college towns. The atmosphere is very informal and added attractions, usually in the form of impromptu amateur entertainment drawn from members of the student audience, have been effective in providing an entertaining night. Some of the items that have particular appeal to students include overnight and stinger bags, writing cases, files, cigarette cases and lighters, compact, clock-mats, fountain pens, lamps, clock and handbags.

GARDEN RODEO
(Continued from page 3)

fect, it turns out to be plain corn. The No. 1 box office of Republic films also turns anecdotalists here by telling how he met President Roosevelt at the White House, etc. Autry's running matter is based on a self-buildup of his presumed humbleness, but at about \$5,000 per week income he can afford to act like an inmate of a posh house. If Autry just sang and avoided "performance" and "production" he could get better than a passing mark, but his advisers seem to think differently. As the money he commands they must be right.

Nine Contest Events

Of the 15 events 9 are in the competitive class. These are cowboys' bareback bronk riding, cowgirls' bronk riding, mounted basketball, calf roping, saddle bronk riding, steer wrestling, wild-cow milking, wild-Busham steer riding and wild horse race. Plenty of thrills for the natives here and much sustained applause for arena efforts. Contrast innings are grand entry and introductions, mixed horseback quadrille, trick and fancy roping, Gene Autry, Autry and the Ranch Girls, cowboys and cowgirls' trick and fancy riding. All good, with the discount as previously noted.

In the early part of the run the stock, being fresh and rarin' to go, manages to give a big shot in the arm to sameness—and this year is no exception. Some 600 head are on tap, plus a large quota of saddles and special equipment. Everett E. Colborn continues as managing director, Frank Moore as resident manager and Fred Alvord as arena secretary—all veterans. Judges are Leo Murray, Harry Knight and Floyd Stillings, with Murray held over from 1940. Dan Hines is arena director and the announcer is Al Peasim, who is putting in his 15th consecutive season at this post. Ted DeGlin is publicity-advertising chief, assisted by Fog Horn Clancy, radio, and Will C. Murphy, newspapers.

Most grand entry is followed by the conventional mounted quadrille, with the pairings carrying the colors of the Lightning C Ranch, of Dublin, Tex., where the stock originates. The six couples are Everett Bowman and Alice Greenough, Vera Goodrich and Margie Greenough, Hoyt Helner and Ted Lucas,

Dick Griffith and Bernice Taylor, Bill McMacken and Mary Parks, and Hughie Long and Mildred Mix Horner. Chester Byers, Junior Eskew and Vera Goodrich are back at their stations with trick and fancy roping and the insert following are the ever-growing McLaughlin roping kids, Don and Gene. Current Ranch Girls are billed along beside this line, such as Marcelaine Rich, Miss Texas; Marianne Rich, Miss West Texas; Jean Marilyn Chausser, Miss North California; Betty Ann Goodan, Miss South California; Ada Lee Pernier, Miss Arizona, and Mary Mercer, Miss Sun Valley. They're good for an abundant share in the picture and story departments. Everett Johnson is at the same old stand and but now are Flo Vallett and Ted Vallett, drum major and drum major, and they're especially good. Assisting Autry and also filling the com-in are Jimmy Wakely and the Melody Ranch Boys.

Griffith a Standout

Dick Griffith is naturally the standout in the trick-riding exhibit, as he can ride rings around most specialists in this line. In his support are Myrtle Goodrich, Don Wilcox, Norma Holmes, Bernice Taylor and Polly Mills. Only six riders and only two men.

Participants as listed in program insert follow:

Ted Lucas, Norma Holmes, Yvge Del Dralaker, Alice Greenough, Margie Greenough, Myrtle Goodrich, Mildred Mix Horner, Mary Parks, Jane Burnett, Bernice Taylor, Polly Mills, Vivian White, Elaine Cooper, Jean Martin Clausen, Betty Ann Goodan, Ada Lee Pernier, Mary Ann Rich, Marcelaine Rich, Mary Mercer, Frances Lee, Charlie Colbert, Bill Lindley, Chill Cole, Earl Blevins, Harold Jackson, Al Fletcher, Tom Hogan, Doc Burk, Clyde Burk, Fred Alvord, Alvin Gordon, Roy Lewis, Jess Goodspeed, Smokey Sander, Bill Greenough, Dick Pruitt, John Derick, Hughie Long, Juan Salinas, Tony Salinas, Jack Shepherd, Everett Shaw, Vic Schuman, Paul Gould, Jimmie Coleman, Boris Helner, Bud Spilbury, George Mills, Buck Kelsie, Fred Barrett, Lem Reeves, Carl Doney, Jackie Cooper, Burel Malkey, Wally McConnell, Jim Like, Earl Clennon, Cecil Henley, Stub Bartlemay, Carl Shegard, Shorty Matlock, Loren Fredricka, Homer Cook, Jim Patch, Gene Ross, Joe Mendes, Tex Jones, Howard Brown, Fritie Becker, Dick Griffith, Jimmy Sutton, Worth Crouch, Carl Manges, Chet McCarty, Dick Harris, Steve Hancock, Hugh Bennett, Bill Lewry, Jasbo Pulkerson, Gene Pruitt, Tom Knight, Henry Henson, Turk Greenough, Bill Stevens, Carl Bedford, Gerald Roberts, Buck Mason, Doll Aber, Jack Wade, Sonny Hancock, Elmo Walls, Nick Knights, Hank Mills, Toots Mansfield, Ed Hudo, Roy Matthews, Bob Estes, Fritz Traan, Bud Linderman, Jerry Brown, Pete Kerscher, Buck Sorrells, Bruce Ross, Butler Monroe, Bud Davis, Sick Wares, Jim Robillard, Carlos Green, Frank Finley, Lyle Cottrell, Eddie Hovancamp, Mike Fisher, Joe Vinas, Vance Herman, Frank Betzel, Mason Romana, Byron Leonbea, Bryan McCallum, Edsde Curtis, Irbly Mundy, Bill Crawford, Hugh Clingman, John Ellis, Henry Thode, Everett Bowman, Homer Pettigrew, Hub Whitman, Rutten Yonnick, Buck Dowell, Jim Whitman, Tommy Smith, Bill McMacken, Buck Taylor, Mickey McCoskey, Howard McCoskey, Gen Tambo, Mike Hastings, Shorly McCrory, Bob Crosby, Ted Yechem, Rufus Morris, Rock Parker, Bob Walden, Dave Campbell, Harry Hart, Eddie Evans, Andy Haste, Don Wilcox, Emile Avery, Leo Murray, John Jordan, Harold Govier, Morgan Chancey, Jack Martin, Fred Brielow, William Bell, Charlie Aldridge, Everett E. Colburn, Harry Knight, Floyd Stillings, Don McLaughlin, Chester Byers, Junior Eskew, Gene McLaughlin, Vernon Goodrich, Bob Matthews, Bob McLaughlin, Ed May, Bill Clennon, Everett Bowman Jr., Dan Hines.

Chute Chatter

Jasbo Pulkerson and G. Mills furnish the clowning, their special show being the seven partners in the bull riding event. Timms and Ted Lucas, Charles M. Price, Cappy Lane and C. L. Crowl. Opening night celebs included Mrs. Will Rogers, announcement of whose name stopped the show; Fred and Paula Stone, Rex Beach, Major Edward Bowen, Will

Shortest Distance

A straight line is the shortest distance between two points." The Billboard comes "straight" to you on a subscription. Simply mail \$1 for 4 weeks. TRAIL subscription, Vernon Cusack-Dupl., The Billboard, 27 Opera Place, Cincinnati, Ohio

Hays, Sonja Hente and Don Topping, Sally Rand and singer Olivia Santoro. For some reason or other, the major's name drew a round of boos. Printed program was completely sold out, which may mean good business for a paper shortage. Probably both. Garden President Col. John Reed Kilpatrick saying hello near the upstairs refreshment counter to contestant Smokey Snyder. Annual parade at noon Wednesday was staged in gorgeous weather and Hizzoner the Mayor was there in all his glory (including boots) to receive the contingent. At Thursday night performance a hefty bulldogging contest gave the heavens to a photographer; George Miller, and injured him, also smashing his camera.

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The most attractive class of military jewelry you have ever seen. Ex. U. S. Service Medal is a prominent feature. An appropriate gift for wife, sweetheart, and mother. Highly polished, yellow-finished Double-Halo with enamel-inlaid, semi-precious military insignia from 1st Division of Army, Infantry, Artillery, Navy and Aviation. No. 236J225—Per Doz. \$1.50, Gross, \$18.00. In beauty and quality equal to the best. No. 236J226—Per Doz. \$2.50, Gross, \$30.00. Also an ideal item for novelty stores. Novel News Stands and Drug Stores.

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California Natural Miniature STRAW FLOWERS

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POSITIVELY A BIG MONEY MAKER

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NO 2 CARDS ALIKE

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for this excellent report from THE BILLBOARD. Article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators. See, sell, field practical. Supply is limited, so write for your free copy today!

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SPONSOR CO. 1041 Dulles, La Grange, Ill.

PITCHMEN

A department for Pitchmen, Demonstrators, Nevelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.
 by **BILL BAKER**
 (Cincinnati Office)

ART NELSON ... will soon be leaving Toronto. He played a few small fairs to good business, winding things up, and says it's getting cold in Canada. This winter he will work a few stores in the States.

WINTER PLANS are now in order. Have you made yours?

"HOT-SHOT" AUGUSTIN ... worked Blandra, Tex., on sheet September 28, for his first day's work in over 18 months. Now he has been in the hills resting and trying to get well from tuberculosis. He is much improved but a long ways from a well man. He writes: "Old Men want hother me this winter, as I have my winter wood and my own boys ready to kill. Expect to be out in these parts another year. Wood is bringing the highest prices ever and crop is good. You can get it out here, if you have the stuff."

SOME OF THE BOYS ... and girls are long overdue with a pipe. Why not limber up and shoot one in?

THE FELLOW who knows himself first is more likely to succeed than he who does not.

WILLIAM BLUMHART ... met many of the boys in Detroit making the usual rounds. Among them was his old friend Max Chief. Blumhart says that Chief Curran has two carloads of glass and is open to meet all comers among glass cutters. Bill and his LaBaw are going big in the Motor City.

W. C. MURPHY ... pencils from Portland, Ark. "While here I met Clowen White, who has given up the road for a while. He and White Boothby are running a restaurant here. This town is open for shows and pitchmen."

THE SUCCESSFUL pitchman is that way because he sets a pace that he always can maintain.

CHARLEY COURTEAUX ... is still pitching peelers and juicers to good results in the Youngstown, O., and Pittsburgh areas.

WHAT'S BOCOME ... of such stalwarts of the pitch fraternity as St. Hart, Harold Watson, Joe Walsh, Morris Davidson, Blacky Kessler, Blim Rhodes, George, Michael, Johnny Ross, Fred O'Day, Clarence Morrison, Haps Mendenhall, Art Novatney, Jimmy Miller, C. W. Howard, Vandy Cooper, Billy Connors, Conrad Christensen, Al Meyers, Al Decker, Ray Harbers and Mickey Walker?

JERRY THE JAMMER SEEZ, "In some instances it pays to be indifferent, but not when it comes to paying off obligations."

EMPHET TELLS ... from the calamity howlers that ink sticks are a thing of the past, the boys and girls working the latest style pens are reported to be going to town in a big way.

ALTHO HELD OVER ... in South Bend, Ind., for another week, Stanley Naldrett soon will be in the Deep South, he pens from the Indiana city.

CHIEF BLACK HORSE ... and Jimmie Tucker recently closed a successful season at Ashley, O., with their med show. Jimmie has headed for Iowa, and Black Horse is taking a two-week vacation before opening a hall show. He recently took delivery on a new house trailer. They would like to read pipes from Mississippi Kid and Pappy Jordan.

IT'S PROBABLY true that no news is good news, but can it be applied to communications from pitchmen?

RALPH GARDNER ... tells that he closed to good results at the Cattle Congress and Dairy Show, Waterloo, Ia., where other lads hesitated to be getting their share of the long green, since rain spoiled it for two days

for the boys who worked outside. Among those sighted with booths in the buildings and at outside spots were Arthur Ward, magic; Sid Shipman, whistles; La Fay, glass cutters; Mr. and Mrs. Sid Hirsch, horoscopes; Jack Small, juicers; Jack Halligan, med; Kay Libby and mother, farmers; Tim Sullivan, pens; Hugh Smith and Speed Hetch, run menders; Mickey Romanelli, glass cutters; Dolly Kearns, run menders; Mr. and Mrs. Stevens, straw flowers; Tom Kennedy, glass cutters and horn suite; O. V. Flippa, cutters, and Ben Jackson, flasks.

UNSIGNED communications still make their appearance at the Pipes Desk. However, the editor pays no attention to them.

"AFTER WORKING ... a few street celebrations and sales days I played my first fall store date October 14," cards Bob Posey from Wabash, Ind. "Plan to continue with my store demonstrations until the Bluebirds sing in the spring. Would like to see pipes from Jimmy Jack Curran, Tom Kennedy, Melvin Shost, Al Decker, H. B. (Kelp-Malt) Kennedy, Health-Book DMMille, Al Stien, Jack Kerns, Ted Travis and all the other pipe-inners."

BIG AL ROSS ... pencils from St. Louis that Bob Beach and Red Gunn worked several decks to outstanding results at the Alabama State Fair, Birmingham. Ross, who is working the front of the Girl Show on Royal American shows, says Knut the Mouse Man, also worked to good business in Birmingham.

THEY TELL US the boys who are making the coffee territory seem to be getting plenty of the long green. Wonder how much of it is being banked.

SID (DEACON) DUBIN ... closed a successful season with the sea shells in Moody, Conn., recently. He says he'd like to read pipes from Red Lux and the Seidel Brothers.

SEVERAL ... of this column's readers have called the writer's attention to the fact that the Court of Mixing Nails program, aired over Station WABC, New York, is trying to locate a Mrs. Hinquinn, also known as Bertie Mae Quinn or Bertie Mae Martin, or her 10-year-old son, John Quinn. She is heir to a large estate left by her husband, who died last April. The estate must be claimed by October 31. When last heard from Miss Quinn (Martin) is supposed to have been touring the South with a med show. Anyone knowing her whereabouts is asked to have her contact the station immediately.

MEMORIES: Remember when Ned Hovey was taken to the station in Toledo for working without the proper credentials? Ned not only secured the reg but also obtained a permit by demonstrating and selling to every member of the police department present one of his latest self-filling ink sticks. These were the good old days.

CHIC DENTON ... of the road in Dallas, operating a store, says: "Cuban Mack, whom I was with on Robbins Bros." Cruise in 1938-'39, called on me recently. He is with a

Next Issue LIST NUMBER
 Will Feature the Following Lists:
FAIRS
COMING EVENTS
DOG SHOWS
FRONTIER CONTESTS
 Order a copy from your news-dealer NOW or mail 15c in postage or cash to
Billboard
 Circulation Dept.,
 25 Opera Place
 Cincinnati, Ohio

Belleve-It-Or-Not Show at the Texas State Fair here. Dutch Davidson and Joe Ackerman are also at the fair."

HOT-SPOTTING is a vogue in Pitchmen since the closing of some of the big cities. It has been profitable to some members of the tribes and better fraternity, as they work the busy business districts. It takes intestinal fortitude to make the grade, however.

AL SPANS ... is still pitching code at the shipyards and steelworks in Newark, N. J. He says he has been working a fast item at Harry's Department Store on Broad Street. Tony Rayno is also there with pens and slugs. Marie Bertram is holding them with rug cleaner, adds Deets.

OAK-HYTEX BALLOONS
HALLOWE'EN PRINTS
 Oak's orange color balloons with black dots and witches are popular and first selling for Halloween.
THE OAK RUBBER CO. - Ravenna, Ohio

Sell ACE BLADES
MILLIONS SOLD
 Ace Blade prices reduced. Factory direct price. Each blade boxed in oil to keep cutting - shatterless. They are factory ground - perfect and money returning. Blades free for sampling your trade. We ship anywhere. Each case five blades, factory price.
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ZIRCONS
 12 GENUINE OPALS \$1.50
 12 GENUINE GEMES 1.50
S. LOWE, BOX 525, CHICAGO, ILL.

THE UPPODDOW FLASHLIGHT HOLDER
 Thruout light anywhere and glow for use in both hands. Used on ground, hanging up, or fastened to anything to clothing. For home, use or conventional use. It makes a flashlight COMPLETE! A real size mirror. Ideal tone for demonstration. Write for details.
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New! ENGRAVING PINS
"Style-Hits" of the 1941 Fair Season
 Feature new embossed designs in 1941 Engraving Pins—this "style-hits" at this season's fairs. There is still time to "cash-in" on these new big selling styles. Write or write for the new 1941 Engraving Catalog and see all the brand new styles. Specify Catalog Number 18.
HARRY PAKULA & CO., 5 N. Wabash Ave., Chicago, Ill.

RAY HESHERS . . . is back in Chicago, and says he is hooked with a DeFroonster to a bang. Hershers says Ray (Pats) Walton how the dogs are going down yonder.

HANG OUT AN EAR . . . fellows, and turn in on the following effusion from Eddie Gillespie, ace pitch exponent from Dallas: "Have been dropping cords and floodlights in plants and shops around Detroit for the last two months, but because of the priorities on copper and rubber, I can't work it. Moe-Fie Mettler, Stan Drake and Eddie Hoar are working cookers at the State Fair in Texas here, demonstrating to the Lone Star State's fairer sex how to whip up an elephant-size meal with nine vegetables and meat in three minutes. The boys are so accustomed to the pressure, both from the cooker and the pitch, that the other day Eddie tells the tip how safe it is with no dangerous blow-out plugs or old-fashioned steam whistle valves. He was so hot he forgot about the gas and the top of the cooker blew off like a volcano. The result was he blew the cooker, vegetables, his tip and his pipes. The other pitch boys working near by said it was the biggest and fastest blow-off they ever saw. It rained here four days, so no one is garnering any of the long green or even grabbing the hard money. Line-up at the fair includes Pop Adams, glass knives and jokers; Ruckelshoff, paper cups; Doc Weidtmann; Fred Bluffstein, cigar; Abe Whittemore, pen; Fred Allen and mother, transistor; Freddie Schaeffer, straw flower; Jimmie Neal, jokers and glass knives; Joe Ackerman, jokers; Glen Bernard, jokers; and the writer, pens. Saw Phil Kraft working a St. Louis chain saw and getting big turns on corn punk. Worked the 1000 pipes from Act One. Bill Waldorf, Eddie Jameson, Jack Mahoney and Gummy John Schoemlin."

Pitchdom Five Years Ago

John Sweeney and Thornberg were writing plenty of sheet in Lebanon, O. Kenneth B. Reynolds was there, too. . . J. E. Nicholson was braving the early winter winds at fairs in Ohio, and hopped from there to Georgia and Alabama. . . Roy (Doc) Lett was located in St. Louis. Carl Huber had his waterproof gaiter going wild at several spots there. Others there were Bill Crauser, gummy; Tommie Lee, books; Slim Craig, sheets; Bernie Delmar, horn nuts; Phil and Marie Long, horseoper; Bill Givens and Curly Scott, handbags. . . B. J. Stark met Salem Bedonie in Gary, Ind. . . Albert H. Marsh, still working fairs in Michigan with automatic paint sprayers to good use, stopped at the Pipes Show in Cincinnati en route to Birmingham. . . Sam H. Childers had been doing swell business thru Illinois and Kentucky with the Lord's Prayer on a pin. . . Morris Kahntroff opened an auction store in Fort Worth, Tex., after making the long jump from the Cleveland exposition. . . W. D. Cooper was enjoying

swell business on the leaf in Morgan, Miss. . . W. B. Osforth found things good around Waynesville, N. C. . . Jimmie Watson was in General Hospital, Los Angeles. . . Al Ross was at the Food Mart in Chicago. . . He met Bob Roche, who reported that Cleveland gave him his winter bank roll. . . Eddie Diebold, after 10 weeks at McCrory's in Reading, Pa., with white shoe cleaner, went to Pittsburgh. . . George A. Saucier, lone wolf of KAO fame, was still making spots in Oklahoma and Texas. He scribbled from Dallas that he hadn't seen a plebiscite in that section. . . Doc Roberts continued to play to thousands nightly in Oklahoma City—five years at the same spot. . . Harry Pelletier made the fair at Marysville, O., with jar wrenches to fair his. . . Hobby Laidlow was working in an around Oklahoma City with med to fine taken. . . Martin Block, of aspirin card fame, was frequently seen around the auditorium at Tulsa, Okla. . . That's all.

Med's the Best Show

—By E. F. HANNAN

IT IS said that Billy Rice, one of the best end-men in the minstrelsy field, obtained his start in the med show business. He always used the stump speech style that was featured by med show comedians of this type, when presented as Rice did it, never failed to shock Luke Scholcraft, another minstrel star, tramped with med shows before joining the minstrelsy field and Lew Benedict used to tell a story in his vaude monolog of the med show he heard out with at \$6 per week and grub, and when the show pitched its tent near a field of good eating corn, over was the fodder for the performers for the time being. If the year-by crop was beans, beans were in order.

At any rate, many old-time blackface stars learned their stuff with med and were so much the better performers for it. A story is told about Jack Haverly, strolling down South Clark Street, Chicago, and stopping to listen to a banjoist playing for a med lecturer. Haverly asked the performer how much he was being paid. "Two dollars a performance, the banjoist replied, but the worst part of it is I only work every other night and that ain't work enough." "I'll give you \$5 a performance and throw in your board," Haverly said, "and you'll work every night and most of the afternoon. You'll work enough in a minstrelsy if that's what you're looking for." So Haverly took on another blackface.

Events for Two Weeks

- Oct. 13-18
ARK—Dumas, Livestock Show, 13-15.
CALIF.—Sacramento, Dog Show, 13.
D. C.—Washington, Dog Show, 13.
GA.—Commerce, Ood. Fellows Celebration, 13-15.
ILL.—Taylorville, Boybean Festival, 14-16.
IND.—Indianapolis, Horse Show, 17.
KAN.—Lyons, Golden Jubilee, 13-18.
MD.—Baltimore, Auto & Home Show, 11-12.
MASS.—Worcester, Dog Show, 14-15.
MICH.—Detroit, Dog Show, 12.
MISS.—Natchez, Horse Show, 13-14.
MO.—St. Louis, Dog Show, 14.
MONT.—Billings, Junior Fat Stock Show, 13-14.
N. Y.—Buffalo, Auto Show, 11-12.
Birmingham, L. I. Dog Show, 13.
Birmingham, L. I. Dog Show, 13.
Rockester, Auto Show, 11-12.
N. C.—Charlotte, Negro Cotton Festival, 13-15.
O.—Galien, Fall Festival, 13-15.
Leopold, Corn & Cattle Show, 13-15.
SOUTH.—Bismarck, Dog Show, 12.
R. D.—Yankton, Pioneer Day, 12.
TENN.—Memphis, Nat'l Dairy Show, 11-12.
TENN.—Treatment, Dog Show, 13-14.
Henderson, Music Festival, 13-15.
Houston, Food & Home Expo., 11-15.
Houston, Dog Show, 13-15.
WIS.—Madison, Food Show, 13-15.
CAN.—Peterborough, Ood. Plovering Match, 14-17.

- Oct. 28-30
ARK—Pine Bluff, Auto 28-30.
CALIF.—Center, Potato Show, 28-29.
ILL.—Chicago, Radio in Blaine, 28-30.
IND.—Newport, Centennial & Home-Cooking, 28-30.
KY.—Mayfield, Fall Festival, 28-30.
LA.—New Orleans, Dog Show, 28-30.
MICH.—Marquette, Potato Show, 28-29.
NEB.—Omaha, Pioneer Trail Days, 28-29.
N. Y.—Buffalo, Dog Show, 28-30.
Newport, Dog Show, 28-30.
R. D.—Waton, Pioneer Day, 28.
Madison, Eastern Day, 28.
Yankton, Dog Show, 28-30.
TENN.—Grand Junction, Livestock Show, 28-30.
TEX.—Gillespie, Yankton, 28-29.
Yankton, Dog Show, 28-30.
Taylor, Farm Festival, 28-29.
WASH.—Seattle, Logging Congress, 28-29.

- WIS.—Madison, Livestock Expo., 28-29.
CAN.—Toronto, Ood. Dairy Industries Expo., 28-29.
Toronto, Ood. Shrine Circus, 28-29.

MIDWAY CONFAB

(Continued from page 35)

CALIF.—While playing Redding, Calif., Marie Hanks of the writer's Parisian Girl Revue, was pleasantly surprised by a visit from her parents, Mr. and Mrs. L. H. Lupton and brother, Russ. Peggy Bailey of the Fan Show, doubled at the Hilltop Cafe, local niter. New two-ring circus attraction with the writer as emcee, is proving popular. Line-up includes Ray Wheeler's dogs, with Sherry Lane, clown, handling the act; O'Neill Twins; Skim Milk, rodeo clown, and Capt. Eric Van Der Wall's Lions.

ONE of the funniest things during winter months is a beoken guy trying to appear flush and a flush showman trying to appear tapped out. One is pride and the other self defense.—Colonel Patch.

ABOUT 45 members of Siebrand Bros.' Shows were guests at a party tendered them by Walker (Death Valley Scotty) Scott and his secretary, W. W. Merrill, at Scott's home in Grapevine Canyon, Goldfield, Nev. Headed by Merrill, the group made a tour of the grounds and home and then partook of luncheon served in the patio. Among guests were Mr. and Mrs. H. Siebrand, Bill Armstrong, Mr. and Mrs. P. W. Siebrand, Pierre Andre, Gladys Belshaw, Curly Cummings, Mr. and Mrs. Harry Clark, Mr. and Mrs. McCraig and son, Darrell, Mattie Clark, Mrs. Lucy Dohly, John Dugan, Mrs. Hap Henry, Herman Jackson, Mr. and Mrs. Bill LaFourme, Henry (Swede) Peterson, Charlie Milton, Mr. and Mrs. Art Parkinson and family, Mr. and Mrs. Robert Penny, Mr. and Mrs. Les Ritter, Frankie Regan, Rex Hecall, Don Ray, Salene Stewart, Mr. and Mrs. Eddie Swanson and Mr. and Mrs. Goolie Vincent.

ASKING for a job with a side show, a naive said, "I am just a normal young man who wishes to travel." "Normal! Normal!" shouted the manager. "Then why in hell did you apply at a side show?"

OF INTEREST to transient manufacturers of ice cream are Regulations 2 and 16 of the Florida Frozen Desserts Law, which are being strictly enforced by the inspection bureau of the State Department of Agriculture. Regulation 2 provides that "No person shall operate an ice cream plant or manufacture ice cream without first having obtained a license as required by the Florida Frozen Desserts Law. Licenses are in the form of an inspection fee and are not transferable as to ownership or location of plant. An itinerant maker of ice cream shall obtain a license each time he changes location." Regulation 16,

which pertains to the manufacture of ice cream on trucks or other units that travel from place to place, provides that "only ice cream, as defined in the Florida Frozen Desserts Law, can be manufactured and dispensed from a traveling frozen deserts machine. Ice cream mix must be purchased from a licensed wholesale frozen deserts manufacturer within the State. Ice cream mix must be stored at a temperature of 30 degrees Fahrenheit or lower. Some provision for storage and keeping mix cold must be provided. Mix must be protected from contamination. No ice cream may be put thru a freezer a second time."



★ BUY ★

United States
DEFENSE
SAVINGS
BONDS and
STAMPS

• REGISTERED!

MARK HULING'S
STAGE AND AQUATIC
ENTERPRISES WITH SEALS

The only retrieving and high hurdling seal performing in the water.

Now registered with
THE BILLBOARD'S MATERIAL PROTECTION BUREAU
—as the exclusive property of

Mark Huling, owner and sole originator, are all ideas, presentation, production, routine and other innovations, including his latest novelty, the world's greatest seal

"SHARKEY"

Any infringement in whole or in part will be dealt with according to law—and copyists are warned to "lay off."

Mr. Huling and "Sharkey" currently appearing at

ROXY THEATER

New York

Exclusive management: WILLIAM SHILLING, 1560 Broadway, New York.

BIG VALUES IN LITTLE SPACES.
100-PIECE Novelty, Gifs, DEAL \$15.00
100-PIECE Novelty, Gifs, DEAL 22.50
100-PIECE Novelty, Gifs, DEAL 30.00
100-PIECE Novelty, Gifs, DEAL 36.00
1000 ASSORTED Novels, Retail to 10¢, DEAL 17.50
1200 ASSORTED Stationery Items, Retail to 10¢, DEAL 21.00
400 ASSORTED Writing and Paper Items, Big range, Retail to 10¢, DEAL 24.00
TOY & GAME ASSORTMENT #1, Retail to \$2.00, DOZEN 7.80
TOY & GAME ASSORTMENT #2, Retail to 1.00, DOZEN 3.75
TOY & GAME ASSORTMENT #3, Retail to 1.50, DOZEN 1.80
TOY & GAME ASSORTMENT #4, Retail to 25¢, GROSS 8.50
TOY & GAME ASSORTMENT #5, Retail to 30¢, GROSS 4.20
You get excellent value and big assortment in any case and assortment.

25 Years of Value Giving
Dealers of 25¢ with all C. O. D. orders.
192-cents Catalog sent with shipment.

HILLS SALES CO.
101 BROADWAY, New York, N. Y.
WHOLESALE LOWEST PRICES WHOLESALE

PAPER MEN
For the Publisher in the Billboard on the national publications, third rates. Write to me
ED HUFF, 6516 Phillips, Dallas, Texas

WANT COOK HOUSE

For new Sevier County Fair, Sevierville, S. C., and Marion County Fair, Marion, N. C., and two others to follow. Also Commission of all kinds. All address:

S. E. PRELL, General Manager

World's Fair Shows, Inc.

LAURENS, N. C., this week; Marion, N. C., next week.

CAN PLACE

COOKHOUSE. Several weeks of fairs. Concessions of all kinds, no exclusives. Eddie Lippman no longer here. Fritz Brown manager concessions. Have Girl Show open for reliable operator. Business, contact Red Eye Hillman.

AL WAGNER

Troy, Ala., this week; Andalusia, Ala., next week.

WANTED

Manager for multiple Gark Show, Manager for organized Girl Show, a good week's work. Orange, Texas. Fair then Alexandria, La. CONGRESSIONS—Canton, Haverhill, Fallston, Cassville, Ocala and Tex. Oct. 20-21. Was or come in. Many, La., Fair, this week; then Orange, Texas.

MANAGER

4 STAR EXPOSITION SHOWS

**AT LIBERTY
CAPT. EMIL HAHN**

Band Leader with Collopy Available immediately for Indian Circuses, Concessions or Musical Events. List of work. Address: CAPT. EMIL HAHN, 815 Garland Ave., S. W., Canton, O., Phone 3-2120.

READING'S SHOWS

Ward—Grand Shows and Stock Concessions, Concessions Agents and Horse Shows, Show No. 1 at Montgomery, Tenn., this week; Grand Fair, No. 2 Show at Marietta, Ga. Live Stock show at Grand Junction, Tenn. All address: W. J. WILLIAMS, Bp., Brannenville, Tenn., Grand Fair, this week.

WANTED

Shows and Concessions for Texas, Ark., P. T. A. Grand Fair, Oct. 12-13 at ARKLA, Ark., P. T. A. Grand Fair, Oct. 20-21 at date and venue. Must be clean. No Criminal wanted. Don't give name or show all. Legitimate Concessions. No gambling place. Indian Circus, Turkey, no copies. Contact crop best to 20 years. First show, first place, to S. side in Fall City.

**WANTED FOR CASH
TRAILER OR TRUCK**

Equipped with Generator and Generator
N. C. GREENFIELD, INC.
870 7th Avenue, New York City
Telephone 5-0073-0047

**RAY FAMILY
CIRCUS ACTS**

Outstanding for late Texas, Louisiana and Arkansas events. Proven performers. We can furnish the date for labor events. Address all mail to REUBEN RAY, care General Delivery, Orange, Tex.

WE ARE NOW BOOKING

Act for 1942. Will buy Factory Made Kid-Ride.

WYSE GREATER SHOWS

Weyland, Iowa

WANTED PHONE MEN

Tickets and Ads. Strong Applicants.

HAL S. RAND

SUITE 16, JONES BLDG., UTICA, N. Y.
Phone: Utica 4-0441

FOR SALE, LEASE OR TRADE

Businesses, Rides—New, tested, new models, portable, for park or carnival. Can be used in operation in Blue Ribbon Shows to see inside. Address:

MRS. LEE PADEN

Geneville, Ga., this week

WANTED TO BUY

Set of Players on Taylor. Must be in good condition. Please reply. No junk considered. Write to Mr. J. W. Roberts and address:

W. W. ROBERTS

214 Shawnee Drive, Louisville, Kentucky

LANCASTER COUNTY FAIR

Weyland, Va., October 20th-25th
Ward Perry Show with new transportation, 24 per cent, of any kind or more than 240 horses and 200 head of cattle. What we have. Concessions all over. Will guarantee you to work on all winter to South Carolina and Virginia.
THOMAS H. BOWWELL, Lee Hill, Va., this week.

**Montgomery Annual Winner:
Near-Capacity Crowds Out**

MONTGOMERY, Ala., Oct. 11.—Montgomery County Fair, sponsored by Alabama Overseas Veterans and featuring Great Lakes Exposition Shows on the midway here September 29-October 9, played to near-capacity crowds every night. Fair was located on Bell Street across from Maxwell Field, where several thousand soldiers and cadets are stationed, and a soldiers' jayday during the week didn't hurt business any.

A percentage of one-night's proceeds was given to the Rainbow Girls (Junior Eastern Star organization) to help in their campaign to raise funds for the purchase of an iron lung for the city. The girls had a booth at the fair, where they solicited donations nightly. Weather was ideal through.

NEW FED TAX

(Continued from page 3)

to and will collect the tax from everyone except the above exceptions, and these classes are to go into in volume to be considered. The only ones who are really exempted are the kids under 12, except if the price goes beyond 9 cents. A 10-cent ticket for a child under 12 is taxable at 1 per cent.

Latest interpretation on cabaret levies stipulates that spots which have an automatic phone as the sole source of entertainment will be exempt from the 3 per cent levy. In other spots the tax will be collectible on everything the customer buys, including service. Previously a 20 per cent tax was charged on admission, but new levy eliminates this in favor of an over-all 5 per cent tax.

Taxes on critics' admissions will also have to be paid by theaters, even tho no admission is charged them. If horse shows the levy, the amount of tax which would be charged will have to be shielded out.

The tax increase on distilled liquor is already resulting in higher prices at bars and hotels. This is especially prevalent in the lower priced spots.

WASHINGTON, Oct. 11.—Price of drinks at clubs and bars will advance 3 cents in most spots here, but the upper-bracket establishments are sitting tight on the present scale. Operators are not sure whether it would be better to hike the price or cut the portions. In order to meet the general advance in liquor costs.

SHOWMEN'S LEAGUE

(Continued from page 11)

Herman, Miami; Lee Cochran, Chicago, and Patriots Gordon, Johnny J. Jones Exposition. Elected to the nominating committee for 1942 were Mrs. Lew Keller, Mrs. Edward A. Hook, Mrs. Leah M. Weber, Ester Welner, Carmes Seymour, Mrs. Al Wagner, Clara Zelger, Mrs. Charles McDougall, Mrs. Louis Henry, Vivian Miller, Nora Shost, Edith and Claire Bullock, Marie Korte and Mary V. Taylor. Bass Hamid sent in dues of \$25 and is paid up to 1942. After adjournment members were served with cake and coffee, a treat from Sister Virginia Klins.

I. O. O. F. BAZAAR

Dorino St. Lot, Columbia, S. C.
Now and All Winter. Free Gals.

WANT

Spittins, Beards, Five-Plains and Ocala Performers, Mid-Cent, Monkey, Beads, etc. Day Rides, amuse, Trolley, Tubs, Fountain and other. Want to buy for 1942. Please write to: Alvin, Pleasant Hill, Lee County, Va., etc. All replies.
DEPT. P. O. BOX 222, COLUMBIA, S. C.

F. R. HETH SHOWS

WANT

For Act for laborers of season, Commission of all kinds. Shows, Live Galleries, First 300 W. of six. Want Girls Girl Show with 100 girls. Want Live Show to drive trucks, etc. Address for P. O. Box 222, F. R. HETH, Columbia, S. C., this week; Abbeville, S. C., next week.

EMANUEL ZACCHINI
"Super Human Cannon Ball"
Could feature jumps over three Ferris Wheels. This act has been presented on James E. Stratos Midway for the past two consecutive years. Now open for winter dates and 1942 season.
Address: 2601 Parkland Blvd., Tampa, Fla.

ENDY BROS.' SHOWS, INC.
ATHENS, GEORGIA, SOUTH'S OUTSTANDING FAIR
WEEK OCTOBER 20
WANT Rides that do not conflict. CONCESSIONS all open. Novelty, Pitch Shows.
Followed by Panama City, Crestview, Marianna, all in Florida. Closing Miami, Shreve Fair, December 2th.
THIS WEEK CLINTON, SOUTH CAROLINA.

POLACK BROS.' INDOOR CIRCUS
Wants Promoters capable of managing advance promotions for our Shrine Dates. Salary and percentage. Ten months' work to year. Address IRV J. POLACK, Manager, week October 13, Lake Theatre, Salt Lake City, Utah; October 21 to 23, Grand Junction, Colo., week October 27, Shrine Circus, Pueblo, Colo.

WANTED INDEPENDENT SHOWS
For balance of season, consisting of all fairs. Will place any money-getting Show that does not conflict. Thirty per cent if you have your own equipment and transportation. Write or wire at once.
SOUTHERN STATES SHOWS
Live Oak, Florida, this week; Lakeland, Georgia, next week.

WANTED ... WANTED ... WANTED
"MAMMOTH TOBACCO AND HARVEST FESTIVAL"
NOV. 4-8
5 DAYS
PEOPLE WITH MONEY—ARMY MANEUVERS
NOV. 4-8
5 NIGHTS
YADKINVILLE, N. C.
Fairs Wheel—Merry-Go-Round—Oscopos—Tilt-a-Whirl—Chair-o-Planes—Kiddie Rides, Shows, Minors—Yam-Do—Fox Wagon—Any Walk Tires—Plywood—Grand—Etc. Concessions, Grand Stairs—Bicycle Rides—Pony Rides—Pitch-Tell-You-Who—Fish or Duck—Novelties—Cora & Leo Galleries—Anything Left—Eat & Drink Stand—Patrols (no Quads). Need 50 or 100 N. W. Plant, Street Truck, Ward 2 or More Successful. Free Act. Will consider Organized Show with above. Write—Phone—Wire
J. E. SHEW, BOX E, YADKINVILLE, N. C. (Phone 48W)

WANT DANCING GIRLS
\$25.00 PER WEEK
Write or Wire DANNY GORMAN
EIGHTH STREET MUSEUM
255 N. 8th Street, Philadelphia, Pa.

Days 6 Nights
October 20-25
CAN PLACE FOR
October 20-25
"NORTH CAROLINA'S LARGEST FAIR THIS WEEK"
Johnston County Fair, Smithfield, N. C.
Can place Concessions of all kinds, including Novelties, Beads, Photo, Pony Rides, Heats, Ball Games, Coupon Shows and Wheels, Hatters, Tompkins and Eddy, etc. Can place non-conflicting Shows. Address all mail to:
TOM CARSON, Business Manager, or LLOYD BERFAGE, Manager, Weyland (Fair), N. C., this week.

KEYSTONE MODERN SHOWS WANT
Fair Atlanta, Ga., lets organized Musical Show or Musicians and Chorus Gals. Want organized Side Show to join in wire. Here complete outfit up and ready to go. Can place Teller and Trainer for Chimp and Monkey Circus. Legitimate Merchandise Concessions all open except Bling. Can place Cookhouse. All address:
BOULEVARD AND JACKSON STREETS, ATLANTA, GA., THIS WEEK.

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

An Industry Goes Out To Sell Bonds

By J. E. Broyles, President Automatic Phonograph Manufacturers' Association

Events of great meaning to the commercial phonograph industry have been taking place during recent weeks. The national campaign to boost the sale of U. S. Defense Bonds has already been announced to the industry and the U. S. Treasury has gladly accepted the offer of the industry to render this service in behalf of national defense. With the full co-operation



and sympathy of the Treasury officials thus assured for our campaign, it is now important that we carry it forward to success.

A lot of discussions have been held on conducting such a campaign since early last summer. Some worthy examples of what can be done have been set by music associations and also distributing firms. These examples should be an inspiration to all the rest of us to get into the campaign and make it a complete success at the earliest possible moment.

The Automatic Phonograph Manufacturers' Association accepted the responsibility of sponsoring the campaign with the sincere desire to do as much as possible in the name of the industry toward supporting national defense. Each member of the manufacturers' association agreed to do as much voluntary enlistment work as possible among their own distributors and customers in order to make the campaign cost the industry as little as possible. It is important that this voluntary spirit prevail thruout every organization and every firm within the industry. It is important that every individual member of the industry voluntarily give his services and best effort toward selling Defense Bonds. It is by showing such a voluntary spirit that the campaign can be made a national success at the least cost to everybody in the trade.

The campaign is being pushed forward with the greatest possible speed. Publicity materials are being prepared by various firms and will be in the hands of the local trade as soon as it can be made available. The co-operation of the Treasury Department will be available to the industry in all of this work. Many local organizations will also develop their own promotional and publicity material to meet local conditions. Thus far the response has been very favorable in every

respect and for the good name of the industry it is important that a united purpose dominate the entire trade.

The plan is to use as much of the personal appeal and personal contact as possible. Manufacturers will appeal to their distributors, and distributors will appeal to their customers. Association workers will appeal to the membership of organizations. Trade papers will appeal to their readers. Each operator who enlists will appeal to his fellow operators and to all locations. Thus everybody will be at work and equal honor will go to all.

The industry has been well informed on the objective of placing the record "Any Bonds Today?" or other approved records on all phonographs. To accomplish this will require a lot of work, and very enthusiastic work. The week of November 9 to 15 has also been designated for special effort and for special observances. The week was selected because Armistice Day comes during that week and there will be many local patriotic observances in which the phonograph industry will take part. We are centering much attention on that week to really make a good showing.

Plans will be in the making, in the meantime, for a permanent program. This is the testing time of the industry, whether it can muster its forces and show a great national spirit. The degree to which the industry volunteers to put the campaign over during the next few weeks will determine the future aspects of the movement. The industry certainly has its greatest opportunity to perform a national service, and the call is for workers and for a supreme effort by every member of the trade.

Each week will bring new ideas and suggestions and new efforts to get 100 per cent enlistment. As local campaigns are developed, all these efforts will suggest new ideas and add zeal to the cause. A national honor roll will be arranged to give due recognition to all operators who enroll in the campaign.

We are stressing all thru the campaign that the phonograph industry is buying bonds and that it is selling U. S. Defense Bonds and not its own wares. This ideal must be kept in mind by everybody. We want to sell bonds, bonds, bonds, and the rewards to the industry will take care of itself.

Please co-operate with suggestions, ideas and with your services. The industry can use you. Call on your own association, on our association, on the trade papers, or any manufacturer or distributor and sign your enrollment card today. It is the greatest cause we have ever worked in and we must put it over.

MEN MACHINES

Western Union Wire

WALTER HURD,
THE BILLBOARD, CHICAGO

PHONOGRAPH MERCHANTS' ASSOCIATION OF CLEVELAND UNANIMOUSLY DECIDED TONIGHT TO SET ASIDE ITS REGULAR "HIT TUNE" CAMPAIGN TO PROMOTE "ANY BONDS TODAY?" BEGINNING NOVEMBER 1. DEFENSE PARADE ON ARMISTICE DAY WILL TOP THE PROMOTION, WHICH INCLUDES RADIO, NEWSPAPER, STREET CAR ADVERTISING. EVERY PHONOGRAPH WILL FEATURE THIS TUNE IN NO. 1 POSITION.

CLEVELAND PHONOGRAPH OPERATORS' ASSOCIATION.

The campaign to aid the sale of Defense Bonds is gathering momentum daily. Outstanding promotions are being planned by the Cleveland Association and the Detroit phono men. Los Angeles phono men are also heading up a nice campaign.

Not only are the phono manufacturers co-operating to boost Defense Bond sales by urging the use of the record *"Any Bonds Today?"* on phonographs, but they are canvassing their own organizations to sell bonds. Reported during the past week were two such promotions. Rock-Ola has furnished each employee with a Defense Stamp album and a contest is now on to see who can fill the books first. The stamps are sold by the firm's cashier and much enthusiasm is being shown by all employees. At a recent sales meeting of the J. P. Seeburg sales organization \$30,000 worth of Defense Bonds was subscribed by those present.

On the distributor front, Al Stern, of MONARCH COIN MACHINE COMPANY, Chicago, urges all operators to watch their p's and q's at the present time. Al goes on to assure operators that Monarch does not believe that jacks-of-all-trades can successfully refinish used games and that consequently Monarch has employed only the finest craftsmen who have been trained to repair and refinish games. "That is the extent of their duties," says Stern, "and that is all that they are required to do. Operators will back me up when I say that they are real experts."

What are the p's and q's that Al urges operators to watch? Well, he really urges watching of p, q and p—that is, performance, quality and price. He declares that Monarch is tops in supplying these requirements.



I. D. BOTKIN

Here is a young fellow who has come to be well known in Chicago manufacturing circles. He is I. D. Botkin, and the occasion for this little tribute is the fact that he has joined the Air Corps. He began his association with the coin machine industry as an office boy and beset with the thought that he could do anything, he soon found himself advancing until he was preparing advertising for the industry trade papers. As an advertising man he was unique—preparing his advertising completely. He

consulted with his superiors—then sat down and wrote his copy, did his own art work and followed it thru until it was completed. Botkin, despite his youth, has served many years with three firms, namely, Daryl Company, Mitchem Company and until recently with Gardner & Company. He is now Private I. D. Botkin, stationed at Jefferson Barracks, Mo., with Flight 29, School Squadron 558.

A blind man could see how the wheels of progress are turning at Perno Point, according to E. C. (Gene) Stephens, executive. Business has been going along at such a fast clip that Perno has taken two floors of the Standard Building, which adjoins its factory. These floors will be devoted to inspections, packaging, carding and shipping of the various types

of phonograph needles manufactured by the firm.

MORRIS MAYNOR JR., Wurlitzer distributor for Virginia and Eastern North Carolina, with headquarters in Richmond, Va., recently sponsored a three-day school for Wurlitzer operators in his territory. Classes were conducted by Joseph Erdos, Wurlitzer special service manager, and W. H. Peters, service manager for the territory.

Operators attending were W. H. Parker, Robert L. Barco, D. A. Graham, W. E. Longan, Mike and Frank Gray, E. R. Bassett, Frederick Jones, Theodore Barnett, Charles E. Ivy, J. T. Freeman, Sam Dossert, O. M. Winfield, J. H. Menefee, J. M. Womble, J. H. Cameron, W. M. Alley, W. T. Owen, Thelma Chandler, John C. Amias, Robert Smith, G. S. Volley, E. B. Alley, J. W. Hawkes, G. Hanes, J. E. Fink, Frank Yewer, Allright Banks, Isaiah Robinson, L. C. Tyndall, Bruce Peyton, C. B. Beach, Earl Duncan, W. S. Riggs, John Davis, Mr. and Mrs. M. C. Partish, Wiley Peyton, George H. Mohring, Joe Fuman, Herman Hicks, Buster Warren, E. L. Parros Jr., W. H. Jennings, Rufus Baxter and George W. Whit.

Frank Weldon has joined the office force of the CALVERT NOVELTY COMPANY, Baltimore, according to an announcement from that firm. Weldon reports his pleasure at being with Calvert, stating: "Calvert has become outstanding in the distributing field. We are planning some unique promotional programs for the benefit of operators and I can think of no firm I would rather work with than Calvert on these promotions." Weldon will work with the sales and advertising departments.

Sam London, reporting on the service school sessions sponsored by the MIL-

WAUKEE COIN MACHINE COMPANY, reports that operators have expressed their thanks at the firm's efforts to improve service to operators. Technical instruction pertaining to operation and servicing of Seeburg music machines was under the direction of John Baxter, of the J. P. Seeburg Corporation.

Incidentally, Sam London, head of the company, who has been ill the past month, is back on the job with renewed vigor and health.



BOB VAN WEISS

Bob Van Weiss, of Atlas Novelty Company Omaha branch office, now on the road, reports that operators are experiencing a consistent rise in play on machines. "Consequently, I am looking some swell orders," he declares.

CENTRAL DISTRIBUTING COMPANY, Kansas City, Mo., has been appointed distributor of Wurlitzer equipment for Oklahoma. It is reported, a branch office, established in Oklahoma City, will be managed by M. A. Bertels. Central is owned by Tim Crummett and Findley Mason.

A new ingredient is going into the building of the United States Navy's 35,000-ton battleship Alabama. The ingredient is music, going to the several thousand workmen in six concert halls daily from phonograph records played over an amplifying system. The premise is that music gives some men respite from their work under pressure.

John E. Cobb and Hy Branson, of Kentucky Springless Scale Company, Louisville distributor, are planning a great event which will "clear the decks of all the machines we now have in stock," they declare. They report that they have listed every machine they have and have put the reconditioning department to work to make each piece of equipment qualify as to quality in readiness for the sale. "We're busy on the inventory—but we expect to be busier than ever when the sale breaks in *The Billboard*," declares Branson.

The amusement machine industry was given added recognition when a new team was added to the annual Scranton Dunmore Community Chest campaign. It is called the Amusement Machine Division. Ben Sterling Jr., Mooresville, Pa., was appointed captain of the team.

BRIEFS OF THE WEEK

Deaths

Mrs. Mary Ardway October 2 in Houston. She is survived by her sons, Tony and Edward, owners of the Two Brothers Amusement Company, Houston.

Marriages

Nate Gottlieb, official of D. Gottlieb & Company, Chicago, to Irene Levine October 4 in Chicago.

George Inna, serviceman for Benjamin Sterling Jr., Mooresville, Pa., to Mary Coyne September 27.

Births

A daughter to Mr. and Mrs. Frank Coffee September 27. Coffee is route manager for Benjamin Sterling Jr., Mooresville, Pa.

A son to Mr. and Mrs. Sam Millman. Millman is auditor for the Atlas Novelty Company, Chicago.

Personnel

Charles Tiemann, field secretary of the Ohio Tobacco Association and Ohio Cigarette Vendors' Association, has resigned to take a position as sales manager of H. Katsovsky, Inc., tobacco and candy jobbers.

Frederick Kietman succeeds I. D. Botkin as advertising manager and director of publicity at Gardner & Company, Chicago. Kietkin has joined the Air Corps.

Frank Weldon has joined the Calvert Novelty Company, Baltimore, as a member of the sales and advertising departments.

Lloyd Sutton, formerly with RCA Distributing Company, Louisville, has joined the sales force of the W. B. Novelty Company, St. Louis and Kansas City, Mo.

In the Army

Malcolm Dewees, Houston, son of Lennie Dewees, large scale and vendor operator, left Houston September 28 to join the army in San Antonio.

Billy Bentch, Houston operator, has joined the Canadian Air Force.

New Addresses

Western Distributors, 599 10th Avenue, New York.

D. Robbins & Company, 503 West 41st Street, New York.

Firm Changes

R & S Sales Company, Washington, has been sold to R. S. Blackman. The firm has been renamed the Steekman Distributing Company and is located at 1209 12th Street, N. W.

New Firms

Don Clark, Clark Distributing Company, 28 Brighton Avenue, Boston.
Mark Linkner and Sam B. Liebers, United Coin Machine Earnings, Brooklyn and Grand River avenues, Detroit.
Roy Delongpre, Peerless Sales Company, 2995 Grand River Avenue, Detroit.

E. W. Brookhart, Harry A. Rowell and William D. Jamieson, International Amusement Machine Company, 633 Title Avenue, Baltimore.

Howard M. Kushner, Philadelphia Collectrix Company, Philadelphia.

Robert Kline, Robert Kline Vending Machine Mkt., 635 Race Street, Philadelphia.

Irving Mirsch, operating concern, Philadelphia.

A. M. Reider, E. H. Mason and L. H. Harris, Miami Coin Machine Exchange, Miami.

In Chicago Last Week

Bill Cohen, Silent Sales Company, Minneapolis.

Phil Burgeson, factory representative, Northwest territory, O. D. Jennings & Company.

Morris Olmer, Cleveland Coin Machine Exchange, Cleveland.

Everett Masterson, East Coast Phonograph Distributors, Elizabeth, N. J.

In New York Last Week

Homer E. Caspehart, Packard Manufacturing Corporation, Indianapolis.

Mr. and Mrs. Nate Gottlieb, D. Gottlieb & Company, Chicago.

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendant; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.

INTERNATIONAL MICOSCOPE REEL CO., INC.
44-01 11th St. Long Island City, N. Y.



MUSIC MERCHANDISING

PHONOGRAPH TAX RULINGS

Neither Games Levy Nor Cabaret Tax Applies to Automatic Phonos, Says Internal Revenue Department

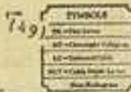
WASHINGTON, Oct. 11.—Two rulings set down by D. S. Bliss, deputy commissioner of the Internal Revenue Department, and reproduced below during the past week did much to allay uncertainty among some members of the trade. Wires were sent to the Automatic Phonograph Manufacturers' Association in response to its request for definite rulings.

As the telegrams specifically state, the tax levied on coin-operated amusement and gaming devices in Section 555 of the recent Federal Revenue Act (see The Billboard, page 75, October 4 issue) does not apply to coin-operated phonographs. Neither do locations which depend solely on an automatic phonograph for the entertainment of their patrons—whether or not they provide space for dancing—have to charge patrons the 5 per cent "luxury tax." Under terms of the revenue act, this tax applies to admissions, cover charge, service, refreshments and merchandise of "roof gardens, cabarets or any similar places furnishing a performance for profit." In other words, a location which provides an orchestra and also reserves floor space for dancing must collect 5 per cent for everything a customer buys. Latter ruling was the subject matter for an Associated Press release during the past week and widely publicized in the daily press.

Actual reproductions of Internal Revenue Department rulings as wired to the Automatic Phonograph Manufacturers' Association are printed below:



WESTERN UNION



WB138-21 COLLECT DUPLICATE WUX IR WASHINGTON DC 7 136P

AUTOMATIC PHONOGRAPH MANUFACTURERS ASSN. CHICAGO 7 IN 12 50

C 768

REFERENCE TELEGRAM SIXTH TAX IMPOSED SECTION FIVE FIVE FIVE REVENUE ACT FORTY ONE DOES NOT APPLY TO COIN OPERATED PHONOGRAPHS.

D. S. BLISS DEPUTY COMMISSIONER.



WESTERN UNION



WB125-27 DL COLLECT WUX IR WASHINGTON DC 6 136P

AUTOMATIC PHONOGRAPH MFGS ASSN. CHICAGO 7 IN 12 50

120 SOUTH LASALLE ST CHGO

REFERENCE TELEGRAM SEVENTH IF ONLY ENTERTAINMENT IS PHONOGRAPH OR COIN OPERATED MUSIC MACHINE AND SPACE WHERE PATRONS MAY DANCE FIVE PERCENT CABARET TAX DOES NOT APPLY.

D. S. BLISS DEPUTY COMMISSIONER.

San Antonio

SAN ANTONIO, Oct. 11.—Mike Ackman, with Buckler wall boxes, Houston office, was a recent visitor to the row, Mike is the wall box pioneer of these parts.

Mr. and Mrs. Crofts, operators of Johnson City, Tex., were in the Alamo city a few days ago. They are newcomers to the operating field.

Murray Datta, Decca Distributing Corporation, recently wed Ethel Hansbury.

Mrs. Pearl Kemp of Palominas, Tex., was right in the middle of the recent storm which swept most of the Texas

coast. Pearl says the storm did not stop their phonographs from grinding right along.

Chuck Martin, salesman for Southwestern Music Company, Columbia record jobber, is a frequent visitor among the operators here.

W. J. Kopecky, Eagle, Tex.; Mr. and Mrs. N. Bawmussen, Luling, Tex.; J. H. Croasley, La Feria, Tex., and Alvin Britton, Houston, Tex., were recent visitors to distributors' showrooms here.

Remodeling, repainting and redecorating is going on at the offices of the Commercial Music Company.

Sam May, manager of the Sam May Company, reports that sales have been

Michigan Phono Assn. Suggests Steps for Unifying Industry's Efforts in Defense Bond Drive

DETROIT, Oct. 11.—Definite steps toward unity of every branch of the automatic phonograph industry behind the national defense drive to place patriotic songs upon the No. 1 position on every phonograph in the country were evolved at a meeting of directors of the United Music Operators of Michigan at the Fort Wayne Hotel Monday night. The Michigan organization, with the co-operation of Local 737, UERAMWA, started the intensive campaign back of *Any Bonds Today?* in this area six weeks ago.

Clarifying the organizational set-up, Roy Small, conciliator for Local 737, who went to Washington to discuss details of the Detroit campaign with national officials, made it plain that he has not been given any official post but that this is a program for the industry itself to handle in support of national objectives. Small told *The Billboard*, with the approval of the UMO directors present:

"This is not a matter of creating a government job for anyone—it is a case of doing a genuinely patriotic job. It is something for the industry itself and not for any government official to put across. "We are glad to see the idea being taken up widely by other branches of the industry, including operators' groups in other cities, and notably the AMPA, as reported in *The Billboard* last week.

"Now, with many heads working on this campaign, and all sincerely eager for one objective, we must take steps to co-ordinate all our efforts in the best interest of national defense. No individual or group wants to get all the credit for this move. This is not something for anybody's private profit, whether operator, distributor or record or phonograph manufacturer.

"For this purpose we in Detroit who have given a lot of serious thought and effort to this program and have worked out the best campaign on our own machine, propose that a national all-industry committee be formed. This should include representatives of all operators' associations, record manufacturers, phonograph manufacturers, machine and record distributors, servicemen's and employees' unions, both AFL and CIO, and the trade press.

"There is one point to emphasize—this program must be put over by operators primarily. They are the ones who have direct contact with each individual location, and they must carry the banner in the forefront of the campaign for that reason.

"Something that has made the campaign a success right here in Detroit has been the wholehearted co-operation of location owners, who are asking for the record and for the Defense Bond literature. The song *Any Bonds Today?* is among the six leading records for all local operators now. Michigan leads the country in sale of bonds, and that is in large measure a tribute to the success of our campaign.

"The drive for *Any Bonds Today?* has brought the phonograph industry in this territory a favorable recognition that no branch of the coin machine business has ever earned before. Newspapers have been generous in the space devoted to the song and the campaign, running even front-page by-line articles on it. Radio stations have plugged and played the song frequently, usually with a reference in some form to the campaign. The direct

of the past few weeks. However, he expects sales to shoot skyward after the 15th.

Joe Porter, formerly with Stratus-Frank Company, Victor and Bluebird record distributors, is now with Station KABC as a technician.

result of this is that a phonograph operator in Detroit today is respected as a business man, doing his definite bit for national defense, and not just a "juke box" operator.

"The entire program has been expanded far beyond the original idea of plugging just this one song, and has become a permanent industry contribution during and following the national defense crisis. When popularity and usefulness of *Any Bonds Today?* starts to wane another new song will be ready to be placed on the No. 1 position, and the idea is to keep this spot for a patriotic number that will be timely and popular, bringing in fresh songs as often as popular demand requires. Nature and subject of the songs will change as the timeliness of current national needs changes with new developments, and this program envisages leading the morale of the nation thru whatever situations lie ahead.

"Selection of new tunes for the No. 1 position could be made by the national all-industry committee, based on reports from operators everywhere, who will be alert to find new tunes with the popular appeal that can swing them into smash patriotic hits."

An exploitation program has been prepared by Small and those who have worked on the plan here and at Caracas and Washington, using real showmanship to sell it to the nation. "Opening of drive in each large city," Small explained, "calls for a group meeting of operators, to which operators from out-State locations would be invited, with the mayor or governor to address each meeting. A well-organized speaker would be sent to each meeting to outline the whole program and in sponsoring these speakers there is an obvious field for manufacturers to do a splendid job for the industry at large. Objective of these meetings would be an educational campaign directed to the operator, so that he would learn how he could sell the drive to his location owners. Important in this will be the approach required to get the bond literature and signs placed on location, and to get the location owner to co-operate. Detailed speaking tours has shown that personal contact and not correspondence is strongly required.

"Newspaper and radio publicity on the meeting of operators would be sought. Another speaker should be the State director of the Defense Bond campaign, who can explain the methods and objectives. To start the drive in each city a mass dance in a large ballroom or auditorium would be planned, with the best name band available and artists who can be brought in by the record companies. A sponsor for the affair or broadcast as it would be placed on the air, could be found locally. Admission would be showing of a book with a defense stamp in it, thereby starting perhaps 10,000 new defense stamp accounts in the town.

"Such are the general details of the plan as worked out here. It is expected that additional and improvements will be made when the national committee with a probable representation of the best advertising minds in the country gets together.

"The defense bonds that will be sold by this campaign will furnish cash when the crisis is over for the small man, the workman, who makes up the great bulk of phonograph patrons." Small pointed out as the long-term benefit of the drive. "This will cushion the shock that will come when the defense effort is over and the readjustment to normal is made, and by giving millions some cash to tide them over it will keep that slack from being as bad as it would otherwise become."

Phono Bond Drive First News Break

LANSING, Mich., Oct. 11.—First news break on the "Phonographs-for-Defense" campaign being conducted by the automatic phonograph industry to boost the sale of Defense Bonds and Stamps appeared in *The Lansing State Journal*, October 8. Story appeared in the "Looking Over Lansing" column and reprinted verbatim a release sent out by the Billboard to editors of leading newspapers throughout the country.

Item as it appeared in the paper here read: "The nation's coin-operated phonograph industry, working in close co-operation with the United States Treasury Department, is launching a nationwide drive to boost U. S. Defense Bonds and has set as its goal the placing of a recording of *Any Bonds Today?* in all of the 400,000 music boxes that furnish popular music in thousands of restaurants, cafes and public places in all parts of the country. The selection is the theme song of the national defense savings program."

"The attention of Secretary of the Treasury Henry Morgenthau Jr. was attracted to the phonograph network when the secretary was on a recent visit to Detroit. He entered into a wager with a local official that he could find a music box in the city that did not have

the recording. After an inspection tour he agreed that the 5,100 music boxes in Detroit had the record in the No. 1 spot of each machine.

"We are adopting the idea nationally," Morgenthau said.

"Accordingly, a national program has been worked out whereby the Automatic Phonograph Manufacturers' Association will sponsor a campaign to place *Any Bonds Today?* on every machine in the country. The week of November 2 to 15 will be observed as Phonographs-for-Defense Week, and by that time the music box industry aims to have its goal fully attained. Recordings of the Treasury theme song have already been made by Kay Kyser, Harry Wood and the Decca band with Dick Robertson. Other prominent artists will also make recordings of the selection for use in the music box network.

There are over 7,000 operators of phonographs in the United States who own and service the machines. They are being rapidly organized to complete the program, and rallies will be held in many cities. The music box men will also join in many Armistice Day celebrations as part of Phonographs-for-Defense Week."

Minneapolis-St. Paul

MINNEAPOLIS, Oct. 11.—*Any Bonds Today?*, the coin machine industry's song in the national defense program, has the unqualified support of every automatic phonograph operator in the city. Enthusiastic with the plan as outlined in *The Billboard*, the music men are already beginning to stock up on the bond placards and put them in all of their machines. Distributors are assisting by having on hand large banners publicizing the event. Already news bits on the plan are beginning to crop up in the newspaper feature columns in the city, and reports are this feature will be one of the outstanding promotions ever pulled by the industry.

Coinmen from all sections of Minnesota converged on St. Paul Thursday at the call of Tom Crosby, president of the Minnesota Amusement Games Association, for a special meet at Hotel St. Paul to discuss the tax problem. Principal speaker was B. D. Lehmann of the Internal Revenue Department.

Irv Sandler, Hy-O Amusement Company, has been spending most of his time on the road calling on coinmen since joining the Hy-O sales staff, and Hy-Greenstein, his boss, reports Irv has been sending in some swell orders from all sections of the State.

His tie-up with Horace Heidt very successful, the Hy-O Amusement Company is set with arrangements for a similar tie-up with Jimmy Dorsey, when he brings his ork to the Orpheum Theater here the week of October 31.

One of the finest pieces of promotions of the year is credited to Don Leary, of Automatic Sales Company. Donaldson's, second largest Minneapolis department store, located in the heart of the Loop district, is using its Nicollet and

Seventh Street window for a "go-back-to-college" display, and right in the center of the exhibit is a Wurlitzer automatic phonograph, installed thru courtesy of Automatic Sales. The photo is causing considerable comment and it has been said the display has been one of the most successful ever installed by Donaldson's.

Harry Lerner, Minneapolis operator, is concentrating on new Seeburg phonos and Watling scales for his large list of locations in the Mill City. Harry recently added a station wagon to his equipment to enable him to get around to his various locations in better time.

Andy Benna came down recently from Ironwood, Mich., to pick up a few machines for his route and to report business has been stepping along at a fast pace.

From St. Cloud, Minn., came Fred Kirshman, operator, to add new equipment to service his large list of locations.

Herman Paster, sales manager for Mayflower Novelty Company, patiently waiting an opportunity to get away on a vacation, had originally planned a trip to Alaska last summer, finally got his chance. He left yesterday for a combined vacation and business trip. Kew, and will visit Mayflower's new offices in Buffalo and Pittsburgh. Herman also plans to stop in New York and Cleveland.

Ben Friedman, of Silent Sales Company, reports things are shaping up well for a strong fall and winter season. While he has stumbled somewhat, Friedman looks forward to an upsurge in the near future.

Burglars recently broke into the coin machine offices of D. K. Carter, operator, and ransacked the place of money, merchandise and stage.

Irv Sandler, of Hy-O Amusement Company, is on a special good-will mission to South Dakota, where he is building up some fine contacts for Seeburg with operators in that territory.

Sam Taran, of Mayflower Novelty Company, is still in town but expects to leave shortly for his Pittsburgh and Buffalo offices. Sam reports business has been moving along okay. Wurlitzer phonographs, he said, are moving at an excellent pace since Mayflower took over exclusive distribution for this territory.

Among visitors to Twin Cities during the past several days were Tom Kady, of Grand Forks; Kelly Dandren, of Chaska; Jack Lowry, of Wahaha; Harry Hayes, of Blue Earth; Murrie Berger, of Dunith; Henry Keating, of Bellingham, and Marty Farrell, of Grand Rapids.

William Moschberger, of Milwaukee, formerly of Minneapolis, Wurlitzer representative, spent two days here with Mayflower Novelty officials.

Larry Lockhart, of Acme Novelty Company, reports business has been holding up in pretty fair shape. The record department, under the direction of Vera Paster, has been doing exceptionally well, Larry said.

PHONOGRAPH
HEADQUARTERS

SPOT
LIGHT
VALUES

WURLITZER

16-Record
Completely Remodeled
MARBL-GLO
With Illuminated Dome.



\$89.50

Complete
Ready To Operate
Money-Back Guarantee

WURLITZER 61

Counter Model With Illuminated Dome

GUARANTEED PERFECT \$79.50

With D.O. Motor, \$94.80

71 Wurlitzer Counter	Model, Floor Sample	\$139.50
616 Wurlitzer Reg.		59.50
616 Wurlitzer II, Grill		69.50
500 Wurlitzer Keyboard		134.50
500 Wurlitzer Keyboard	Sluggproof	169.50
600 Wurlitzer Rotary	Sluggproof	144.50
600 Wurlitzer Keyboard	Sluggproof	154.50
Mill 1940 Throne	Music	159.50
Seeburg Rex		84.50

MISCELLANEOUS

Clarry Dink, G & B	200	\$43.00
Blue Prints, G & B		45.00
White Prints, G & B		48.50
Jaqueline Charts, G & B		80.00
Electric Traveling Drums		70.50
Wally's Merchandise		130.00

Brand New in Original Original
KEENEY
DE LUXE BASEBALL \$37.50

100% Play

WINGS

Seasonal New 5-Row
Organic
Counter
Game

3 of a
kind
with 1
pack
4 of a
kind
with 2
packs
5 of a
kind
with 3
packs
10
with 10
packs

\$22.50

1/3 Deposit With Order

GERBER & GLASS

974 Diversey Blvd. Chicago

SPEAKERS

The Comet

Top in beauty and tone. Equipped
with baffles and volume control.

ECONOMY SPEAKER

Will House Up to 15" Speaker.
Ready for Delivery.....\$12.95

RELIABLE SPECIALTY CO.

4700 Prospect, Cleveland, O.

IMMEDIATE DELIVERY

Brand New Phonographs

BARGAIN PRICES

Special purchase makes this offer possible.
Brand new 12-0-15 Phonographs—Proved
the most dependable, easiest serviced mechanism
of them all. 18 record capacity. Brilliant and
faithful tone reproduction. Artistically designed
and colorfully illuminated cabinet. Beautiful
and most recent music. "Dated" Audio
problem lead eliminates needle "skid" and
distortion. While they last—\$175.00.

G. W. HANNEY

3100 W. Ohio Street Chicago, Illinois

UNITED'S BARGAINS

Phonographs

1940 Envoy R. C. Seeburg	with 2 boxes	\$294.50
1940 Melotones, perfect		144.50
1939 Penny Phonos		22.50

Free Plays

Triumphs		\$12.50
Fantasy		12.50
Across the Board, 1 Ball		14.50

1/3 Deposit, Balance C. O. D.

UNITED COIN MACHINE CO.

7911 W. Bacher St. Milwaukee, Wis.

ADJUSTABLE
Fulco
PHONOGRAPH
COVERS

Cannot be
surpassed for
long life and gen-
eral usage. Fits any
phonograph and gram
machine.

Fulton Bag & Cotton Mills

Manufacturers of
Cotton and Woolen Goods



A MILLS PANORAM MOVIE MACHINE is used by Paramount Pictures to show trailers of coming Paramount features to be released during the coming year. The taken at the National Convention of Theater Operators at Philadelphia, (N.Y.)

TOP TUNES ON THE
VICTOR-BLUEBIRD
SCOREBOARD



"THIS TIME
THE DREAM'S
ON ME"

A satin-smooth melody
highlighted by two
super-stylists

ARTIE
SHAW

27609

GLENN
MILLER

B-11315



A Brevy of Sure Bets!

"Who Calls?"

"On the Alamo"

Alvino Ray—B-11319

"Tchaikowsky Piano Concerto in B-Flat"

Eric Madriguera—27614

"That Solid Old Man"

Tommy Dorsey—27617

"Bi-L-Bi"

"Minks"

King Sisters—B-11317

New Vocal Version of the

Tchaikowsky Piano Concerto

"Tonight We Love"

Freddy Martin—B-11320

★ ★ ★ ★ ★

Your Theme for
National Defense

★ "ANY BONDS
★ TODAY?" ★

BARRY WOOD

27478

★ The song that should be on every
coin machine in the country. ★

ORDER TODAY
FROM YOUR VICTOR
RECORD DISTRIBUTOR



In Canada,
contact F.R.B.
Victor Co., Ltd.,
Toronto

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

GREEN EYES (13th week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
TIL REVELLE (11th week)	KAY KYSER (Harry Babitt) BING CROSBY
YOU AND I (9th week)	GLENN MILLER (Ray Eberly) BING CROSBY KAY KYSER (Harry Babitt-Glenn Miller-Ensemble)
YOURS (7th week)	JIMMY DORSEY (Helen O'Connell-Bob Eberly)
BLUE CHAMPAGNE (6th week)	JIMMY DORSEY (Bob Eberly)
I DON'T WANT TO SET THE WORLD ON FIRE (6th week)	HORACE HEIDT (Larry Cattan-Danna and Her Don Joans) TOMMY TUCKER (Amy Arnell-Voices of the INK SPOTS
JIM (3d week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell) DINAH SHORE
I GUESS I'LL HAVE TO DREAM THE REST (2d week)	GLENN MILLER (Ray Eberly-Modernaires) TOMMY DORSEY (Frank Sinatra-Fred Piper)

COMING UP

CHATTANOOGA CHOO CHOO GLENN MILLER (Tex Beneke-Modernaires)

The fast-moving Choo Choo is just a puff or two from the charmed circle, and it looks like a cinch to be on top next week. It's mentioned in all reports and seems to be getting better every day in all kinds of machine locations, and, best of all, continues improving even in spots where it is already the top seller.

ELMER'S TUNE GLENN MILLER (Ray Eberly-Modernaires)
DICK JURGENS (No vocal)

The Miller disk pulled considerably more nickels this week than last, which accounts for the tremendous upsurge in popularity of this catchy hayseed novelty. The tune looks like a cinch for a long term on the machines, and is better than even money to cop highest honors before very long. Jurgen's version is still in the swim, but it's the Miller record that's doing the real job right now.

WHY DON'T WE DO THIS MORE
OFTEN? KAY KYSER (Harry Babitt-Glenn Miller)
FREDDY MARTIN (Eddie Stone)
ANDREWS SISTERS

This cuddly ditty made another good showing this week and continued its progress in the right direction. Many ops seem to be neglecting it, which is a mistake. In view of its outstanding success where given a chance. When the potentialities are fully understood by all ops, this number might hit the top in a breeze.

YES, INDEED TOMMY DORSEY (By Oliver-Jo Stafford)
There is no overlooking the importance of this hip spiritual in swing spots but there is also no getting around the fact that it doesn't do nearly as well where the older folks congregate. Plenty strong enough for this category, but seems to lack the universal appeal needed for a sojourn at the top.

TIME WAS JIMMY DORSEY (Bob Eberly-Helen O'Connell)

This fine Dorsey double vocal arrangement has been hovering on the fringe for some time after making a couple of showings in "Possibilities." Until this week, however, it seemed lost behind Dorsey's more prominent disks of similar nature. At last it has come into its own, and in tip-top fashion, too. No limits can be set on its potentialities, even tho it has been around a while.

COWBOY SERENADE KAY KYSER (Harry Babitt)
GLENN MILLER (Ray Eberly)

The bullard of the plains suffered a relapse this week and only its extreme strength in a few territories kept it from sliding downstairs. At best it has been a spotty seller and now it looks as if the handwriting is on the wall. The next week or so will give the final verdict. Fast action is needed to save it.

KISS THE BOYS GOODBYE TOMMY DORSEY (Carnie Haines)
SEA WAIN
TOMMY TUCKER (Amy Arnell)

This sty movie tune did a real Humpty-Dumpty this week after showing top caliber possibilities. Maybe it has finally worn out its welcome after 18 weeks in this classification. Or perhaps it will start climbing again. It has certainly had its ups and downs.

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 tho they most probably will never climb into "Going Strong."

MAMA HORACE HEIDT (Clee Club)

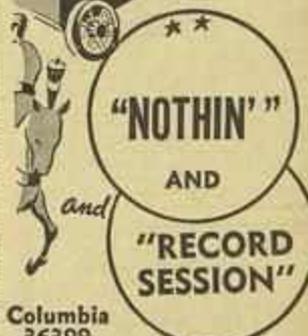
Mama tried and tried, but just didn't have the stuff. Is still good in spots, but looks licked as far as top money is concerned.

Names in parentheses indicate results. Double-dotted records are subjects omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.



FITCH
BANDWAGON
SPECIAL



"NOTHIN'"

AND

"RECORD
SESSION"

Columbia
36399

introduced by

HARRY JAMES



TOMORROW MILLIONS WILL
TUNE IN and hear these new
red-hot hits on THE FITCH
BANDWAGON SHOW. Get on
the Bandwagon, too, with this
lucky number for your coin
machines . . .
COLUMBIA 36399! IT'S READY!

OTHER BIG NUMBERS BY HARRY JAMES:

- 36390 Mairlow
- Minka
- 36296 You Made Me Love You
A Sinner Kissed an Angel
- 36246 It's So Peaceful in the Country
Yes, Indeed!
- 36222 Lament to Love
Dodgers' Fan Dance
- 36255 I Guess I'll Have To Dream
the Rest
I'll Never Let a Day Pass By
- 36339 Don't Take Your Love From Me
Duke's Mixture

Trademark "Columbia" Reg. U. S. Pat. Off.

ORDER FROM YOUR
Columbia
DISTRIBUTOR TODAY!

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Jimmy Dorsey will do nine songs in his forthcoming Paramount picture, "The Fleet's In." . . . Jack Teagarden's weekly radio show over the NBC-Blue network is getting plenty of attention. Also an attention-getter is Jack's staid in the Bing Crosby-Mary Martin pic, "Birth of the Blues." . . . Sammy Kaye is working on another sequel to "Daddy," known as "Daisy Mae." . . . Tommy Dorsey, Bing Field, Gene Krupa, Harry James and Jack Leonard will all be out with waxes of new tunes, "Who Can I Turn To?" . . . Glenn Miller will be back in the movies soon. . . . Orin Tucker has expanded his vocal department by adding a promising girl quartet, the Cooley Sisters. . . . Those beautiful concert spots on recent Glenn Miller records are from the horns of Bobby Hecker, who steps down from his guitar chair on occasion.

A Word to the Wise

All experienced operators know that the records of any band get more play when the band is appearing in the vicinity of the machine location. Wise operators try to keep posted on the whereabouts of recording bands in order to service their machines in advance of the band's arrival in or near town. An excellent way to keep in touch with these matters is to consult the Orchestra Routes, which appears every week in the Music Department of The Billboard.

Release Previews

Dessa will record Johnny Long's theme, "White Star of Sigma No." . . . Benny Goodman has waxed "I Got It Bad and That Ain't Good" for Columbia. . . . Ray Verulli now comes out with a batch of Okeh records, if present negotiations go thru. . . . The Kern Kobblers, now on a Southern tour, have recorded four sides for Okeh. They are "Friendly Tavern Polka," "When It's Hog Cattle Time in the Valley," "Don't Give Me No Goose for Christmas" and "When You're Cheatin' on Your Baby." . . . Vaughn Monroe will appear with "A Great Kissed an Angel" and "Frisby Cat" on Bluebird. . . . Count Basie will soon be set with four Okeh sides, among which will be "My Old Flame" and "Fiesta in Blue."

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:

SAN FRANCISCO:

This Love of Mine. Tommy Dorsey.

One of the sweetest torch ballads of the season, this song written by Dorsey's vocalist, Frank Sinatra, has yet to catch on nationally, altho it gets scattered mentions. The stronghold at present is San Francisco, but there is every reason to believe its popularity will become more widespread once it is allowed a foothold elsewhere.

ATTENTION PHONOGRAPH OPERATORS

Info On Your Used Records. We will pay \$8.50 a hundred for records not more than one year old in clean condition. We will pay \$4.50 a hundred for older records. Not more than ten per cent of records to be Hillbilly or Blues. We pay freight charges on one sent a record. If returned we send you will deduct the difference from money due you. Pack records in good condition. Ship the shipment early. A check to full payment will be sent you on same day that records arrive and are as specified. Our personal representative will call and pay spot cash for lots of 10,000 or over.

National Record Co.

43-44 BRATTLE STREET, BOSTON, MASS.

BUFFALO:

Window Washer Man. Dick Kuhn.

Kuhn's versatile little outfit has not become a strong coin phonograph name yet, but if Buffalo's enthusiasm over the sprightly Window Washer Man can be taken as indication of things to come, operators in all parts of the country will do well to investigate the fine Kuhn disks. Kuhn has been playing in Buffalo.

SPOKANE:

Be Honest With Me. Freddy Martin.

This number is gaining popularity in many quarters, but it is particularly strong in Spokane, where the operators report that they can't do without it of late. Perhaps Western operators should take the hint and give the thing a few whirls.

PHILADELPHIA:

Adios. Glenn Miller.

This is Miller's closing theme. The Americanized version of a fine Latin melody finds in Glenn Miller's instrumental treatment, with excellent results for Philly operators. Where the patrons go for strong arrangements of fine melodies, Adios should draw plenty of play, be it in the East, West, South or elsewhere.

BOSTON:

All Alone. Dinah Shore.

Miss Shore is rapidly becoming a very strong draw on phonos. Her singing of this Irving Berlin siddle is drawing raves from Eastern nickel-droppers. And it should spread as soon as operators further West get in the swing.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended October 11 and week before, ended October 4, see the Music Popularity Chart in Music Department in this issue.

New Orleans

NEW ORLEANS, Oct. 11.—Unusually hot weather for October is hurting business in this area. In turn, coin machine operators are being affected.

In the East to see at least one game of the World's Series were Dan Cohen, of Pleasure Music Company; B. J. McNally, of Crescent City Novelty Company; Harry Fresh, vice-president of the Phonograph Operators' Association of New Orleans, and Andy Monte, of A. M. Amusement Company. McNally also saw the Louis-Nova fight.

Completion of one of the finest display rooms in the South is noted at the Southern Music Sales Company offices. Acoustically treated walls and ceilings are finished off with wire red thick floor grates that give Eddie Bertone room a grand sales infuement for J. P. Seeburg phonographs. These hints in a letter as to what may be expected in the 1942 Seeburg phonograph makes all phonograph operators anxious to get a glimpse at the real thing.

An old-timer returns to coin machine row this week when Gus Lamana joins the staff of the Cohen brothers, and Dan Harold.

Nick Carbajal, of Dixie Coin Machine Company, is proudly displaying his first sample of J. H. Kemney's new Towers five-ball pin game. Still going over big on sales at Dixie are Chicago Coin's Star Attraction, Billy's Moniker, Exhibit's Knock-Out and Gottlieb's New Champ.

O. C. Marshall, old-timer on the Row, has joined the sales force of the O. & N. Sales Company on coin machines.

Returning from a hurried trip to Houston, where he conferred with Earl Reynolds, district sales manager for Automatic Instrument Company, Chicago, Jules H. Peres, of Peres Amuse-



IN THE "MUSIC-FOR-DEFENSE" DRIVE to sell United States Defense Bonds, members of the J. P. Seeburg Corporation sales department are taking an active part. A three-day meeting was held at the Edgewater Beach Hotel, Chicago, starting October 4. At the meeting more than \$30,000 in Defense Bonds was subscribed to by the sales staff. The drive will be extended to include Seeburg distributors, operators, locations and patrons. A large amount of "Music for Defense" literature will be made available to all Seeburg distributors, operators and locations in a gigantic promotion to spur bond sales. (MRS)

ment Company, looks forward to the firm's first shipment of new Singing Towers. The Peres company reports continued good demand for Packard Plam-Mor wall boxes.

Henry Walther Jr., vice-president of Walther Bros., who took over distribution of Columbia and Oak records October

1, reports a sharp increase in sales in the second week of the month. Loraine Singer is in charge of the new record department.

Louis Boesberg, of New Orleans Novelty Company, is using large daily ads in local sheet on recently opened Penny Arcade and reports business unusually good.

Packard PLA-MOR Distributors are Headquarters for—

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for practically all types of phonographs including
Mills, Wurlitzer, Seeburg, and Rock-Ola.

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AMERICA'S OUTSTANDING SPEAKER CABINET

Unsurpassably Different! Tremendous! Patriotic! Appealing! Distinctive All-Walnut Cabinet with brilliant Red, White and Blue laminated Plexiglas. Will house either 12" or 15" speakers. Generously wired. Equipped with lamps, wire and sockets. Just Plug In to light up. Size 18" x 24" x 18 1/2".

OPERATOR'S PRICE..... \$22.50

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F. O. B. New York City. 1.12 Dollars With

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FREE!
TO ALL
MUSIC
MACHINE
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**VALUABLE
COOPERATION
from PARAMOUNT
PICTURES TO HELP
YOU INCREASE
YOUR PROFITS!**

A million-dollar publicity and advertising campaign to stir up interest in Paramount's great new picture, "Birth of the Blues", will also create tremendous play in your machines on the records of the songs from the picture.

These are the records they want to hear!

BIRTH OF THE BLUES

Bing Crosby—Decca
Benny Goodman—Columbia
Ben Wain—Victor
Teddy Powell—Bluebird

MELANCHOLY BABY

Bing Crosby—Decca
Glenn Miller—Bluebird
Teddy Wilson—Columbia
Chic Bullock—Okeh

ST. LOUIS BLUES

Alvin Karpis—Bluebird
Billie Holiday—Okeh
Art Tatum—Decca

**THE WAITER, THE PORTER
AND THE UPSTAIRS MAID**

Mitchell Ayres—Bluebird
Bing Crosby—Decca
Al Donahue—Okeh

**BY THE LIGHT OF THE
SILV'RY MOON**

Dick Todd—Bluebird
Guy Lombardo—Decca

**WAIT 'TIL
THE SUN SHINES NELLIE**

The Jesters—Decca

WAITING AT THE CHURCH

The Jesters—Decca

CUDDLE UP A LITTLE CLOSER

Dick Jurgens—Okeh
Guy Lombardo—Decca

It's FREE!
**WRITE
TODAY**

to ALEC MOSS
PARAMOUNT PICTURES
1501 Broadway, N.Y.C.
for free information on how
you can get local theatre
cooperation and live
selling help!

RECORD BUYING GUIDE--PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators



POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, information from Music Publishers on the relative importance of songs in their Catalogs and upon the judgment of The Billboard's Music Department.

MOONLIGHT MASQUERADE JIMMY DORSEY (Bob Eberly)
HARRY JAMES (No Vocal)
VAUGHN MONROE (Vaughn Monroe)
Strongly flavored with the stuff of which phono hits are made, this sweet ballad in the *Life of Capt. Jack* is given fittingly commercial treatment by Jimmy Dorsey and Vaughn Monroe. Where used it has already caught a flock of nickels. Looks like another machine hit for J. D., with the up-and-coming Monroe standing an excellent chance, too.

BIRTH OF THE BLUES BING CROSBY
The odds for which Crosby's current film was named has been playing second fiddle in the press releases to its glamorous plattemate, *The Waiter and the Porter and the Upstairs Maid*, but the nickel droppers seem to be taking to the Crosby solo very quickly. It looks as if either side of the record, or both, may hit the top, with *Birth of the Blues* slightly favored at this writing. Positively a must record for the ops.

MISIRLOU WOODY HERMAN (Woody Herman)
HARRY JAMES (No Vocal)
MITCHELL AYRES (Meredith Blake)
Most pashy song on the market today, this Oriental pulse-quicker has been mentioned here before. Deserve mention again, especially in view of the above-listed three versions. All are intensely commercial and all should be given a whirl. Even where songs of this nature don't ordinarily click, *Misirlo* has enough on the ball to set precedent and draw first-class pieces.

DON'T LET JULIA FOOL YA DICK TODD
RUSS MORGAN (Russ Morgan-Phyllis Lynne)
TINY HILL (Tiny Hill)
Since being given a fling here a couple of weeks ago, this lulling tune has speeded up, but still hasn't been given the break it deserves by Par Eastern and Par Western ops. It looks as tho it is going places and is already making money for those who use it. Those who aren't on it are hereby tipped off again.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 11 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.

A SINNER KISSED AN ANGEL TOMMY DORSEY (Frank Sinatra)
One of the newer ballads and bound to captivate, this lulling tune is sketched smoothly by the Dorsey dandies in a medium slow tempo. The song story borders on sophistication and the title is a teaser, all of which should enhance its rise to popularity. Dorsey's music, Sinatra's singing and a graceful melody add up to a blend that is hard to match.

BI-BI CARL HOFF (Murphy Sisters)
This marks the maestro's disk debut and the odds are in his favor in using this tune to test his phono potentialities. The ditty is a wacky one that is beginning to attract attention, and the treatment it gets from the Three Murphy Sisters is even wackier. Their rhythm singing dominates the disk, adding a light touch of hillbilly comedy to the comedy song.

MODERN DESIGN SAMMY KAYE (Three Kaydets and Chorus)
The radio spot announcements hallyhooping Fall Mall cigarettes are the inspiration for this lively ditty. It's screwy and wacky novelty and the Kaye crew lets its hair down for a musical take-off on the radio ad. With phono fans already familiar with the sound effects that characterize *Modern Design* (on land, in the air and on the sea), it's a cinch they'll take it up in the wax version. Attention is also directed to the plattemate, a particularly sweet and melodic ballad, *When Winter Comes*, taken in slow fox-trot-beat tempo, with Tommy Ryan's vocal adding charm to the side.

BE HONEST WITH ME HORACE HEIDT (Fred Lowery-Gordon Macrae-Don Juan)
Stemming from the hillbilly harmonies, this ballad is given an extremely restful and pleasant mood by Heidt's soft-toned treatment. Striking effects are attained by Fred Lowery's whistling and Gordon Macrae's yodeling. The disk makes a plea in song that phono fans will find difficult to resist.

CONCERTO GUY LOMBARDO (No Vocal)
Considering the fact that the multiplicity of instrumental platters made for greater phono play, like *Concerto*, are to be anticipated from this adaptation of the Technicolor *Piano Concerto No. 1 in B Flat Minor, Opus No. 23*. The highly melodic and classical theme is tailored for the sunny expectations to which Lombardo's lads are so partial, and Guy's instrumental treatment is a welcome addition to the seemingly endless *Concerto* chain.

HARVARD SQUARE VAUGHN MONROE
This instrumental swing piece dedicated to the college campus is a solid rhythmic rhapsody that hits the mark with the younger element who go for hot blasts for their nickels. It capers along at an easy swing somewhat similar in construction to GLENN MILLER'S famous *Pennsylvania 6-6000*. The band boys shout out the tune title on the releases, adding to the exuberance of the thing.

Names in parentheses indicate vocalists.

Double-numbering records are purposely omitted from this column.

PART ONE

of the Record Buying Guide discussing records which are being turned and coming up in Music Machines appears on another page in this department.

THE HEIDT HIT PARADE



HORACE HEIDT'S
DOUBLE VALUE
COLUMBIA RECORDS

SIDE 1
I DON'T WANT TO SET THE WORLD ON FIRE

SIDE 2
MAMA

Cuts Record Costs in Half

SIDE 1
I'M A LITTLE TEAPOT

SIDE 2
MY HEART RUNS AFTER YOU

Hit Songs at Half the Price

SIDE 1
B-I-BI

SIDE 2
TATTLE TALE

Cuts Record Costs in Half

SIDE 1
SHEPHERD SERENADE

SIDE 2
DELILAH

HORACE HEIDT'S
Double Value Records

PICTURE TIE-UP POSSIBILITIES 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 used 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.

DOWN MEXICO WAY (Republic)

Gene Autry Smiley Burnett
Release Date: October 17, 1941

RECORDINGS:

Merle Hens
Jimmy Dorsey (Decca)
Bobby Byrne (Decca)
Roy Smeck (Decca)
Jimmy Wakely (Decca)
Lawrence Welk (Okeh)
Gene Krupa (Okeh)
Eddie Duchin (Columbia)
Wayne King (Victor)
Ala Lyman (Bluebird)
Tony Pastor (Bluebird)

The Cowboy and the Lady
Whitley and the Six Bar Cowboys

Over Barrel Polka
Walt Crane (Victor International)
Andrew Sisters (Decca)
Cordon's Rhythm Orchestra (Victor)
Jack Robel (Decca)
Henry Busse (Decca)
Bill Gale (Columbia)
Hooper Hot Shots (Okeh)

Lawrence Welk (Okeh)
Federal Brothers (Decca)
De Langa's Orchestra (Victor)
Wilhelm Band (Decca)
Harry Hudson (Decca)
Las Alen Itas (Gay Rancheros)
Duffy Dawn (Victor)
Rover King (Columbia)
Covino Bonwell (Decca)
Bob Crosby (Decca)
Roy Rogers (Decca)
Joe Moran (Decca)

La Casita

Oregon (Decca)
Henry King (Decca)
Mika Riley (Decca)
Diana Castello (Decca)
**DUMBO
(RKO)**
Walt Disney Feature
Release Date: October 31, 1941

RECORDINGS:

Flying Elephants
Charlie Spivak (Okeh)
Ebby Mine
Claude Thornhill (Columbia)
Les Brown (Okeh)

THE FEMININE TOUCH (MGM)

Rosalind Russell Dan Amico
Release Date: October 31, 1941

RECORDINGS:

Jealous
Eddy Howard (Columbia)
Henry Busse (Okeh)
Alvino Ray (Bluebird)
Bonnie Lunceford (Decca)
Tony Martin (Decca)
Andrew Sisters (Decca)

The Filmusic Forum

"Dumbo"

Not a guarantee, but an almost certain sign of future popularity for tunes from Walt Disney's *Dumbo* is the announcement of an unprecedented move by Irving Berlin, Inc., publisher of the score from the animated RKO film and one of the giants of ASCAP. The Berlin house clears *Dumbo* tunes for radio by simply not releasing them thru the ASCAP catalog. Likely result: the tunes, allegedly up to Disney standards (remember *Whitey White You Work* and *When You Wish Upon a Star*) and backed by network plugging, will sound over-credits on the music machine demand scale. Already wavings of two of the *Dumbo* ditties bear the Okeh and Columbia labels, with Decca and Victor set to cut their own versions soon.

"Smilin' Thru"

Operators with machines in class locations can take advantage of theater showings of MGM's *Smilin' Thru* to spot recordings of classic tunes from the score. Already released in several key cities, the Jeanette MacDonald-Brian Aherne musical opens in Cleveland, Memphis, Waterbury, Conn., and Tulsa, October 17, and in Bridgeport, Conn., October 23. Available records include the following tunes: *Smilin' Thru*—Harry Horlick, Frances Langford on Decca label; Ginny Simms on Okeh; *Smiles*—Pinky Tomlin, Justin King, Guy Lombardo, Dave Edwards on Decca; *Larry Clinton on Bluebird*; *Sammy Kaye and Chick Bullock on Okeh*. Just a song at *Madigan*—Mills Brothers, Morton Downey, The Clinger Bells and Orelia Jean on Decca. *Drink to Me Only With Thine Eyes*—The Clinger Bells, Bob Hannon on Decca; *Emile Renan*, Horace Heidt on Columbia; *John Kiray* on Okeh.

Watch This Department

Jimmy Dorsey, Bonnie Lunceford, Jack Teagarden, Charlie Barnett, Alvino Ray are some of the bands whose records insure nickel nourishment for music machines, and these are some of the bands set to appear in forth-

coming filmunits. For complete dope on the recordings of film tunes, including those recordings by the artists who featured the numbers in films, operators should keep their eyes tuned to this department.

Trade Showings

The *Chocolate Soldier*, Metro-Goldwyn-Mayer musical, starring Nelson Eddy and Rhea Stevens, will be screened in the New York exchange October 16.

Small Town Deb, 20th Century Fox production, featuring Jane Withers, is to be trade-shown in all exchange centers October 17.

Information on location of exchange centers and special admission restrictions can best be obtained from your local exhibitors.

Musical Filmfare

In production is a Universal picture glorifying the automatic phonograph. Entitled \$9,000,000 *Nickels*, the film features the music of Charlie Barnett and his orchestra. . . . Paramount is making a national musical, *The Fleets Is*, around the music of Jimmy Dorsey's crew, featuring nine songs by Johnny Mercer. . . . MGM has started running newspaper teaser-ads for *Chocolate Soldier*. . . . Orson Welles is cooking up a picture in which Duke Ellington and Hazel Scott, among others, will contribute landmarks to a history of jazz. . . . Revived interest in the old-time *Jealous* is expected when MGM's *The Feminine Touch* is given national showing. This is used as background music thru-out the film. . . . Jeanette MacDonald and Nelson Eddy are to be co-starred in MGM's adaptation of the Broadway hit musical *I Married an Angel*. . . . Jinx Falkenburg will sing four new songs in Columbia's *Sing For Your Supper*, which is currently shooting. . . . Starring Judy Canova, Allan Jones and Jerry Colonna, *True to the Army*, a Paramount production, starts shooting next month.

Rock-Ola Awarded Defense Contracts

CHICAGO, Oct. 11.—Conversion of a section of the Rock-Ola Manufacturing Corporation's plant for defense production has been announced by David G. Rockola, president of the company. The firm has an order for \$1,500,000 worth of ammunition containers for the army. This is one of several large orders to be received by the company in recent weeks. The first one was for a sub-contract from the Bendix Aviation Company calling for metal stampings and weldings for airplane gun turret parts. Within the next few weeks nearly 500 employees will be added to the pay roll for defense work, Rockola said.

The acceptance of these defense orders by the Rock-Ola Manufacturing Corporation represents a radical departure from the normal production of the company, which for many years has been a manufacturer in the coin-operated phonograph field. The company specializes in the manufacture of automatic phonographs, scales, coin-operated me-

chanizing machines, upholstered furniture and radio cabinets.

Rockola explained: "While we do our own tooling, it was necessary to make many changes in order to handle the stainless steels and other defense materials with which we were not accustomed to work. However, there was but little loss of time and we began making deliveries on gun turret parts last August, a few weeks after the placing of the order by Bendix."

KEEP 'EM PLAYING with Standard RECORDS

T-2018 TOMMY'S MUSTACHE

Rene Muesle Orch.
w/ Vocal Refrain
MERRY ACCORDION
Henri Reiss & His Accordion

T-2017 TOMMY'S MUSTACHE

Jean Cavall with
Harold Grant's Orch.
LET'S DO THE OLD TIME
DANCE

T-2015 QUIT YOUR BELLY-ACININ'

—Polka
—Polka
TAKE YOUR DRUM AND
BEAT IT—Polka

T-2014 WAITER, I'LL PAY LATER

Rene Muesle Orch.
CHEATING CHARLOTTE

T-2013 JOEY'S GOT A GIRL

—Polka
PUSSY CAT AGONY FIVE
Barry Sisters with
Sammy Maida's Orch.

T-2009 WALTZING ON THE "KALA-MAZOO"

MISIRLOU—Fox Trio Beguine
Frank Knight with
Harold Grant and His Orch.

T-2005 POUND YOUR TABLE POLKA

OLD CHIEF WALLA HOO
Barry Sisters with
Sammy Maida's Orch.

T-2002 MISIRLOU—Boloro

LINDA—Boloro-Rumba
—Boloro-Rumba
(Beautiful Woman)
Alfredo Miranda's Orch.
Spanish Vocals by G. Del Toro

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CATCHING ON LIKE WILDFIRE!

The Sweetest Ballad —
of the Year

THE SHIRINE of SAINT CECILIA

Just recorded by

AL DONAHUE AND HIS ORCHESTRA

with vocal by
PHIL BRITO

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A "Sure-Click" for every one of
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your country needs your help. Buy
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COIN MACHINE OPERATORS—
Don't overlook this NICKEL-CLICKER

• The Nation's No. 1 TRUMPETER
—and his MUSIC MAKERS

HARRY JAMES

Introduces His Recorded Masterpiece

YOU MADE ME LOVE YOU—

(I DIDN'T WANT TO DO IT)

COLUMBIA RECORD No. 36296

BROADWAY MUSIC CORP., 1619 Broadway, N. Y. City

"STOP and ask somebody" about this new smash novelty jump tune—
ask anybody—they'll say it's RED-HOT!

"STOP! AND ASK SOMEBODY"

Just recorded by WILL BRADLEY AND HIS ORCHESTRA COLUMBIA 36401

Published by DAVID GORRISON, 417 W. 48th Street, New York



FREDDY MARTIN

THE HOTTEST THING

on

RECORDS

with these Outstanding Tunes

TONIGHT WE LOVE

Based on Tchaikovsky's Concerto in B Flat Minor. New arrangement originally introduced by Freddy Martin at the Coconut Grove, Ambassador Hotel, Los Angeles.

BLUEBIRD RECORD No. 11320

WHERE IN THE WORLD

On BLUEBIRD RECORD No. 11193
By FREDDY MARTIN

On DECCA RECORD No. 3857
By TONY MARTIN

CARMEN CARMELA

On BLUEBIRD RECORD No. 11320
By FREDDY MARTIN

Tunes Published By

MAESTRO MUSIC CO.
6425 Hollywood Boulevard,
Hollywood, California

On the Records

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

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

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

(CONTINUED FROM PAGE 12)

GUY LOMBARDO (Decca 3999)

I Don't Want To Set The World on Fire—FT; *Concerto*—FT.

Adding to the blaze already started by the belted on the A side, the lush Lombardo harmonies are applied in a sprightly tempo, with Kenny Gardner giving out the usual force. The Concerto is the Tchaikovsky piano piece with the tempo slowed down to make a sugary and highly melodic instrumental.

The classic theme blending with the sweet brand of blowing expanded by the Royal Canadian, "Concerto" is the side that shows greater strength for phono play. While Lombardo is equally effective for the "World on Fire" ballad, the maestro can hardly hope to overtake the lead long piled up by the Tucker-Hald side.

VAUGHN MONROE (Bluebird 11303-11310)

I Got It Bad and That Ain't Good—FT; *Harvard Square*—FT.

The Monroe music-makers are cutting some wide corners in the ark whirl, and the fancy waxes the maestro is cutting these days are reason enough for the deepening wave of enthusiasm for this band. The first two sides (11303) match the beautiful love song inspired by a familiar melody by Albeniz with a peppy, peppered serenade that's slightly on the screwy side. Monroe sings the extensive lyrical expressions of Masquerade, while Ziggy Talent steps out of the sax section to impart the novelty touch to Window Washer. For the other two come (11310), attention is arrested by the instrumental *Harvard Square*, a rhythm tune solidly on the swing side. Fashioned by Johnny Watson, the band's arranger, it takes its Glenn Miller's earlier Pennsylvania 2-5-5-5. *The Got It Bad* side, a Duke Ellington original from his *Jump for Joy* show, starts out with a half chorus by the band sans the rhythm section that slows it down to a walk, and Marilyn Duke's throaty vocal fails to pick it up.

Standout side of the four is "Harvard Square." Maintaining a steady beat throughout, the instrumental piece is a dance delight for the machines. Real musical excitement is created, a slash to be re-created in the music boxes. Also of interest to the operator is Monroe's ballad treatment for the "Moonlight Masquerade" side.

ARTIE SHAW (Victor 27609)

This Time The Dream's on Me—FT; *VC*; *Blues in the Night*—FT; *VC*.

Shaw bows on these sides with the 23-piece crew he currently has on tour, making two Johnny Mercer-Harold Arlen tunes from the forthcoming *Personals* Lane-Hetty Field screen show, *Blues in the Night*. The *Dream* ballad is taken at a moderately fast tempo that sets off the maestro's clarinet flourishes for the opening chorus. However, the side lacks luster beyond that. Bonnie Lake, Artie's new girl vocalist, brings little glory to herself or the band in handling the vocal chorus. No match for the lyrical requirements, especially at the tempo taken, she offers thin and listless singing. Better projection is illustrated for the picture's title song. The rhythmic kick is even stronger here, and the entire writhing showman's Lennox Avenue vocal and roof-raising trumpet gymnastics of "Hot Lips" Page.

While "Blues in the Night" is the more striking of the two sides, the number is a second specialty, most suited for the talents of trumpeter-vocalist Page, rather than one that is patterned to attain commercial appeal. For the Shaw fans, especially tying in with his current road tour, the side meets the machines' requirement. But the phono worth of both sides will depend largely on the popularity of the picture when it goes into mass circulation at the movie houses.

BENNY GOODMAN (Columbia 36379)

I See a Million People—FT; *VC*; *The Count*—FT.

The Count is a rif-rocketing instrumental with a heavy rhythm beat that makes it right for both the Basic and Goodman following. Scoring is intricate but solid, with disk brilliance in the solos of the clarinet and trumpet. The pop side, taken at a slower tempo but with the rhythmic beat, just as heavy, radiates with the piano twinkles of Mel Powell, with Peggy Lee handling the lyrics for the opening chorus in creditable fashion.

For machines calling for heavy and hot rhythms, "The Count" side answers the call. In view of Count Basie's popularity at the race locations, this dedication disk is a particularly worthy item for such operators.

DICK TODD (Bluebird 11309)

It's Your Worry Now—FT; *V*; *Secret Hearts or Strangers*—FT; *V*.

Todd takes two standard hillbilly songs and sings both sides straight, in the slow and easy tempo called for. But the obvious attempts of the backing musicians to pipe out the corn are no help. It's an art for schooled musicians to play corny, and the pipes on this disk fail to make the grade. A jaunty clarinet predominates behind Todd's singing of Marcus Montgomery's *Worry Now*, with a mouth-organ virtuoso for the orchestral interlude. Blotted accordion squawking blends the heartening for Jimmy Davis's *Sweethearts or Strangers* classic.

The countryfolk are likely to snicker at these attempts to capture the hillbilly spirit in song, but an city locations, where that brand is desired and nobody knows the difference, Todd's vocal efforts are strong enough to carry the sides, with the more familiar "Sweethearts or Strangers" being the best bet.

GENE KRUPA (Okeh 6400)

Amour—FT; *VC*; *Watch The Birdie*—FT; *VC*.

Rooting his drumbeats south of the border, Krupa tries the technique used so successfully by Jimmy Dorsey on wax for the *Amour* side. With a rhythmic rumba beat, Howard Dolanay stings the first chorus straight, and for the second refrain Anita O'Day is called upon to wrap up the wordage with energetic singing. However, the only energy the side retains is for the last chorus, the ensemble in rock style, paced by Krupa's skin-beating to set off Roy Eldridge reaching for the roof with his trumpet. Blend of band and voice tends to better advantage for the *Hellasopopli* rhythm sitty that makes the platter. A heavy rhythmic beat permeates it and Miss O'Day is in better voice for the chorus task, with Eldridge again flashing for the finish.

Appeal is largely where the call is for Krupa, regardless of what he may cut.

HENRY BUSSE (Decca 3975)

Stomping Room Only—FT; *The Lady in Red*—FT.

Absent from recording circles for some time, Busse is back with a raring-to-go aggregation still devoted to the shuffe beat. Both sides are instrumental stompers, with *Stomping Room* ensemble including the Allie Wright-Mark Dixon side on the flipover, getting started with Busse's characteristic horn blowing, and providing proper places for the hand boys to carve solos for themselves.

Strictly lullabies for the jitterbug; the appeal is largely for the Basic fans.

RACE RECORDS

Primarily of interest to music machine operators servicing race locations and to the select clan of record students who find their musical kicks in the appreciation of unadorned Negro music, several of the recent Decca disks are worthy of attention. Best of the batch is the low-down blues of the Honey Dripper (Roosevelt Sykes) for *Spook Advice Blues* and *Travis* and *Whiskey* (7862). Backed by a pinged piano pouter and traps, both sides are slow-race blues. Advice is directed to fellows who are inclined to leave their wives. For the flipover, he philosophizes that the blues are like whiskey, and trouble only a bottle of gin.

Jewel Paige and Her Brown Brownies, the small jump band backing the blues shouter, provide spirited shouting for the Clarence Williams-Spencer Williams race classic, *I Am My Gonna Give Nobody None of This Jelly Roll* (7865). For the backing, Miss Paige calls for monetary considerations for *Give It Up*, giving the band on this side a chance to cut in with its Harlem brand of jive music.

IDA COX (Okeh 6405)

I Can't Quit That Man—FT; *VC*; *Last Mile Blues*—FT; *V*.

Properly belonging to the race lists, this old-line blues singer has been placed in the popular category, with the sides heralded as a "disk debut." For the record, Miss Cox has previously cut sides for the company's race list. Dating back to the early '30s, during the blues heyday of Bessie Smith, Miss Cox was recently rediscovered singing with a Negro tab unit. The all-star aggregation rounded up by trumpeter Red Allen gives unimpaired backing, considering the post-pomped label boasts. As for Miss Cox, it would be kinder to permit her to back in her old-time glory.

In spite of its inclusion in the pop register, it rightly belongs in the race lists. It's the standard race blues that Miss Cox shouts out, but there is little of the fire or snare-biting feeling that enthuse fans at such locations even. (See ON THE RECORDS on page 74)



ROBERT S. BLEEKMAN HAS PURCHASED THE R. & S. Sales Company, Warbler Distributor in Washington. The firm has been renamed the Bleekman Distributing Company. Above: Ted Sweazy and R. Ross, ex-MPT, owners of R. & S., sign papers that transfer their business to Bleekman. W. N. Dession, Warbler district manager, watches over Bleekman's shoulder. (MR)



THE SECRETARY OF THE TREASURY
WASHINGTON

October 7, 1941

Dear Mr. Evans:

Please accept our sincere thanks for the cooperation The Billboard has given the Treasury Department in publicizing the National Defense Savings program.

Your contribution of news and advertising space, and the active leadership you have furnished the coin machine and amusement business to further the sale of Defense Bonds and Stamps is deeply appreciated.

You and your associates are making a worthwhile contribution to your Government in this national emergency.

Sincerely,

Secretary of the Treasury

Mr. E. W. Evans
President and General Manager
The Billboard Publishing Company
25 Opera Place
Cincinnati, Ohio

Thank You, Mr. Morganthau, but the Credit Belongs to Someone Else

You see, no matter how good an idea may be or no matter how completely and thoroughly the idea is advertised to a group of people, it can never be a success unless the people themselves know how to get things done.

That's what happened to The Billboard in its campaign to sell bonds for you. Six months ago we started to publicize your bonds the same as other publishers. The campaign seemed to grow among our readers. We didn't tell operators to paste stickers on their machines. They thought of it themselves. We didn't suggest that associa-

tions pass resolutions to buy bonds. They did it on their own.

Step by step, the leaders of the industry developed new and bigger ideas. Music machine associations suggested that members place the song "ANY BONDS TODAY" on every phonograph—an idea which has now been launched on a national scale.

Yes, we appreciate your words of gratitude, but we want you to know that it was the people in the Coin Machine Industry that have really done the job. They get things done.

The Billboard Publishing Company

VENDER SUPPLY NOTES

Arthur J. Jacques, of Detroit, is developing a new machine which will shine a pair of black or brown shoes in 30 seconds. Price of the service is 3 cents in the slot. The machine will be called Shoematic Shine Machine and will be ready for the market some time next spring.

Joseph J. Schermack, of Schermack Products, announces a new "Defense Stamp" vending machine which sells stamps at 25 cents. It is based on a machine made by this company 30 years ago to sell Thrift Stamps. Schermack also has a new machine which dispenses 1, 2 and 3-cent stamps in the same machine at full value. The latter machine is designed for Army camp locations but is said to be good for other locations also.

The Department of Commerce reports that wholesale sales of candy for August of this year were 3 per cent higher than the previous month and that for the eight months ending with August were 14 per cent higher than the comparable period last year.

Candy venter business will undoubtedly benefit by the promotions being made for this year's Sweetest Day. Promoted to a much greater extent than it has been for the past several years, indications are that for the first time in more than 10 years, activities will be national in scope.

This year the NCA, under the leadership of President Philip P. Cort, will co-operate with the various local groups in observing the occasion on a national scale.

A report from Washington says that a program for the allocation of cellophane used by the confectionery industry and for other civilian purposes is now under consideration by OPM. Officials have not definitely decided that an allocation program is necessary, but government experts are becoming seriously concerned over the scarcity of cellophane, a critical defense material used in the manufacture of cellophane. Already the shortage has required issuance of a priorities order. The Bureau of Standards is conducting tests to compare the efficiency of cellophane and tin foil as a wrapper for food products and cigarettes. These tests are still in the pre-

liminary stage. Tin foil also represents a defense problem because of its lead content. In some cases confectionery manufacturers have already begun to substitute laminated paper for tin foil, OPM officials said. Manufacturers believe the lead content of tin foil can be cut sufficiently to allow the continued use of the product for commercial purposes.

The theme for promotion this year is defense. Promotional activities will be featured on radio programs, thru streamers, point-of-sale advertising materials and signs. During the Candy Week, which began Monday, October 14, and concludes with Sweetest Day, Saturday, October 18, the huge animated electric sign of the Corn Products Refining Company at its Edgewater, N. J., plant will herald the message: "Let It Be Said You Remembered Sweetest Day—October 18." The sign, which flickers continuously, giving the time every minute on the minute, is seen daily by thousands of motorists on the West Side and Riverside drives.

Sugar refiners met with the officials of the Department of Agriculture in Washington recently to consider possible re-allocation among refiners of the unshipped balance of Cuba's quota, which amounts to over 600,000 tons.

Confectionery Ice-Cream World, October 3, says that reports from both manufacturers and jobbers in Chicago indicate that sales of candy bars and other small units of sale skyrocketed in September to the largest sales volume experienced in that month in a number of years. This despite the warm weather, which is not conducive to the buying of candy. The demand in army camp areas is credited with being the No. 1 sales stimulator. And No. 2 is vending machine requirements, which are said to be at a new high for most sections because of placements in plants where employment is at capacity.

MARKETS IN BRIEF

NEW YORK, Oct. 9.—Peppermint oil (dollars a pound): Natural, \$3.75 to \$4. U. S. pharmaceutical, \$4 to \$4.30.

Raw and refined sugar: There were no new developments in the domestic or foreign situation, although it was rumored that one of the smaller Eastern refiners would close temporarily because of lack of raw sugar.

COMING EVENTS

October 19—Meeting of Ohio Cigarette Vendors' Association, Neal House, Columbus, O.

October 21 to 25—Americans All Week—culminating in national observance of 55th anniversary of dedication of the Statue of Liberty.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

Nov. 30-Dec. 5—Twenty-third annual convention National Association of Amusement Parks, Pools & Beaches, Hotel Sherman, Chicago.

January 12 to 15, 1942—Annual convention of Coin Machine Industries, Inc., Hotel Sherman, Chicago.

January 14-17, 1942—10th annual convention, National Association of Tobacco Distributors, Palmer House, Chicago.

CHICAGO SPOT MARKET PEANUTS

	Cents per lb. in bags
Virginia and North Carolina	
Jumbos	7.35 @ 7.50
Fancies	7.15 @ 7.25
Extra large	10.40 @ 10.50
Mediums	8.40 @ 8.50
No. 1 Virginia	8.75 @ 9.00
No. 2 Virginia	7.00

SOUTHEAST

No. 1 Spanish	7.25
No. 2 Spanish	7.00
No. 1 runner	7.25
No. 2 runner	6.85 @ 7.00

TEXAS (NEW CROP)

No. 1 Spanish	7.50 @ 7.75
No. 2 Spanish	7.25 @ 7.50

Topps Gum Clicks With Operators

BROOKLYN, Oct. 11 (MR).—Phil and Joe Shurin, of Topps Chewing Gum, Inc., reports that its Topps gum is clicking with merchandise machine operators everywhere. Interest has been strong since their advertising campaign began, they claim, and many letters expressing approval have been received.

"We believe that the faster and bigger repeat sales, which operators report they are making with our product," explained the Shurin brothers, "are due to the high quality and natural flavor. There is a larger profit margin for operators and we are offering delectable, stocks and other promotional aids to help operators secure attention for their products."

"The success of Topps gum on thousands of retail counters makes it a certainty for success in vending machines, as the public has become well acquainted with our product. The public has approved the gum. The retail sales confirm this statement and this means that the vending machine trade is getting a product that is nationally recognized and accepted by the public."

Milwaukee Journal Upholds Venders in Strong Editorial

MILWAUKEE, Oct. 11—Strongly against placing a tax on vending machines, the following editorial appeared on the front page of The Milwaukee Journal, October 4:

Vending Machines

"Alderman Michalski wants to license, and thereby cut into the profits of vending machines.

"He is not, at this time, after gaming devices. He is not proposing a levy on 'slot machines,' pinball games or dubious cricketer designed to park the pockets from their money. He's after the operators that vend candy bars or something else, or the glass globes that dispense a handful of salted peanuts for a penny.

"The alderman has an idea that the 'take' of these machines is substantial.

"We are told by a presumably reliable authority, that the average monthly 'take' by a penny peanut vending machine is 83¢ gross. That would come to \$9.96 a year—not profit, but total income, out of which goods, investment, maintenance and other expenses must be paid.

"The 5-cent candy bar or other dispensers, of course, gross larger sums and take boxes are quite another matter. But just how Alderman Michalski hopes to net between \$150,000 and \$200,000 by licensing the 12,293 vending machines in

the town isn't clear. His license fee would have to be in the neighborhood of \$15 per machine. You can't get that kind of money out of a device that takes in \$9.96 gross in a year, or out of one that takes in three or four times as much.

"So as a revenue measure we don't think much of the Michalski vending machine ordinance. As a control measure or a punitive or confiscatory measure, it might have a punch. It perhaps would drive many of the lesser vending machines out of the market.

"The question is: Who wants them driven off? We aren't answering that question. We think, tho, that the common council should hear from merchants and others before it acts on the Michalski ordinance.

"Do vending machines materially compete against merchants who pay taxes, or are they otherwise objectionable? For the most part, according to Police Chief Kucheyko, they are installed in taverns and in large manufacturing plants. That is, they sell candy bars, cigarettes or something else, to patrons or workers, most of whom would not go to any store to buy at the time.

"We neither condemn nor uphold vending machines but recognize in them ingenious mechanical devices whose value ought to be studied before they are taxed out of business."

Show-Time Is Coming

CHICAGO, Oct. 11.—James A. Gilmore, secretary-manager of Coin Machine Industries, Inc., reports that exhibit space orders and reservations for the 1942 Coin Machine Show received Thursday (9), the first day on which they were accepted, equaled the number of orders and reservations received a year ago for the 1941 show.

Dates set for the show, which will be held at the Hotel Sherman, Chicago, are January 12-15, 1942.

Glassgold Plans A Southern Trip

NEW YORK, Oct. 11 (MR).—Burnhart (Rip) Glassgold, sales manager of Arthur H. DuCrosier, Inc., has returned from his trip to the firm's Matherhill factory and reports sales of both the Champion cigarette merchandiser and Candy Man 6-cent candy bar machine still booming.

"I was pleased with the results of our recent Candy Man sales drive," said Glassgold, "and orders for this equipment continue to come in daily from every section of the country. In a short time I will make another trip South with Wally Sipple, our Southern representative."

TOPPS FOR OPS!

TOPPS PEPPERMINT

They'll spend MORE . . . you'll vend MORE . . . with TOPPS—the perfect size tab gum that's putting NEW LIFE into the gum vending business! TOPPS 4 top flavors: Peppermint, Spearmint, Cinnamon, Peppin are bringing the BIGGEST and FASTEST REPEAT SALES in ALL HISTORY . . . DOUBLING AND TRIPLING FORMER COLLECTIONS . . . STEPPING UP THE ENTIRE VALUE OF EVERY ROUTE THAT FEATURES THEM! Start with TOPPS today—and watch your profits GROW! WRITE NOW FOR FREE SAMPLES AND PRICES!

NOW! SPECIAL PRICE FOR OPERATORS

DISTRIBUTORS!

A FEW TERRITORIES STILL AVAILABLE! WRITE FOR SPECIAL PROPOSITION NOW!
TOPPS CHEWING GUM INC.
60 BROADWAY, BROOKLYN, NEW YORK

WANTED!!

FOR CASH!!

500 Cigarette Vending Machines and 10 Selective Candy Bar Machines. State lowest price and condition. Write or Wire! BOX #279, Billboard, 1564 Broadway, New York City

UNEEDA PAK CIGARETTE MACHINES

1255—8 Cds. \$20.00; 3 Cds. \$17.50; 2 Cds. \$15.00; 12 Cds. \$20.00; 20 Cds. \$25.00; 30 Cds. \$30.00; 40 Cds. \$35.00; 50 Cds. \$40.00; 60 Cds. \$45.00; 70 Cds. \$50.00; 80 Cds. \$55.00; 90 Cds. \$60.00; 100 Cds. \$65.00; 120 Cds. \$75.00; 150 Cds. \$90.00; 200 Cds. \$120.00; 250 Cds. \$150.00; 300 Cds. \$180.00; 400 Cds. \$240.00; 500 Cds. \$300.00; 600 Cds. \$360.00; 700 Cds. \$420.00; 800 Cds. \$480.00; 900 Cds. \$540.00; 1000 Cds. \$600.00; 1200 Cds. \$720.00; 1500 Cds. \$900.00; 2000 Cds. \$1200.00; 2500 Cds. \$1500.00; 3000 Cds. \$1800.00; 4000 Cds. \$2400.00; 5000 Cds. \$3000.00; 6000 Cds. \$3600.00; 7000 Cds. \$4200.00; 8000 Cds. \$4800.00; 9000 Cds. \$5400.00; 10000 Cds. \$6000.00; 12000 Cds. \$7200.00; 15000 Cds. \$9000.00; 20000 Cds. \$12000.00; 25000 Cds. \$15000.00; 30000 Cds. \$18000.00; 40000 Cds. \$24000.00; 50000 Cds. \$30000.00; 60000 Cds. \$36000.00; 70000 Cds. \$42000.00; 80000 Cds. \$48000.00; 90000 Cds. \$54000.00; 100000 Cds. \$60000.00; 120000 Cds. \$72000.00; 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250000000000000000000 Cds. \$150000000000000000000.00; 300000000000000000000 Cds. \$180000000000000000000.00; 40000

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Oct. 11.—M. S. (Bill) Wolf, of San Diego, was in town buying new equipment and hiring new employees needed for his expanding business. Wolf will soon open a new building designed to accommodate his coin machine operations. Tentative date for the opening is November 15.

Louis Kaplan, son of Harry Kaplan, of Southwestern Vending Company, has returned to his studies in pre-med at UCLA.

Jack Gerty has opened a new arcade in Bakersfield. He closed the one at Crestline and moved most of the equipment into the new spot.

J. & R. Amusements in Bakersfield recently staged an informal opening session on the occasion of the new offices. Employees at the spot include Clarence Honeywell, Joe Shanks, Francis Hartman and Margaret Ramsey.

Albert Cassell, of California Music Company, is taking advantage of the good weather and visiting friends in towns outside of Los Angeles.

Paul Blair, of Exhibits, is out of the city working the area around San Diego.

Al Anderson and Al Schneider, of Balboa, were in the city looking over arcade equipment. Anderson has arcades in the Fun Zone in Balboa and at Camp Elliott, near San Diego, and is putting one in Santa Ana.

Barry Besuregard, who sold his business to be inducted into the army but never was, is now with Lew Haskins in Redondo Beach.

Rick Carter and Bob Snyder are operating an arcade in Los Angeles' Chinatown. Name of the spot is Nickabob.

Mildred Prosen Oaty, secretary to Mac Mohr, is back on the job after a well-earned vacation.

Al Meyers, of Gottlieb, reports that business is perking right along.

E. T. Mape, of E. T. Mape Music Company, came into Los Angeles this week from his ranch at Stockton to spend several days. Walter Huber has assumed

duties as assistant to Vance Mape in San Francisco, and Geraldine Douglas is now office manager of the Los Angeles branch.

Southwestern Vending Machine Company has been doing some improving. A new parts department has been set up at one end of the office. It is enclosed in glass.

John Hawley, of the Mac Sanders firm, is expecting to be a daddy soon.

Mac Sanders is a busy man these days now that the Keeney Submarine Gun is claiming so much attention on the West Coast. Mac says that this game is going places and he's all set to ride on the band wagon.

Neil Nelson is back in the city from the San Joaquin Valley, where he installed remotes.

Jean Minthorn, Los Angeles distributor of Rock-Ola phonographs, is expected back in Los Angeles soon from Chicago. Jean and Mrs. Minthorn made the trip to Chicago, but while there Jean was taken ill.

Milton Noriega, of San Bernardino, was in town buying Beeburgs. Noriega reports business good in that section.

Friends of Mrs. L. H. McCreary, wife of the Los Angeles branch manager of the E. T. Mape Music Company, are glad

to hear that she is recuperating from a recent operation at the Good Samaritan Hospital here.

Johnny Nelson and Bill Wolf regard that business is good with them at the Modern Coin Exchange. Nelson is back from a brief trip to Santa Paula.

Fred Gaunt, of Trojan Novelty Company, says that it looks like there isn't going to be any slackening in the demand for arcade equipment. He has been moving quite a bit of this equipment lately.

Phil Robinson, factory representative for Chicago Coin, is making a trip up the West Coast in the interest of the Chicago lines. He says Star Attraction is going like a house afire.

Hermie Cohen, West Coast representative for the Hamilton Manufacturing Company, is back from a trip to San Francisco.

Eddie Seaman, of San Bernardino, made a quick trip to the city Thursday to see what is new on the display floor.

Bill Mason, of Santa Monica, was also in town looking over new equipment in order to be ready when Santa Monica gives the go sign.

Howard Stearns and Mrs. Stearns are on a vacation trip to Georgia.

M. C. Hedcoe, of Santa Barbara, was in town and made a visit to the Paul Layman showrooms.

Dan Lufkin, of San Francisco, was among the recent visitors.

Harry Fundt, of National City, Calif., spent a few hours in the city recently talking over operation problems with local lights.

Claude Tomlinson was in from Tidare, Calif., to see what was new along the coin row.

Paul Butts, of G. & B. Sales, in Bakersfield, Calif., was also in town to look over stocks.

Paul and Lucille Layman are building a new home in Huntington Palisades. Paul said that Billy Monicker is really getting the play and that he is moving large numbers of them.

Among the visitors from Arizona was William Cliff, who came in from Phoenix. This section is getting ready for the winter season and indications are that it is going to be a top-flight year.

Carl Schott, of Yuma, Ariz., was in town after a brief visit to Mexico City.

A. M. Keene, of Taft, was in town recently following a trip from Mexico City. A. M. has been to the South of the Border town already three times this year and is considering another trip.

Elmo Robinson and wife were in Los Angeles Saturday from Phoenix.

Red Oakley, of the firm of the same name, and wife are looking forward to a big fishing trip to June Lake. Oakley says this is an annual affair. He holds the record of catching the largest trout to come out of Gull Lake in the June Lake area.

Wiz Hubbard, of Phoenix, has moved into his new home there. The back yard is fenced in and Wiz is raising buildings.

Charles Washburn is in the city for a breather from covering the San Joaquin Valley towns.

Mac Mohr reports that he is getting a lot of inquiries regarding the new Evans Play Ball and he is busy placing orders. Announcements have been sent out to operators to see the Evans game at a preview showing October 17.

Frank Jarrell reports that Soundview movie machines are going strong in California. Louis Byvester, who has the 11 Western States and South America, is planning to ship quite a few of these machines to the South American section. Jarrell is sales manager for California.

Los and Walter Griffey, of Tavern Amusement Company, are planning to be at the Hollywood Palladium Friday night to hear Jimmy Dorsey. They spend their nights off visiting Hollywood spots

Special Tax Application Form

WASHINGTON, Oct. 11.—Following tax return form has been sent to all Internal Revenue offices for them in turn to send to all coin machine locations. Form reprinted below must be filled out by the location owner, notarized and submitted to the local Internal Revenue Department office with the proper fee as required under terms of the law:

Form 11-B
TREASURY DEPARTMENT
INTERNAL REVENUE OFFICE

SPECIAL-TAX RETURN

(SEE INSTRUCTIONS ON BACK)

Name	_____				(Name of owner)
Business address	_____				(Date of issue)
Kind of tax	_____		for period	_____	to June 30, 19__
(Indicate in proper space below the information applicable)					
Bowling alleys	Number of premises	Coin-operated devices		Machine or other device	
Billiard and pool tables		"Pin Ball" or other similar amusement machines			
		"Slat" machines (see par. 1 of instructions)			
Sworn to and subscribed before me this _____ day of _____, 19__		I swear (or affirm or acknowledge) that the above statements are true and correct and the above tax stamp herein applied for is to cover only the business indicated above and at the location specified.			
Notary Public in and for the State of _____		Signature		Notary Public	
Received by Collector _____		This return, properly executed, must be in the hands of the Collector of Internal Revenue at the time of the tax, on or before the last day of the month in which liability is incurred in order to avoid penalties. Checks must be certified.			

Instructions

(For Full Instructions, See Regulations No. 59, 1941 Edition)

1. THE LAW: The Internal Revenue Code, as amended, imposes the following taxes:

Section 3267 (a) RATE. Every person who maintains for use or permits the use of, on any place or premises occupied by him, a coin-operated amusement or gaming device shall pay a special tax of \$10 per year in the case of a device defined in clause (1) of subsection (b); \$50 per year, in the case of a device defined in clause (2) of subsection (b); and \$10 or \$50, as the case may be, for each additional device so maintained or the use of which is so permitted. If one such device is replaced by another, such other device shall not be considered an additional device.

(b) DEFINITION. As used in this part, the term "coin-operated amusement and gaming devices" means (1) so-called "pinball" and other similar amusement machines, operated by means of insertion of a coin, token, or similar object, and (2) so-called "slat" machines which operate by means of insertion of a coin, token, or similar object and which by application of the element of chance, may deliver, or entitle the person playing or operating the machine to receive, cash, premiums, merchandise or tokens. The term does not include bona fide vending machines in which are not incorporated gaming or amusement features.

Section 3268 (a) Rate. Every person who operates a bowling alley, billiard room, or pool room shall pay a special tax of \$10 per year for each bowling alley, billiard table or pool table. Every building or place where bowls are thrown or where games of billiards or pool are played, except in private homes, shall be regarded as a bowling alley, billiard room, or pool room respectively.

2. Special tax liability is reckoned from the first day of each year, or the first day of the month during which business is commenced in the thirtieth day of June following. Where business is begun after the month of July the tax to be remitted is computed by multiplying the monthly rate by the number of months remaining in the fiscal year. If the amount so calculated involves a fraction the full cent must be included. The taxes for which this return is provided become effective October 1, 1941.

3. If application on this form is not filed with the Collector during the month in which the liability began the penalty prescribed by section 3612 (d), Internal Revenue Code, is incurred. Applicant must appear in person before an officer qualified to administer oaths and swear to the correctness of the information given on the application. If the tax covered by this return is not in excess of \$10 the return may be signed or acknowledged before two witnesses instead of under oath. No charge is made if this return is executed before a deputy collector or Internal Revenue agent.

On the first line must be entered the name of the actual owner or owners of the business, followed by the trade name if one is used, but no application will be accepted nor special-tax stamp issued in a trade name only. Removal of place of business must be registered with Collector of Internal Revenue within 30 days of such removal, or liability to additional tax and penalty will be incurred. File promptly, follow instructions carefully, and avoid delays.

that have hands clicking on music machines.

Cal Brown, of Mills Sales, has been spending his week-ends scooting around the country to see how business is going. Brown's secretary, Edna Campbell, has given up her favorite sport of swimming.

A. M. Koehn was a recent visitor here. Charles Washburn reports success with Western's Flying Champ. Incidentally, Washburn is a photographic hobbyist and is taking up color photography.

Claude Tomlinson, of Exeter, was in town for some Billy Derby's. Carl Schott, of Yonka, Ariz., was also in. From Searchlight, Nev., came A. H. Ames few games and phonographs. G. F. Cooper, of Riverside, Calif., site of several large army training camps, reports that business is strong. His service into town from the camps has been improved, helping the coin business. Walter Hill, operator of Virginia Park Arcade, Long Beach, was in town looking for machines. He finds the arcade business very good. Bud Parr, of General Music Company, reports that he will soon have an announcement of interest to operators.

Mario Castagnard, of Techniprocess, will soon release a new series of movies for coin-operated movie machines. Billboards of games to Honolulu have been ordered, but jobbers have expected a pick-up soon. Several operators here are thinking of opening spots on the Islands.



HART MUSIC COMPANY, SEATTLE, has opened a new distributing office, shown above. Jack Turner, manager, is signing an order for Packard Pin-Str equipment, while Clayton Ballard, Packard Manufacturing Corporation district manager, and an operating friend look on. (IMK)

Music Box Stories Multiply In Papers; Importance Told

By WARREN BORNSCHEUER

The following article is from the magazine section of *The Baltimore Sunday Sun* of October 5.

ONE may not know offhand what a juke box is, but one has likely learned to dance to one hundreds of times. In roadside lunchrooms, city bars, dance dives, everywhere. One may never have heard the coin-operated machine, grinding out canned cacophony at a nickel per record, called by name. But in the last two years the juke has spun their way clamorously into a multi-million-dollar industry.

Already about 430,000 juke boxes are scattered thru the United States and more are being installed every day. Together they chew up 44 per cent of the American production of popular records, and nothing speeds a performer to national fame so swiftly as the juke or electrical phonograph record coin machine.

Many of the big bands that have come up in the world in the last 20 months owe their triumph in part to these nickel-driven bebopsters, squatting in candy stores and lodge rooms, in humble diners and swank playrooms. The juke is all-American, as native as the hot dog. Manufactured by seven leading firms, the huge and garish purveyors of variegated rhythm dominate the popular music scene. The combined grosses of the industry from manufacturer to wholesaler to small-time center are expected to top about \$250,000,000 this year.

There's no telling just when or what started the coin machine craze, except the mad success of photograph records themselves. Ever since Ed Parley and Mike Riley pushed the little valve down and apprised us that *The Music Goes Round* and *Round* during the bleak Christmas of 1935, the stony black dials have enjoyed a vogue that grows with every year.

In the spring of 1938 Benny Goodman strode to success via appearances in Los Angeles, Chicago and New York and innumerable barns, ballrooms and public parks in between. Benny was the first hot musician to wear the legendary mantle conferred by press agents and jitterbugs. King of Swing. With his clarinet-voiced Goodman took a healthy slice at the disk sales record.

Best Seller in '39

But it was not until the summer of 1939 that all records were topped by a phenomenal best seller, last and most potent export from doomed Czechoslovakia, the *Hot Devil Fiddler*. Between Benny and the fiddler, her jaw aces from its waltz and the phonograph business took new air into its lungs.

After its New Orleans beginnings not

just stopped smartly and logically to Chicago and Harlem, where it was bred in the back rooms of prohibition's speak-easies, in the anterooms of a flock of gambling houses, in imitation of its red-hot past in Memphis, St. Louis and the rest of the south. It moved along until the depression that darkened the '30s. Then it did a disappearing act. In its place came the music called "sweet," the lucrative fave of the Guy Lombardo and their imitators.

It took the hysteria of *The Music Goes Round* and *Round*, and innocent drinkings in such sizzling pieces as *The Flat-Foot Floogie* and *Hold Tight (Want Some Sea Food, Mama)* and *Well, All Right (Here Comes Joe From a Vaudeville Show)* to once more spell out popular music H-O-T.

Up till the advent of the juke it was Benny Goodman's fidd all the way. The Chicago tailor's son gripped a nation in the fever of a music, self-titled "lither-diller." Three years ago wily bookers and ballroom owners sighted the end of the swing craze and prepared the campaign that was going to give gold to the newling brass of Ray Kyser, Sammy Kaye and their many imitators.

Information on Federal Tax...

The following is a summary of the latest information on the applications of the new federal tax on several types of coin machines as available to us on October 11:

1. The tax return forms are now available to regional Internal Revenue offices and are being sent to locations as fast as possible. Internal Revenue offices are requesting operators' organizations to furnish lists of locations and operators are co-operating fully. This is the proper attitude to follow.

2. Detailed instructions are included with the tax return forms and also are reprinted in this issue of *The Billboard*. These instructions should be studied carefully.

3. All rulings by the Internal Revenue department stress the literal application of the law. The text of the law specifies two types of coin machines. They are: (1) "So-called pinball and other similar amusement machines" operated by a coin, token or similar object. On the basis of this text, targets are exempt from the 110 fee because they are not pinball games and are not similar to them. There are a few types of games which may require special rulings. (2) The second type of machines mentioned in the text are slot machines of various kinds which have some form of a payout.

Please note that the Internal Revenue department is stocking as closely as possible to these two classifications, and is

The hell-fired hot music of Benny Goodman and friends began to lose favor with the public.

In its stead came a cross between legitimate hot jazz and the newer sweet music. This was the music that slung Glenn Miller across the nation. Artie Shaw was also a product of the compromise era, playing hot in careful alternation with bedraggled sweet.

But credit Miller's and Shaw's success to the juke boxes. They carried Artie Shaw's deftly swung version of Cole Porter's *Begin the Beguine* to new highs in record popularity, then turned around and did the same for a series of Glenn Miller records, *Moonlight Serenade* and *Swanee Serenade*, *The Long Is Lost In the Wood*, *Tuxedo Junction*, and *Stan-dard*. The juke not only account for nearly half the direct sales of phonograph records, but act as a powerful impetus toward the sale of at least another 25 per cent. Obviously these boxes wield the big stick in popular music, the biggest stick ever.

Owners and renters of the juke boxes look forward especially each week to the trade gazettes to see what's what in their business, to what new records are "going strong," "coming up" or are "possibilities." Between pages devoted to pinball and slot machines and the doings of pitchmen and carnivals nestles the buying guide that contributes most significantly to the popular music taste of America. *The Billboard* prognostications can hardly help being right, because the juke owners buy what it recommends.

trying to give the trade the benefit of any doubtful cases.

4. The following list of types of machines is made, with comments according to present information:

ARCADE MACHINES—No tax on a large variety of amusement machines commonly used in arcades and sports-lands. Latest information includes in this list such machines as targets, grip machines, picture machines, fortune tellers, and a lot of other small penny devices that have no payout or prize feature on or built into the machine; baseball, football, basketball and other similar machines are included in the arcade list.

If pinball games (novelty or free-play)

are used in arcades, the tax is \$10 on each game. If payout machines of any kind, large or small are used in arcades, the tax is \$50 on each machine per year.

CONSOLES—If the console is free-play only, the tax is \$10 per year. If the console has a payout mechanism, or is convertible to a payout, the fee is \$50. Locking the payout mechanism, or not having it in operation, does not count; the fee is \$50 even tho the payout mechanism is not in use.

BASEBALL GAMES, ETC.—See comments on arcade machines above.

FREE-PLAY—The department has accepted free-play as re-play or extended play and does not regard it as a tangible payout. The text of the law specifies a tangible payout in the form of cash, tokens, premiums or merchandise. Free-play games coming in the pinball class are \$10 per year. See on Consoles above for free-play consoles. The registry of free plays on a scoreboard does not remove the game from the \$10 class. The Internal Revenue office announces that it will not undertake to police the payment of awards or prizes over the counter.

COUNTER MACHINES—Reelings have already placed many of the small counter reel machines, trade stimulators, etc., with spinning reels, or that resemble a slot or bell, in the \$50 class. Any sort of prize feature, or payout arrangement on these small machines tends to put them in the \$50 class. Even a prize feature on a penny ball gun vender may put it in the \$50 class. It will be necessary to minimize very closely many types of these small machines as to the trade stimulator or other prize features. The Internal Revenue department expresses a desire to be as liberal as possible toward these machines, but will follow the text of the law in all cases.

The trade is now introducing non-coin operated counter machines. The removal of the coin slot means that the federal tax on coin-operated machines does not apply.

PAYOUTS—The text of the law specifies "slot machines" that "by the application of the element of chance, may deliver, or entitle" the player to receive cash, tokens, premiums or merchandise. It will be noticed that the coverage of any sort of payout or award is pretty broad. Any coin-operated machine that has a payout arrangement, even tho the mechanism may be shut off, comes under the \$50 class. The idea seems to be to bring all coin machines with payout features under the \$50 class. This is very hard on the penny machines.

PHOTOGRAPHS—No tax on photographic or wall boxes. A telegraphic notice to this effect has been made available to the music trade.

SCALES—No tax on vending and article machines "in which are not incorporated gaming or amusement features."

MOVIE MACHINES—No tax.

VENDING MACHINES—Bona fide vending machines are specifically exempted in the text of the law, if the machines do "not incorporate gaming or amusement features."

3. Information on the federal tax is now pretty well disseminated by the various trade agencies. Also, regional tax offices now have tax forms and various rulings from the Washington office. It is now important that operators co-operate with the tax offices, and especially with their locations, in complying with the law. Many locations will still be confused; operators can help get the correct information to them.

FOR QUICK SALE
In Very Good Condition
2 BUCKLEY TRUCK ODDS...\$114.50 EACH
Or Will Swap for Used Records
MANY LANSBERG
158 South Rampart Street, New Orleans, La.

WANTED
Experienced all around Mechanic on Pin Games and Slots.
AMERICAN CIGARETTE MACHINE CO.
1243 Fifth Avenue, Pittsburgh, Pa.

You can ALWAYS depend on JOE ASH—ALL WAYS
FINEST FREE PLAYS READY FOR SHIPMENT!

League Leader	\$27.50	Red Hot	\$12.50
Leader	22.50	Stars	37.50
Play Ball	35.00	Ump	25.00
Keeney Texas Leaguers, lite model, floor sample			30.00
Chicken Sam, with base			29.50

1/2 Down, Balance C. O. D. Write for Complete List.

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

Groetchen Message On Counter Games

CHICAGO, Oct. 11 (MR). — The Groetchen Tool Company announced this week that it is doing everything in its power to receive a more favorable ruling on counter games under the new Federal Tax Law which applies a 400 tax to the operator games.

"We are trying to obtain a more reasonable ruling," reports Karl Klein, Groetchen official. "In the meantime we have instructed our engineering department to go ahead with the development of certain devices which would take our games out of the coin-operated class altogether and permit their operation without the insertion of coins. At the same time, such a device would include registers for the benefit of the operator as well as the location, so as to get an accurate check on the number of plays for which location has received payment in cash over the counter."

Groetchen reports that it will immediately pass on any additional information or ruling which it is able to obtain from the Internal Revenue Department.

War Causes Music Hunger

The following article reproduced from The Miami Herald, while not concerned with the coin machine business, does show the feeling of need for more music.

"Let us have more music—or shall we? Is the question that is asking gray hairs in the collective heads of the musical instrument makers in the United States today.

"It seems the defense business boom has flooded the instrument makers with the greatest demand in their history with manufacturing problems keeping them running in circles.

"According to the National Association of Music Merchants they have been hit most severely in the manufacture of metal instruments, since brass, copper and zinc are high on official priorities lists.

"The piano has not escaped the dif-



ORCHESTRA LEADER TONY PASTOR recently visited the headquarters of the Cleveland Photograph Merchants' Association and was greeted by this large group of operators.

ficulties of its brothers in brass, however. The piano problem is due to lack of skilled laborers rather than a matter of priorities. Pianos still are the product of the skilled workmen since seldom do more than six men touch the instrument during its construction.

"Despite this fact, association officials report that 11,767 of the instruments were shipped during June, or an increase of 87.2 per cent over June, 1940.

"The reason for this sudden demand for music and more music, the experts declare, is that in times of stress people turn to music for relaxation and relief from mental strain. Then teaching methods have been improved and pay rolls are much bigger, they report.

"Perhaps it all means that since Uncle Sam is fortifying himself against future troubles, Mr. John Q. Public is fortifying himself against the blues."

ON THE RECORDS

(Continued from page 82)
BOB CHESTER (Bluebird 11313)

The Magic of Magnolias—FT. VC. From Maine to California—FT.

Music magic from the movies is the appealing ballad about Magnolias, a Frank Loesser-Victor Schwartzinger beauty stemming from Jackie Cooper's Paramount film, *Glassdoor Boy*. The Chester treatment in a slow and soft tempo makes it particularly appealing, opening with a trombone chair for half a chorus and then calling on Bob Haynes to register with his rich baritone voice. The cross-country companion piece in march music played with a stepped-up swing beat, highlighted by a hot trombone chorus to bring the band on for a solid ensemble finish.

The verses ballad on the A side, having the added advantage of screen exaltation, shows promise of producing magic for the music boxes. Chester is first with the side, and if the number clicks as it should it will be tough for the other band boys to top his swell treatment.

TOMMY TUCKER (Vocalion 6402)

Concerto for Two—FT. VC. Jack and Jill—FT. VC.

Records of the Technocracy B-Flat Minor Concerto in fox-trot rhythm continues to multiply. Tucker uses the A Love Song version, providing it with a softly colored arrangement that calls for the band to bring up the first chorus and Amy Arnell to sing the second refrain. Tempo is stepped up for Jack and Jill, a weak novelty.

The "Concerto" side is the one that meets phono standards. While the number of versions continues to mount each week, Tucker's platter should get a generous portion of the play, considering the fact that he and his vocalists are riding on the crest of their "World on Fire" record.

TEDDY POWELL (Bluebird 11300)

Make Love to Me—FT. VC. The Birth of the Blues—FT. VC.

A fetching new love ballad, *Make Love to Me*, gets grand introduction on the A side. A torchy tune, with the tempo paced just right to establish the mood, side features the lyric projection of both Gaylord. It's smooth chirping that Miss Gaylord gives, but for the dipper her blues vocalizing is forced and lacking in the rhythmic compulsion provided by the Powell toolsters, who take the picture title theme along the powerhouse route. The ballad A side is first-class outing, and Miss Gaylord's vocalizing sets it strong all the way. If the number catches on, and it has the makings of hit parade music, Powell's side will easily capture phono favor.

FREDDY MARTIN (Bluebird 11311)

Is It Taboo?—FT. VC. Have You Changed?—FT. VC.

The musical question on the A side should soon find everybody carrying on the inquiry. Set in the entrancing bebop rhythm, Martin cracks this promising pop with musical perfection. Styled softly and smoothly, with Clyde Rogers explaining, the *Taboo* is a lovely love lyric. Slowing the tempo, with Rogers again for the vocal chores, the B-side radiates an much pop promise.

The "Taboo" side promises to provide another hit for the new season, and Martin's striking and effortless bond of smart syncopation gives it a grand start.

IN STOCK

for Immediate Shipment

Millie De Brown Front Ball	83.50
Millie De Brown Ball	78.50
Millie De Brown Ball	88.50
Millie De Brown Front 52 O.T.	88.50
54 Paces Race Rod Arrow Model with Brown Cabinet, 30-1 Oath	149.50
54 Baker Pacer, like new, Daily Double	189.50
Groetchen Taxi Columbus	46.00
Pace Sargeon St. Cash Model	57.50
Millie De Brown Parade, Cash Model	93.50
Jenny's Cup-Balls, 54 & 101 Play 69.50	

Write for our complete list of Used Machines.

STERLING NOVELTY CO.

603-571 E. Broadway LEXINGTON, KY.

★ SPECIAL-CLOSE OUTS ★

10 Miller Ray O'Lite Gun, Oliver Sam Concoction \$45.00 Each

5-BALL FREE PLAY PIN GAMES All Perfect Condition

2 Gold Star	\$30.00	2 Boom Town	\$27.50
2 Score-Line	20.00	2 Ocean Park	16.00
2 Fleet	27.50	2 Commodore	17.50
2 Paradise	45.00	2 Bride Book	17.50
2 Duke Ranch	17.50	3 Little-Care	22.50
2 Majors	30.00	2 Golden Gate	12.50
3 Ketchikan	12.50	2 Mystic	25.50
2 Love-Fun	12.50	2 Vacation	20.00
2 Pan-American	30.00		
2 Sport	22.50		

1/2 Deposit—Balance C. O. D.
CRESCENT CITY NOVELTY COMPANY
1010 Poydras Street NEW ORLEANS

WATLING

14 or 24 Double Jacket Balls	\$19.50
14 Little Duke	12.50
14 Little War Eagle, 3rd Pattern	24.50
Yates Lockers, Like New	24.50
Evans Ten Strike, Perfect	42.50
Billy's Silver Stars	25.00
Millie 1-2-3, Cash or P.P.	27.50
Woolstar #12, 412	24.50
Billy High Hand, Corp.	100.00

1/2 Deposit, Balance C. O. D.
KENTUCKY GUM CO.
Ovill, Kentucky

An operator recently sold over \$1,000 worth of used machines thru a single advertisement in The Billboard. Do you want to sell your used equipment while prices are high! Write us today--include a list of the machines you have on hand--we will tell you how to sell them for as little cost as \$5. No obligation.

Write Today
Business Manager
25 Opera Place
Cincinnati, Ohio

IMPORTANT NOTICE TO COUNTER GAME OPERATORS

The present Federal ruling puts all counter games with an element of chance into the \$50.00 tax bracket!

BUT . . . this is no cause for alarm—nor for you to sacrifice your present counter games . . . for as usual you can depend upon the ingenuity of DAVAL engineers, who have already developed a method (and dies and tools are already being made for this new method) for making American Eagles and Marvels non-coin operated, thereby taking them out of the scope of the new tax law. A new reselectable register system will enable locations to tell how many plays have been made and will also enable the operator to tell the number of plays made between each check-up.

Not only will our new machines be made that way, but to enable you to save your present investment, DAVAL will, in a few weeks and at a very nominal charge, be able to also revamp your own American Eagles and Marvels for you.

WATCH FOR FURTHER ANNOUNCEMENTS IN SUBSEQUENT ISSUES OF THE BILLBOARD!

THE DAVAL COMPANY

2043 Carroll Ave., Chicago, Ill. (All Phones: MONroe 9310)

RECONDITIONED FREE PLAYS

2 Play Balls	\$34.50	1 Starkey	\$24.50	3 Royal Flush	\$39.50
3 Boom Town	37.50	3 Starline (Revised Tri-nash)	25.00	2 Ball Time	45.00
3 Zambale	29.50	1 Pat American	59.50	2 Truck Time	39.00
3 Flossie	29.50	3 League Leader	27.50	RAY GUNS	
7-0-0-4 Star	22.00	3 Leader	30.00	5 Anti Aircraft	\$29.50
1 Gay Ray	33.33	2 Mike V-9	22.50	50 Jungle Dodgers	19.25
1 Zip Zee	14.50	2 Wiflon	22.50	2 Chicken Sam	35.00
2 Twin Eye	69.50	2 Wiflon	22.50	2 Sky Fighters	29.50

100 Games at \$10.00 Each! 8000, 60000000, July, Pullin, Groetchen, Lucky, Niopy, Spottan, Bowling Alley, etc. 1-23 M. O. Depot, Balance C. O. D.

GENERAL COIN MACHINE CO.

227 N. 10TH ST. PHILADELPHIA, PA.

THERE'S ALWAYS A "BETTER BUY" AT LEHIGH

ARCADE EQUIPMENT

Marriage Proposition	\$95.50	Grip Teller (Model Dealer's)	\$79.50	Strike It	\$95.50
Pin Striker	78.50	Bill's Eye	24.50	Foot Kicker	69.50
Striking Ball	78.50	Use a Meter	135.00	Electric Shuffle	79.50

RECONDITIONED FREE GAMES, like new, \$14.50 each. Send your list for the prices you want and 1/2 deposit.

LEHIGH SPECIALTY CO.
SECOND & GREEN STREETS PHILADELPHIA, PA.

History of Movie Machines

"A Coinography Feature"

By GWEN DESPLENTER



JOE EPSTEIN, of Superior Coin Machine Exchange, Des Moines, a larger user of Exhibit Supply Company equipment, practices the success Knookout is enjoying in the Iowa territory. (HR)

In 1906 H. S. MILLS, president and founder of Mills Novelty Company and father of Fred L. Mills, departed for Paris to buy film for the first automatic movie machine manufactured in the United States. His machine was known as the Cinoscope. It operated by dropping a coin in the slot and stood 36 inches high, 36 inches wide and 24 inches deep. Three persons could operate the machine at one time. The individual dropped a coin in the slot, a shutter slipped back and the movie began, visible only to the seer of film entertainment.

Footage of the film was 100 to 200 feet. The machines were installed in and made up a great part of the popular amusements of the day. In his Paris trip Mr. Mills had selected 150 reels. The immediate success and fast-rising popularity of viewing a movie made it evident that 150 reels were far from being enough and soon a much larger order was placed.

At that time the reels were shipped from France in paper containers. After clearing customs and censors they were immediately placed in tin cases which were especially made for them in Mills factory to protect them from deterioration. About 1909 Pathe began to make film in this country and it was no longer necessary to import from its Paris studio.

The idea of adding music and speech to the film was also developed. This was etched on a film about one-half inch wide and became a special attachment to the machine. It traveled with the film of the movie on a separate reel. This was about 1910. However, this advanced automatic movie machine never reached the market. That is, not until today, when we see it in its refined state.

Mills Novelty Company manufactured at least 26 different kinds of amusement or skill machines at that time for use in arcades. In the beginning New York City had about 32 arcades, Buffalo, 38; Chicago, 30; Atlantic City, 12. At the peak of their popularity the number of arcades in a city ran into hundreds.

The Violano-Virtuoso

Perhaps the most intricate, complicated and ingenious coin machine ever invented was the Violano-Virtuoso, which was introduced in the year 1910 and sold during the following decade. So remarkable was this invention that the United States Government declared the Mills Violano-Virtuoso to be one of the 10 greatest American inventions of the decade between 1910 and 1920. The Smithsonian Institution in Washington has one of these machines in its museum, and the Henry Ford Museum, Dearborn, Mich., also has a Mills Violano-Virtuoso on display.

The Violano-Virtuoso played one or more actual violins by means of a circular bow and contact of electric magnet fingers with the strings of the violin.

Since this instrument was operated from a paper music roll and no roll had ever been made before to operate a violin, it was necessary for Mills to invent, design and build a set of music roll cutting machine especially for cutting music rolls for the Violano-Virtuoso.

The master cutting machine was indeed a remarkable one. The artist doing the recording sat at a console similar to an organ and in touching the keys of the console corresponding to the same note on violin he punched a hole directly into the master music roll. Other machines at that time simply made a mark in pencil or graphite in the paper which afterward had to be cut out by hand with a knife. This machine of Mills actually punched the paper with the proper shaped perforation directly from the playing of the artist.

Over 10,000 of these self-playing electric violins were built and sold all over the United States and in practically every country in the world. Many are still operating and never fail to excite the wonder of the spectator and listener.

Denver

DENVER, Oct. 11.—Wolfowitz, head of the Wolf Sales Company, back from a trip thru Arizona, reports that prospects in that State are for the biggest winter season ever. One of the important indications of a heavy influx of tourists is the fact that hotels are booked for months ahead.

Gibson Bradshaw, of the Denver Distributing Company, reports that sales of arcade equipment are still strong and that he recently had inquiries from Mexico and Canada.

Walter Jants, Denver operator and secretary of the Independent Phonograph Operators' Association of Colorado, has purchased more Rock-Ola-Tone-Columbus. J. P. Blackwell, of the Blackwell Distributing Company, Denver, also has.

Wurlitzer officials and distribute en masse have descended upon Denver hoping to make a big catch-up sale. Guests of Wolfowitz of the Wolf Sales Company, they are spending a few days at Grand Lake in piscatorial pursuits. Those here are Mike Hammer, Specie Reese, Ernest Pittinger, Ed Wurgler, Bill Rye, J. G. Burns, Fred Fields and Ed and Russell Smith.

The Century Music Company recently made 20 installations of 5-10-25-cent wall boxes, each installation running from 12 to 20 boxes. Century Music has opened 40 new locations in the past two weeks.

Milton Pritts, Denver operator and president of the Independent Phonograph Operators' Association of Colorado, is working on a nine speaker installation with divided channel sound, which will range from the lowest bass to the highest treble, each channel having a separate speaker. This elaborate set-up will give complete orchestration effect and different instrumentation will be audible in different parts of the location. Pritts also is working on a color organ in which different lights come on when various notes are hit, thus the notes can be identified by the varied lights.

Detroit

DETROIT, Oct. 11.—Music machine sales in the Detroit area have been carrying on steadily, with many established operators continuing to add new machines. Deals reported this week were purchases by the Dot Music Company, Frank Hanoch, Detroit Amusement Company, Don C. Kline and Walter Chewcayk, a newcomer.

Arthur J. Jacques is developing a new machine so shine shoes. It is known as the Shoematic Shine Machine. The operation is performed in 20 seconds and the machine operates for a nickel. This machine will be on the market next spring.

Joseph J. Schermack, of Schermack Products, is beginning out a new Defense Stamp vending machine selling the stamps at a quarter. This is based on a machine made by this company 23 years

ago to sell Thrift Stamps, he said, and is proving popular where placed in location. Schermack also has another new machine, dispensing 1, 2 and 3-cent stamps in the same machine, at full value for the first time, designed especially for army camp locations, but adaptable to other spots, as well.

Mark Linkner, of Buffalo, is a partner with Sam B. Liebers in the new United Coin Machine Exchange, which opened its first store here a week ago at Brooklyn and Grand River Avenues. Linkner, a newcomer to the machine business, after learning the ins and outs of the trade here, will return to Buffalo to handle the firm's operations there, Liebers said.

Bob Bockey, who operates his amusement machine route as the Banner Novelty & Amusement Company, is busy expanding his route here.

Roy deLongpre is now located at 2093 Grand River Avenue as a partner in the new Peerless Sales Company, in the refrigeration field.

Up-State sales of music boxes continue good, reports show, with buyers this week including A. A. Gaines, of Port Huron; E. B. Skinner, of Dearborn; Harry Young, of Utica, and Roy Mazzilli, of St. Johns.

Russell Trickett, partner in the Lincoln Amusement Company, is busy putting new Seeburgs on location. He is looking for a location in the suburb of Lincoln Park to open a store to return his jobbing business in used machines.

Gordon McEain, Detroit vendor operator, is readying a new type of machine to vend book matches.

Joseph Kantenman, veteran Defeat game operator, is looking for a new store location on Detroit's Machine Row on Grand River Avenue.



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Super Hi-Speed—Five Ball Free Play—Broad Row—Original Crates \$45.00

FREE PLAY CONSOLES

Mills Junior Parade, 1940 Model . . . \$ 29.50	Junior's Favorite, Marshall Co., S. \$ 44.00
Mills Junior Parade, 1941 Model . . . 109.50	Four Starline, Comb. F.P. & P.O., Oh. Reels 129.50
Mills Junior Parade, 1941 Model . . . 90.00	Ever-Jolly Game & Ball 99.50
Walton Big Game 119.00	Junior's Football Tattler, Now, Ohio 125.00
Mills Junior Parade, Small Model . . . 45.50	Billy Hi-Near Game, F.P. & P.O. 102.00

ONE BALL AUTOMATIC PAYOUT TABLES

Billy Jockey Club . . . \$154.50	Billy Sport King . . . \$115.00	Billy Grand Nail . . . \$22.50
Billy Long Shot . . . 148.00	Billy Promoter . . . 79.50	Billy Thru-Outdoor . . . 29.50
Billy Santa Anita . . . 170.00	Amey-Wood, Token . . . 32.50	Billy Gold Medal . . . 29.50
Billy O.K. Pool . . . 29.50	Western Derby . . . 27.50	Western Derby Time . . . 27.50
Western Big Day . . . 27.50	Western Derby King . . . 27.50	Billy Hawthorn . . . 49.50

AUTOMATIC PAYOUT CONSOLES

Baker Pacer, S.P. \$124.50	Evans Lucky Star . . . \$119.50	Four '40 Reels . . . \$ 88.50
Wool, Glo . . . 90.00	T. Olin . . . \$119.50	Four Reels, Br. . . 84.50
Mills Four Balls . . . 90.00	Billy Royal . . . 144.50	Gibb, J.P. . . . 84.50
Per, 1800 . . . 225.00	Billy Royal Flush . . . 99.50	Mills Super Nail . . . 84.50
Exhibit Trooper . . . 94.50	Four Starline, '40 104.50	Walton Big Game . . . 44.50
Mills Junior Parade, 1941 . . . 109.50	Four Starline, S.P. 40, 40.50	Junior's Fast Time . . . 44.50
Exhibit Long Champ . . . 83.50	Mills Junior Parade, '40 . . . 99.50	Junior's Good Luck . . . 49.50
Evans Lucky Lure . . . 129.50	Jack, Millionaire . . . 99.50	Amey-Triple Entry . . . 129.50
Evans '28 Domino . . . 89.50	Evans '42 Domino . . . 145.50	Evans '31 Domino . . . 109.50
	Evans '37 Domino . . . 49.50	John, Liberty Bell . . . 29.50

MISCELLANEOUS LEGAL EQUIPMENT

Rock-Ola Ten Pin \$43.50	Anti-Aimoff \$49.50
Excess Ten Scissors 49.50	Ironie Scotts 19.50
\$25.00 Hi-Hat 49.50	Big Blade 119.50
Rock-Ola World Sign 49.50	Billy Alley 49.50

TERMS: 1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.

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1 BALL FREE PLAY SPECIALS!

SPORT SPECIALS \$86.50	GOLD CAPS . . . \$49.50
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SPORT PAGE	TUREKA 44.50
FREE PLAYS . . 57.50	VICTORY 46.50

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CAREFULLY RECONDITIONED FREE PLAYS

Armadillo	\$27.00	Chinook	\$10.00	Jumper	\$17.00	Score Game	\$18.00
Animal	35.00	Doubtful	25.00	Landside	28.00	Sports	24.00
All American	36.00	Ducky	10.00	Leader	28.00	Sports	17.00
Alyson	18.00	De Rio Hi	88.00	Lucky	11.00	Sutton	10.00
Atlanta	40.00	Double Feature	12.00	Mary 1941	65.00	Suzanne	55.00
Bowling	24.00	(Bonus)	10.00	Maize	18.00	Scott Parade	88.00
Battle Bank	25.00	(Ball)	10.00	Multi-Fre Race	10.00	Silver Series	55.00
Buffalo	16.00	Every	75.00	Punch	14.00	Singer	50.00
Big Six	16.00	Follow Up	10.00	On Deck	20.00	Sooner	60.00
Big Time	27.00	Follies	17.00	Par American	75.00	Spooks	15.00
Big Score	10.00	Hot Riding	11.00	Paradise	10.00	Spookies	80.00
Black Ball (Bonus)	10.00	Flat	25.00	Powerhouse	28.00	Stylite	27.00
Black Ball	14.00	Fisher	68.00	Polo	27.00	Trouser	15.00
Blackout	40.00	Fox Hunt	32.00	Play Ball (Ball)	55.00	Ten Spot	60.00
Blackboard	12.00	Formation	28.00	Red, White &	42.00	Tortoise	80.00
Blackboard	32.00	Game	23.00	Blue	42.00	Turtle	12.00
Blackboard	40.00	Gold Star	60.00	Smoky	75.00	Ung	60.00
Blackboard	12.00	Headline	14.00	Stalwart	10.00	Vaulting	22.00
C. O. D.	15.00	Hemlock	68.00	Stars	82.00	White Sally	11.00
Callahan	25.00	Hi Hat	75.00	Stratford	40.00	Tie	10.00
Champion	17.00	Hi Die	70.00	Strip	16.00	Tig Zap	88.00
		We Order \$80.00	Cash for	Seaburg	Reels or	Reels.	

W. R. BURTT 208 ORPHEUM BLDG. 4-5412, WICHITA, KANSAS

BADGER'S BARGAINS

1941 MILLS JUMBO PARADES \$89.50

FREE PLAYS	AUTOMATIC PAYOUTS
Bally Blue Grass like new	\$108.00
Bally Dark Horse	85.00
Bally Record Time	85.00
Western Big Prize	75.00
Western Seven Paces	65.00
Outback Truck Record	65.00
Exhibit Leader	24.98
Golden On Johnny	24.98
Bally Governor	19.00
Bally's Doubting	19.00
Exhibit Winner	19.00
Bally Triumph	19.00

Take 1/3 Cash Deposit With Order, Balance C. O. D.

Write Today for Our Big 32-Page Catalog Hundreds of Bargains.

BADGER NOVELTY COMPANY

2546 N. 20TH STREET MILWAUKEE, WIS.

CROWN SPECIAL VALUES

Armadillo	\$18.00	Landside	\$12.00	Seven Up	\$32.50
Animal	35.00	White	24.00	Ten Roucher	8.50
Banc	8.50	Mr. China	5.50	Topper	6.50
Blackout	21.50	On Deck	17.50	Triumph	8.50
Blackboard	11.50	Play Ball (Ball)	17.50	Travel Ball	65.00
Blackboard	14.50	Red, White, Blue	24.50	Ung	6.50
Blackboard	35.50	Supercher	3.50	Zombie	24.50
Blackboard	23.50	Some	8.50	Top Strike	27.50
Hi-Hat	54.50	So Bary	23.50	Reunion	10.50
Lowball	18.50	Triple Entry, Coin, Cash	135.00		
Yuff Queen and King's Block Corp.	\$19.50	Mulligan Game, Cash	65.00		

NOW DELIVERING BALLY'S MONICKER. THE BEST GAME OF THE YEAR. WHITE FOR PRICE. PLEASE GIVE SECOND AND THIRD CHOICE. 1/3 DOWN, BAL. C. O. D.

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THESE HIGH SEABURG OFFICIALS, Bruce Jager, comptroller; James Burton, vice-president in charge of production, and Carl T. McKeely, general sales manager, are preparing plans for the huge "Mass-for-Defense" drive to sell the sale of United States Defense Bonds. McKeely started the drive with \$30,000 subscribed for Defense Bonds by members of the sales department. Jager will conduct his drive among office employees, and Burton will be in charge of Defense Bond subscriptions among employees in his department. Each has gone on record as promising 100 per cent co-operation from every Seaburg employee. (MR)

Chi Coin Announces Urges Tourist Dollar To Spur Travel Here By Latin Americans

CHICAGO, Oct. 11 (MR).—"You've never seen anything like it," says Sam Gensberg, official of the Chicago Coin Machine Company. "Our new game, Bola-Way, has the most dramatic action we've put into a game in a long, long time. Why you actually bowl strikes in lights. Just look at the ball go swooping up the colorful alley on the backboard and knock down those pins. Yes, indeed, if it's action in a game you want, you'll certainly find it in Bola-Way."

"We've put in new scoring features, too, in this clever five-ball novelty game. The bumpers one to five, and six to ten, can be knocked out with just two balls. New spotter lanes have been added for a special incentive. The player can win on strikes, high score or on the series of bumpers knocked out."

"The operator will immediately detect a difference in the physical appearance of the game. We've changed our usual playing field treatment and we are more than pleased with the result. Players will find Bola-Way an attractive game jam packed with appeal and genuine amusement."

WASHINGTON, Oct. 11.—An American tourist dollar that would enable Latin Americans, whose currency has less value than this country's, to travel more freely in this country is advocated by Senora Ana Rosa de Martinez Guerrero as one way to promote neighborliness.

Senora de Martinez Guerrero, wife of a wealthy Argentine cattleman and chairman of the Inter-American Commission of Women, arrived here recently for a series of meetings through the courtesy sponsored by the National League of Women Voters.

With a group of other women representing South American countries she will participate in a panel discussion to be led by Mrs. Roosevelt at Troy, N. Y., on ways to promote inter-American understanding.

Senora de Martinez Guerrero said that many Central and South Americans would like to visit in this country and send their children here for education, but were prevented from doing so because of the difference in the value of currencies. An American dollar varies from four to five pesos in Mexico and up to 28 pesos in Chile.

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BALLY	EXHIBIT	GENCO			
Fisher	\$47.50	Double Play	\$62.50	Ten Spot	\$30.50
Altitude	44.50	Big Beam	54.50	Seven Up	50.50
Champion	34.50	Star	34.50	Big Chief	46.50
Glamour	27.50	London	43.50	Freedom	38.50
Marx	22.50	Python	31.50	Quick Round	34.50
Charm	19.50	Charm	25.50	Powerhouse	32.50
GOTTLINE		Golden Gate	19.50	Follow	24.50
See Hook	\$57.50	Flash	18.50	Mr. Chief	19.50
Sched Day	57.50	Contact	17.50	KEENEY	
Paradise	42.50	STONER		Wild Fire	\$30.50
Gold Star	38.50	Starky	\$24.50	Big Boy	34.50
Three Star	24.50	Seven Suit	32.50	Sendway	22.50
Big Show	24.50	Armed	27.50	Speed Game	28.50
Smoking Alley	24.50	Reunion	21.50	Score Champ	21.50
CHICAGO COIN		Semball	19.50	Courty	19.50
Sports Parade	\$32.50				
Street-List	48.50				
Stylite	34.50				
Gold Star	32.50				
July	24.50				
WURLITZER					
Bevy	24.50	500 Plane Key's \$109.50	Wayfarer	\$108.50	
Coronado	23.50	500 Plane Key's 129.50	Plus	123.50	
Oh Boy	19.50	34 Wurlitzer	104.50	Royal	122.50
Lucky	19.50	41 Counter Model	78.50	Gem	124.50
Way	21.50	41 Counter Model	68.50	Q's	65.50

IMMEDIATE DELIVERY ALL NEW GAMES!

PHONE: CAPITOL 4747 TERMS: 1/3 DOWN, BAL. C. O. D.

Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

Industry Mentions

Magazines — Newspapers — Radio

Drug Topics, September 29.—This drug trade publication contained two items telling how penny scales boosted business in drug stores. A day on a penny scale at the Miller Drugstore, Topeka, Kan., reads: "First if your weight today is, men 165, women 115, we will treat you to any 5-cent drink of our soda fountain." Dale Miller finds a 33 per cent gain in the number of pennies poked into the slot, says the article, and not more than one penny in 20 earns the free fountain treat. The sign has the effect of encouraging many persons whose weight is nowhere near that posted on the scale to get in and see how close they will come. Every three or four days Miller changes the stipulated weights on it. He says it is a fine traffic builder.

A table holding miscellaneous items and everyday needs has been placed right next to a penny scale just inside the entrance to Taylor's Drugstore, Atlanta, and when people step up to drop a coin in the slot, they notice and patronize the adjacent table. The drugstore proprietor says the idea has proved very profitable.

The New York Times, October 5.—A news release from Iceland, telling of American soldiers stationed there, says: "In the officers' club the Americans are preparing for a dance for army nurses and local girls. The club has the same furnishings as that for the enlisted men with the addition of a juke box, bag and four bell machines."



The Saturday Evening Post, October 11. Artist, Garrett Price.

The New York Times Magazine, October 5.—In a feature article entitled, "The Ubiquitous Juke Box," and headed with a large photograph of couples dancing to music from an automatic phonograph, the author tells what research has taught him about the music machine business. He deals with the subject from the birth of the industry to the present. His comments cover the number of machines in operation in the United States, the income derived from them and how it is apportioned, the ap-

pearance of the boxes, the name juke box and how it originated, the slang civil, and records used in the machines. He says it is big business and predicts that a couple more good seasons like last winter and last summer will make it one of the nation's larger industries—like automobiles or the movies.

Movies.—Ann Sheridan gets the lead in *Juke Girl*. Talk was that Ida Lupino would play the part but the Warner studio announced that the play was originally bought for Ann, and she probably will do a fine job. Ronald Reagan will have one of the main leads.

The American Weekly Magazine, October 6.—That Dallas dentist and his unique office, equipped with music box and wall box, is in the papers again. We told of him once before when his story appeared in a local paper. Now he is getting national notice. The article says, "Within easy reach of the dreaded dentist chair is a control panel for a juke box filled with the popular tunes of the day—especially those that are on the soothing side. Patients sometimes feel little, if any, pain as the doctor works on their teeth because they are so absorbed in listening to some melody they like. Dr. O'Connor is a psychologist as well as a dentist."

The St. Louis Globe-Democrat.—Another item commenting on the increased operating hours of the United States mints, and crediting coin machines with raising it, appeared on the editorial page of this newspaper. It is entitled: "Coin of the Juke Realm." It says that the new coins, being made at the rate of 30 tons a day, don't all go into slots, but a big percentage does. And of all the mechanical machines devouring the coins, the music box takes most of them. It also states that perhaps music box patrons have solved the problem of what the government can do with that buried silver hoard.

Editorial comment on coin machines is increasing in newspapers throughout the country since the new federal tax went into effect. There is also a noticeable increase in the number of feature articles on music boxes appearing in magazines and newspapers.

The Esquire Magazine, October issue.—An illustrated article by James Monahan, "Explosion in Vulgarity," appears on Page 14 of this publication. The subject is music machines. The general tone of the writing is of the sensational type, but embodied in the article are many statistics on the industry. The comments on records will be of special interest to the trade.

Look, October 21.—Among photographs taken of Jane Russell, movie starlet, visiting a U. S. naval training station, is one showing her operating a ray target gun with a group of friends gathered round. Captain says Jane proved a good shot with the gun.



MODERN VENDING COMPANY IS MAKING AN all-out drive for the Treasury Department's song, "Buy Bonds Today!" Photo above shows the record department staff, which is stressing the punch-line of the campaign: "Place This No. 1 song in the No. 1 spot on your automatic music machines. A group of smiling operators express their approval of the drive. (DR)

AMERICAS LEADING MUSIC OPERATORS ARE BUCKLEY MUSIC SYSTEM OPERATORS



"I have been associated with the music business since the day they were equipped with horns as a factory salesman, distributor and operator. I have seen them come and I have seen them go—watching all new developments closely. I feel that I am in a position to know the operators' needs. At one time we were the world's largest operators of music machines. We have made a study of the music business and up until this point there has nothing been built on the market that will compare with Buckley Music System from the standpoint of service, eye appeal and not profits. All our operators are renting with Buckley equipment exclusively."

L. B. McCormick
McCormick Music Company
Greenville, N. C.

Write us today for the name of your nearest distributor—learn why leading music men like L. B. McCormick so highly praise Buckley Music System!

BUCKLEY MUSIC SYSTEM, INC.

4225 W. LAKE ST., CHICAGO, ILL.

CONSOLES

Paces Saratoga, Skill Field, \$115.00	Bakers Paces \$150.00
Kooney Track Time, Super 125.00	Paces Racer, Brown Cabinet 75.00
Paces Racer, Black Cabinet 45.00	Mills Square Balls 69.50

Write for our complete list of Free Play Games. Will trade Pin Games for Late Model Phonographs.

1/3 Cash—Balance C. O. D.

SHAFFER MUSIC COMPANY

514 SO. HIGH STREET COLUMBUS, OHIO

CENTRAL OHIO QUALITY BUYS

CONSOLES		GLOTS	
Kooney G. H. Track Time	\$ 27.50	100 Waiting Robots	\$ 32.50
Kooney Kentucky Club	49.50	50 Jousting Clubs	42.50
Kooney Triple Entry	142.50	100 Jousting Clubs	45.00
Kooney Super Track Time	25.00	200 Jousting Clubs	49.50
Pace Saratoga or Reels	79.50	50 Jousting Club Console	69.50
Pace 1940 Saratoga, Skill	119.50	50 Brown Fronts	79.50
Wills James Parade, P. O.	83.50	100 Brown Fronts	79.50
Wills James Parade, P. O.	115.00	50 Chrome Balls	59.50
Wills 1939 LONGCHAMPS	45.00	100 Chrome Balls	100.00
Wills 1939 SUGAR KING	83.50	50 Vee Pinballs	59.50

ARCADE EQUIPMENT	
Sky Fighters	\$105.00
Every TEXAS LEAGUERS	39.50
Every JAILBIRDS	59.50
Bo Bombers, P. S.	White
Every SUPER BOMBERS, P. S.	White
Western Baseball, 1940	89.00

CENTRAL OHIO COIN MACHINE EXCHANGE, Inc., 491 S. High St., COLUMBUS, OHIO

QUALITY SPEAKS FOR ITSELF

PAYOUTS	FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY	
Pop Balls	221.50	Ballgame	11.50
Big Top, P. S.	12.00	Maoot	19.50
Dr & 2nd Paces Fronts	95.50	Double Feature	19.50
1938 Tracktime	89.50	Yacht Club	19.50
James Parade	82.50	Jeely	19.50
Kentucky Club	39.50	Rarity	22.50
Northtown	39.50	Punchboard	25.00
Paces Saratoga	79.50	Flicker	44.50
Santa Anita	114.50	Wynio	44.50
Long Shot	124.50	Red Hot	44.50
Kentucky	129.50	Red Hot	44.50

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2115 CARRIEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

PROFITS SPEAK LOUDER THAN WORDS!

Keeney's Super Bell

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THOUSANDS
NOW ON LOCATION
MAKING
BIG MONEY IS
OUR BEST AD!

NOW SHIPPING
Fortune

Increased production
now makes it possible to
make prompt deliveries
on this greatest of all
multi-convertible 1 ball
table.

CONVERTIBLE
CASH, CHECK
OR FREE PLAY

J. H. KEENEY & CO., INC. 6630 S. ASHLAND AVENUE - CHICAGO, ILLINOIS

OUR PRICES MUST BE RIGHT

All equipment advertised in The Billboard last week has been sold
LOOK OVER THIS NEW LIST OF BARGAINS—and then WIRE YOUR ORDER
KEENEY ANTI-AIRCRAFT, BLACK CABINET \$35.00
WESTERN BASEBALL DE LUXE \$4.50
DEFENSE \$44.50 BANDWAGON \$32.50 LANDSLIDE 24.50
ROCKOLA DIAL-A-TUNE WALL BOXES (WHILE THEY LAST) 14.75
ROCKOLA IMPERIAL 20s, WITH REMOTE ADAPTORS 79.50
ROCKOLA 1941 SPECTRAVOX COMPLETE IN PLAYMASTER AND
10 WALL BOXES, SLIGHTLY USED, ONLY 450.00

Extra Special . . . Just Traded In

10 WURLITZER 500A \$134.50
7 SEEBURG GEMS 109.50

WIRE YOUR ORDERS ON THESE IMMEDIATELY—THEY WON'T LAST LONG
AT THESE PRICES

1/3 Deposit With Order, Balance C. O. D.

HILL MUSIC CO., 200 W. Court St., Cincinnati, Ohio

HIGH-GRADE RECONDITIONED FREE PLAY CONSOLES

High Hands \$139.50 | Jungle Games \$75.00 | Mills' Mint Venders \$89.50
Jumbo Faros 75.00 | Big Camas \$2.00 | Mills' Owls, like new \$110.00

Above offered subject to prior sale. Enclose one-third deposit for prompt service. Write or wire for complete list of free play pin games, counter games, etc., out this week. 100% satisfaction guaranteed or your money back.

AUTOMATIC SALES CO. 203 SECOND AVE., N. NASHVILLE, TENN.

Coinography

Willis May Grattan

One of the few women operators in the South is Willis May Grattan, of Miami. Of fair nose and charming personality, she is co-operator of the Minute Music System. "The hand that rocks the cradle is going to save the amusement machine business," she says.

"This is a good business, but it could be made better. Coin machines men should conserve their energy and work together against the common foe of higher taxation and those who would take our means of livelihood away from us."

To this end, Mrs. Grattan battled for the Dade County Music Operators' Association and is a charter member of that organization.

Willis May Grattan is a spirited dynamo. With her co-partner, W. H. Baldwin, she drives 60 to 80 miles a day, visiting locations, changing records, doing all the mechanical repairs herself.

"The love of music, coupled with an insatiable desire to putter around machinery, were two deciding factors in getting me into the amusement machine business," she declares. Mrs. Grattan was formerly a singer in show business and once worked as a toolmaker in Jackson, Mich.

"I want to make people happy," says Mrs. Grattan, "and I find that music is the best medium to achieve that result. So I specialize exclusively on phonos. If you can find out in advance the type of music your locations require, you've gone a long way in achieving success for yourself and pleasure for others."

Mrs. Grattan takes more than a business interest in her locations. Curly girls and location owners' wives look to her for advice on every conceivable subject, from saving fruit to having babies. She has stood up for them at weddings and helped them with their problems. Her greatest ambition is to be of service and have people call on her.

She was born on a farm in Ohio. She likes to go fishing in the Everglades, because it is fun to go fishing and she is fond of wild life. As a country girl she raised a cat and a dog and a piece of string, a nail for a stick and a cork out of an olive bottle for a float. She uses the same equipment today.

Mrs. Grattan believes the coin machine business is a good field for women because of the large number of women owning good profitable locations. Women will go to women to seek advice where they would hesitate to become too confiding with men operators.

Besides her interest in the coin machine field, Mrs. Grattan operates the Cue Club, a favorite rendezvous for young and old. She prepares her own food, specializing in bar-b-q ribs, chop suey and chicken dinners from chickens that she raises herself.

Other People's Rackets

"Look out for the garage man," warns The Reader's Digest in its July issue. Writer Roger William Hill in his article, "The Repair Man Will Gyp You If You Don't Watch Out," reports on travels throughout the country during which time his investigators checked the honesty of garage repair shops.

"Three out of five times the American mechanic who shops a car for repairs or advice at a strange garage is going to be gyped," says Hill, adding that garage men overcharge, file, invent unnecessary work, or charge for work not done, for new parts not needed, for parts not installed.

The traveling tests were conducted by two investigators, a man and a woman. They traveled in a car which was mechanically perfect. The investigator was a mechanic himself and knew the exact condition of the car at all times. To test a garage, the man would remove a wire from the ignition, easily sighted, and allow the woman to drive into the garage with the crippled car. In 347 cases 139 garage men sighted this at once and charged little or nothing. A majority, 63 per cent, took the driver for "a sucker" and treated them accordingly.

At all times the only thing wrong with the car was the detached ignition wire. Yet, the article reports, they received 74 different explanations of what was wrong and were charged as high as \$28 for the "invented trouble."

The author ends his article with seven rules for the mechanic who doesn't wish to be gyped. Briefly they are: (1) stay with the car and watch the mechanic



DR. C. A. SHRY, of Shry Music Corporation, Anderson, Ind., Seeburg music operator, shakes hands with Willis May Grattan, band leader. This Seeburg phonograph is at the Paramount Theater, Anderson, Ind., publicizing Grattan's appearance. Shry is a strong customer of the Southern Automatic Music Company, Indianapolis. (MR)

work; (2) avoid strange garages as much as possible; (3) the big garages with men and "Rube Goldberg" testing machines are usually less honest than the smaller places where the owner wears a green overall; (4) ask in advance for return of any parts replaced; (5) if possible tell the mechanic just what is wrong and specify the repair; (6) demand an itemized receipt on the garage's printed billhead; and (7) remember that 63 per cent will try to get away with something—skepticism is the only chance of getting a square deal.

Hotel Quiz

Here's a quiz which hotels offered patrons during the recent National Hotel Week. How many questions can you answer? Answers are printed below.

- How many hotels of 25 rooms or more are there in the United States? (a) 2,500, (b) 18,000, (c) 9,000, (d) not enough?
- How many meals do hotels serve every year: (a) 732,467, (b) 3,000,000, (c) 1,250,000,000?
- If all hotel corridors were placed end to end they would reach from New York to: (a) Chillicothe, O.; (b) several hundred miles into the Pacific; (c) sterility; (d) Yellowstone Park?
- What does it cost to furnish the average hotel room: (a) \$300, (b) \$100, (c) \$67, (d) lot of headaches?
- How much do hotels spend yearly for safety precautions and devices for the protection of guests and their belongings: (a) \$7,000,000, (b) \$375, (c) \$330,000?
- Only 100 years ago a "luxury hotel" provided men piece of coarse soap which was used by all guests until it disappeared—if it ever did. How many oaks of individually wrapped soap do modern hotels provide annually: (a) \$74,000, (b) 1,200,000,000, (c) \$75,000,000?
- What is the total number of hotel rooms in the United States: (a) 347,000, (b) 1,500,000, (c) 110,000?
- The 325,000 hotel employees earn how much in salaries and wages annually: (a) \$300,000,000, (b) \$107,000,000, (c) too much?
- Every year hotels spend how much for comfortable mattresses: (a) \$600,000, (b) \$1,400,000, (c) too much?
- How much did hotels pay in real estate taxes alone last year: (a) \$2,500, (b) \$38,000,000, (c) plenty?

ANSWERS

- 18,000
- 1,250,000,000
- into the Pacific
- \$300
- \$7,000,000
- 1,500,000,000
- 1,200,000
- \$300,000,000
- \$1,400,000
- \$38,000,000

Arcade With Fairs Get Top Grosses

COSHOCTON, O., Oct. 11.—Helen and Dick Johns, Penny Arcade operators who operate Lake Park here, will conclude one of their most successful fair seasons with the wind-up of the annual Coshocton County Fair here October 11. Arcade grosses were up at all except one of the 10 county fairs played during the current season, they revealed.

Johns said increased employment in the communities played was reflected in arcade grosses. Patronage, he said, was better at all stands.

Kansas City

KANSAS CITY, Mo., Oct. 11.—Wallace Bryant is now managing the O. & H. Distributing Company, owned by Gus Pasmury, Kansas City restaurant man, and Toke Hayes. O. & H. recently bought out the Central Distributing Company.

Cigarette machine hits is on the up, with sales increasing noticeably in the last month. Frank Pasmury and Frank Buccaro, of Acme Amusement Company, expect the play to increase even more as the weather cools.

Philadelphia

PHILADELPHIA, Oct. 11.—Application for incorporation has been filed with the State for a new drink vending distributing firm to be located here. Papers were filed by Howard M. Kushner, and the firm is to be known as the Philadelphia Cooledrix Company. The purpose or purposes for which it is to be organized are to buy, sell, own, operate, lease and service automatic soft-drink dispensers and automatic soda fountains.

Jack Beretti, head of Berlo Vending Company, specializing in candy vendors, has resumed his institutional advertising in the newspapers to attract navigators. Again the display ads are being spotted on the theatrical page, and for the present the ads are appearing daily in The Courier-Post newspapers in Camden, N. J.

Robert Klins makes for another newcomer to the ranks of local vending machine operators. Trading as the Robert Klins Vending Machine Mart, he has established offices and showrooms at 630 Race Street in the central city section.

In the up-State territory, Irving Mirisch has joined the vending machine fraternity. A former movie man, at one time managing the State and Majestic theaters, Gettysburg, Pa., Mirisch is placing ice-cream machines in theaters and defense plants in the territory.

Eddie Heller, former record promotion chief for Raymond Rosen Company, local Victor-Bluebird distributor, and now promoting the platters in the exclusive interests of Abe Lyman and orchestra, is due back in town for a visit next week.

Houston

HOUSTON, Oct. 11.—Malcolm Dewees, son of Lonnie Dewees, one of the largest sales and vending machine operators in the Southwest, left September 28 for army service in San Antonio. Malcolm has worked with his father in the vending machine business since he finished school.

Billy Benton, Houston operator who enlisted in the Canadian BAF several weeks ago, has been promoted to instructor in that outfit, according to reliable reports.

Mrs. Mary Arwady, mother of Tony and Edward Arwady, owner of Two Brothers Amusement Company, died at her home here October 2.

Edwin C. Lear, Seeburg sales representative, is finishing a flying course that will entitle him to a commercial pilot's license.

The Uptown Penny Arcade and amusement center has prepared for a big fall and winter season by adding nearly a hundred new machines and a recording studio. Besides the standard arcade equipment several games and two Photomatics were included.

EXHIBIT'S

KNOCK-OUT

IS A
KNOCK-OUT
ON ANY LOCATION

'Ask Any Smart Operator'

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

NO. 1 BOARD OF THE YEAR!

CONVOY

311876 2497

**IT'S BIG!
IT'S TIMELY!**

CONVOY... on the tip at every tongue today! Timely and attractively... with "eye-appeal" drawing power that'll boost profits in any location.

DIE-CUT ILLUSTRATION OF NAVY IN ACTION!
1500 holes... 5c per sale... 125 winners... double step-up... smooching colors... Gardner's famous slot symbol tickets, takes in \$67.50, big average profit of \$4.27. It's "full steam ahead" with CONVOY!

Order No. 1550 Convoy
Write now for circular showing Gardner's new hit board!

GARDNER
2309 ARCHER - CHICAGO

MUST SELL!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.

BOX 285, MINNEAPOLIS, MINN.



ALDEN SCOTT BOYER, well-known Chicago collector of rarities, presents **Fred Mills**, president of Mills Novelty Company, with a cookbook about 200 years old, said to once have been in the Royal Family in London, where Boyer purchased it. (MR)

Weston Distributors Now in Own Building

NEW YORK, Oct. 11 (DH).—Murray Sandow, head of Weston Distributors, Inc., distributors of Exhibit games, announces the moving of the company's offices into its own building at 599 10th Avenue in the heart of Coyn Row.

"We are proud to represent Exhibit at these new quarters and I hope my many friends will avail themselves of the opportunity to stop in and visit with me," stated Sandow. "You are always welcome to view the latest game, which we will always have on display."

BUY EXHIBIT!
BUY EXHIBIT!
BUY EXHIBIT!
BUY EXHIBIT!
BUY EXHIBIT!

Ask
Any
Smart
Operator

**WATCH FOR OUR
NEXT WINNER!**
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INC.

Distributors of EXHIBIT Games
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MANAGER

Special opportunity for experienced Manager with a well established distributor of amusements, pinball machines, etc. Must have extensive knowledge and be able to travel. Not less than \$10,000.00. Money to be used for operation. Excellent chance to start in industrial district. Do not answer unless you are qualified. Give full particulars and include references.
BOX D-112, Care The Billboard, Cincinnati, O.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

3 STAR ATTRACTIONS THAT ALWAYS DRAW THE CROWDS!



Back in Production by Popular Demand

SKY FIGHTER



ACE BOMBER



DRIVE MOBILE

Order From Your Mutoscope Distributor.
IMMEDIATE DELIVERY

INTERNATIONAL MUTOSCOPE REEL CO., Inc.

PENNY ARCADE HEADQUARTERS
SINCE 1895.
44-01 11th St., Long Island City, N. Y.

NEW BUS STATION IN WICHITA FALLS, TEX., has been supplied with a Buckley Illuminated Music System by Operator H. W. Carpenter. The system was sold by George Wren, Walbeor Sales Company, Dallas, Tex. (MR)

This Business Is Okay, Says Churvis

"Here is a letter sent to an old friend and customer," explains Mac Churvis, of Grand National Sales Company, Chicago. "This fellow was dispirited, but there was nothing wrong with him that a new slant on things couldn't cure. Here's the letter, offered in the hope that it may provide that new slant on things for anyone who may need it."

Dear Jim:

Almost everywhere one goes the question is asked: "How is business?" Instead of answering that question honestly, a lot of people prefer to start talking about what's wrong with business. We've had more than enough of that so, just for a change, let's talk about what's right with our business.

Look back over those lean years, Jim. Yes, we look it on the chin, but we weren't knocked out—and when the depression was over we found that we were in better condition than ever. So that's one thing that's right with our business: it's strong enough to weather tough times and come thru better than many other industries.

The coin machine industry is relatively young, and, as is always the case with a young industry, we've all had to learn by making mistakes. That era is behind us now. We're not thru making mistakes, because we're not miracle men; but, we've learned how to avoid all the errors we've made in the past. In other words, we know our way around. There's another thing that's right with our business—we have enough solid experience under our belts to be able to do our jobs better than ever before.

Some people point to a few instances of cut-throat competition and underhanded tactics, and groan, "That's awful!" Well, Jim, we all know that such things aren't good—but I prefer to look at the other side of the picture and see how such practices are rapidly dying out. More and more of the boys are realizing that the best way to do things is the square, aboveboard way. We can certainly put that on our list of things that are right with our business.

As far as the tax on coin machines is concerned, remember what the great supreme Court Justice Oliver Wendell

Holmes said: "The power to tax is not the power to destroy, as long as this court sits." That means something mighty important, Jim. It means that we're living in a free country where our right to do business is protected. It means that we'll pay more taxes if more taxes are needed to finance our defense of our liberty, but we'll not have to pay more than we can stand. There's something that's right with our business, because it's right for the whole country.

So that's how it is, Jim. You and I have a job to do, and we know that we can do it. Maybe it won't be easy to do the job right, but the satisfaction of doing a tough job well should be an added incentive to overcoming the difficulties that we all know about.

I'm sold on this industry. I'm confident that the things that are right with business far outnumber the things that are wrong. And because that is true, business will get better and stay better, as soon as we all go to work to make it better.

Nate Gottlieb Takes the Plunge

CHICAGO, Oct. 11.—Nate Gottlieb, ex-husband of the coin machine industry, has swapped manufacturing problems for wedding bells and bridal wiles while enjoying a honeymoon. The marriage ceremony, uniting Nate with Irene Levine, of Chicago, took place on Saturday October 4 at the Webster Hotel, Chicago, attended by the immediate families of bride and groom. After vowing I do, etc., the newlyweds, amid a shower of congratulations and best wishes, departed on their extended honeymoon trip thru the East.

Pennsylvania

WILKES-BARRE, Pa., Oct. 11 — License fees for pinball and automatic music machines have method Scranton \$10,000. Licenses have been issued for 264 pinball machines and 77 automatic phonographs.

Wilkes-Barre newspapers gave wide publicity to the new federal taxes and featured the new tax on slot machines and pinball machines.

PENNY ARCADES

BETTER-EQUIPPED BY MUTOSCOPE



★ Successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAC, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DICERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MARKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE NOW. IMMEDIATELY — IT'S AMERICA'S BIGGEST OPPORTUNITY!

Penny Arcade Headquarters Since 1895

INTERNATIONAL MUTOSCOPE REEL CO., Inc.
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

Baltimore

BALTIMORE, Oct. 11.—Coin machine business here is steady on the upturn. New games are finding a ready sale and used games are in sharp demand. Distributors and operators are optimistic about still further increases in sales and collections.

General Vending Service Company reports brisk movement on Gottlieb's A. B. C. Bomber. They also report demand for Baker's Kicker and Catcher, Baker's Pacers, Jennings Silver Moon and Bob-tail, Pace's Saratoga and Mutoscope's Ace Bomber and Drive Mobile.

Levi Karungstan and Tony Constant, partners in the Severn Coin Machine Company, report good collections from their photo spots, with additional locations being equipped right along.

The International Automatic Machine Company, Inc., 652 Title Building, has been chartered under the laws of Maryland to deal in automatic shoe polishing machines. The incorporators are Smith W. Brookhart and Harry A. Boswell, both of Hyattsville, Md., and William D. Jamieson, of Washington.

Bally's new Monicker, 41 Derby and High Hand are outstanding in the same movement on Bally's numbers. Both Monicker and 41 Derby have been good numbers since their introduction on the market in recent weeks, while Bally's High Hand has been long a fast seller and is today one of the top-notchers in the console field, it is said.

Shipments coming thru on Rock-Cla pieces and wall boxes are making it possible for the Hub Enterprises to take care of orders on hand, states Aaron Goldsmith. The Hub also is chalking up a fine sales volume on games, with Chicago Coin's Star Attraction strong.

ARCADE EQUIPMENT

2 Texas Longhorns	\$20.00
2 World Series	58.50
2 Deluxe Western Baseballs	50.00
1 Western Baseball Blue Edition	25.00
10 Tots (like new)	15.00 Ea.
3 Anti Aircraft Guns, brown cabinet	45.00
1 Anti Aircraft Gun, blue cabinet	35.00
1 Speed the Chaser	39.50
3 American in the Barrel	85.00
6 Ten Pin, High Shot	30.00
6 Ten Pin, Low Shot	35.00
1 Bally Alley	18.00
1 Exhibit Fish Game, F.S.	55.00
1 Sea Battle	45.00
10 Deep Picture Machines	15.00
1 Sky Fighter	125.00
1 Crash Landing	27.50
10 Holly Grapes	8.50
4 Gottlieb Three-Way Operators	10.00
2 WPA	8.50
2 Short Stop	25.00
1 Merry-Go-Round	25.00
12 Advance Post Card Vendors	2.50
3 A.B.T. Challenges	18.00
7 Outlet Ambo Scales	25.00
1 Greenhow Steel Trip, Overhead	25.00
2 Bally Delivers	110.00

Write us for our complete line of used and new coin-operated Amusement Game Exhibits complete line of arcade equipment.

125 Duquesne—Baltimore C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2221 Prospect Avenue CLEVELAND, OHIO

FREE PLAY BUYS

Ambo	\$14.50	Major	\$10.00
All American	29.50	Minor	25.00
Beagle	12.50	Major	22.50
Choclate	15.50	Red. White & A.	22.50
Original New!	10.00	Blue	25.00
Drum Major	18.50	Powerhouse	18.50
Double Play	67.50	Polo	18.00
4 Diamonds	52.50	Rotation	15.50
Formation	21.50	Red Hot	12.50
Fisher	25.00	Stars	27.50
Outfit	18.50	Silver Stakes	42.50
Leader	17.50	Scotchman	29.50
Mermaid	21.50	Seven Up	55.00
Mermaid	18.50	Zombie	28.50
Mermaid	25.50	Big Boy	28.50

ALL \$10.50 — Commission — Loan-Fun. Double Feature. Name. Stamp. Hardware. O'Boy. Hardware.

125 Duquesne—Baltimore C. O. D.

FEDERAL VENDING COMPANY

2326 Amsterdam Ave.

NEW YORK

TeL: WADsworth 8-6522

ATTRACTIVE PRICES

On Used Counter Games

10 Yankee (used two weeks)	\$15.00 Ea.
10 Tots (like new)	15.00 Ea.
Liberty	15.00 Ea.
Mercury	15.00 Ea.
Daugh Boy	8.00 Ea.
Pick-a-Pay	8.00 Ea.
Ginger	5.00 Ea.
Poker Deck	5.00 Ea.
Tally	5.00 Ea.

1/2 Deposit and Balance C. O. D.

AUTOMATIC COIN MACHINE CORP.

340 CHESTNUT ST.

SPRINGFIELD, MASS.



"CHALK UP ANOTHER BIG ORDER for Wurlitzer Victory models," say Dan Margolis and Joe Klum, owners of the Manhattan Distributing Company, Wurlitzer New York distributor. Seated above, with Margolis and Klum looking on, are Sam and Gilbert Engelman, Columbia Music Company, New York, signing order for Wurlitzer phonographs. (MR)

Silver Spray Gathers Laurels

CHICAGO, Oct. 11 (MR).—Not often does a free play game appear for which operators go out of their way to praise as they are over Silver Spray, say officials of the Baker Novelty Company.

"Ordinarily operators are too busy taking care of their routes and performing a thousand and one other duties to take time out to compliment the manufacturer on a hit game," explained Harold L. Baker, president, "but when a game does come along that upsets records for play and collections and

achieves a location success transcending everything previously believed tops the manufacturer will hear about it from enthusiastic operators.

"Operators are giving us concrete figures on collections. Coming straight from the records of hard-headed businessmen, who are not influenced by sentiment but only hard, cold fact, they carry weight. The intention, I am sure, is not merely to compliment us on building a game with the innovations, simplified play and many other new features that make Silver Spray such a success, but actually to urge us on to faster production and speedier delivery on this hit.

"We have topped our production to a point far ahead of anything planned for Silver Spray, and right now more games are rolling off our assembly lines, including Silver Spray, Kicker and Catcher, mechanical football counter game, and Baker's Pacers, racing console, than ever before in our history."

Bally Sees Multiple Boom

CHICAGO, Oct. 11 (MR).—Demand for multiple games increased sharply during the first week of October, according to Cecoy Jenkins, general sales manager of Bally Manufacturing Company.

"We attribute this," Jenkins said, "to the new tax. Operators are acting to offset the tax as much as possible by increasing their average earnings per location, and the obvious way to do this is to obtain the benefits of multiple coin operation. Consequently, our sales volume is up on both our Turf King multiple payout and 41-Deby multiple replay. Both games have already demonstrated their power to push collections up and are the logical choice of operators who now need extra revenue to cover the tax and other increased operating costs."

Coin Output Goes Up and Up

PHILADELPHIA, Oct. 11.—Working 24 hours a day, seven days a week, the Philadelphia Mint is being pushed to turn out coins demanded by workers in defense industries and those demanded to meet the needs of the coin machine industry. An unprecedented need for coins, it was announced this week by Edwin H. Dressel, superintendent of the mint, has made necessary a large-scale expansion program requiring \$400,000 worth of new equipment and an \$187,500 extension project at the mint premises here.

"Our normal output is 850,000,000 pieces of coin a year," Dressel said. "In the last fiscal year 1,193,923,207 pieces of domestic coin were produced with a value of \$31,689,370. In the first eight months of 1941 we turned out 756,898,248 pieces with a value of \$40,695,171." Current demand, Dressel explained, is for nickels, dimes, quarters and half dollars.

SUPER Chubbie

The simplicity — fast action — and tantalizing awards make Super Chubbie the No. 1 game — Call your distributor now.



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Aurora, Illinois



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All Types—All Makes—New and Used—In Stock Ready for Delivery! Write for Our Price List Now! If You Have Anything Special in Mind—Tell Us First! You'll Save Money!

PHONOGRAPHS

One of the largest stocks of used phonos in the East now on hand! Tell us what you need. Quicker—Write for our Price List Immediately! ALSO . . .

Speakers—Adaptors—
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WE WILL BUY FOR CASH

LATE ONE-BALL FREE PLAYS
CONSOLES—FREE PLAYS
MILLS BLUE FRONTS OR LATER MODELS
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State Quantity, Price and Serial Numbers in First Letter.
WRITE FOR OUR COMPLETE LIST ON ALL TYPES OF GAMES.

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THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

SEA HAWK . . . \$49.50
FLICKER . . . 24.00
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DOUBLE PLAY . . . \$55.00
ZOMBIE . . . 25.00
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WRITE QUICK for Our Complete Price List of All New and Used Machines!

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FORWARD PASS . . . A profit-enticing glorifier of the grid-iron's spectacular thriller . . . 1299 Holes . . . 5¢ per sale . . . Original Football Symbol Tickets . . . Takes in \$64.00 . . . Total average payout \$28.56 . . . Total average profit \$35.44 . . . Semi-thick board . . . Intercept those serial dollars!

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

REVOLUTIONARY COUNTER SENSATION!

KICKER and CATCHER

100% NEW!
100% MECHANICAL!
100% SKILL!
100% LEGAL!

Creating a sensation everywhere! Brilliant, original playing action entirely under player's control. A knockout for competitive play—loaded with "come-on"! Entirely mechanical—no wires—no batteries. Cash in quick! Order today!

PENNY PLAY
\$29.75

F. O. B. Chicago
NICKEL PLAY, \$31.75



ART GARVEY, ASSISTANT SALES MANAGER Bally Manufacturing Company, draws to a full house on High-Hand poker console, while Harry Michle, of Williamsport (Pa.) Amusement Company, gives moral support. (MR)

Daval Reports on Counter Game Tax Suggests Games Aid Bond Drive

CHICAGO, Oct. 11 (MR)—Officials of the Daval Company report that the company is expending a great deal of effort to get a ruling of a \$10 tax on counter games. "The position of counter games," they say, "may be greatly improved in the event counter games are finally taxed \$50 instead of \$10 because we have taken precautionary measures to safeguard the interests of operators.

"Daval engineers have already developed a change-over adaptable to new and used Marval and American Eagle counter games," they declared. "This takes them out of all tax brackets. This is being accomplished by closing up the coin chute and making these counter games non-coin-operated. Upon request of the player the location will turn a key enabling the machine to be played as many times as desired. The number of plays by each player will show on a special reset register thru the present last-coin-visibility-window on the right side. Another meter on the inside of the game will show the operator the total number of plays between each check-up.

"Most customers believe that the free playing of the machine without the use of coins will greatly increase the total play," Daval officials continued. "It is much easier for the player to pull the handle many times without coins than it is to find enough of the proper size coins in one's pockets to play as many times as desired. This new method will have the further advantage of eliminating the stop and, clogging or any of the other deficiencies connected with coin-operated mechanisms."

A. H. Douglas, Daval official, reports: "Many operators plan to pay the \$50 tax which they fully believe such counter games as American Eagle and Marval can stand in some of their better locations, particularly, with the 5-cent play models."

DETROIT, Oct. 11—Ray Deane, sales manager of the A. P. Seute Company, has developed an idea to have game operators aid in the sale of Defense Stamps.

Giving Defense Stamps as awards on pin games and other types of games having high scores, is the essence of Deane's proposal.

One problem that must be faced here is the fact that operation of certain types of games is not allowed in certain territories. Deane, who is enthusiastic about his idea, believes that by showing civic or other authorities that this move would definitely contribute to sale of Defense Stamps within the local territory, feels that a new attitude favorable toward games may result.

THE BAKER NOVELTY COMPANY INC.
1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST

Factory Sales Representative

MAC MOHR

2918 W. PICO BLVD.
LOS ANGELES, CALIF.



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$4.86 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wander 3 Bar Jackpot at \$3.63
1200 Hole, F-5275, Horras at 5.22
800 Hole, F-5270, Pocket Dice at 2.52
770 Hole, F-5255, Pocket Jack at 2.48
600 Hole, F-5305, Royal at 2.82

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We are distributors for Exhibit and other leading factories. It will pay you to make this year's headquarters for new and used coin operated equipment.

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Genco Gun Club Hailed by Coinmen

CHICAGO, Oct. 11 (MR)—"It's a great season for duck hunting," remarks Dave Gensberg, of Genco Manufacturing Company, "judging by the response to our new game, Gun Club. In the game we have incorporated the hit-the-ducks idea that has kept shooting galleries popular. The player tries to hit the bumpers that will get the ducks and light them up for a free play award."

Bert Lane, Genco's Eastern factory representative, declares that his firm, Wechsler Sales, Inc., New York, has been swamped with orders for Gun Club. "As soon as the first games were put on location and proved their earning power, coinmen jammed our order department," said Lane. "Personally, I think that the special attraction of shooting for the big super attraction award by lighting up the letters in Gun Club and then the name Genco is primarily responsible for this game's immediate and outstanding success. Of course, the hit the ducks gimmick is causing plenty of comment as well as cashbox action. I believe that Gun Club will be one of the biggest hits we've ever had!"

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Bally Dixie	\$ 50.50	Junior Parade, Five Play	\$70.50
Bally Royal	102.50	Katzenjag Club	26.50
Est. Lamberts Gr.	49.50	Pass Race, Brown, 30-1	22.50
Jockey Club	54.50	Silver Moon, Jousting 1/2 (Lib New)	60.50
Keeley 1937 Truckers	29.50	AUTOMATIC TABLES	
Keeley 1937 Sailors, Sailfield	29.50	Blue Grass (Five Play)	\$107.50
Pass Race, 20-1, Blank	42.50	Paragon	42.50
Pass Race, 20-1, Brown	74.50	Rawlsons	32.50
Willy Burns Ball, Sailfield	32.50	Greenlands	159.50
Wallops, Big Game, F. S., 1-1/2 Row	79.50	Jockey Club	8.00
Junior Parade (Low Head)	34.50	Franklin	37.50
Junior Parade (High Head)	42.50	Willy Big Game	17.50
Junior Parade (New), Lock Head	117.50	Western Chad Truck	17.50

Terms: One-Third Deposit, Balance C. O. D.
Send for Our Complete Price List on Any Game You Are Interested in.

IDEAL NOVELTY CO.

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APPOINTMENT OF DON CLARK as Wurlitzer distributor for New England draws congratulations from Joe Darvitz (left), Wurlitzer district manager. Clark is owner of the newly formed Clark Distributing Company, Boston. He formerly was president of the Interstate Distributing Company, distributor for Wurlitzer in Nebraska and Iowa. (MR)

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MILLS PHONOGRAPHS BELLS TABLES

Distributor CONSOLES

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Baltimore Office:
315 Cathedral St., Baltimore, Md.

Rosenberg-Munves Expand Territory

NEW YORK, Oct. 11 (DB).—The Rosenberg-Munves Corporation has been given the entire territory east of the Mississippi River for the new Rifle Sports because of the fine showing it has been making, according to a firm announcement. In order to fully exploit the huge territory, Joe Munves will spend considerable time on the road, while Hymie Rosenberg will make short trips and look after the Colt Row office. It is reported, Harry Brown, well known to operators, will represent the firm in the South.

Another Rifle Sports has opened on Eighth Avenue and the operators report that it has met with immediate success. This makes two units operating in this city, with both going at top speed, according to firm executives.

Monroe Feted

PITTSBURGH, Oct. 11.—Vaughn Monroe was feted by a delegation from his home town, Jeannette, Pa., during week's engagement at Stanley and also by a crowd from Carnegie Tech, his Alma Mater.

Jeannette citizens presented a petition headlined "Welcome," signed by 1,500 home towners, including people with whom he went to school 15 years ago and the children of some of them. His Jeannette school principal and city's mayor appeared with him on stage for a performance.

During his stay here Monroe visited photo distributors and record retailers, a practice he follows wherever he plays.

THIS IDEA IS HOT!

Smart operators have found a way to operate the Mills Jumbo Payout in territories where "Free Play" games are being operated. Any operator knows that a payout game makes a lot more money than a "Free Play" game so it will pay you to investigate this new idea in console operating. Don't miss this opportunity! Write me today for confidential information. This idea is hot!—Vince Shay.

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Here's the new game you need this fall for bigger, sturdier collections! GUN CLUB IS ONE OF THE SIMPLEST YET MOST ABSORBING HITS EVER PRODUCED. For the first time in a pin game it provides the irresistible "hit-the-ducks" appeal—the same appeal that has kept shooting galleries popular for years! GUN CLUB is also loaded with some new suspense features and "come on" ways to win that make this game sheer dynamite on location. BETTER ORDER NOW—AND ORDER PLENTY! Free game convertible.

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Gottlieb Enters Texas Mustang

CHICAGO, Oct. 11 (MR).—"Answering the challenge to produce a game that's packed with more punch, popularity and profits, we're introducing a brand-new game, Texas Mustang," say officials of D. Gottlieb & Company, Chicago.

"We're telling you that from reports from test locations, where the game has undergone grueling tests, that Texas Mustang is going places.

"Texas Mustang is a spectacular round-up of Spot Fook's famous features, long-proven favorites among the trade and public," said Dave Gottlieb, president. "In addition, we've correlated some eye-opening innovations that enable operators to ride the profit range and herd in earnings that will outdo anything they've ever laid eyes on before. Talk about flash, talk about action, talk about thrills! You will talk about them, for Texas Mustang has them besides that something extra, that unforgettable attraction to play and play that brands it the coin machine hit of the day."

Keeney Delivering Fortune on Schedule

CHICAGO, Oct. 11 (MR).—"For weeks now Keeney has been announcing that there would be a delay of two or three weeks in the delivery of their one-ball multi-convertible table, Fortune," Jack Ryan, Keeney general manager says. "This week, however, doubled production has made it possible to promise almost immediate delivery on this table from now on.

"We've added another complete assembly line exclusively for the turning out of our Fortune table," Ryan said. "For over a month now we have been far behind on our hand orders. We're gradually caught up and from now there should be no more delivery disappointments."

Ryan also said that next week will bring forth an announcement on Keeney's Super Bell console.



BERT LANE SAYS

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**WATCH THE BALL GO ZOOMING
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Replays when 1 to 5 or 6 to 10 are put out

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See How 27.50
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In all locations PLAY BALL is hitting 1000—putting operators in clover! Amazing, new, real-play manikin action sets players agog, keeps them play-hungry for more! Manikins actually play ball! Pitcher picks up ball, winds up, pitches. Batter swings, bunts, slugs, sacrifices as controlled by player! Catcher actually catches ball! Duplicates every baseball play! Quick! Clean up with this sensation! Rush your order today!

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2,176,127; 2,176,128; 2,176,129; 2,176,130; 2,176,131; 2,176,132; 2,176,133; 2,176,134; 2,176,135; 2,176,136; 2,176,137; 2,176,138; 2,176,139; 2,176,140; 2,176,141; 2,176,142; 2,176,143; 2,176,144; 2,176,145; 2,176,146; 2,176,147; 2,176,148; 2,176,149; 2,176,150; 2,176,151; 2,176,152; 2,176,153; 2,176,154; 2,176,155; 2,176,156; 2,176,157; 2,176

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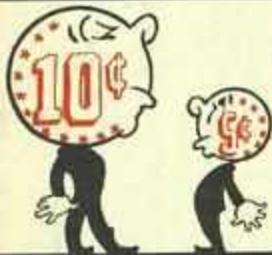
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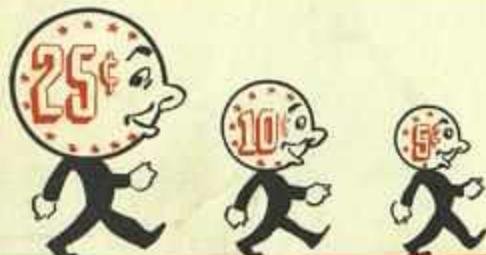
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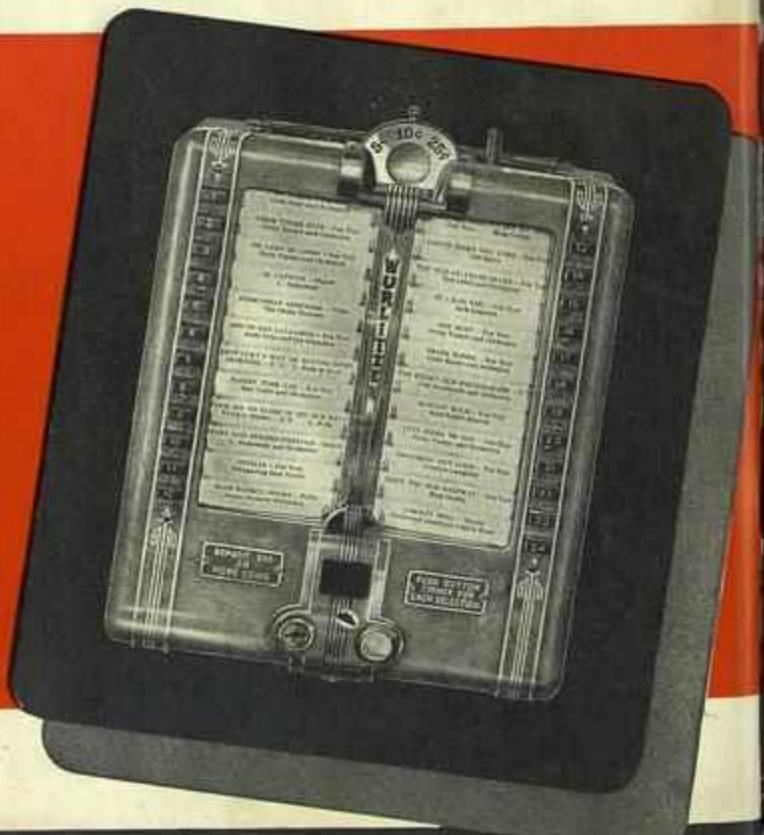
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