

The Billboard

The World's Foremost Amusement Weekly

DECEMBER 6, 1941

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MISS LeVERNE

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PARAMOUNT SAVED BY BANDS

EDITORIAL

Up to AGVA To Police Bookers

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

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

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

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

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

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

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

NEW YORK, Nov. 29.—Fred Waring signed his first recording contract in 10 years here Wednesday. He starts cutting his first disks right after the new year for Decca. Reason given for his sudden decision to start waxing again is that he has had plenty of pressure put on him by friends and the general public.

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

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

NEW YORK, Nov. 29.—The house that bands built—and that built bands—the Broadway Paramount, celebrated its 15th anniversary Wednesday (26) as the showcase of the Paramount chain after a miraculous policy change that rescued the theater from its depression-dug grave. Paramount, on its death bed six years ago with a film policy, was the first Stem house to install a name band policy, which hyped the house's low gross of \$8,000 to a gross of \$56,000 the first week of bands.

Responsible for this policy is Bob Weitman, managing director of the house, who convinced the trustees that a flesh budget would pay for itself many times over, and even if they only broke even it would resuscitate the theater, "which was beginning to resemble a mausoleum." Since then he and booker Harry Kalchheim have worked as a booker-manager team, and the talent budget, which started at a \$6,500 top for talent and over-all expenses, has now gone as high as \$14,000 for talent alone.

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

vidual side men when business is especially good.

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

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

Allen, Benny, Crosby Not Interested in Vaude

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

Benny, when approached for a Paramount date, wanted \$20,000 a week, which he didn't get. Bing Crosby was untouchable, despite the pleas of every Paramount big shot. Crosby is apparently making too much money in radio, pictures, records and perhaps horse racing. Fred Allen devotes all of his time to his program, and refuses additional work. To get him to make one appearance in connection with the Benny-Allen picture, Paramount's headhunters had to work on him for three days.

Form Eat Club at Rogers' Corner; Frank Buck Prez

NEW YORK, Nov. 29.—Personalities from show business and other fields in and around Times Square have been collected into a luncheon club which proposes to meet and eat on Mondays. An organizing chow was held past Monday (See ROGERS' EAT CLUB on page 9)

Stage Set For Big Chi Meets

Outdoor showmen look for record attendance—ambitious programs are mapped

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

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

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

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

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

Arrivals this week have been exceptionally heavy. Among those noticed in a survey of the Sherman Hotel lobby Friday were Frank R. Conklin, Frank H. Kingman, Harold F. DePue, J. Ed Brown, J. C. McCaffery, E. Lawrence Phillips, Jake Ward, W. C. Fleming, Mr. and Mrs. J. W. (Patty) Conklin, Carl J. Sedlmayr, Dennis Pugh, Joe Murphy, Sam Solomon, Mr. and Mrs. Noble C. Fairly, B. S. Gerety, Pat Purcell, Frank R. Winkley, J. C. (Tommy) Thomas, Mr. and Mrs. Abner K. Kline, Mel Dodson and staff, Oscar Bloom, Mel Vaught, Ralph Clawson, Sam Benjamin, Phil Little, Morris Lipsky, Irish Horan, Fitzie Brown, Dinty Moore, George Golden and Raynell, Louis J. Berger, Walter Fox, Rube Liebman, Everett Johnson, Jack Grimes, Maxie Herman, Hogan Hancock, Vernon L. McReavy, Joe Scholibo, Mr. and Mrs. Ralph Lockett, J. W. Clements, Duke Drukenbrod, Maurice W. Jencks, Dr. and Mrs. W. W. Simonds, S. L. Cronin, John F. White, N. S. Alexander, E. Paul Jones, Allen King, P. T. Strieder, J. P. Mullen, L. B. Cunningham, Mrs. Johnny J. Jones, Ken Warfield, Bob Parker, Gaylord White, Billy Senior, John Sloan, Gerald

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

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

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

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

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

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

Heavy Talent Sked

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

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

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

Double Bookings

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

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

Hollywood-on-the-Potomac

WASHINGTON, Nov. 29.—Is Washington going Hollywood?

Hecht's department store, to open a new addition recently, hired Abe Lyman's band and relief ork under Phil Lampkin to play for the evening premiere. Local radio personalities also joined in the show.

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

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

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

TA Cutting 25G Melon

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

Odd angle of current distribution is that a check is being mailed to the Catholic Actors' Guild, which resigned from TA last July. George Buck, presi-

teurs a la Major Bowes, quiz, song contests to mock trials and singing.

Thru Sugar's Domino

What the Paramount Has Meant to Flesh

ELSEWHERE in this issue appears a story concerning the 15-year career of the Paramount Theater, New York, which opened its doors November 26, 1926. There are sidelights of comment that proper newspaper procedure prevents one from including in a factual account under a dateline. Our purpose in this week's pillar is to set forth some of these sidelights, which we consider of major importance to the show business.

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

That which happened to the Paramount was the success encountered by Bob Weitman in selling Frank Y. Freeman, Paramount operating biggie, an idea. Weitman has been at the Paramount since 1931. He climbed steadily to the top, assuming the post of managing director in 1936, shortly after he sold Freeman and his circuit colleagues an idea. Very simple the idea was. Just as simple as all ideas that click—after they click. Weitman didn't have to be a brain truster to observe that the Paramount was a gaudy flop, grinding out entertainment delivered in cans and hitting weekly grosses as low as \$8,000.

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

Weitman talked turkey to the unions. He realized that in order to put over his idea it would be impossible to utilize the full stage. Everything had to happen in the proscenium area. The union officials understood Weitman's gobbling. He got what he wanted because, for a change, union officials saw the other man's side and in that way benefited their own side, too. With the union concessions in his pocket, with the valuable help of a capable booking department headed by Harry Kalcheim, Weitman started his band policy off with a bang—and it has been a happy fire-cracker symphony ever since. The first week Glen Gray, the pioneer band leader, recruited for the new policy, turned in a \$56,000 gross. This was the Christmas week of 1935.

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

(See SUGAR'S DOMINO on page 21)

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

A BIRTHDAY party was held Tuesday at the Hotel Astor for one of the cast of the *Sweater Girl Revue*, the blowout being thrown in the very room at the hostelry in which the lass had been born. Obliging, the management provided the room—but thru a hitch somewhere forgot that it was currently occupied. At the height of the festivities the room's regular guest walked in. He had a good time, too. . . . *Jack and Homer the Horse*, a fairy tale set to music, will be performed on Russell Bennett's *Notebook* December 22 over WOR. It's a narration-with-music affair, with the story written by Paul Tripp, the actor, and the music by George Kleinsinger. Tripp himself may do the narration. . . . Steven Phillips, the dancer (not to be confused with the Steven Phillips who wrote *Paolo and Francesca* and was hailed as the American Shakespeare of the late Victorian era), got his start thru the Hebrew Orphan Asylum, which helped him to get a scholarship to pursue his dance studies at the American School of the Ballet. . . . It's a year now since stage mothers decided to organize themselves into a club, and the organization—called, appropriately enough, the Stage Mothers' Club—held its first annual affair November 18 at the Iceland Restaurant. . . . Plenty of night club patrons seem to feel that performers merely interrupt their own private conversations, but few of them are so obvious about it as a couple of determinedly social dames opening night at the Coq Rouge. Annoyed at the floorshow, which interrupted their own palaver, they requested the performers to shooosh.

MISS LeVERNE (This Week's Cover Subject)

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

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

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

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

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FEUD GIVES NETS A BREAK

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

BOSTON, Nov. 29.—The Hub's total legit grosses were halved this week. *Sons o' Fun*, the Olsen-Johnson musical, which departed Wednesday, took with it the record gross for the Shubert Theater. Played 24 days, from October 31 to November 28, and grossed an estimated \$150,000. Piece also set a new record for advance sale, with about \$60,000 worth of tickets sold before the doors opened.

This week's grosses were:
Sons o' Fun (Shubert, 1,590 seats; \$3.30 top). Only four performances this week, but took in a juicy \$13,000.
Banjo Eyes (Colonial, 1,643 seats; \$3.30 top). Closed its three-week run with the gross dropping to \$19,000. Total for three weeks a fair \$60,000.

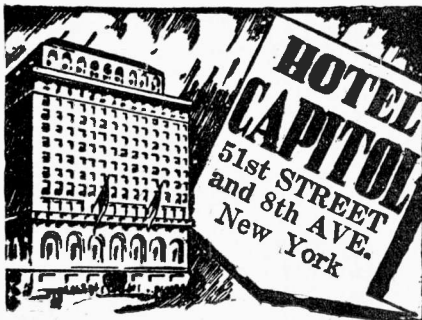
Gilbert and Sullivan Company (Majestic, 1,667 seats; \$2.20 top). Bowed out tonight for season with *Iolanthe* as last presentation. Not bad \$9,000 for the week.

Papa Is All (Wilbur, 1,227 seats; \$2.75 top). Came in this week for two-week stand. Nice reception, and hit sweet \$14,000.

Schipa to Rio?

RIO DE JANEIRO, Nov. 22.—Tito Schipa, tenor, currently with the Municipal Opera Company, may go into the Casino Urca, opening early in December, at a salary of 10 contos (approximately \$500 at present rate of exchange) a day. Deal calls for one appearance nightly, in the late show at 12:30.

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



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Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

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

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

For LEGIT MUSICAL

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

'Ice Follies' for N. Y. Garden

NEW YORK, Nov. 29.—The Shipstad and Johnson show, *Ice Follies of 1942*, will open at Madison Square Garden here December 1. Show is skedded to run December 1 thru 6 and 8 thru 10, with one matinee only, December 6.

Featured during the Garden run will be Oscar Johnson and Roy and Eddie Shipstad, the producers; Frick and Frack, Heinie Brack, Bess Ehrhardt and Evelyn Chandler.

Milton Produces Ice Revue

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

"Road" 5G in D. M. Return

DES MOINES, Nov. 29.—*Tobacco Road*, playing for the fourth time here at the Shrine Auditorium Sunday (23), drew approximately 3,000 for a gross of over \$5,000. The drama appeared in Des Moines first in 1935, again in 1939 and then in 1940. Prices ranged from 56 cents to \$1.68.

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

By EDGAR M. JONES

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

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

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

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

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

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

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DEFENSE HELPING RADIO

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

NEW YORK, Nov. 29.—Country's defense effort, instead of hurting radio business—as some execs had feared—has had the opposite effect and has boomed radio thruout the country, according to net and agency officials. Two salient points stand out—the fear that priorities would force many advertisers off the air never materialized to any great extent, and the setting up of manufacturing plants and army camps thruout the country has created markets where none existed and has boomed existing markets.

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

NBC-Blue Development

Outstanding indication of how the defense campaign is helping radio is shown by certain phases of the development of the Blue network. According to James, the Blue-Southeastern network, including more than 10 stations, was created largely to take care of new markets which sprang up as a result of defense activity. These stations are south of Richmond, Va., in an area not covered by the Blue a year ago. This Blue-Southeastern group now carries a total of 22 commercial hours. In addition to the 10 basic stations in this group, coverage has been stepped up by supplementaries.

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

MBS Opinion

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

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

Courtney-WOV Part; Corriss Takes Over

NEW YORK, Nov. 29.—Alan Corriss has taken over the 11:30 Club, recorded dance music program heard over Station WOV, as a result of the resignation of Alan Courtney. Courtney resigned November 27 after he and the station failed to agree on the new terms of his contract. The existing agreement between the emcee and the station was mutually canceled because of the impending change of the station's frequency and a new program policy.

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

defense activity, which is creating markets.

Agencies Want Info

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

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

"Barn Dance" Expands Net

CHICAGO, Nov. 29.—With today's broadcast, Miles Laboratories, Inc., expands its Alka-Seltzer *National Barn Dance* network to 87 stations, an increase of 11. The program has been an NBC network feature for eight years.

Advertisers, Agencies, Stations

NEW YORK:

ED DEXTER, formerly with Young & Rubicam's copy department, has joined Compton Advertising, Inc. . . . John M. Carney, formerly with WINS, has joined the program service department of the Columbia Broadcasting System. . . . Philip Morris has renewed newscaster George Putnam, 11-11:15 p.m., Thursdays, Fridays and Saturdays, on WEAF. Deal, in interests of Dunhill cigarettes, set by the Blow Company. . . . H. M. Beville, head of the NBC Research Division, has been elected vice-president of the New York Chapter of the American Marketing Association. . . . Frank Hopkins, formerly copywriter with the Federal Advertising Agency, and Crane Hausseman, formerly copywriter with Erwin Wasey, have joined Compton Advertising. . . . NBC's International Division's sales staff has moved from the second to the seventh floor of the RCA Building. . . . Steere Mathew has been appointed assistant manager of the NBC Traffic Department. . . . John M. Anspacher has been added to the publicity staff of WOR. . . . C. Lowell Frank has joined the engineering staff of WOR. . . . Continental Baking has renewed *Maudie's Diary*, Thursday, 7:30-8 p.m., on 47 Columbia stations. Agency is Ted Bates, Inc. . . . American Tobacco Company has renewed Kay Kyser for another 13 weeks on the NBC-Red network, Wednesdays, 10-11 p.m. Lord & Thomas the agency.

CHICAGO:

HARRY HEATH, former member of *The Tulsa* (Okla.) *World*, United Press and Associated Press staffs, is a new member of the NBC news and special events staff. . . . Skelly Oil Company has renewed Clifton M. Utley for another 52 weeks over 20 stations of the NBC-Red network, beginning December 15. Utley's *Foreign Affairs* broadcast over WGN, sponsored by the Charles A. Stevens Company, also has been renewed for 13 weeks. . . . The Longines-Wittnauer Watch Company, Inc., thru Arthur Rosenberg Company, Inc., has expanded its WENR schedule from six quarter-

Slightly Occupied

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

WCAM, WCAP, WTNJ In License Fracas

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

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

Philly Radio Gets Clubby; Sets Up an Exclusive Circle

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

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

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

At present fewer than 40 men rate as "survivors."

Largest FM Network Airs W71NY Program

NEW YORK, Nov. 29.—Largest network of stations carrying an F-M broadcast will be hooked up tomorrow (30) when dedicatory ceremonies for new transmitter of W71NY, WOR's F-M station, will be broadcast. Linked with W71NY, New York, will be W2XMN, Alpine, N. J.; W65H, Hartford; W43B, Boston; W39B, Mount Washington, N. H.; W53PH, Philadelphia, and W47A, Schenectady. Relay-ing will be done over the air, without use of wires.

Dedication starts at 7:30 p.m. In addition to program originated at W71NY, there will be return salutes by the Hartford and Boston stations.

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

LOS ANGELES:

EDITH TODESCA, production manager for KNX and the Columbia Pacific network, is back from a brief visit with relatives in Burlingame, Calif. . . . Syd Dixon, NBC-Red sales manager here, left for New York this week to confer with Roy Witmer. Dixon will also visit Chicago, New Orleans and Detroit before returning to Hollywood. . . . Doug Evans, KFI-KECA producer, has been signed for the role of a night club operator in Universal's forthcoming *Temporary Bride*. . . . A 52-week renewal has been signed by Colonial Dames for the *Find a Woman* program over the Columbia Pacific network. Contract is effective December 10 to December 11, 1942. Program is heard on Fridays from 9:55 to 10 p.m. PST. . . . Club Capri, Inc., a restaurant, will be plugged by means of 104 remote broadcasts over KHJ for 15 minutes Tuesday and Saturday nights from November 25 to November 24, 1942. . . . Effective December 1, the listing on *Just Entertainment* will change to *Scattergood Baines*. Program, sponsored by William Wrigley Jr. Company, is heard Monday thru Friday. . . . Les Bowman, CBS Western Division chief engineer, represented the engineering group in the 16th district, National Association of Broadcasters.

PHILADELPHIA:

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

Radio Talent

New York

By JERRY LESSER

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

MADLINE LEE has two new running-nose parts—Baby Pudl on *When a Girl Marries* and Baby Michael Henry on *Joe and Mabel*. . . . RICHARD STARK, who announces *Life Can Be Beautiful, Hour of Charm* and others, has been voted the best looking announcer in radio by the Epsilon Phil Epsilon Sorority. . . . BEA WAIN is shopping for a farm. . . . DICK TODD is looking for a heavyweight fighter to manage. . . . DINAH SHORE is featuring at least one of her recorded tunes on each of her Sunday shows. . . . MARION LOVERIDGE, 12-year-old Betsy Ross of the air, is competing with LUCKY MONROE in her appearance at patriotic affairs to sing *The Star-Spangled Banner*. . . . JAY JOSTYN already has his new license plates for next year—same as last year—JJ64. . . . HERB MOSS is now

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

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

Chicago

By SAM HONIGBERG

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

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

GENE AUTRY was chosen chief entertainer for the annual Thomas E. Wilson Day party December 1 for 2,000 4-H Club boys and girls, who voted the Columbia network star America's No. 1 cowboy. . . . LULU BELLE AND SCOTTY have a new three-a-week program, 8-8:15 a.m., on WLS for Olson Rug Company for five weeks. . . . BETTY ARNOLD is a new member of CBS's *Stepmother* cast. . . . DICK WELLS, announcer for *Ma Perkins*, is taking a belated hunting trip in Michigan. . . . CURT ROBERTS, free lance writer and actor, has joined the announcing staff of WLS. . . . PAUL RHYMER, author of *Vic and Sade*, back from a vacation in Mexico, where he became an ardent bullfight fan. . . . BOB BAILEY, frequently heard as leading man on *Knickerbocker Playhouse*, has received offers from films. . . . FORREST LEWIS has been added to the *Ma Perkins* cast.

Hollywood

By SAM ABBOTT

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

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

WHN Awarded Ex On Dodger Airings

NEW YORK, Nov. 29.—WHN will broadcast exclusively all of the Brooklyn Dodger baseball games next year under the sponsorship of Old Gold Cigarettes. Deal, contracted for by the J. Walter Thompson agency, is WHN's first outstanding contract since the announcement of the station's increase in power to 50,000 watts.

Series will start with the pre-season games, about March 15, and will continue up to the World Series in October, 1942. Red Barber will be at the mike.

KFRE Joins Mutual

HOLLYWOOD, Nov. 29.—KFRE, Fresno, Calif., joins Mutual-Don Lee net December 15, becoming the 192d affiliate of the Coast-to-Coast web, Lewis Allen Weiss, general manager of Don Lee and executive vice-president of Mutual, said Wednesday.

Paul R. Bartlett manages the station, owned by Jess Rodman of Rodman Chevrolet Company.

The Year's Most Important Public Service Announcement



Beginning Monday, December 1

Last-minute news gathered by

The New York Times

will be broadcast

every hour on the hour* by

WMCA NEW YORK

America's Leading Independent Station

*Monday through Saturday: 8 a.m. through 11 p.m.
Sunday: 9 a.m., 1 p.m., 5 p.m., 11 p.m.

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

NEW YORK, Nov. 29.—"Radio must make a greater effort to sell itself to the public as a social and public service medium—and now is the time to do it. If radio disregards this, it will get a guardian. It has half a guardian already (the FCC)." This is the opinion of high-placed executives on the major chains.

The chains have spent increasingly large amounts of money for public service, they are now likely to spend more for promotion of public service features, according to all indications. National Broadcasting Company, in line with this trend, may appropriate a greatly increased budget next year for this purpose. According to Walter G. Preston, Director of Public Service, this increase may be as great as 100 per cent.

According to the way forward-minded execs see the problem, the following facts are pertinent: (1) Radio has always made money and is now in a position where choice network time is a rarity. (2) The chains must switch their emphasis to public service, with economics a secondary consideration. (3) Public service is the industry's life insurance. (4) The nets must toot their own horns more frequently and must make a greater effort to attain a better accord with the public in order that the public may better understand radio.

Total cost of public service programs on NBC already hovers around the \$2,000,000 yearly mark, and it is increasing. Some of these programs, like *Chicago Round Table*, have worked up fair Crossleys, but, according to Preston, some terrific ratings could be obtained if sufficient funds were expended on their promotion.

Preston is also working toward a budget whereby program managers and

directors on NBC affiliate stations will be able to come to New York and catch up on the year's developments in production technique.

Coincident with the emphasis on public service at NBC is the move to put more of this type of program on the Red network. The Blue has always been regarded as the public service net, but now Philips Carlin, Red net's program chief, is trying to get all the public service shows he can possibly sandwich into the crowded Red net's schedule.

IRNA Board Says Org Will Lay Low

PHILADELPHIA, Nov. 29.—Board of directors of the Independent Radio Network Affiliates (IRNA) has decided that the org will remain quiescent unless an emergency arises. Meeting of the board in Chicago this week resulted in a deferment of the board's request to resign—the request being put off until the Cleveland convention in May, 1942. Board men said they did not have sufficient time to devote to their duties and saw no reason to propose to the affiliates the maintenance of a permanent paid staff.

In a statement this week, IRNA reviewed its accomplishments during the past year, most of these being in connection with the ASCAP-Radio settlement. A financial report was also included, showing \$10,000 in dues from 140 stations and how this was expended. No salaries were paid other than a small amount for clerical help.

Program Reviews

EST Unless Otherwise Indicated

"America's Famous Fathers"

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

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

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

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

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

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

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

Mike Kaplan.

"Way Up North With Santa"

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

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

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

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

Milt Miller.

"Nehi (Legal Bingo Game)"

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

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

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

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

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

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

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

Milt Miller.

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

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

Reed admitted that his radio salary in 1940 was \$41,000 and the year before it was \$39,000, which is "very good pay for any kind of acting." Before turning to the stage, Reed was doing 30 air shows a week. If it were not for his certainty about television, Reed said, he would be content with radio as a career. Is convinced that tele will be the thing once the war is over.

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

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

Reed points out that, while AFRA has some 5,000 members in New York, 90 per cent of all radio work goes to not more than 300 players. And 95 per cent of this work, in turn, is cornered by some 40 performers. While it is inequitable, Reed said it was inevitable, since ad agencies and studios, having less than an hour to rehearse a program, can rely upon the people they know and can rely on. As a result he advises the air performer to build a name in an allied field so as to get in on the ground floor when tele really arrives.

Submit Motions in Band Program Suit

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

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

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

WOR's F-M Power Boost

NEW YORK, Nov. 29.—WOR's F-M outlet, W71NY, starting November 30, goes into operation with power boosted to 10,000 watts. Power increase will facilitate coverage of the station's entire service area of 8,500 square miles and will push the station's range to more than 50 miles beyond midtown Manhattan.

WNEW Preps Full-Time Sunday Sked

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

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

Listeners To Guide Opera Choice on Tex. Co. Series

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

"What's My Name?" for MBS

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

Name began on the Mutual network March 26, 1938. It was on the air the past summer as a replacement for the Bergen-McCarthy program for Standard Brands' Chase & Sanborn coffee.

"Missing Answers" Debuts

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

Comment

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

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

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

Story dealt with the life and attitudes of Herman Q. Pennywhistle, a stuffy little white-collar toiler whose life was guided by the motto, "Safety First, Safety Second, Safety Third." All very satirical, with Thomson's music employed to describe such objects as long envelopes and short envelopes, the act of saving and the act of spending, etc. Payoff came at end, when Pennywhistle's careful budgeting of time, energy, money and mental exertion was to no avail against the marauding nation of "Trogees," who bombed him out of existence. Mrs. Pennywhistle then removed the insurance policies from their dust-proof box and bought a flood-proof casket in which to inter Herman.

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

Richard Carter.

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Vandike 8493

BANDS HYPO PARAMOUNT BIZ

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

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

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

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

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

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

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

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

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

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

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

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

Admission for the afternoon performance was 99 cents and 50 cents. Advance sale for the dance was 99 cents, while door scale was \$1.25. Kyser, tremendously popular here, played his regular Wednesday program at the auditorium here two years ago, drawing a crowd which blocked traffic. Booking Saturday was handled by S. Bernarr Joffe, manager of the Tower Theater and Terrace Grill of the Hotel Muehlebach here.

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

The show was scaled from 55 cents to \$1.65 and the dance \$1.25.

Kyser faced stiff competition from Sonja Henie and her ice revue, which played at the Ak-Sar-Ben, and received a bad break in erroneous weather broadcasts warning of an approaching blizzard which failed to materialize.

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

Pedro Changes Managers

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

John Hammond Takes Leave From Columbia To Fight Jim Crowism

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

Hammond said this week "that since this country is now busier than ever talking about democracy, it should be a good time to prove it. And one of the ways is to give the colored musician a few of the rights enjoyed by other tootlers." Hammond points out that Negro musicians are still barred from playing in pit orks or on musical staffs of radio stations. Plenty of hotels also frown on the colored boys as entertainers.

Plans for the work are already being laid out by Hammond. He hopes to be able to get the American Federation of

MCA Regimented

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

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

British Tooters Fear a Black-Out Of Their Bands

LONDON, Oct. 30.—Dance band maestri here have petitioned the Minister of Labor and National Service, asking more lenient deferments of musicians from duty in the armed services. Musikers fear that their ranks will become so depleted that they will soon fail to carry out efficiently their task of entertaining the public.

The Performer, English theatrical trade paper, ran an editorial this week, warning that if the situation wasn't eased it would soon gravely threaten existence of an industry that is doing an "immensely important national service in helping to maintain the morale of the people."

In the statement signed by leaders Bert Ambrose, Norman Cole, Al Collins, Jack Hylton, Harry Roy and many others, it was emphasized that if National Service did not reconsider its policy of drafting musicians, bands would be unable to provide even a fraction of the entertainment deemed necessary to uphold public morale.

Leaders taking action are all members of the Dance Band Directors' section of the musicians' union here.

Decca Signs Astaire To Tap Out Routines With Hampton

NEW YORK, Nov. 29.—Fred Astaire has been signed by Decca Records to do a special set of tap routines with Lionel Hampton's ork. Hampton starts his first waxing sessions for Decca about the first of the year. Six sides will be reserved for the Astaire-Hampton combo.

Musicians to co-operate with him by merging the Negro locals with white locals in various cities. Hammond feels that where the AFM has separate locals for Negro tootlers such set-ups merely encourage discrimination among music buyers.

Hammond is also dickered to write a music column for a New York daily newspaper and plans to make this a part of his campaign to help Negro musicians. Before taking up these duties, however, he will go to the Coast for six weeks. Altho he would not say what the Coast trek was for, it is reported that he is to do some work for Orson Welles on a pic.

The speed-up and battle to fill orders in the disk biz today was given by Hammond as another reason for again taking up the cudgel for Negro musicians at this time. The rush at the wax foundries has given Hammond very little time to squeeze in his experimental work.

NameOrkPulled Stem House Up From 8 to 50G

(Continued from page 3)

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

The Kalchheim-Weitman booking policy is to catch new bands on their first appearances and, if they have the stuff, sign them for a date as far as eight months in advance. If the band or act has clicked solidly by that time, the house pays a smaller amount for the attraction than would ordinarily be asked when a band is hot. If the band isn't red hot then, Weitman said, a strong supporting show and a strong picture are thrown in to maintain the gross average the house has built up. Weitman said that on a 52-week average the gross for the first week of a layout is \$48,000 to \$52,000; second week from \$40,000 to \$44,000, and third week around \$36,000.

Weitman also explained that, by using the rising pit instead of the stage, \$4,000 a week is saved in production costs. House used the stage in the old days when it ran tab shows and units. "Now," said Weitman, "we're selling bands and the only way to sell them is to spotlight them. By using the elevated pit the stagershow reaches out and touches the audience, and that's what we want."

Weitman has been with the Paramount organization 15 years, 10 of which have been in this house. His staff here consists of 200 people, front and backstage, exclusive of talent. He said that everybody in the house pitches in with suggestions for the stagershow, and they are listened to. Some produce excellent results.

Philly Dansant Ops Turn to Local Orks

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

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

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

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

Correction

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

Philly Pluggers Give Pancho Air Till Pancho Airs

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

In line with the old policy, reps for the music pubs gave Pancho the go-by when his band opened a short term at the Benjamin Franklin Hotel November 14. Maestro wasn't skedded for any air time, and besides Frankie Masters was set to take over last Monday (24). With Masters to get at least four and maybe six net shots a week, boys saved all their romancing for Masters.

CBS shot was listed for Masters' opening night, but switch in booking pushed back the opening to the following night. However, instead of canceling the Monday night remote from the hotel, radio chain decided to let Pancho fill out the time. It wasn't until late on Monday that the pluggers realized that Pancho was getting a network shot that night, his closing night. The closing night became the conventional opening night scene, with all the pluggers helter-skeltering down to the hotel room and oiling Pancho with the most glittering excuses about their delayed contracts.

Song pluggers are still sporting red faces over the incident.



The Billboard

WEEK ENDING NOVEMBER 28, 1941

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

Following are the 20 songs with the most plugs over the four major New York outlets (WEAF, WJZ, WOR, WABC) for the week beginning Saturday, November 22, and ending Friday, November 28. The totals are based on reports supplied by Dr. John G. Peatman, Department of Psychology, College of the City of New York, and Director of Office of Research-Radio Division, and cover all broadcasts from 8 a.m. to 1 a.m. daily. The number of plugs for these 20 songs over the independent stations (WHN, WMCA, WNEW, WOV), covers only the period from 5 p.m. to 1 a.m. daily. Partial choruses and signatures are not included. Film tunes are designated by an (F); musical comedy tunes with an (M).

Table with 5 columns: Position, Title, Publisher, Plugs (Major/Indies), Last This Wk. Wk.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Liberty Music Shop; Galety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. K. Gill Co. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City. San Francisco: Schwabacher-Frey, Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Fanoms & Barr. St. Paul: W. J. Dyer & Bros.; Mayflower Novelty Co. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Alamo Piano Co.; San Antonio Music Co. Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc. Louisville, Ky.: Stewart Dry Goods Company.

Table with 3 columns: NATIONAL, EAST, SOUTH, each with sub-headers for POSITION, Last This Wk. Wk., and list of records.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Sklare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc. Gamble Hinged Music Co.; A. C. McClurg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

Table with 4 columns: NATIONAL, EAST, WEST COAST, MIDWEST, each with sub-headers for POSITION, Last This Wk. Wk., and list of sheet music titles.

LEADING MUSIC MACHINE RECORDS

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

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

Table with 2 columns: GOING STRONG and COMING UP, listing record titles and their weeks on the chart.

Hearst and Maestri Like the Song Gag But Pubs Steer Shy

NEW YORK, Nov. 29.—Hearst papers' song promotion stunt has worked out so well that it probably will be extended five or ten weeks, following Freddy Martin's appearance in the *Puck* Sunday comic supplement with *Until the Stars Fall Down*, December 28.

Circulation has been upped in all 15 cities where the songs are being published in newspapers, and William Randolph Hearst is reliably reported to be personally enthusiastic over the whole thing.

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

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

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

Who Cares About Money?

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

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

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

Music Publishers' Protective Association and BMI both admit ignorance of the existence of Network Music, but the song sheet in 15 Hearst papers will give the publisher's address as 1619 Broadway, New York. The building's renting agents and tenants claim never to have heard of the firm.

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

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

Radio Plug Honors Snatched by ASCAP

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

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

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

He's Solid!

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

Music Items

Publishers and People

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

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

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

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

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

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

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

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

This and That

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

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

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

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

Solly Cohen is new professional manager at Dash-Connelley.

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

Here and There

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

Glenn Miller.

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

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

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

Philly Pickings

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

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

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

Inspired by the drive for cigarette funds fostered by *The Philadelphia Inquirer*, Frank Capano and Harry Miller collaborated for *Smokes for Yanks*, which has been adopted by the newspaper as the campaign's theme song. Tin Pan Alley Music Company publishing, with all sheet music proceeds going into the cigarette fund.

Baton-waver Chuck Gordon has Chalie Barnet interested in his *Saxophone Sammy* and *You're So Hard on the Heart* for platter prems.

Donna Devel has written *I'm Stittin', Just Knittin' for Britain*, in which the E. B. Marks firm is interested.

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

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

BRIDGEPORT, Conn., Nov. 29.—Thanksgiving night Dick Stabile did exceptionally well at Ritz Ballroom here, drawing an attendance of 1,116 persons. With ducats scaled at 88 cents, gross totaled \$982.08. Shep Fields, in last Sunday (23), didn't do so hot, drawing only 930 persons at 88 cents for \$819.40. Teddy Powell in December 7.

Young Draws Okay Biz to Pasadena Municipal Hops

PASADENA, Calif., Nov. 29.—Sterling Young and his orchestra played to a fair 1,592 Friday night and a good 2,501 Saturday night in the Civic Auditorium here. Admission is 25 cents plus tax for all bands. Auditorium average is 2,000.

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

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

ON THE AIR ★ ON RECORDS ★ ON JUKE BOXES

A HIT

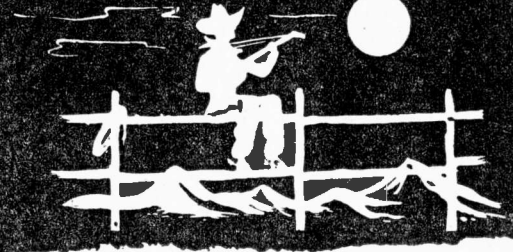
A GAY RANCHERO

A HIT

COWBOY SERENADE

A HIT

FROM ONE LOVE TO ANOTHER



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Orchestra Notes

Of Maestri and Men

WILL HUDSON denies that he and **EDDIE DE LANGE** will scrap their partnership after playing at Temple University, Philly, December 5, as was rumored. . . . **RED NORVO** will debut his new band at Blue Gardens, Armonk, N. Y., where he plays a six-week, opening December 5. Linda Keene will do the chirping. . . . **HENRY KING** is now on a New England one-nighter tour. . . . **MUGGSY SPANIER** has drawn another holdover at Arcadia Ballroom, New York, and will probably be there until well into 1942. . . . **JOE GLASER** has set Don Bestor into Roosevelt Hotel, Jacksonville, Fla., opening December 31. . . . **KORN KOBBLERS** start a two-week stay at Henry Grady Hotel, Atlanta, December 6. . . . **MICHAEL LORING** plays his first theater dates next week, going into Flatbush, Brooklyn, December 11, and Windsor, Bronx, December 18. . . . **CAB CALLOWAY** is booked for theater weeks in Boston; Bayonne, N. J.; Rochester, Buffalo, Cleveland and Pittsburgh, following completion of his run at New Kenmore Hotel, Albany, N. Y. He has replaced the late Chu Berry with Teddy McRae, former Ella Fitzgerald sideman. . . . **JOHNNY TORRENCE**, member of the Johnny and Edna Torrence dance act which broke up when Edna married Bob Chester, is planning to go out with his own band. Will start in the South. . . . **CARL HOFF** has his new ork at the Top Hat, Union City, N. J., after a four-week breaker-inner in New Orleans. Al Noble and the Murphy Sisters are doing the vocalizing. . . . **AL DONAHUE** and vocalist Phil Brito wish to remind other band leaders that *Shrine of St. Cecilia* was introduced by the Donahue outfit. . . . **LEE SHELLEY**, now at Hotel Van Cleve, Dayton, O., has added Ruth Wallis, singing pianist, to his "Singing Strings" ensemble. . . . **JANET FULTON** now warbling with Joe Reichman.

Midwest Melange

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

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

Coast Cacophony

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

Atlantic Whisperings

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

OKLAHOMA CITY, Nov. 29.—Henry Busse drew 1,150 dancers into Blossom Heath here last Saturday (22) for a gross of \$1,150. Night before at Century Room, Tulsa, Busse did \$1,351.84 gross, with 1,207 admissions at \$1.12.

Shaw's "Garbo" Pulls Them Now

PHILADELPHIA, Nov. 29.—Now that the jitterbugs have forgiven and forgotten, Artie Shaw isn't taking any chances and is keeping at a distance to make for safety. During his week at the Earle Theater, ended last Friday (21), maestro nixed public places and public utterances. Even nixed participation in the theater's weekly backstage interview conducted by Buzz Davis on WDAS. Maestro wasn't allergic to the mike, but didn't want to take any chances of being misquoted again or caught in a controversy that might kick back at him.

Shaw's week was the only broken link in the Earle's long chain of backstage interviews. For same reasons, interviews with local newspapermen were no go, Shaw even giving a no to personal appearances outside the theater in music shops.

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

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

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

Sam Donahue Giving Morris Another Try

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

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

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

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with Mary Healy and Peter L. Hayes
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featured by Lorna Harper
THINKING OF YOU NIGHT AND DAY
featured in PARIS INN, Los Angeles, by
CHUCK HENRY'S California Network
Orchestra
FALLEN PETALS
by Florence Clandia Crubb
LIFE BEGINS WHEN LOVE BEGINS
featured by the KING SISTERS, Bluebird
recording artists
WE PRAY FOR YOU, AMERICA
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On the Records

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

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

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

By M. H. ORODENKER

BENNY GOODMAN (Okeh 6474)

Let's Do It—FT; VC. *The Earl*—FT.

THIS waxing marks the move of Benny Goodman to the lower-priced disks. However, it does not indicate any lowering of the Goodman musical standard. Fact of the matter, this label preem effort finds Benny and the boys in better form than found on many of his recent higher-priced platters, and may even bring in its trail a new stream of disk excitement as once associated with the maestro. For his Okeh debut, Goodman has dished up a Cole Porter oldie, mating it with a musical impression of Father Hines. And each side shapes up on the strong side. For the Irene Bordoni song click from *Paris*, Peggy Lee extends the invitation to *Let's Do It*. Gal started out weak in fulfilling the canary demands for this band, and on this entry, shows that she is improving at a fast clip. Taken at a lively tempo, practically the entire side is devoted to a becoming interpretation of the Cole Porter lyric smartage. For the companion to the couplet, pianist Mel Powell has scored his impression of *The Earl*. A fast-moving and hard-driving instrumental, it's a torrid tribute to that famous jazz master.

The Cole Porter song is always worth a listen. And Peggy Lee's lyrical treatment will make them want to listen to it again. "The Earl" side is a righteous swinger with added possibilities for play at the race locations, where the title association to Earl Hines is obvious. Moreover, the label switch for Goodman makes the maestro in a price range right for the music machine operators.

GLENN MILLER (Bluebird 11365)

Ev'rything I Love—FT; VC. *Baby Mine*—FT; VC.

ONE from the show, Cole Porter's *Let's Face It*, and the other from the screen, Walt Disney's *Dumbo*, supplies the song material for this mating. However, it's the treatment rather than the tunes that arrest the interest here. Considering Miller's long, and deservedly so, association with the radio's cigarette sponsor, it was inevitable that the Fred Waring influence, also sponsored by the same smoke firm, should creep into the Miller make-up. And it has here. An objection often raised against some of the bigger recording names that the musicians are only used to accompany the singers is ruled out here. The Miller men lay down their horns almost entirely for each of the sides to hum along in choir fashion for the background. For the romantic *I Love* ballad, save for a brief musical interlude, Ray Eberle emotes for almost the entire winding, his voice ringing above the soft humming from the band choir. And for the *Baby Mine* cradle song, with the tempo picked up a bit, the boys hum along all the entire way for Eberle's lullabying. Nonetheless, while no fine musicianship can be identified with either side, each is commercially complete and Eberle makes the most of the song-selling per usual, with or without humming.

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

GUY LOMBARDO (Decca 4066)

Sailboat In the Sky—W; VC. *Easy Street*—FT; VC.

A HIGHLY melodic and rollicking waltzer, taken at a lively tempo, makes the *Sailboat* side needle smoothly all the way. It's a dancy waltz, with Steve Graham applying a Gay-Ninety touch to his tune. And Lombardo treats it just as lightly, calling upon Kenny Gardner and the Lombardo Trio to warble the catchy lyrics for the catchy melody. To emphasize the easy-to-catch character of the tune, he even has the band whistle a chorus. And it's just as easy to whistle. With so much ease established in the *Sailboat* side, the mated music is appropriately enough Alan Rankin Jones's *Easy Street*. It's a free-flowing rhythmic ditty most suitable to the Lombardo style with the Lombardo Trio extolling in song the virtues of living on *Easy Street*.

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

KAY KYSER (Columbia 36441)

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

KYSER takes two from his latest movie vehicle, *Playmates*, to make for the dandy doubling in this instance. Played with plenty of verve, and the singing of Harry Babbitt spirited with Dorothy, Trudy, Max and Jack on the assist, the *Lucky Stars and Stripes* side packs a patriotic punch. More moderated is the tune and tempo on the *Dream* side, with Ginny Simms on her own most of the way to make for the ear-caressing ballad dreaming.

Phono possibilities for this pair are many. Stemming from the score of Kyser's picture, the association is bound to make for added play. In addition, the label bears the stamp of a "Fitch Bandwagon Special" (November 30) which indicates a big send-off for the sides over the air networks. For immediate use, "How Long Did I Dream?" is the side unless it's a location where the patriotic platters can make the coins click.

TOMMY DORSEY (Victor 27701)

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

TSCHAIKOWSKY being drained almost dry by Tin Pan Alley, the brain-busters have now turned their attention to Sergei Rachmaninoff, who is very much alive and may resent it to make for a front-page controversy. In any event, Jack Elliot and Don Marcotte have adopted the theme melody of Sergie's *Piano Concerto No. 2 in C Minor* to come out as *I Think of You*. The transition is much greater than that accomplished with Peter Ilyitch's *Piano Concerto* but it adds nothing to the glory of Rachmaninoff, being just another song ballad lacking in the warmth and depth of many of its classical contemporaries. Tommy Dorsey gives it all that he has at his command, which means a little of his lush trombone sliding and much of Frank Sinatra's singing. More in the ballad range, and taken at a slower tempo that makes it more inviting for cheek-to-cheeking, is the Alex Wilder-Bill Engvick ballad beaut, *Who Can I Turn To?* The influence of maestro Claude Thornhill is strongly felt in the one-finger piano rambling for the opening chorus and Jo Stafford asks the musical question in most engaging fashion that's going to find many fans flocking around her vocal banner.

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

MILLS BROTHERS (Decca 4070)

The Bells of San Raquel—FT; V. *I Guess I'll Be On My Way*—FT; V.

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

tailored to their talents. Both ballads taken at a moderately slow tempo, with only the guitar strums to set off their voices, the familiar *San Raquel* beaut is taken at a fox-trot tempo, and the same sympathetic treatment is applied to the sentimental ballad beaut on the flipover.

For the Mills fans, this couplet leaves nothing to be desired. While the "San Raquel" side is the more familiar song, they attach plenty of sentimental singing to the "On My Way" ballad to sell it even stronger. (See ON THE RECORDS on page 59).

On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Comment is based upon the present or potential commercial value of the band, as well as its musical quality.

Jose Morand

(Reviewed at Hotel Netherland Plaza, Cincinnati)

DURING its four weeks here the Morand band doubled between the Restaurant Continentale for dinner and the Pavillon Caprice for the supper sessions. The combo, in the former chamber, showed up as a top-notch hotel room aggregation, but lost much of its effectiveness in the Pavillon, where the lads were forced to blast far beyond their normal power to fill the huge room.

While the Morand band carries a Latin tag and gives good rendition and rhythm to the Spanish melodies, it shuffles its offerings liberally, mixing the Viennese waltzes and the pops with the Latins to good effect. Employing four sax (doubling woodwinds), trumpet, accordion, piano, drums, bass, guitar, maracas and bongo, with Morand on fiddle, aggregation gets good tonal qualities, balance and precision. Arrangements, by Morand, are sound and commercial, and the outfit does nicely on the show music.

The piano work of the youngster, Dave Kelner, is a standout. He also shows well on the lull music, turning in some neat pianistics without resorting to acrobatics. Other good lull stuff is offered by Chico Aviles, who plays guitar and sings in sweet tenor. Hannibal Carrion and Antonio Arzayal play maracas and bongo, respectively, with the former also turning in a good job on the hotter Latin warblings. The band's new femme warbler, Adrienne Maxwell, is an asset. She has appearance and a good set of pipes and a knack for selling.

Boys sport fresh wardrobe and make a good appearance. Morand gives the combo good fronting, but at times belittles his personality with a look of despair. He should give 'em more of the teeth. *Sachs.*

Howard Becker

(Reviewed at Turnpike Casino, Lincoln, Neb.)

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

didn't have it. Preference seems to be to play the hotel-styled, softer, non-driving, reedy things, and they're pretty in a listener way. Dancing tends to bog down under such grooving, however, what with the average terp dodo having trouble finding the beat to step with.

Becker's arranging is done by Ivan Wabash, who favors the late Hal Kempisms. His penwork is of an all-around nature, but the maestro elected on his opening to lull rather than beat. Noting the type of requests and the dancer layouts, he changed for the remainder of the engagement and was going good enough at the finish to be held for the second week-end in a row.

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

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

Jack Kurtze

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

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

The trio makes as much out of their instruments as any of several such small music-making orgs playing in the Vieux Carre (old quarters) and hotel spots of the city. The first spell of the season brings in the migration every year.

Running a gamut from swing to a rousing Latin-flavored ballad, Kurtze has been drawing nice crowds for the past five weeks and will remain thru the Sugar Bowl events of Christmas week. Kurtze has a hard time trying to keep up with requests, but gains popularity here by fulfilling as many as humanly possible in a night. Singing style of trio is fair enough. Known as Three Rollickers, trio also includes Bob Kern, organ and arrangements, and Chuck Ewing, Solovox. *Muth.*

On the Air

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

By DICK CARTEP

Les Hite

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

THIS ork did some good commercial jumping during its 15 minutes and appeared to have plenty on the ball. Offered a standard, a novelty pop, a Basle bouncer and a ballad, which made for nice variety.

Hite did his own announcing and sounded like a real personality. He suffers, however, from what amounts almost to an occupational failing among leaders who announce their own remote programs—inability to pronounce clearly the names of the vocalists. Another weakness was the singing on the program. None of it was close to par, and it hurt the fine impression made by the musicians and arrangers.

This is the kind of band that can do all right for itself on the remotes. It should be especially successful with those who like solid swing but dislike being blown out of their chairs by it. When Hite gets himself a couple of vocalists and a competent staff announcer he'll be all set.

Bob Chester

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

OUTSIDE of the fact that they made too much noise in playing their frequent jump arrangements, the Chester crew impressed as a good radio band. Programing was interesting, songs were tastefully tailored to the Chester style, and vocalizing was fair enough. But when the boys began to blast, it was good-night and turn off that radio before those guys blow a few tubes.

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

Betty Bradley, Jerry Scott, Chester and the ensemble did some okay chirping, and the ballads and more subdued rhythm numbers were good to listen to.

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Out-of-Town Openings

"Jim Dandy"

(Lydia Mendelssohn Theater)
ANN ARBOR, MICH.

A play by William Saroyan. Directed by Valentine Windt. Scenery by Robert Mellencamp.

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

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

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

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

H. F. Reeves.

"Papa Is All"

(Nixon Theater)
PITTSBURGH

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

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

The Aukamps are a typical rustic Dutch brood, following folk traditions faithfully. Mama, daughter Emma and son Jake have brushed against modern (See *Out-of-Town Openings* on page 16)

New Plays on Broadway

Reviewed by Eugene Burr

MANSFIELD

Beginning Friday Evening, November 21, 1941

THE SEVENTH TRUMPET

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

Sam Brodribb A. C. Andrews
Percival Peter Cushing
Deborah Broome Leslie Bingham
Lady Madeleine Carmen Mathews
Father Bede Ian Maclaren
Brother Ambrose Thaddeus Suski
Bomber 666 Alan Handley
The Entire Action of the Play Takes Place on the Lawn of a Primitive Chapel of Saint Lazarus, Near Glastonbury, England.
Time: The Present.
ACT I—Afternoon. ACT II—Sundown.
ACT III—Evening.

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

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

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

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

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

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

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

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

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

GUILD

Beginning Wednesday Evening, Nov. 26, 1941

HOPE FOR A HARVEST

A comedy by Sophie Treadwell. Staged by Lester Vail. Settings designed by Watson Barratt, built by T. B. McDonald Construction Company, and painted by Triangle Studios. Company manager, Warren P. Munsell Jr. Press agent, Joseph Heidt. Stage manager, Maurice McRae. Assistant stage manager, Anna Minot. Presented by the Theater Guild, Inc.

Mrs. Matilda Martin Helen Carew
Antoinette Martin Judy Parrish
Elliott Martin Fredric March
Carlotta Thatcher Florence Eldridge
Nelson Powell John Morry
Victor De Lucchi Arthur Franz
Billy Barnes Shelley Hull
Bertha Barnes Edith King
Joe De Lucchi Alan Reed
A Woman Doro Merande

ACT I—The Kitchen of Mrs. Martin's House. A Sunday Morning. ACT II—The Living-Room of the Old Thatcher Ranch-House. Monday Morning, a Week Later. ACT III—The Same. Monday Morning, a Month Later.

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

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

FROM OUT FRONT

... Of Many Things

—BY EUGENE BURR—

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

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

(See *FROM OUT FRONT* on page 16)

BROADWAY RUNS			
Performances to Nov. 29 Inclusive.			
			Opened Perf.
Arsenic and Old Lace (Fulton)	Jan. 10	371	
Blithe Spirit (Morosco)	Nov. 5	30	
Candle in the Wind (Shubert)	Oct. 22	46	
Claudia (Booth)	Feb. 12	334	
Corn Is Green, The (National)	Nov. 26	423	
Cuckoo on the Hearth (Morosco)	Sept. 16	87	
Hope for a Harvest (Guild)	Nov. 26	6	
Junior, Miss (Lyceum)	Nov. 18	15	
Land Is Bright, The (Music Box)	Oct. 28	39	
Life With Father (Empire)	Nov. 8	39	862
Macbeth (National)	Nov. 11	23	
My Sister Eileen (Biltmore)	Dec. 26	386	
Seventh Trumpet, The (Mansfield)	Nov. 21	11	
Spring Again (Henry Miller's)	Nov. 10	21	
Theater (Hudson)	Nov. 12	22	
Walk Into My Parlor (Forsyth)	Nov. 19	14	
Watch on the Rhine (Beck) Apr.	1	279	
Wookey, The (Plymouth)	Sept. 10	94	
Musical Comedy			
Best Foot Forward (Barrymore)	Oct. 1	69	
High Kickers (Broadhurst)	Oct. 31	35	
Lady in the Dark (2nd engage.) (Alvin)	Sept. 2	103	
Let's Face It! (Imperial)	Oct. 20	38	
New Hellzapoppin (Majestic)	Dec. 11	824	
Pal Joey (2nd engage.) (St. James)	Sept. 1	104	
Panama Hattie (46th St.)	Oct. 30	464	

TRADE SERVICE FEATURE
Billboard
Review Percentages

(Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with nine "no opinion" votes 50 per cent rather than zero.

"The Seventh Trumpet"—11%

YES: None.
NO: Mantle (News), Brown World-Telegram), Anderson (Journal-American), Kronenberger (PM), Watts (Herald-Tribune), Waldorf (Post), Lockridge (Sun).
NO OPINION: Coleman (Mirror), Atkinson (Times).

"Hope for a Harvest"—22%

YES: Waldorf (Post), Mantle (News).
NO: Brown (World-Telegram), Lockridge (Sun), Anderson (Journal-American), Kronenberger (PM), Coleman (Mirror), Watts (Herald-Tribune), Atkinson (Times).
NO OPINION: Nona.

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

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

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

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

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

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

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

OUT-OF-TOWN OPENINGS

(Continued from page 15)

American and want more of it, but tyrannical papa says no. When Jake wants to study engineering, papa tears up his

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

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

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

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

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

Morton Frank.

"Me and Harry"

(New England Repertory Playhouse)

BOSTON

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

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

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

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

because of his inexperience.

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

The dialog is poor.

As for the acting, it is to be hoped that all the actors have regular daytime jobs.

Mike Kaplan.

"Golden Wings"

(The Playhouse)

WILMINGTON, DEL.

A play by William Jay and Guy Bolton, presented and staged by Robert Milton. Setting by Watson Barrett. Cast includes Margot Stevenson, Lowell Gilmore, Cathleen Cordell, Edmond Stevens, Hughie Green, Peter Boyne, William Rykey, Gerald Savory, Owen Lamont, Lloyd Gough, Signe Hasso, Fay Wray, Evan Thomas, William Packer, Valerie Cossart, J. W. Austin and Len Mence.

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

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

Emma R. Kelm, of *The Wilmington Sunday Star*, thought the play should "go down among the classics of this war."

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

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

Henry L. Sholly.

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★
MARY JANE YEO★

Featured Star in "IT HAPPENS ON ICE"
 Center Theater, Radio City, New York

Look what The Billboard says, "Possibilities" column:

Possibilities

For LEGIT MUSICAL

MARY JANE YEO—skater currently featured in "It Happens on Ice" at the Center Theater, New York. Legit musicals contemplating ice sequences (as several are at the moment) could use her to tremendous advantage. In addition to being a superlatively able skater, she's an extraordinarily pretty youngster with one of the most captivating personalities to come along in seasons. Should also screen well.

Acknowledged a real artist, exceptionally well versed in singing, tap dancing, and piano accordion—also in radio. Mary Jane Yeo is also well remembered for her outstanding work in **The St. Moritz Ice Show** Westwood, California, and at **COLLEGE INN** Chicago

FROM OUT FRONT

(Continued from page 15)

one else but cops and moviegoers were abroad. Occasionally such diligence is rewarded by the discovery of a splendid group like the now deceased Prevue Players or the very much alive Savoy Opera Guild. But more often you merely see a mess of youngsters who are either hopelessly incompetent or else not nearly ready to show. The latter case is the more unfortunate. Any number of kids with real promise have hurt their own chances by asking critics and agents to see them when they weren't prepared to be seen. . . . Speaking of critics, one of the more stupid of their cliches is to say that a play belongs in 1920 or 1910, in the thought that they're thus damning it. It's about as sensible to say with a sneer that *Hamlet* is strictly from 1601. You can damn a play by saying it's in a once-popular tradition that's now exploded, but not merely by calling it old-fashioned—which is often something of a compliment. A really good play in 1590 or 1840 or 1926 is a good play still; the good plays of today—if any—would have seemed good in 1920—and will seem so in 2041. No true art work has a life limited to its own era. . . . Still speaking of critics, why is it that they've built up a tradition concerning their inability to rest their posteriors comfortably in any but orchestra seats? The first few rows of the orchestra are all right, but further back you see the stage only between the touseled hair and craning necks of the couple in front of you—or else you get a crink in your own neck trying to look straight down the aisle. The best seats in any house are the aisle pews in the first row of the balcony. Or are reviewers so debilitated by bad plays that they can't even climb the balcony steps?

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

RIO CASINOS BIG SEASON

Union Wages Too High, Small Ohio Niteries Complain

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

Local Union No. 9, AGVA, announces the new price raises to be:

One night (local talent), \$7.50, less 10 per cent. One night (out of town), \$10, less 10 per cent. Emsees get \$1 extra. Transportation is added for out-of-town acts.

Musicians' scale was boosted for a three-hour dance job from \$4 to \$5. This is the highest local scale in 15 or 20 years, Harry Dunspaugh, president of the local, said.

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

COLUMBUS, O., Nov. 29.—A tentative agreement was reached Tuesday (25) by the American Guild of Variety Artists and the Ohio Night Club Operators' Association to provide for a uniform rate of pay in Ohio, and eliminate cancellation privileges and rate differentials. It was also agreed that a central production office be set up to handle bookings, agents, social security payments and unemployment compensation. Group will send their proposals to the national office of AGVA for suggestions and approval.

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

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

Talent Agencies

AL WILSON left New York for Florida Thursday (27) for the season. Harry Gans takes over his list for New York submission. . . . HARRY KILBY back from Florida to his General Amusement Corporation, New York, desk. . . . ARTHUR ARGYRIES, Rochester, setting talent for Powers Hotel there. . . . SENIA GAMSA, New York, now booking the 21 Club, Baltimore. New show there has Kolette and Dean, Alice Dawn, Joe Arena, Harry Stevens and Mildred Ray Girls. . . . PETER STEELE, Montreal, has set Vince Blue Mondri at the Palais Montcalm, Montreal. . . . HARRY DELL, New York, recovering from an attack of arthritis.

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

ABAG ENTERTAINMENT BUREAU, New York, has just added two new accounts to its books, the Club Riviera, Columbus, O., and Zeller's Steak House, Wheeling, W. Va., giving the office 16 weeks for acts.

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

Adding Class

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

Buffalo Bookers Finally Form Ass'n

BUFFALO, Nov. 29.—Local bookers have finally taken steps to band together. At a meeting at the Ford Hotel November 23, the Buffalo Entertainment Managers' Association was launched. The association is more or less the brain child of Ray S. Kneeland, and its first members were Billie Baker and Lee Suttelle. First meeting brought fair attendance, but about 15 bookers remained on the fence.

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

Ottawa Club Folds Due to Liquor Law

OTTAWA, Nov. 29.—Gatineau Golf and Country Club, night spot which has operated continuously for 10 years, closed Saturday (22). Ben Rochefort, manager, said the club would reopen in the spring.

Closing was due to passage of amendments to the Quebec liquor laws, which went into effect early in the summer and which permitted beer and wine sale only.

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

Ivan Fehnova To Produce in SF Club

SAN FRANCISCO, Nov. 29.—Ivan Fehnova, New York and Chicago musical producer, has been set into the Music Box to produce new girl line routine for the Duncan Sisters' next revue, which opens December 8.

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

Tony Martin Really Stopped This Show

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

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

New Hollywood Club Opens With Manone

HOLLYWOOD, Nov. 29.—Streets of Paris opened Wednesday (19) in the basement of the Christie Hotel here. Over \$50,000 was spent to redecorate the spot. Wingy Manone's band is featured.

Operators are David Burnstone, former national bridge champion, and Mervyn Rosenthal, local business man. Naomi Shaw and Harvey Seymour handling publicity.

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

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

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

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

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

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

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

Jose Mojica, Del Rios, Connie Loyce Gentry; Deval, Merle and Lee; Kenneth and Norris, four Jansleys and three Martells and Mignon.

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

The Atlantico has also been a consistent user of U. S. talent. The Glamour Girls (12), U. S. girl line, opened early in the season, playing six months, moving into the Grand Hotel Casino Guarujá at Santos, and currently back at the Atlantico. A. Robins, Eunice Healey, Loper and Barrett, Bob Dupont, Carole and Sherod, Lane Brothers, Bertay Sisters, Johnnie Barnes, Nina Korda, Val Voltane and Carr Brothers were other U. S. acts who appeared during the season.

Lee Brodye, U. S. organist, was at the Hammond organ in the Atlantico over 18 months. She returns to the Urca late in November.

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

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

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

Joe E. Lewis Nominated in Chi

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

Nominated for board of directors were Dick Ware, Violet Strands, Mollie Manor, Joe Wallace, Bill Baird, Karen Stephani, Guy Cherney, Bruce Jordan, Jimmie Harvey, Florine Manners, Karanova, Boots Brae, Flo Whitman, Dick Winkler, Norman Taytum, Sid Schapps and Winnie Hoveler. Thirteen directors are to be elected. Of those nominated, Flo Whitman and Winnie Hoveler will decline because they are owners of acts as well as performers.

Top Salary Due To Music Machines

CHICAGO, Nov. 29.—Warnie Jones, booker for the Great States Theaters in Illinois, set the Ink Spots week of February 6 at \$500 per day. This is the highest figure paid an act for these one and two-day dates.

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

Pierre Hotel, Cotillion Room, New York

Talent policy: show and dance band; alternate dance band; floor divertissement at 9:45 and 12:45; table magician. Management: Gustave Von Lowenfeld, managing director; W. Ware Lynch, hotel publicity. Prices: \$2.50 minimum, but \$3.50 Saturdays after 10 p.m.

Patterned after the Pump Room of the Ambassador, Chicago, this beautiful, elegant dining room is worth the visit, if only just to sit and look. The royal blue, red and cream decor, with white leather banquettes and high ceiling and terraced effects, combine to make this former Corinthian room one of the most attractive in any luxury hotel.

Luxurious surroundings, fine food and liquors and precise service are added to pleasing, tho not extraordinary, entertainment. Two bands provide continuous music. William Scotty has the main band, tooting a sax and being backed by two reeds, two fiddles and four rhythm. It is right in the society style groove. Nick Raymond's Latin outfit alternates, with Raymond fiddling sweetly and being backed by four rhythm, accordion and violin doubling on sax. They provide lively rumbas and Viennese waltzes most of the time.

Only floor divertissement is Peggy Fears, who does a short song turn twice a night. She is handsome and has improved in singing style, but is still not a particularly effective performer. She

Night Club Reviews

did only two numbers at the first show: a song-talk and parade special lyric based on *The Nearness of You* and a ballad, *Isn't It Just Like Love?* Has a small voice good for intimate rooms; but this is not an intimate room.

Bert Allerton, magician working the tables and making his local debut here, is an excellent entertainer. Turned pro only a couple of years ago, he has already played some fine dates and his work here indicates why. He is an engrossing entertainer, holding close attention with his card fanning, rope cutting, coin and bills, rubber sponges and other close-up sleight-of-hands, interspersed with humorous observations. His tricks have new twists and are positively baffling.

Chandra-Kaly Dancers joined the floorshow Thanksgiving Eve. Adelaide Moffett succeeds Miss Pears December 4. Pilner and Earle, piano team; Ariel Perry and Monica Moore entertain in the adjoining cocktail lounge.

Paul Denis.

Park Plaza Hotel, Crystal Terrace, St. Louis

Talent policy: Show and dance band; floorshows at 8:30 and 11:30. Management: King Kosure, manager. Prices: Dinners, \$2 to \$2.50; drinks from 50 cents.

The Crystal Terrace, small enough to create that intimate atmosphere, continues to be the choice night spot for the local elite.

Eddie Varzos and orchestra opened here Tuesday (25) and from his reception it is a sure bet he will be a prime favorite. His music is just what patrons here relish. While Varzos's combination is primarily an American dance band, he also features concert music and rumba and gypsy arrangements. Varzos himself is a masterful violinist. He is also a pleasing personality, mixing with patrons during intermissions. Lucille Matthews, band vocalist and her sweet style and voice, hit home. Bobby Diaz, a young Mexican, sings rumbas and plays guitars and sings during intermissions. Danny Varzos, pianist, helps in the arrangements.

Eddie Varzos emceeds the floorshow, which opened with Lucille Matthews singing several pop songs. Fred Roner, a suave and smooth-working magician, does a different sleight-of-hand routine, calling on two patrons to assist him and picking their pockets unknown to them. Garnered many laughs.

Betty and Freddie Roberts are just about as charming and graceful dancers as have been seen in these parts in years. Their whirlwind and acrobatic ballroom dancing was splendidly received and they were compelled to give three encores.

Eddie Varzos, next, displayed some marvelous violin playing. Altho only a seven-piece combo, the band has the fullness of a much larger orchestra. Band and Varzos held the auditors spellbound with their *Second Hungarian Rhapsody*, Brahms' *Lullaby* and *Dark Eyes*.

Frank B. Joerling.

Beachcomber, New York

Talent policy: Production floorshows at 10, 12 and 2; Latin show and dance band; dance ork. Management: Joe Moss, director; Freddy Chaventone, host; Ricci, headwaiter; Harry Davies and Mike Cramoy, publicity; Benny Davis, producer; Al White Jr., staging. Prices: \$2.50 minimum opening night; no cover or minimum thereafter.

Benny Davis produced this show, which should draw a healthy portion of the Main Stem spending money. Staging is topnotch. It's a full-bodied show; in fact, too full. Elimination of several acts would help, altho all acts went over well.

Davis, in conjunction with Sammy Stept, has written three tunes, *Rio Rhythm*, *When* and *A Gaucho With a Black Mustachio*. All are listenable, with the ballad, *When*, impressing as the most likely candidate for the Hit Parade.

Opener is Bee Kalmus, songstress, long a fixture on 52d Street. Miss Kalmus does her usually good job with three numbers, and bowed off to a solid mitt. Toy and Wing, excellently spotted, display sock ballroomology. These celestials have novel routines, starting with a clever arrangement of *Beguine*, followed by two j-bug numbers. Took several bows.

Sonny Tufts, handsome and well-built tenor, in his emceeing keeps the show up to snuff, giving the acts nice intros.

Voice is good and delivery okay. Ran into a couple of clinkers, but made nice recoveries. Went over well.

Walter Long, seen in various routines with the line, also does two solo taps which show imagination. His taps are well conceived and punctuated by some fast spins. Earned and got a big response.

The Shadrach Boys, two sepiia lads, one at a mini piano, are clever showmen. Singer's material, however, was not up to snuff. The lad has voice and delivery, but needs better lyrics.

Working separately and in conjunction with the line, Pupy, Michael and Batiste, with an equal number of femmes, indulge in fast Latin terping, with Pupy doing a specialty. Dames are sexy looking and their work is applause-getting. Line's stepping, designed by Al White Jr., is excellently routined. This sextet of femmes goes thru clever formations and intricate steps. Line is much above average for a night club in both looks and ability.

Machito's Rumba Band and Lee Kuhn take care of the music in fine form.

Not an empty table in the house when caught.

Joe Cohen.

Copacabana, Golden Room, Rio de Janeiro

Talent policy: Show and dance band; floorshow at 12:30 (Sundays 11:30). Management: Duarte Atalaya, managing director; Gilberto Pereira da Silva, publicity; M. E. Stukart, artistic director; Bardi, headwaiter. Prices: Dinners, 30 mil-reis; minimums, weekdays, 30 mil-reis; Saturdays, Sundays and holidays, 40 mil-reis; drinks from 10 mil-reis.

With its regular season in the final weeks, Copa has made a strong bid for the late seasonal biz, which should be upped with the booking of Paul Haakon and Patricia Bowman, who opened here November 7.

Current show is good entertainment. Copa Girls, U. S. girl line, originally six, now down to four, open with a musical comedy routine. Frakson, magician, follows with a change from previous routine, using manipulation of lighted cigarettes, newspaper tearing, manipulation of playing cards, disappearing radio, wine cooler and coin tricks that sent him off to good hand. Works fast and smoothly, keeping up a line of chatter continually.

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

The Haakon-Bowman combination takes over this spot. Miss Bowman offers a jazz number on toes which clicked solidly. Haakon on for Russian dance and they join for a classical Viennese waltz, utilizing stage and dance floor for routine, a very effective number.

Basil Fomeen's band renders *Guarany*, a composition by Carlos Gomez. Fomeen done a neat job on special arrangement and baton waving, getting a good round of applause at finish.

Haakon and Miss Bowman return for polka, which sent them off to plenty of applause. Team is tops in dancing, and solo work is outstanding. An excellent attraction for the smart Copa.

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

Fomeen's and Simon Bountman's bands each share a portion of the show music, a new venture along this line, both doing fine jobs, also alternating for the dance sessions. Ethel Smith, U. S. organist, continues at the Novacord in Bountman's band.

Food, drinks and service excellent.

James C. MacLean.

21 Club, Baltimore

Talent policy: Show and dance band; floorshows at 11 and 1, weekdays; 9, 11 and 1 Saturdays and Sundays. Management: Lew Cohen, manager; Peacock Corporation, owners; Jack Mandel and Senta Gamsa, bookers. Prices: Dinner from \$1.25, drinks from 50 cents; minimum, \$1.50 weekdays, \$2 Fridays and Sundays, \$2.50 Saturdays.

Located downtown this new nitery is making fair bid for business. Spot has beautiful front and nice appointments, but suffers from four columns down the middle, splitting the room in half. It's effect is noticeable both on performers and customers. Club is spacious, having seating capacity of about 300, but dance floor is small.

Current offering is something new in

floorshows for this vicinity. It's a Charlie Yates' unit titled *Fun for Your Money*. Show runs 50 minutes and is packed with fun and laughter. Featuring comedian Bobby Pincus, capably assisted by comedians Mack Pearson, Sid Gould, Ray Janis and Leslie Ditson, unit has more than enough background for the humor dispensed. Company includes Lew Nelson, Ruth Foster, Ginger Dulow, Phylliss Merrill and Lillyan Marsh, all of whom also assist on comedy.

There are numerous scenes and black-outs, with all characters coming and going with such rapidity it's amazing that they make changes in time. Pincus clicked big with his *Digit Song* as well as for his renditions of *I'm Going to Slug You With a Drama* and *Crooner in Love*. Pincus was also greeted with hearty laughs for his snake dance and the "dance that kept him out of pictures."

Also coming in for laughs were Gould and Ditson. Gould swings a wicked tongue and succeeds nicely as a sissy character. Second sissy honors were taken by Ditson, who also handled the intros and scored with his rendition of *I'm Married to a Strip-Tease Dancer*. Perfect foil for all this nonsensical business was Pearson, who took a terrific beating without a whimper or change of his dead pan expression. He also did nobly with a barefoot-hotfoot dance.

Funniest bit was the movie scene, with Pincus as the hero, Ditson the director and Pearson as the stand-in.

For brief interludes between skits, performances were given by Ruth Foster, Ginger Dulow, Nelson and Marsh, and Phylliss Merrill. Miss Foster, shapely blond looker, stacks up nicely for a short tap. Miss Dulow displays powerful singing voice. She sells well and got a nice hand for an imitation of Martha Raye. Lew Nelson and Lillyan Marsh clicked as a tap team in several fast routines.

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while Miss Merrill was well received for her whirlwind acro presentation.

Show, produced by Bob Gordon, moves fast and needs only a chorus line for a perfect score. Dance and show music furnished by Larry London and his orchestra, with Ken Kneely vocalizing at the organ during intermissions.

Phil Lehman.

Kitty Davis Airliner, Miami Beach, Fla.

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

Inaugurating the pre-seasonal period, a fast revue, the brain child of Manager Charlie Hoover, is split into two sections, the first running 50 minutes, the second at midnight running over an hour.

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

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

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

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

Harry B. Kind.

New Wilshire Bowl, Los Angeles

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

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

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

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

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

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

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

Rita and Reubens, dance team, are in the fitting finale in a slave dance. Team is good looking and smooth working.

Show moves too slowly in spots. Sam Abbott.

Glenn Rendezvous, Newport, Ky.

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

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

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

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

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

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

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

Chris Christensen's ork, here since the opening 16 weeks ago, are working out their final two weeks and will be replaced by the Billy Snyder combo, another local crew. Tony Salamack's Trio have taken up the stroll duties in the main room and adjoining bar.

Bill Sachs.

Kaufman's, Buffalo

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

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

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

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

Kay McKay, emcee and featured singer, is a tall statuesque brunette. Her ballads went over well, including *You Came to Me From Out of Nowhere*, and *If I Could Be With You One Hour Tonight*. She does old-time stuff interspersed with a few pop ballads.

Deszo brings down the house with his standard "The Man Who Wrestles With Himself" bit. It is extremely funny. Artie Brooks and His Cotton Club

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Prosperity Note: Big Dough for Club Dates

DETROIT, Nov. 29.—Two private party bookings totaling \$5,000 for talent were set this week by the Betty Bryden Office. Both are for Saginaw, one for Morley Brothers, hardware company, and the other for a local bank, December 10 and 15 respectively.

AGVA Tie With Trenton

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

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

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

Abbott, Merriell, Dancers (Folies Bergere) Mexico City, Mex., t.

Baker, Bonnie (Shubert) Cincinnati, t. Baker, Jerry (Cinderella) NYC, nc.

Baker, Jerry (Cinderella) NYC, nc. Baldwin & Bristol (Cowshed) Cleveland, nc.

Baldwin & Bristol (Cowshed) Cleveland, nc. Ballard & Raye (Patio) Cincinnati, nc.

Banks, Sadie (Old Roumanian) NYC, re. Bara, Cappa, Boys (Blackhawk) Chi, nc.

Barbery Coast Boys (Roger's Corner) NYC, nc. Barcelo, Victoria (El Chico) NYC, nc.

Barrett, Sheila (Beverly Hills) Newport, Ky., cc. Barrys, The (Versailles) NYC, nc.

(For Orchestra Routes, Turn to Music Department) Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; s—showboat; t—theater.

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

Galante & Leonarda (Biltmore) NYC, h. Galvan (Rumba Casino) Chi, nc.

Gardner, Helene & Co. (Earle) Washington, t. Gary, Margaret (Moulin Rouge) NYC, nc.

Habb & Denton (Cox's) Royal Oak, Mich., c. Hadley Dancers (Bismarck) Chi, h.

Advance Bookings

HUDSON WONDERS: Latin Quarter, Miami, Dec. 24-25. JACKIE GREEN AND RUTH PETTY: Harry's New Yorker, Chicago, Dec. 17.

Lee, Peggy (New Yorker) NYC, h. Lemmo, Jerry (Arcadia Grill) Canton, O., nc.

McDonald, Bettie (606) Chi 25-Dec. 7, nc. MacFarland, Frank (Barney Gallant's) NYC, nc.

Mack & Fay (Orpheum) Los Angeles, t. Madera, Nedra (Club Gaucho) NYC, nc.

Manning, Len & Mitzl (Leon & Eddie's) NYC, nc.

Marcus, A. B., Revue (Oriental) Chi, t. Marlow, Great (McLean's Log Cabin) Pennsauken, N. J., nc.

Miles, Jackie (Walton) Phila, h. Miller, Marion (606) Chi, nc.

ICE SHOWS ON TOUR

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Night Club Follow-Up Reviews

PENNSYLVANIA HOTEL, CAFE ROUGE, NEW YORK.—Glenn Miller and band is still doing solid business here and will close in January to go out to Hollywood to make a follow-up film to *Sun Valley Serenade* for 20th Century-Fox. New film will be *Iceland*, and shooting begins February 1.

Miller's trombone is still an especial pleasure and his 14 men produce colorful, catchy arrangements that keep the youngsters hopping and that also please those who just sit and listen, or who stand and gape by the bandstand. Marian Hutton, Ray Eberly and the Four Modernaires are still vocalizing nicely, and Bobby Hackett has abandoned the guitar to resume trumpet, with Bill Conway (one of the Modernaires) doubling now on guitar. Band is still airing for Chesterfield three times a week, also the NBC remotes, as well as the Saturday afternoon one-hour WJZ broadcast for the USO.

Twice nightly floorshows feature the DiGitanos, handsome ballroom team, whose several routines hold close interest all the time. The girl is a blond beauty and her partner gives her the spotlight. Smooth stuff. They open at La Martinique December 3. Denis.

CLUB GAUCHO, NEW YORK.—The best floorshow this intimate spot has ever had is on view now. It has Jose and Lolita Vega, new Latin mixed team, doing lively, colorful, nicely costumed flamenco and peasant Spanish dances. They have a lot of possibilities. Nedra Madera, here for a long time, bounces thru a rumba and an Oriental veil-flut-

tering affair to *Mistrlou*. She's on the sexy side. Anita Rosal is a charming little brunette with arresting, coquettish eyes and a fair enough voice for such tunes as *Quatro Vida, Americonga, Para Vigo* and *Bi Bam Boom*.

Lupita Orla, tall brunette, has improved considerably and her Mexican ditties went over nicely. Her *Chapaniecas* particularly was okay. Don Carlos and Rancheros provided the lively, authentic Latin rhythms, with guitarists Jose and Franco strolling between floorshows. Miss Orla also vocalizes with the band.

Pedro Valli is the genial front man, doubling as emcee, maracas shaker, host. Denis.

DIAMOND HORSESHOE, NEW YORK.—Billy Rose's pattern of the Gay '90s is still bringing in the very real good of today with the John Murray Anderson legs revue. Show is in its ninth month and doesn't show signs of any change for many more months to come. Only recent cast change has been the substitution of Betty Compson, silent film name, for Mae Murray.

Drawing power of the Rose name and the Diamond Horseshoe proper has geared grosses to approximately \$20,000 a week, a healthy portion of that coming from banquet trade. Continuing to appear portraying themselves in yesteryear's show business picture are Joe E. Howard, Gilda Gray, Carlyle Blackwell, Nita Naldi, Della Lind, Charles King, Clyde Hager, Ross Wyse Jr. and June Mann, Four Mangan Sisters and the bands of Noble Sissle and Sid Prussin. Zatt.

ROUTES

(Continued from opposite page)

Nicholas Bros. (Chicago) Chi, t.
Niesen, Gertrude (Copacabana) NYC, nc.
Nils & Nadyne (Rice) Houston, Tex., h.
Novelle, Ron (Park Rest) Newark, N. J., nc.

Orla, Lupita (Club Gauchó) NYC, nc.
Ortega, Belen (Havana-Madrid) NYC, nc.
Osta, Teresita (El Chico) NYC, nc.
Owens & Parker (Riviera) Fort Lee, N. J., nc.

Padilla Sisters (El Chico) NYC, nc.
Page, Ruth (Rainbow Room) NYC, nc.
Page & Nona (Tivoli) Sydney, N. S. W., Australia, Dec. 3-Feb. 1, t.
Paulson, Lehua (Lexington) NYC, h.
Payne, Frank (Club Trocadero) Evansville, Ind., nc.
Paysee, Howard, Dancers (Tepee) Miami, Fla., nc.
Peaches Sky Revue (Henry Grady) Atlanta, Ga., 3-17, h.
Perrin, Mack (Cafe Sutton) NYC, nc.
Phillips, Steven (Leon & Eddie's) NYC, nc.
Pickens, Jane (Versailles) NYC, nc.
Pickert, Rollo & Verna (RKO-Keith) Boston, t.
Pickert & Ross (Biltmore) NYC, h.
Poliakova, Nastia (Russian Kretchma) NYC, nc.
Pope, Glenn (Adolphus) Dallas, h.
Price, Georgie (La Conga) NYC, nc.
Price, Sammy (Cafe Society Downtown) NYC, nc.
Princess & Wille Hawaiians (Ray Ott Club) Niagara Falls, N. Y., nc.

Rardin, Joey (Paramount) Toledo, O., t.
Ray & Trent (Paramount) NYC, t.
Raye, Martha, & Co. (RKO-Keith) Boston, t.
Reade, Sue, & Manhattan Knights (Capitol) Washington, t.
Reyes, Billy (Shubert) Cincinnati, t.
Reynold Sisters, Three (Mainstreet) Kansas City, Mo., t.
Rhythm Rockets (Capitol) Washington, t.
Richards, Julio (Havana-Madrid) NYC, nc.
Richards, Lynne (Lincoln) NYC, t.
Richardson's, Bert, Revelers (Night Club) Roanoke, Va.

Richey, Jean (Jefferson) St. Louis, l.
Ridge, Walter (Colosimo's) Chi, nc.
Ringo & Harris (Cora & Irene's) NYC, nc.
Rios, Rosita (Biltmore) NYC, h.
Robbins Bros. & Margie (Palace) Columbus, O., t.
Roberts, Cecil (Rainbow Inn) NYC, nc.
Roberts, Judy (Moulin Rouge) NYC, nc.
Roberto & Sarita (885) Chi, nc.
Robins (Bal Tabarin) San Francisco, nc.
Robinson, Gil (Beacon) Vancouver, B. C., Can., 5-11, t.

Rodney, Cyril (Embassy) Phila, nc.
Rodrigues, Aida (Havana-Madrid) NYC, nc.
Rogers, Billie (Strand) NYC, t.
Rogers & Revell (Capitol) Palacios, Tex., t.
Rolle & Dorothea (Mainstreet) Kansas City, Mo., t.
Rollickers, The (Flynn's Cocktail Room) New Orleans.
Rollini, Adrian, Trio (Dempsey's) NYC, nc.
Rolls, Rolly (Beverly Hills) Newport, Ky., cc.
Romaje, Gypsy (Chateau Moderne) NYC, nc.
Rosal, Anita (Club Gauchó) NYC, nc.
Rose Marie (Roosevelt) Jacksonville, Fla., 23-Dec. 6, h.

Ross, Dorothy (Cue Club) NYC, nc.
Roxettes (Earle) Washington, t.
Rozini, Carl (Park Central) NYC, h.
Rushing, Jimmy (Cafe Society Uptown) NYC, nc.
Russell, Bill (Park Central) NYC, h.

Salazar, Hilda (La Martinique) NYC, nc.
Sandler, Harold (Casino Russe) NYC, nc.
Saunders, Gertrude (Congo) Detroit, nc.
Sawyer, Sally (Jack & Bob's) Trenton, N. J., nc.
Scott, Hazel (Cafe Society Uptown) NYC, nc.
Sebastian, John (Palmer House) Chi, h.
Selandia, Prince & Princess (Casanova) Detroit, nc.

Sellers, The (Orpheum) Minneapolis, t.
Sexton, Al (Sawdust Trail) NYC, nc.
Shadrach Boys (Beachcomber) NYC, nc.
Shannon, Mein (Flamingo) Orlando, Fla., 1-13, nc.
Sharon, Nita (Gig-Galleaux) Peoria, Ill., nc.
Shaub, George (Jimmy Kelly's) NYC, nc.
Shaw, Naleo (Lexington) NYC, h.
Shepard, Norma (Hickory House) NYC, nc.
Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc.
Shutta, Ethel (Chez Paree) Chi, nc.
Silvertones (Terrace) Tampa, Fla., h.
Sinclair & Leroy (Congo) Detroit, nc.
Sky Liners (Rogers Corner) NYC, nc.
Spiller's Seals (Fernandez Shows) Honolulu, T. H.

Sporn & Dukoff (Savannah) Savannah, Ga., h.
Stanley, Irene (Le Poissonier) NYC, nc.
Stapletons, The (Strand) NYC, t.
Stone, Bentley (Rainbow Room) NYC, nc.
Stooges, Three (Palace) Columbus, O., t.
Stovanovsky, Arcadi (Russian Kretchma) NYC, nc.

Stuart & Lea (Carman) Phila 5-11, t.
Sullivan, Mickey (Lido) Worcester, Mass., c.
Sumner, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.
Suzanne & Christine (Biltmore) Providence, R. I., h.
Swan, Lyda (Russian Kretchma) NYC, nc.
Swann, Russell (Rainbow Room) NYC, nc.
Sweater Girl Revue (State) NYC, t.

Talley, Mary (La Conga) NYC, nc.
Tanner Sisters (Folies Bergere) Mexico City, Mex., t.
Taubman, Paul (Penthouse Club) NYC, nc.
Taylor, Leola (Casanova) Detroit, nc.
Thomas, Danny (5100 Club) Chi, nc.
Thomas, Shirl (Armando's) NYC, nc.
Tio, John (885) Chi, nc.
Tomack, Sid (Tic Toc) Milwaukee, nc.
Torrens, Fay (Havana-Madrid) NYC, nc.
Torres, Alberto (Havana-Madrid) NYC, nc.
(See ROUTES on page 34)

Hear 1st AGVA-ARA Management Pact Dispute To Reach Arb Board

NEW YORK, Nov. 29.—Decision was made Thursday night at an arbitration hearing under auspices of American Arbitration Association of a dispute between Chris Cross, ventriloquist, and Nick Agneta and Charles Allen, agents. The findings will be announced Tuesday morning, altho it is understood that Cross is figured to win.

This was the first case between the American Guild of Variety Artists and the Artists Representatives Association to reach the Arbitration Association. Cross appealed a previous decision by a joint panel of AGVA and ARA, which ruled that he was signed to Nick Agneta, who was then with the Charles Allen office.

The arbitrators were Lillian Possas, of the Social Security Board, nominated by AGVA; Dan Simmons, of the old Keith-Albee booking office, named by Allen, and I. Reginald Cloake, of the accounting firm of Webster, Horne and Blanchard, named as impartial arbitrator. Jonas Silverstone, AGVA attorney, argued for Cross, and I. Robert Broder, ARA attorney, for Allen.

Cross in April, 1939, signed a 60-day authorization with Agneta providing that, if Agneta obtained any work for Cross, Cross would then be obliged to sign a one-year contract with an option for another five. Two dates were obtained during that period, but Cross worked little during the next year, and Cross assumed that the pact with the office was up. Shortly after that, Sammy Kaye auditioned him and set him, thru Johnny Dugan, of Music Corporation of America, for a 14-week tour. After the tour was set, Allen and Agneta notified Cross they were picking up his five-year option. Cross notified them via registered mail that he would continue to book thru MCA.

In his appeal before AGVA-ARA panel, Cross could not reproduce the registered mail receipt, and Allen denied getting

the letter. The receipt was produced at the AAA hearing. The joint AGVA-ARA panel awarded Cross to Allen for three years, as longer contracts had been outlawed.

One of Cross's most powerful arguments at the AAA arbitration was the fact that Joe Feinberg had offered Cross a booking at Fay's, Providence, before Agneta signed him. Thus, all Agneta had to do was okay Feinberg's offer and thereby tie Cross up for six years. Cross at that time had been in show business only two months.

MCA will continue to book Cross.

Shreveport Club Opens

SHREVEPORT, La., Nov. 29. — Club Coronado, formerly the Old Cricket Club on the Minden Road and Barksdale Boulevard, reopened Tuesday (25) with Jan Garber and ork. Club is operated by Dave Schuster and has seating capacity of 800, dance floor covering 30 by 120 feet. Club will open only week-ends.

SUGAR'S DOMINO

(Continued from page 4)

started numerous bands off on stellar careers. The band policy has made it possible not only to give many acts plenty of work in supplementary capacities, but there are quite a few of today's headliner personalities who made their jump to the moon from the catapult put into place by the combination of Managing Director Weitman and Booker Kalcheim.

Booking men and theater operators all over the country have been influenced by the success of the Paramount policy. We can attribute to lack of courage generally as well as inability to negotiate successfully with unions the failure of the Paramount trend to embrace large-capacity houses in their entirety from Coast to Coast. Many are the chances that Weitman and Kalcheim have taken on new and virtually untried bands and acts. They have not always clicked but their percentage is high enough to stamp them as phenomenal successes. Especially when it is considered that since 1936 the average gross on the first week has been from \$48,000 to \$52,000 and on the second week from \$40,000 to \$44,000—these grosses with stageshow budgets that have never exceeded \$14,000. And we should mention that Tommy Dorsey hit the top gross of \$79,000—in a theater that was yclept a mausoleum by the man who was running it for receivers back in 1935.

We would like to say that the records and music machines are responsible for the success of band shows at the Paramount. They really aren't so far as beginnings are concerned. But both Weitman and Kalcheim acknowledge voluntarily that the vigorous life shown by the policy during the last two years is directly traceable not only to the rebirth of the record industry but to the music machine network as well. Kalcheim told us sometime ago (this having been revealed in this pillar at the time) that he rarely, if ever, pays serious attention to the sales talk of a band agent or manager unless the band being touted has proven its worth in retail record counter sales as well as frequency of plays in the music boxes. Weitman now subscribes to this pattern of judgment. Kalcheim's latest dictum on the subject is that the recording status of a band is becoming more and more important as a barometer of box-office value. On this score he has never guessed wrong, thanks to his wisdom in using a reliable barometer.

What has been accomplished at the Paramount can be duplicated in any large-capacity house in the country. The material in the band and act market is available. All that is needed is a brand of showmanship that is not copyrighted and can be copied from the Weitman-Kalcheim book, a certain talent in horse-trading with the theatrical crafts unions and an operator who has enough confidence in flesh to back his hunch with a reasonable investment. The many thousands who have benefited in many ways from the Paramount operation should rejoice over last week's anniversary celebration. They owe a real debt to Weitman, who made possible the latter-day success of the theater and Kalcheim, who has come honestly by the distinction of being one of the shrewdest buyers of talent in the country today.

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81 East 125th Street, New York

Vaudeville Reviews

Roxy, New York

(Reviewed Friday, November 28)

Roxy has a well-balanced flesh layout, emceed by Archie Robbins and including Buck and Bubbles, Equillo Brothers, Richard Lane, Trixie and the Gae Foster Line. Pic, not too strong, is *You Belong To Me*, with Henry Fonda and Barbara Stanwyck.

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

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

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

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

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

Foster girls' best number a jitterbug routine, very jivey and in the groove.

House business just fair when caught.

Paul Ackerman.

Earle, Philadelphia

(Reviewed Friday Evening, November 29)

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

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

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

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

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

Screen support above par in *New York Town*.

M. H. Orodener.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, Nov. 26)

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

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

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

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

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

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

Edward Murphy.

RKO-Boston, Boston

(Reviewed Friday Evening, November 28)

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

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

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

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

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

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

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

Pic is *Week-End for Three*, not so hot.

Mike Kaplan.

Review of Units

"Sweater Girl Revue"

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

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

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

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

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

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

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

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

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

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

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

Pic here, *Appointment for Love*. Swell house when caught.

Joe Cohen.

A. B. Marcus Girl Revue

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

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

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

low, dancer, and the finale, a Spanish number, were exceptionally colorful. Leon Miller has done an excellent production job. He also contributes several solo dances that are entertaining.

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

All told, this Marcus show stacks up as satisfying entertainment.

Nat Green.

"Continental Hit Parade"

(Reviewed at the Columbia Theater, Alliance, O., Tuesday Evening, Nov. 25)

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

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

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

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

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

House full when caught.

On the screen, *We Go Fast* (20th-Fox), better than the average.

Rex McConnell.

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Chicago Club Owners, AGVA, EMA Air Differences at Joint Meeting

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

Auditions Discussed

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

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

Scale

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

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

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

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

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

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

Chi Congress Casino Re-Opening Jan. 15

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

Adjoining Peacock Room is being doubled in size.

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

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

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

Mayris Chaney In Defense Dance Post

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

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

Detroit New Year's Eve Prices Going Up

DETROIT, Nov. 29.—Bookings for New Year's Eve are well under way here, most booking offices reporting all better-class acts about booked up. Reports of plans to double on briefer shows are fairly common.

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

Laurel-Hardy Unit

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




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WILLIAM HAWKINS — World Telegram
Billy de Wolfe returns to cinch for himself the position of reigning comedian of the clubs. No other young funster approaches him . . . De Wolfe is an unerring stimulus to hilarity.

DOROTHY KILGALLEN — Journal American
I hope some slick producer will try Billy de Wolfe, the Rainbow Room entertainer, in a show this winter.

ROBERT DANA — Herald Tribune
Billy de Wolfe came back to the Rainbow Room this week as a star. He is a sensational comedian, the most versatile of the new crop.

GENE KNIGHT — Journal American
De Wolfe is definitely the finest night club comic to come along since Danny Kaye and a Broadway or Hollywood "shot" appears inevitable.

NICK KENNY — N. Y. Mirror
Billy de Wolfe the most promising comedian in years!

MALCOLM JOHNSON — N. Y. Sun
He once more demonstrates his versatile talents as a one-man theatre.

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Swell Weather, Shopping Crowds Boost Chi Grosses

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

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

Chicago (4,000 seats, \$32,000 house average) got off to a good start Friday on the second week of bill that did an estimated \$46,000 for the week ended November 27. With the potent *A Yank in the R. A. F.* on screen and a fine talent layout, including Nicholas Brothers, Gil Lamb and the Hollywood Blondes, house should do \$39,000 this week.

Local Unit Hits High Denver Biz

DENVER.—*Stardust Follies*, a locally assembled unit of four acts and a line, hit a high gross of \$5,300 for the week November 18-24 at the Tabor Theater. Despite first real cold weather of the season unit hit a figure that ranks it with best grosses of road units that have played the house, and management has set a similar stint for week beginning December 30. Units are set by Bill Wheeler, of the Bert Pittman Theatrical Agency, Denver.

Pix were *Here Comes Mr. Jordan* and *Harmon of Michigan*.

Autry Film Big

SEATTLE, Wash.—With Gene Autry films always doing well at the Palomar, it grossed \$6,500 last week, to go \$1,500 over the weekly average. Booked by the Bert Levey office were five acts, including Bob Evans, Lund and Lund, Irish and Leslie, Gil Robinson and the Rex-olas.

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

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Vaudefilm Grosses

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

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

The Paramount (3,664 seats, \$37,000 house average), now in the second week of *Skylark*, Ray Bolger and Harry James ork. after the very big \$68,000 of the opening week, is expected to produce around \$55,000 the second session. Unless too great a film pile-up looms bill may go five weeks.

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

The Roxy (5,835 seats, \$36,000 house average) opened Friday (28) with stage bill with Archie Robbins, Equillo Brothers, Richard Lane and Buck and Bubbles, together with *You Belong to Me*. Expected for the first week is \$50,000. Last week the third of *A Week-End in Havana* and live talent, with Robbins, Joey Faye, Marion Bellet and English Brothers and Diane Davis, took \$32,000. Previous two weeks did \$44,000 and \$55,000.

The Music Hall (6,200 seats, \$84,000

Bradley 15G Good; Disk Tie-Ups Help

MINNEAPOLIS.—A gross of \$15,000—\$5,000 under the last stagershow—was recorded by Will Bradley's orchestra week ended November 26 at the Orpheum here.

Even tho the gross is 5G under that of Orrin Tucker two weeks ago, it is a very strong take for this house. Bradley opened strong on FDR's Thanksgiving Day, and followed thru with some very fine houses, including standouts Saturday and Sunday. Other nights, however, were ordinary. The pic was *Appointment for Love*.

Promotions for the Bradley appearance included a slogan contest thru co-operation with the Roycraft Company, Columbia record distrib. Winner got 50 Columbia disks by Bradley.

In addition, Bradley records were featured on the Seeburg Hi-Tone phonograph placed in the Orpheum lobby by Hy Greenstein, of Hy-G Amusement Company.

Current bill has Lawrence Welk's orchestra, with Edward G. Robinson in *Unholy Partners* on screen.

Ritz Bros. Swell \$22,500 in Boston

BOSTON.—The Ritz Brothers, heading a five-act vaude bill at the 3,212-seat RKO-Boston, chalked up a very swell \$22,500 week ending November 27. Boys drew good business all week, altho competing with weather changes. Price scale was 33-44-55 cents. Pic, *Sealed Lips*.

Martha Raye opened a full-weeker Friday (28).

Models Unit Fine

SEATTLE, Wash.—At the Rivoli (900 seats) *Bear Skin Models* revue grossed \$1,900 last week, to go \$400 over the weekly average. Included in the vaude were Don Raymond, Hal Harris, Skeets and Patsy Cameron, Jean Renard, Meyer Fritcher and the Rivoli Rockettes.

There were three screen changes during the week.

Colonial, Det., 58C

DETROIT.—Colonial Theater (1,500 seats; average, \$6,000), managed by Ray Schreiber, experienced only a mild drop when a week of straight vaude without name acts was booked in. Gross dropped to around \$5,800, about equal to the figure set the week before with Don Bestor and orchestra.

house average), in the second week of *Suspicion* and usual MH stock company, is anticipating a nice \$90,000. First week produced a torchy \$105,000.

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

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

WASHINGTON.—Warner's Earle, showing *They Died With Their Boots On* for eight days, ended November 27, grossed \$22,300. Appearance of Johnny Long's orchestra gave added box. Previous film, *International Squadron*, for six days ended November 19, pulled only \$13,500. Current attraction, *Birth of the Blues*, for week ending December 4, probably will do \$18,000. Stage features Don Arres, Helene Gardner, the Briants, Alan Carney and the Roxyettes. Mogul, mentalist, works matinees in the lounge.

Loew's Capitol, with *Chocolate Soldier*, did a good \$20,500 for week ended November 26. Lew Parker and All-Girl Minstrels headlined the vaude bill. Previous sock film, *Hot Spot (I Wake Up Screaming)* slid to a low \$15,000 for week ended November 19. *Rise and Shine*, week ending December 3, is expected to do \$15,500. Stage features Jack Durant, Bobby May, Sue Read and Her Manhattan Knights, Francis and Grey and the Rhythm Rockets.

Auction Helps B. O.; Censor Hurts Tab

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

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

Buffalo Stands Hit the Jackpot

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

The Buffalo (seating capacity, 3,500; house average for straight film bookings \$11,800) opened big for week of November 28 with Ted Lewis and his band and show. Unit gives spotlight to Geraldine and Joe, June Edwards, the Blair Sisters, Gladys Tell and Charles (Snowball) Whittier. Celluloid fare, *New York Town*, should be of assistance. Box-office tally expected to reach \$18,000.

For week ended November 27 the Buffalo did nicely with \$16,600 for eight days, despite absence of live talent. Much-publicized film offering, *Birth of the Blues*, starring Bing Crosby and Mary Martin, responsible for the b.-o. success. Co-features were *Among the Living* and a Superman short.

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

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

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

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

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

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

Fay's Theater (seating capacity, 2,200; house average, \$6,900) plenty satisfied with the \$7,000 for the week ended Wednesday (26). Peaches Strange and June Taylor made a double-header of burly beauts, with the vaude interpolations bringing on Lewis and Ames. Anthony Allen and Hodge, Sammy White, Jim and Mildred Mulday, Gae Fosters Roxyettes and Billy Klais's band. *Moon Over Her Shoulder* on screen.

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

Providence Houses Do Strong Business

PROVIDENCE.—Extra performances Saturday and Sunday and Thanksgiving helped bolster Fay's gross for week ended November 20 to top figure for season; \$8,300 for seven days. Bill included Harriet Walker, Don Rice, Cherie and Tomasita, Bobby Longdon, Ted Lester, and Fenwick and Cooke.

Metropolitan for its three-day take on previous week-end (14-16), with Dolly Dawn band, Mills Brothers, Al Trahan, Desi Arnaz, and Martez and Delita, drew \$6,800.

Fay's for week ending November 13 drew \$6,800.

Ben Bernie 10G On Dayton Stand

DAYTON, O.—Stagershow season at the RKO Colonial came to a temporary four-week halt November 27 with the exit of Ben Bernie, who drew down a comfortable \$10,000. The house is slated to resume stagershow December 26.

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

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Magic

By BILL SACHS

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

AL SMITH, Minneapolis magic manager and magician, is planning a return to the magic field after an absence of almost 10 years. Negotiations pending may bring him into association with Tampa II, son of the late Tampa the Magician, as advance agent. Tampa II is planning to take to the road soon with a magic show embodying the original Tampa attraction. According to Smith, the show will assume the propor-

tions of a musical revue built around magic. . . . **MYRUS**, mentalist, after two weeks at the Gibson Hotel Rathskeller, Cincinnati, has been handed a holdover thru December 11. . . . **DON AND THELMA GREENWOOD** have just concluded a week at Castle Farms, Lima, O., and write that they're headed toward Cincinnati and a visit to the magic desk. . . . **MAURICI**, formerly Maurice of the magic duo, Josephine and Maurice, was a recent visitor to the magic desk, during an engagement at the House of Rinck, Cincinnati. Maurici, who began (See *MAGIC* on page 27)

Club Talent

New York:

YVONNE MORAY opens at the Kitty Davis Airliner, Miami Beach, December 9. . . . **LEON & EDDIE'S** show, which opened November 28, has Marcella Hendricks, Golden Pair, Len Manning and Mitzl, Hal and Honey Bee, Sanji, and Ben Bernard. . . . **RHODA CHASE**, singer, is in her eighth week at Boulevard Tavern, Elmhurst, L. I. **LOPEZ AND LYNTON** new team at the Bal Tabarin.

Chicago:

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

OPENING at the 885 Club December 5 are **HAL MONTI, JOHN TIO** and the **DUANOS**. . . . **WILLIE SHORE** headlines new show at the Chez Paree beginning December 24, his first date at that spot.

Philadelphia:

THREE RADIO ACES doubling between Club Ball and the next-door Little Rathskeller. . . . **HARRY HOLLY** back as Yacht Club emcee. . . . **THREE CLEFTONES** newcomers at Irwin Wolf's Rendezvous.

Los Angeles:

BETTY KEAN, slated for the top role in *Yokel Boy* at Republic, is off on a quick trip to Broadway. . . . **McFARLAND AND BROWN** back on the Coast after playing clubs in the East. . . . **DEVELLO AND WANDA**, ballroom team, playing Coast clubs after a swing at the Grand Cafe, Phoenix, Ariz. . . . **FRANK E. FARR** into Redwood Inn, Salinas, Calif., as emcee. . . . **FULTON AND JOHNSON** have just finished a round in the Northwest. . . . **AH HING AND COMPANY** closed recently at Wilshire Bowl. . . . **DOODLES WEAVER** has replaced Jimmy Ames at Grace Hayes' Lodge. . . . **AL MARDIO** is doing a single. His wife, Irene Kaye, is expecting the stork. . . . **KEN STEVENS** is now featured at Bill Jordan's Bar of Music. . . . **"RAGS" RAGLAND** may get a part in *Tortilla Flat* at MGM. . . . **SETHMA AND RUDOLPHO** now featured at Hollywood Tropics. . . . **BOB CLARK AND COMPANY**, with Al Sachs, just closed 10 weeks at Salt Lake vicinity and are back in town. . . . **PARMALEE AND DAVIDSON** have just completed two months in (See *CLUB TALENT* on page 29)

New Miami Beach Club

NEW YORK, Nov. 29.—Lou Walter's new Club Casanova in Miami Beach will open December 20. Initial show is to include Carrie Finnell, Emile Boreo, Tanya, Barbara Belmont, Rosita Rios and Talia. This show was booked by Miles Ingalls.

Wash. Balalaika Licensed

WASHINGTON, Nov. 29.—The Balalaika, new Russian spot operated by Misha Bess, has received its liquor license after operating one week on a bone-dry basis. Business at the club has been good, and capacity week-ends.

Hennessey With Harry Carroll

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

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

WASHINGTON, Nov. 29.—Army show policy under auspices of the United Service Organizations, which allots funds for entertainment of soldiers, has become muddled since local defense committee complained against USO arrangements with Actors' Equity. Complaint, based upon an article in the November issue of *Equity* magazine, was hustled off to New York addressed to Walter Hoving, national director of USO, because a "closed shop" was looming in army shows. Hugo W. Wolter, District Defense Council official, made it clear, however, that he believed the USO had unintentionally banned amateurs. Tart comment in *Washington Daily News* quoted Mary Mason, of local NBC, who felt Equity would "palm off" on servicemen a lot of unemployable talent, and that the names of actors now being sent on a flying trek to Caribbean outposts "read like a roster of has-beens." Concern was expressed over three local amateur groups directed by Harry Anger of Warner's theaters, Gene Ford of Loew's Capitol and Phil Hayden, dance instructor. Washington, it is stated, contributed \$264,000 to the USO and now would be unable to get back \$67 per week as expense money for Anger's unit alone. So far these groups have presented entertainment for five large army camps within a 50-mile radius. It was learned that the New York headquarters of USO had no idea of the misunderstanding that has followed

here. Immediate steps to clear up the situation are reported. Whether or not these steps will alter the policy of Camp Shows, Inc., it is believed that some other provisions will be made for the amateurs. Equity policies which drew fire are: (1) Camp Shows, Inc., shall not audition "volunteer groups." (2) Equity members are "prohibited from participation in such groups." (3) "In the unlikely event" that union actors are not available, "the Equity Council will have to determine the eligibility of such (non-union) people for membership in Equity." (4) Salaries will be at least the Equity minimum, but Equity has the assurance of Camp Shows, Inc., that this will not be the maximum. The last provision was held here to be counter to statements from New York and Hollywood concerning gratis appearances of stars. Under the new system for Camp Shows, Inc., servicemen will be charged an admission of 25 cents, which would practically guarantee show units about \$3,000 per week. The amateurs, however, insist that their shows be given to the soldiers free. Col. William H. Draper Jr., of the army morale section, defended the admission charge, claiming it would make the soldiers "more appreciative," would stretch USO funds, and eliminate hard feelings among those who couldn't get seats if the shows were gratis.

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

HOLLYWOOD, Nov. 29.—American Entertainment Guild of Los Angeles, an independent union for all amusement workers, swung into activity Wednesday, with Lloyd Skeels, local agent, set as executive secretary for the coming year. Others elected include Dick Rogers, president; Ralph Weyer, first vice-president; Gene Blaize, second v. p.; Marjorie Weyer, financial secretary and treasurer, and Edith Revlon, recording secretary. A board, including Phil Lerner, Sid Diamond, Roberta Conway, Bob Johnston and Freddie de Felice, was also named at the meeting Tuesday. A board director from each type of workers represented will be chosen later. Richard Maddox was named legal adviser. Skeels said, "The new association is so constituted that all types of workers who are affiliated by nature of their employment are incorporated into one association, with one initiation fee and dues to cover all. A feature is the inclusion of agents, a step in the right direction to eliminate much of the turmoil now existing in the amusement business. "This type of organization is able to give an employer a deal from front to back for all workers at one time. This will eliminate much of the trouble now experienced by employers forced to negotiate deals with first one group and then another."

commission is to be paid only when a definite service is rendered by an agent. "Many are of the opinion that the agents today are being used as a whip for organizational purposes, only to have themselves eliminated in favor of certain larger offices or groups," a printed statement issued by Skeels said. The new guild feels an agent is not an employer, but an employee hired on a commission basis. **Hattie MacDaniels Set** **NEW YORK, Nov. 29.**—Hattie MacDaniels, sepia film name, is scheduled for two weeks at the Strand in conjunction with the Count Basie show, starting December 12. Miss MacDaniels won the Academy Award for work in *Gone With the Wind*. Deal was set thru Music Corporation of America. MCA is also pairing Desi Arnaz and Lucille Ball for a p. a. tour. **Bobby Cohn Resumes** **HOLLYWOOD, Nov. 29.**—Bobby Cohn, publicity man, has opened offices here upon his return from army. His associates are Jack Swift and Cecil Berdun. M. A. SILVER is being given a testimonial dinner December 8 at the Ten Eyck Hotel, Albany, by the new Variety Club, Tent No. 9. Silver is set to succeed Harry Kalmine as zone manager for Warner houses in Pittsburgh area.

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More Changes In Hirst Casts Thruout East

PHILADELPHIA, Nov. 29.—More changes in casts of Hirst units are scheduled. In the Rosen-Binder unit (1), Norma Werlie, singer, joined at the Troc here. Stinky Fields-Shorty McAllister (2), unit, Madeline Lewis replaces Ann Glasier. Mike Sachs unit (3), Raymon and Louise, dancers, join, and Joyce Brazil transfers to another unit. Billy Hagen (4) unit, Merrill Sevier replaces Joe Forte, who transfers to another unit, and comics Fields and Georgie close with the show December 4. "Peanuts" Bohn (5) unit, Artie Lloyd and Janece close in Canton, O.

Jack Diamond unit (6), Garcia Gomez joins the show tomorrow at the Troc. Tiny Fuller unit (9), Wenn Hitt replaces Freddy Walker. Bill Brenna unit (10), Nadine added. Snyder and Fields unit (12), Petty Sisters closed. Conly and Black unit (13), Joe Forte and Joyce Brazil join, with Jack Pershing, Jean and Earl Coe, John Head and Francine Morgan closing. Betty Duval, with the show, changes her stage name to Duvalda. I. B. Hamp unit (14), Olga Anton replaced by Paul and Paulette.

Max Fuhrman unit (19), Kay Revelle closes at the Globe, Boston. Mack and Foster unit (20), Lovette joined at the Troc. Unit 22, Denise, and Darro and Davis closes; Jack Lamont replaced by John Barry. Bobby Morris unit (21), Jay Cavanaugh joins at the Troc, December 7. DIRita unit (23), Charlie Robinson replaces Al Pharr, Aileen Russell replaces Connie Fonslow, and Nancy Hart is added. Mandy-Kaye unit (25), Gale Stevenson and Natoma closes in Washington.

Dancer Hurt But Continues on Job

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

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

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

Bowes for Strand, Cincy

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

WANTED —:— WANTED

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HIRSCH and KATZ
Would Like To Hear From

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SPECIALTY ACTS AND
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MINNEAPOLIS
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2 Shows a Day

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MILTON SCHUSTER—Still Our Agent

WANTED —:— WANTED

Burlesque Notes

(Communications to New York Office)

NEW YORK:

MAE BROWN left a Hirst show at the Star, Brooklyn, November 22 to return to Akron November 30 to celebrate the second birthday of her son, Tinker. Then to go into stock at the Gayety, Milwaukee, for Charles Fox. After that, four weeks at the Crawford House, Boston.

GEORGE REYNOLDS, stage director at the Star, Brooklyn, was gifted Thanksgiving Day with a 16-pound turkey from the Raymonds and Jerry Adler.

ALYNE PAYNE, with Hirst unit No. 6, was titled the Cotton Bowl Campus Queen by Philadelphia college students because of her birthplace, Dallas.

OTTO KLIVES, former wheel show owner, is a new member of the Gayety's out-front staff. ANN CORIO celebrated a birthday November 29 in Pittsburgh.

PADDY CLIFF, vocalist, now at the Glen Park Casino, near Buffalo.

DOLORES DAWN chosen Bomber Hostess by the Royal Canadian Air Force.

VALERIE PARKS to be extra-attraction feature at the Hudson, Union City, N. Y., December 14 week with Hirst unit No. 6.

JACK BECK, manager of Jacques Theater, Waterbury, Conn., provides a big food spread Friday nights between the first show and the mid-nighter for the performers. Mandy Kay, Bill Wallace and George Rose rave it is the last word.

CLAIRE GAISSERT and Justine Lewis are two new Ken Rogers eye-fuls at the City.

EVELYN LANG, formerly of the team of Guido and Eva, was the dancer at the City and Star, Brooklyn, week of November 16 and 23.

BOB SHEPARD, now house vocalist at the National, Detroit, was recently with the Lewis-Fay unit.

PAUL WINIK and Edna Mae, a show-stopping dance team in unit No. 21, debuted at the Eltinge November 16-29.

VALERIE PARKS was the single featured attraction and not co-featured while at the Republic recently. Played Fay's, Philadelphia, after Baltimore week.

GINGER WAYNE, at the Holland nitery, crashed *Play* mag with a picture and story anent her strip-tease introduction in Shanghai.

CHARLES ABBOTT, comic on the Empire Circuit, held over at the Avenue, Detroit, where he is to remain indefinitely. Cress Hillary, opposite comic, left for another Empire spoke.

ROXYETTES at the Roxy, Cleveland, baked and contributed a wedding cake at the marriage reception of Nate Mann, chief candy butcher, and Syd Marcus, nonpro, last week, according to Lou Weiss.

TINY HUFF back from a lengthy retirement, is playing clubs hereabouts.

RUTH ROSEMOND, former Columbia wheel ingenue, and Frank Grogan were visited at their Reeds Ferry (N. H.) farm by Mabel Erickson, another burly-ex, last week.

HARRY KANE, singer, left the city last week for a sinus operation. Lois DeFoe was extra attraction November 23 week with a new Hirst unit including Bob Carney, Mary Joyce, Joe Cowan, Bob and Mollie Ridley, Wynette, Cosmo and Anita, Gypsy Nina and Al Golden Jr.

GARCIA GOMEZ, featured attraction, moved from the City to the Star, Brooklyn, and then proceeds to unit No. 6 in place of Mae Brown.

PAT PAREE closed in Baltimore November 29 with a Hirst unit and opens December 4 for Noel Sherman in a Coral Gables (Fla.) nitery.

HONEY BREEN, singer, found in the Little Rathskeller, Philadelphia, was signed for the Hirst Circuit and is now touring in the Freed-Ainsley show managed by Floyd Halley.

LEE SLOAN now operating dramatic stock at the Great Northern, Chicago, also known as the Mayor of *Night Life*, a local mag.

RED MARSHALL, with *Panama Hattie*, threw a birthday party for Dolores Dawn (Mrs. Marshall), of the Hirst Circuit, at the Claridge Hotel bar November 16.

PHILADELPHIA:

JESSICA ROGERS, closing at Carroll's, claims she will open a cocktail lounge in New York.

CRYSTAL AMES returns to take over the lead at Carroll's.

PRINCESS CHANG LEE, at the Roman Grille, is taking wrestling lessons. Hopes to become a professional.

KITTY ALGER heads the new show at Wayne McVeigh's Twin Cedar Inn at near-by Clementon, N. J.

BABE CUMMINGS, current at Carroll's, just got her final citizenship papers.

MIDWEST:

MARION MORGAN, who returns to the Rialto, Chicago, December 12, will head the unit opening the Missouri Theater, Kansas City, Mo., December 25.

NANCY HART, a new Chuck Gregory find, is playing the Empire Circuit.

ARTIE LLOYD closes on the Midwest Circuit and reopens on the Empire time December 12.

TWO ESQUIRES are at the Palace, Buffalo.

CONNIE FAUNSLAU added to the Empire Circuit at Milwaukee.

HINDU WAUSAU opens on the Midwest Circuit at Dayton, O., December 5.

GEORGE TOGO closes on Midwest at Cleveland December 4.

ROSE LA ROSE opens at the National, Detroit, December 5.

JOAN DARE is added attraction on the current bill at the Avenue Theater, Detroit.

EVE ARDEN is the current added attraction at the Chicago Rialto.

LANI BARI added attraction at the Grand Theater, Youngstown, O., this week.

FROM ALL AROUND:

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

Three Big Denver Hotels With Shows

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

Silver Glade, of the Cosmopolitan Hotel, where a local outfit, Pete Smythe, has been since opening October 10, will not close, despite picketing by service unions. Smythe stays until January 4.

Also using vaude acts and a jitterbug contest.

Ranch Room, of the Albany Hotel, opened November 13, a month later than usual and for first season is using out-of-town band, Buddy Carper.

Newly remodeled Emerald Room and Alibi Bar at the Brown Palace Hotel opened November 19 and has been getting heavy patronage.

Jules Duke and orchestra, with Elaine Castle and Tommy Martin, magician, are featured. Ship Tavern, in the same hotel, has Dixie Palmer, organist.

Ramona, Detroit, Vaude Out; 2 Weeks

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

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

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

"Meet the People" Unit Opens on Coast

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

An agreement with American Guild of Variety Artists has been under consideration, with terms including minimum of \$60 for principals and \$40 for chorus, and guarantee of eight out of 10 weeks work or pay.

AGVA is also asking \$2,000 cash or surety bond covering salaries.

Paul Workman Hurt in Fall

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

Kalchheim Supervises Morris Cafe Dep't; Paul Small Leaves

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

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

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

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

Buffalo 20 Century Adds Musical Shows

BUFFALO, Nov. 29.—The 20th Century Theater will begin steady stage bookings December 18. Backbone will be a 15-piece orchestra under Meyer Balsom.

Vocalists and musical acts will be booked from week to week. Gertrude Lutzi, soprano, is first of featured soloists.

Ben Yost's New Yorkers, four men and four women, are set for New Year's show and Lester Cole's Seven for January. Policy is quite similar to that formerly used by the Buffalo, competing house. It was dropped by that house last year, after many seasons' success.

Century undoubtedly will still book occasional units and name bands.

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

Strippers Too Hot; Club Loses Permit

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

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

Carroll, Foys Have Legit Musical Plans

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

Harry Carroll, operator of Tin Pan Alley, is off to New York to look into the production of *Sunshine in Virginia*, for which he wrote the book and the music.

Irving Foy, of Charley Foy's Supper Club, is off for New York to make arrangements for *The Foys Carry On*, in which six Foys will appear.

Lincoln Vaude Back

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

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

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Jimmie Hull Set On 3-Day Stands In South Louisiana

ELDORADO, Ark., Nov. 29.—Jimmie Hull Players, in their 28th consecutive year without a close, with the exception of a brief period several years ago when Manager Hull was laid low by a serious illness, continue their under-canvas march thru their established territory in Louisiana, Arkansas and Texas, with the show pulling its share of the show-going natives in the area.

The Hull organization winds up a week's stand here tonight and moves to Baton Rouge, La., for a week, after which it plays three-day stands in South Louisiana. According to Manager Hull, the show carries a truckload of flat scenery and gives the proper production to a repertoire of royalty bills. The large tent theater is heated.

In each town played, Manager Hull invites the local ministers and their families to be his guests, and according to Hull, they come out, too. Hull says he makes a special effort to present a good-quality show on the last night of an engagement, rather than a quick, get-away blowoff, thus leaving the town good for another attraction to follow in. Manager Hull feels that if certain other tent showmen would follow the same policy, the under-canvas attractions could again gain a recognized position in the amusement industry.

Complete roster of the Jimmie Hull Players is as follows: Gene Luigi, trombone and specialties; Ted Bair, sax and clarinet; Pat Lyons, drums and general business; Buddy Lavarre, banjo and leads; Sally Lavarre, accordion and specialties; George Brockham, piano and ork leader; Clarence Klein, leads and scenic artist; Sam Bright, characters and specialties; Betty Froeman, leads and specialties; Grace Bell, general business and specialties; Tiny Hull, ingenues and specialties; Jimmie Hull, general business; Harry Blethroad, featured comedian (ninth year); June Bower, leads and specialties; Gene Bower, juvenile and specialties; Helen Brockham and Marie Luigi, tickets; Louise Klein, treasurer; Cleve Vinson, stage carpenter; Fred Grace, electrician, and Walter Rourke, general agent and banners (eight year).

Famous Georgia Minstrels End Satisfactory Season

LE COMPTE, La., Nov. 29.—Jack Nailor's Famous Georgia Minstrels closed a long and satisfactory tent season here last Saturday night (22). Nailor's decision to close came after two weeks of cold and rainy weather.

Mr. and Mrs. Nailor jumped to their home in Eudora, Ark., accompanied by General Agent R. F. Hayes. Mr. and Mrs. L. B. Laster hopped to Columbia, Miss., from whence they will go to Harmony, Ark. Performers and musicians scattered to their respective homes thruout the South.

J. A. Coburn Gravely Ill

DAYTONA BEACH, Fla., Nov. 29.—J. Arthur Coburn, former owner-manager of the old J. A. Coburn Minstrels and well known in tent repertoire circles, is seriously ill at his home, 619 South Palmetto Avenue, here. His wife and daughter, Leota, well known in grand opera circles, are in attendance. Since his retirement from minstrelsy, Coburn has been connected with the department of health here and also has been active in the municipal band and the promotion of home-talent shows for local organizations. Old friends and associates are urged to drop him a line.

Rodgers Lining Up Units

ALEXANDRIA, La., Nov. 29.—Nat D. Rodgers, well known in rep and outdoor show circles, who has been offering units from four to six weeks in Southern houses the last several seasons, started three more over the circuit this week—Bill Holt's *South Sea Islanders*, Sandy Johnson's *Ice Frolics*, and *Hullabaloo*. They will run until December 24. This marks 22 units that Rodgers has used on a four to six-week basis this season. He is presently lining up new units to work his circuit beginning January 1.

SEROR TWINS have joined Lillian Bennett's *Continental Hit Parade*, currently playing Midwest houses for Bob Shaw, of the Gus Sun office.

Rep Ripples

ERNEST CANDLER, tab, rep and burly comic, after three weeks at the Lafayette, New Orleans burlesque stock house, has gone back to his old job of emceeing at Nolan's Barrel of Fun Club, Pensacola, Fla., where music is furnished by Tim Shean and His Rhythm Boys.

SAM DAVIES, formerly with the old Billy Kersands Minstrels, is reported doing okay with a small trick in the Lafayette (La.) section. Carter and Cray, colored team, are furnishing the vaude end. . . . DICK SAVITZ, who got his start in show business with the "SeaBee" Hayworth circle in North Carolina two years ago, and the past summer with the Ivoryton Playhouse and Chapel Playhouse in Connecticut, has returned to his home in Bethlehem, Pa., for the winter. . . . HERMAN'S SOUTHERN SHOW, vaude-pic combo, is reported getting a healthy b. o. play in Benton County, Arkansas, working schools and halls. . . . BYRON GOSH, veteran tent show operator, is going with two portable movie circuits in Virginia. He is also operating permanent theater in three Virginia stick towns.

BILLY SHEETS and his wonder dog, Rex, are set to appear with the WLW Boone County Jamboree in Cincinnati December 4 and 5. . . . E. W. TONEY has a vaude-picture unit operating in the Shenandoah (Pa.) sector. He will feature religious pictures until after the holidays. . . . CHARLES WHIRE, in charge of the New Cotton Blossom Showboat and the Steamboat Fury in winter quarters in the Clark River at Paducah, Ky., posts under date of November 26: "I'm the only one left of the original troupe that left Cincinnati last September a year ago on the Cotton Blossom's maiden voyage. Have been under three man-

agements since. The boat will come out next season with one of the best shows ever seen on the river. I started out as orchestra leader and since have been everything from deckhand to pilot." . . . LEON HARVEY, ex-repster, now road man for the ABAG Entertainment Bureau, New York, starts out on another trip thru the Middle West and South this week. He made the same territory three weeks ago, encountering many of his old show cronies en route. . . . MRS. EVA LA REANE is critically ill in the hospital at Washington, Ia., and would appreciate hearing from old show friends. Her husband, Harry La Reane, is still residing in Brighton, Ia., and any mail addressed to Mrs. La Reane at Box 272, Brighton, will be delivered to her promptly. Mrs. La Reane's daughter, Mrs. Clyde C. Cole, is with the Cole-Guthrie Players, working out of Kewanee, Ill. . . . BILLIE AND AMY BOUGHTON, after a trip thru South Georgia and Florida playing schools, are back on the old plantation in Round Oak, Ga., where they will spend the holidays.

CHATANOOGA, Nov. 29.—Al Cooper, who recently brought his Dixie Queen Showboat here for an indefinite stock engagement has decided to keep the boat in operation here until spring.

Nashville Gets Queen Till Spring

The Dixie Queen, first floating theater to show here in years, has been enjoying a satisfactory b. o. play since opening here November 20. The boat is tied up at the foot of Broad Street.

Clarence Auskings, who has been agenting the Cooper craft the last several months, concluded his duties here this week and returned to his home in Mount Vernon, O.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Coliseum Contest Still Pulling With 14 and 1

CHICAGO, Nov. 29.—Fourteen couples and one solo remain in the Sid Cohen walkie here out of the 40 teams that opened October 15. Contest continues to pull okay week-night crowds, with week-ends bringing turnaways. Floorshows from local night clubs as added attractions, are proving a good draw. Recent contestant presentations included Johnny Hughes in the ice act, and the revue, *Argentine Nights*, presented by Jackie Richards. Dynamite sprints have been jumped to 15 minutes.

Still going at this writing are Sammy Allen and Pat Gallagher, Phil and Jo-Jo Arnold, Billy and Ruthie Wills, Louie Meredith and Chad Alviso, Joe Rock and Jennie Busch, Red Monroe and Lillian Messenger, Earl Harrington and Betty Bussart, Bill Harris and Elaine Smallwood, Charlie Loeb and Hazel Dietrich, Johnny Hughes and Mary Lou Sutphin, Red Johnson and Eileen Ritter, George Grant and Maxine White, Buddy Jeffries and Norma Jasper, and Johnny Henderson and Virginia Beach. Solo is Pete Trimble.

Ross's Proposed Phoenix Contest Hits Legal Snag

PHOENIX, Ariz., Nov. 29.—Don Busha, associate of Hal J. Ross, promoter, last Saturday (22) won an order requiring Sheriff Lon Jordan to appear in Maricopa County Superior Court November 26 to show cause why the court should not compel Jordan to issue a permit to hold a derbyshow slated to open here December 2.

Ross instituted court action after he had tendered the required \$30 license fee to the sheriff and the latter had refused to accept the fee or to issue the permit. Sheriff Jordan said he refused to issue the permit because he considers such things "objectionable."

Busha's complaint, said he and his associates had leased the property where they plan to stage the show, which he described as a continuous series of entertainments "not contrary to law."

CHICAGO'S 13TH ROLLER DERBY ended Sunday night, November 24, at the

"Silas Green" Set On Florida Dates; Season Biz Tops

MACON, Ga., Nov. 29.—Charles Collier's *Silas Green*, all-Negro tent show, is headed for Florida, with no closing date yet in sight. Manager Collier, whose home is in Macon, brought the show back to Middle Georgia territory last week in its 36th week of the season, playing many stands made in April. Business has been good at all repeat stands, says Collier, and this season is said to be the best in the show's history.

Collier still has his private railroad car and he has whipped faulty schedules by using the car only for sleeping the company members. The tent and other equipment have truck transportation. Company members are transported to and from the show stands in busses and private automobiles. Car was stationed in Macon, for instance, while troupe played Athens, Monday; Milledgeville, Tuesday; Fort Valley, Wednesday; Dublin, Thursday, and Eastman, Friday. The car will next be based in Savannah while surrounding towns are made. In Fort Valley show attracted about 2,500, which is half the population.

Tent is an 80 with three 30s. James Moore handles the canvas, with a crew of 16. All lighting of the fluorescent type. Band of 21 pieces makes daily parades. Eddie Washington, who had the band for several seasons, has closed. and Sergeant King is now director. Jean Starr, cornet soloist and dancer, has been added to stage specialties. Tadpole and Julia, vaude team, is another new act. Ford Wiggins is in his 41st consecutive year in the *Silas Green* role, chronicled by Robert L. Ripley as a "world's record." Show is all-colored, except the advance force.

MAGIC

(Continued from page 25)

his career in the English music halls more than 40 years ago, has been doing a comedy magic and juggling single since the death of his wife last May. . . . JOHN S. VAN GILDER for the last five months has been playing around the American Mecca of New York, seeing all the plays, art displays, supper clubs, military exhibitions and gustatory paradises, and writing a half-page feature on the contemporary New York scene each week for *The Knoxville News-Sentinel*, his home-town sheet. According to John S., distinct impetus to public interest in spiritualistic phenomena is being given by Noel Coward's new, hilarious comedy, *Blithe Spirit*, with Clifton Webb as the star.

Magicians visiting New York, says Van Gilder, can find it a scintillating, sophisticated evening's entertainment if lucky enough to obtain tickets. . . . HILDEEN, femme trixter, has opened at Hotel Hildebrecht, Trenton, N. J., for a two-week stand. . . . GERBER THE MAGICIAN, and wife, Maybelle, singing cartoonist, opened last Friday (28) for the Boston RKO office thru their agent, Charles Barrett.

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Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Business Building Promotions For Merchant Sponsored Shows

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

TULSA, Okla., Nov. 29.—Joe Roush, of Roush Amusement Enterprises, who specializes in merchant sponsored shows, states business is better than ever in this field, but the operator must have a well-planned promotional program if he wishes to succeed. Roush has been in the 16mm. business eight years and his firm has been operating 16mm. circuits through aggressive exploitation for the past two years. "We operated two free show circuits the past summer," Joe stated, "and we can truthfully say that we had the best season in many years. The past summer we worked candy sales in all our locations and found that there is plenty of extra profits in such sales. In two locations we worked candy contests, giving away a 26-piece silverware set to the most popular boy or girl of the town who had the most candy lids. This stunt boosted our candy sales 40 per cent. It is true that this is an old promotional stunt, but we found that it had never been used on free shows to any great extent, and we found it to be a money-getter. However, I suggest that if other roadshow operators plan to use this stunt for next season, it would be best to use candy night about every other week unless a candy contest is worked. The candy contest should be run over a four-week period.

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

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

"We worked a different type of show in one of the local skating rinks a short time ago. We had an eight-week contract for showing of a 15-minute program consisting of a cartoon and news during the intermission period. This was more of a novelty for the skating patrons and our sponsor was much pleased with the results.

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

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

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

"Another stunt that we have found

effective is the filming of a local football game. We shot pictures of the game and as many faces as we could. Our return showing of the films was a big success. "As a final word, we don't find the so-called cut-throat roadshowman on the road these days, but we do find many who are working their shows too cheap. And by doing so, they not only harm themselves, but the industry as a whole."

Cutting It Short

By THE ROADSHOWMAN

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

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

The USO automovies, the mobile film shows that have been touring in the Carolina maneuver areas, providing film entertainment for the troops, have an average audience of 1,500 for each performance, according to a release issued by the USO headquarters in New York. It is said that more than 160,000 men have attended the first 106 film shows. Programs are made up of 16mm. films.

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

New and Recent Releases (Running Times Are Approximate)

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

LA GUERRE DES BOUTONS, released by Brandon Films, Inc. English title of this French film is *Generals Without Buttons*. An amusing story showing how rivalries and absurdities, on a grander scale, cause wars between nations. Film has for a setting two rival villages where trivial feuds are propagated from generation to generation, until the warring parties are composed of children. The whole range of militaristic method, seen in miniature, becomes material for laughter and pity. It is said that with one exception, the large group of children in the cast are not professionals. English titles. Running time, 76 minutes.

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

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

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Program Selection Factor Important in 16mm Field

By SAMUEL GOLDSTEIN, President, Commonwealth Pictures Corporation

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

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

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

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

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

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

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

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The Final Curtain

ANDERSON—Harry C., 67, president and treasurer of the Enquirer Job Printing Company, Cincinnati, which for many years has supplied show paper to numerous indoor and outdoor attractions, at his home in Cincinnati November 25 after a two weeks' illness. Two sons, Harry J. and John J., well known in show circles and associated with their father in the printing business, will continue operation of the plant. Surviving are his widow; a daughter, Betty, and four sons.

ARLINGTON—Earl (Bud), 47, tabloid and burlesque comedian and producer suddenly in a Chicago hotel November 19 of a stomach hemorrhage. He was formerly with the *High Society Revue* touring the Southwest. In later years he was in burlesque in Chicago and the Middle West, and for the last two years appeared in clubs around Springfield, Ill. Survived by his widow; three sisters, Mrs. Jay Albright and Mrs. Harry Mann, Muncie, Ind., and Mrs. Fred Smith, Newport, Ky., and a brother, Charles Cavanaugh, Muncie. Services and burial November 22 at Muncie.

BERRY—Mrs. Tom (Bertha), who with her husband was with Sol's Liberty Shows the last 14 years, in Blytheville Hospital, Blytheville, Ark., November 24 after a two weeks' illness. Services in Caruthersville, Mo., November 26, with interment in that city. Survived by her husband and a sister.

BOCK—Ferdinand, 74, member of the original Grand Army Band of Canton, O., "McKinley's Own," November 23 at his home in Canton. For several seasons he toured with the Al G. Field Minstrel band. He also had been a member of the Grand Opera House pit band, Canton. Surviving are his widow, Susie May, and a daughter. Services at St. Mary's Catholic Church, Canton. Burial there.

BRAND—Caesar, musician, in San Francisco November 24. He was president of the San Francisco Musicians' Union in 1893 and was identified in the '80s with the old Tivoli Opera House, the Wigwam Theater and the Grand Opera House, San Francisco. A sister, Adele, survives.

CLARK—John, 65, outdoor showman, of a heart attack recently in Savannah, Ga. He was with the Adolph Kaus the past season.

CURTIN—Henry T., 56, concessionaire, in Garfield Park Memorial Hospital, Chicago, November 26. He was the oldest concessionaire in point of service with the Mighty Sheesley Midway, having joined the organization then known as the Greater Sheesley Shows, about 30 years ago, shortly after its inception. Survived by his widow, Cornelia, now in business in Chicago. Interment in Calvary Cemetery, Chicago, November 29.

DANIELS—Frank Henry, 67, one time head of the Daniels Stock Company, at his home in Hanover, Wis., November 10. Survived by his widow and two sons, Frank C. and Theodore J.

DOERLING—John, 74, former musician and doorman at Shea's Buffalo Theater, November 16 in Buffalo after a long illness. He had been a clarinetist in pit orchestras 38 years. He leaves his wife.

EGIDI—Michael, 38, proprietor of the Cottage Cafe, Merchantville, N. J., November 21 in Cooper Hospital, Camden, N. J., from injuries sustained in an auto accident. A brother, Anthony, who operates the Mary Hubbard Cafe, Berlin, N. J.; another brother, six sisters and his parents survive. Services November 24 in Camden, N. J., with burial in Calvary Cemetery there.

ELLENBURG—J. F., 54, father of Mrs. Freddie Leach, wife of the well-known high diver, November 20.

GARRITY—Laura, member of the Garrity Sisters and widow of Raymond Leonard, of the team of Leonard and Louie, October 24. Survived by a daughter and two sisters.

GESSLEY—Rudolph, 89, former ticket man on circuses, at his home in Circleville, O., November 17. Beginning his career in 1859 with his father, the late Samuel Gessley, he was with Dan Rice Circus, Haight & Chambers Shows, C. W. Noyes Crescent City Circus & Colonel Ames's Menagerie. Great London Circus, Howe's London Circus and Sanger's English Menagerie, Adam Forepaugh, Cooper & Bailey Great London, P. T. Barnum; Barnum, Bailey & Hutchinson; Van Amburg Circus & Menagerie, Sells Bros., Wallace & Company World's Railroad Shows and Wallace & Anderson Circus. He was treasurer of the John Robinson Circus 13 years, remaining with

that show until it left the road. He was also connected with the Kohl & Middleton Dime Museum and Heuck's Opera House in Cincinnati. He was from 1917 thru 1935 secretary of the Circleville Elks.

HEENAN—William J., 58, salesman for Paramount Pictures, November 20 at Jefferson Hospital, Philadelphia. He formerly headed the Peerless Film Exchange, Philadelphia, and was once associated with First National Pictures and Warner Bros. Survived by his widow, Nellie; a son and a daughter. Services and burial November 25 in Philadelphia.

HESTER—Raymond, 48, November 26 of a heart attack in the office of the Birmingham Municipal Auditorium, of which he was manager. He formerly managed the Jefferson Theater, Birmingham. Survived by his widow, mother and a brother, Douglas.

INZA—Mrs. Nellie Hutchinson, 58, former stage actress, November 19 at the Philadelphia General Hospital following an attack of bronchial pneumonia. She was known on the stage as Dorothy Delmore. She played with Wallace Berry and Walter Catlett in *The Prince of Pilsen*, last at the Majestic Theater, Boston. Actors' Equity arranged for the burial.

KENNEDY—Robert Emmet, 64, musician and songwriter, November 21 in New Orleans of a heart attack. He was interested in Negro music and wrote *Gritney People* and *Runes and Cadenzas*.

KNOWLTON—E. Bruce, 66, composer and conductor, November 19 in Portland, Ore., a few hours after his latest oratorio, *The Master*, was given its first performance.

KRAUSS—Arnold, 75, noted concert violinist, in Fresno, Calif., November 25 of a heart attack. He was formerly with the Los Angeles, Chicago, Pittsburgh, San Francisco, Seattle and New York symphony orchestras. He appeared under Emile Waldteufel in Paris, Theodore Thomas in Chicago, Emil Paur in New York and Victor Herbert in Pittsburgh.

LEACH—W. W., 69, father of Capt. Freddie Leach, veteran high diver, November 14.

LO CASCIO—Santo, 69, president of Musicians' Protective Association, Norfolk, Va., at his home there November 24.

MCCALL—Charlie S., 73, father of Mrs. W. E. Franks, wife of the owner of Franks Greater Shows, of a heart attack at his home in Wilcox County, Georgia, November 20. He was widely known among showmen. A son, J. W., is associated with Franks on the shows. Services November 21, with burial at Rebecca, Ga.

MACLAREN—W. Rex, theater operator, suddenly at Miami recently. He had been owner and manager of the Opera House, Grand Falls, N. B., for many years. While on the Maine-New Brunswick border years ago he promoted tours of musical tab troupes. Surviving are his widow, two daughters and two sons.

MARSHALL—Harold, 23, radio performer, November 21 in an auto accident in Derry, N. H. Leader of the Lone Star Ranch troupe, he was heard on various New Hampshire stations.

PONTICO—Ruth (Baby Ruth), said to have been the world's fattest woman, in Tampa Hospital November 29 following an operation to remove excess flesh that in recent years had sent her weight to a reported 803 pounds. She had been a feature of Royal American Shows for six years and had toured with the Ringling circus and other attractions. Her mother, also a professional fat girl, died of pneumonia eight years ago at Springfield, Mo., while mother and daughter were with the Ringling circus. She soon paralleled her mother's weight of 660 pounds, a record for women at that time, and continued to gain. In 1939 she is said to have eclipsed the 714-pound weight of the late Karl Gruber, German fat man. In 1941 with Royal American Shows Baby Ruth's attraction was among the five top-money shows. Survived by her husband, Joe, and adopted daughter, Louise. Services and burial were to have been held in Tampa December 1.

REID—Col. Edwin S., 58, former chairman of the Virginia State Board of Motion Picture Censors, at Richmond, Va., November 25.

SIMMS—R. J. (Red), known as Eleven Grand, in Georgia Baptist Hospital, Atlanta, November 22. Survived by his widow, Madam Gill, and a brother, Bud.

STONE—Joseph E., 70, former talent scout and representative in Philadelphia for musical conservatories. November 17 at his home in that city. His widow,

Rena W., survives. Services November 19 in Philadelphia. Burial in Chelton Hills Abbey there.

TASSE—Alfred, 41, musician and music teacher, November 21 in Ottawa. He was cellist with the former Ottawa Symphony Orchestra, the Satin Strings and LaSalle Symphony Orchestra. His widow, parents, two daughters, four brothers and two sisters survive. Services November 24, with burial in Notre Dame Cemetery, Ottawa.

TINNEY—James J., 62, stagehand, November 20 in St. Elizabeth's Hospital, Youngstown, O., of a heart attack. He was injured in an auto accident several months ago. As a young man he was associated with his brothers, the late Ed and Jack, in organizing the first stagehand union in Canton, O. Services and burial in Canton.

VARADY—Anton, 80, pianist with the Gypsy Ensemble of New York, of a heart attack while playing at Rakoczi Hall, Bridgeport, Conn., November 23.

Marriages

BLOOMINGDALE-BREWSTER—Alfred Bloomingdale, theatrical producer, and Barbara Brewster, dancer, November 24 in Fort Lee, N. J.

BOYD-REECE—Dr. George M. C. Boyd, former West Coast showman and circus physician-owner, to Helen Josephine Reece, nonpro, at the Peru, Ind., Christian Church November 30.

COLEMAN-MOSS—Frank Coleman, armless attorney, who spends part of each season with some outdoor organization, to Frances Moss, daughter of Ed La Moss, former acrobat, in Brookhaven, Miss., September 18.

CULLEN-MILLER—William M. Cullen, business manager Shelton-Amos Players the last several seasons, and Virginia I. Miller, nonpro, in Richmond, Va., November 20.

HAMILTON-POPPINGA—Allen Hamilton, of the Art B. Thomas Shows, to Tena Poppinga, of the same carnival, in Ortonville, Minn., July 11.

McCLURE-GIBBS—Lieut. William H. McClure, nonpro, and Sally Gibbs, former actress and dancer, November 24 in Rosemont, Pa.

MATHESON-MORAND—Milt H. Matheson, announcer on Station CKLW, Detroit, to Anita Morand, nonpro, November 17 in that city.

MUELLER-THOMA—Marvin E. Mueller, employee of the Allen Theater, Jefferson, Wis., and Henriette Thoma November 18 in that city.

PEEBLES-KEELER—Robert M. Peebles, announcer on Station WJTN, Jamestown, N. Y., to Gertrude Keeler, nonpro, in Bridgeport, Conn., November 15.

POLIAKIN-SHERMAN—Raoul Poliak, Egyptian concert violinist and son of Naoum Poliak, prominent Egyptian orchestra leader, and Henrietta Sherman, English playwright, November 22 in Philadelphia.

SCIOLLA-SLOMKOWSKI—Frank Sciolla, manager of Sciolla's Cafe, Philadelphia, and Bernice Slomkowski November 23 in Philadelphia.

SHELTON-DELLEN—John B. Shelton, sales representative of the Chicago office of Station WOR, New York, and Alida C. Van Delden, nonpro, November 15 in Chicago.

SZELES-HARTER—Joseph Szeles, nonpro, and Lee Harter, manager of the Down Beat Club, Philadelphia, November 20 in Baltimore.

SZYPULSKI-MANTEUFFEL—William Szypulski, owner of the Conant and Park theaters, Detroit, to Celia Manteuffel, daughter of owner of Martha Washington Theater, Hamtramck, Mich., in Detroit November 25.

TOKAR-LYPPS—William G. Tokar, technician at Station KFI, Los Angeles, and Mary Melaine Lypps, nonpro, in Fullerton, Calif., recently.

WILKES-ROBERTS—Mason Wilkes and Dortha Mae Roberts, both well known in tent repertoire circles and until recently with the Christy Obrecht Show, at Red Wing, Minn., recently.

Coming Marriages

Jimmy Grier, orchestra leader, and Jean Taylor, singer with his band, in Hollywood soon.

Astrid Allwyn, film actress, and Charles Fee, nonpro, in Las Vegas, Nev., soon.

David Weiner, nonpro, and Mary Smoger, organist at Station WHAT, Philadelphia, in that city soon.

Orson Wells, actor, writer and producer, and Dolores Del Rio, film actress, next year.

Eddie Elkins, manager of Kalner's

Little Rathskeller, Philadelphia, and Al-dona Grandis, nonpro, in Frackville, Pa., soon.

Births

A son to Mr. and Mrs. Raymond Scott November 21 at the Women's Jewish Hospital, Brooklyn. Father is a well-known orchestra leader.

A daughter to Mr. and Mrs. John Fogarty, recently at Corrigan Hospital, Hazleton, Pa. Father is an Irish tenor.

A son to Mr. and Mrs. Ben Muros in West Penn Hospital, Pittsburgh. Father is production manager of Station WCAE.

Twin daughters, Nancy Joan and Gwenn Alease, to Mr. and Mrs. Edgar Flohr November 18 at Dr. A. L. Esposito's Hospital, Hammonton, N. J. Father is MGM actor known as Kenneth Scott. Mother is a model professionally known as June Scott.

A daughter to Mr. and Mrs. Frank Sculli November 16 in Philadelphia. Father is booker for MGM in that city.

A son to Mr. and Mrs. Bill Tunnell November 20 in Philadelphia. Father is singer with Jan Savitt's orchestra known as Bon Bon.

A daughter, Susan, to Mr. and Mrs. Harry Wald November 24 at St. Mary's Hospital, St. Louis. Father is concessionaire at the Grand Theater, St. Louis burlesque house. Mother is in the chorus at the same theater.

A daughter to Mr. and Mrs. Mickey Rockford November 25 in Chicago. Father is with Music Corporation of America.

Divorces

Gail Patrick, screen actress, from Robert H. Cobb, nonpro, in Hollywood.

CLUB TALENT

(Continued from page 25)

Juarez, Mexico. . . . **GLORIA NORD** to resume her skating tour up the West Coast, beginning January 1. . . . **ALAN RANKING JONES** and **SUGAR MARCELL** have moved into Harry Carroll's Tin Pan Alley, along with Billy Greene. . . . **PAUL RAVEL**, of Beverly and Ravel, is at work on the Warner lot in *Always in My Heart*.

Cincinnati:

GEORGE BERNARD DANCERS open at Jimmy Brink's Lookout House, Covington, Ky., December 2. . . . Hotel Netherland Plaza is holding the *Capacabana Revue* two additional weeks with Don Bestor's band that opened Friday (21). . . . **GIBSON HOTEL** opens its Florentine Room for the holidays, December 19 thru New Year's Eve, with Everett Hoagland's band. . . . **JOHNNY KAAIHUE'S** Royal Hawaiians return to the Gibson's Sidewalk Cafe December 11. . . . **COLLETTE AND BARRY** and their five-girl line replaced the George Libby Dancers at the Glenn Rendezvous, Newport, Ky., November 28. . . . **MAE MACK** has closed a year's run at the Lookout House, Covington, Ky., to take her pianistics to the Cromwell Hotel, Miami, for the winter, opening December 15.

Here and There:

BOOKED INTO the Folies Bergere Theater, Mexico City, thru the Phil Tyrrell office to open December 5 are the **ABBOTT DANCERS**, the **TANNER SISTERS**, **WILLIE HOOD** and the Mexican comedian, **CANTIFLAS**. . . . **GEORGE BERNARD DANCERS** open December 2 for eight weeks at the Lookout House, Covington, Ky. . . . **OPTIONS HAVE BEEN** extended to eight weeks for Don and Sally Jennings, Plato and Jewel and Mary Jane Brown at the Sans Souci, Havana. . . . **DEAN MURPHY**, currently playing Midwestern theaters with Lawrence Welk, returns to the Paramount Theater, New York, December 31. . . . **JOHNNY KING** and Bernard and Henry into the Carousal, Miami, December 11. . . . **BOB BROMLEY** and the Ambassadors open at the Baker Hotel, Dallas, December 5. The Ambassadors re-join Orrin Tucker December 31 at the Adams Theater, Newark.

GREGORY, RAYMOND AND CHERISE, and Barr and Estis move into the Chase Hotel, St. Louis, December 12 with Dick Jurgens band for a 13-day stay. . . . Century Room *Circus Rumba* show at the Adolphus, Dallas, opened November 27 with the Five Maxellos. Burns and White, and Glenn Pope. Dorothy Byton produced. . . . **HUDSON WONDERS** set for four weeks at the Latin Quarter, Miami, beginning December 24. . . .

NSA FETE HAS RECORD 1,100

Brilliant Fourth Affair Is Tops Amid Gay Setting, Notable Dais

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

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

Under a Big Top

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

PCSA Committee Appointees Named

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

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

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

Joyland Inks Lucille King

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

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

SHREVEPORT, La., Nov. 29.—Four Star Exposition Shows, which successfully concluded a 33-week tour in Minden, La., on November 11, have moved into quarters at 1024 Texas Street here. Management is making plans to enlarge the organization for 1942 and two more rides and considerable new canvas will be added.

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

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

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

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

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



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

PA Renews Nickerson

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

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

CHICAGO, Dec. 1.—Annual memorial services of the Showmen's League of America were held Sunday afternoon in the Bal Tabarin of the Hotel Sherman in honor of members who have passed on. This year's service was un-

(See SLA SERVICES on page 33)

Krekos Heads PCSA Slate

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

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

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

Two Charged With Wheeler Slaying

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

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

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

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



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

A Review of the Carnival Season of 1941

and

Important Events and Happenings of the Year

Will Be Features of the

Holiday Greetings Number

Watch for This Issue Dated December 27

NSA RECORD FETE

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

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

Gold life membership cards were awarded to members who had turned in 50 or more memberships. Max Linderman, president, made the presentation to Phil Isser, Lew Lange, Gerald Snellens and Harry Rosen. Midge Cohen, president of the ladies' auxiliary, did the chore for the feminine end. Cited for 10 or more memberships but less than 50 were George A. Hamid, Oscar C. Buck, James E. Strates, Sam Wagner, Sam Rothstein and Ross Manning. "Distinguished Service" plaques went to Dr. Frank J. Vita, License Commissioner Paul Moss, and Brig.-Gen. Frank T. Hines, administrator of Veterans' Affairs of the United States.

Array on the Dais

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

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

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

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

Joe Basile band played during dinner and Shep Fields ork for show and dancing. The entertainment, staged under direction of Jesse Kaye and Sam Rauch, of Fanchon & Marco, consisted of Molly Picon, Marion Bellett and English Brothers, Helen Reynolds Skaters, Johnny Burke, Don Arres, Joey Fay, Peters Sisters, Richard Lane, Bertay Sisters, Jack Albertson, Roberts Magicians, Vicki George and emcees Archie Robbins and Jerry Brannon. Fanchon & Marco, Music Corp. of America, George A. Hamid and Arthur Fisher supplied acts.

William Cowan, Cetlin & Wilson Shows; David Coyne, Hoboken, N. J.; Mr. and Mrs. John Crone, Palisades Park; Adolph K. Crowell, Philadelphia; Joseph Csida, The Billboard.

D.

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

E.

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

F.

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

G.

Bobbie and I. Arthur Ganger, Bar Mart; Mrs. T. Ganin, Palisades Park; Frances Garr; Henry E. Gaudy, Ben Williams Shows; Al Gazley, Music Corp. of America; Neil E. Geary, World of Mirth Shows; Ruth Geller, Trinity Bar; Edna and Harry George; Cliffside, N. J.; Mr. and Mrs. C. M. Gerhart, Philadelphia Toboggan Co.; Lieut. J. Douglas Gessford, U.S.N.; Sally Gest, Far Rockaway, L. I.; E. Guralberg; Mr. and Mrs. Gettemuck, Brooklyn; Mr. and Mrs. Jack Gilbert, World of Mirth Shows; Charles J. Gilsdorf Jr., Dick's Paramount Shows; Harry K. Gilmore, Bloomsburg, Pa.; Phillip L. Glass, Public National Bank & Trust Co.; Irving Gold, Bantly's All American Shows; Arthur Goldberg, M. R. Goldberg, Murray-Goldberg, Palisades Park; Murray Goldsmith, M. Goldsmith Co., Brooklyn; Mr. and Mrs. Jonah J. Gldstein; Mr. and Mrs. Si Goodman, Samuel E. Prell Shows; Sid Goodwalt; William J. Goss, Flourtown (Pa.) Fair; Harry Gottlieb, Hygrade Food Products Co., Brooklyn; Simon, Seraphini, Mrs. S.,

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

H.

George A. Haines, Palisades Park; Mr. and Mrs. R. Hamel, Station WHN; Mr. and Mrs. George, Magnolia and Sam Hamid, George A. Hamid, Inc.; Michel and Sussan Hamid, White City Park, Worcester, Mass.; Mary Hanley, Port Morris Machine Works; James Hannan, Palisades Park; E. L. Hardeman, Chemung County Fair, Elmira, N. Y.; Joan Harmon; Ida and Hadie Harris, Palisades Park; Mr. and Mrs. Irving Harris, Walters Amusements, Asbury Park, N. Y.; Jack Harris, Ross Manning Shows; Joseph Harris; Mack Harris; May and Ray Hawkins and Minian Hazlett, World of Mirth Shows; Roy Heckler, Hubert's Museum; Tom Heffernan, O. C. Buck Shows; Mr. and Mrs. E. Heintz, Port Morris Machine Works; Harry Heller, Heller's Acme Shows; Blanche M. Henderson, Long Island; Alma Hensen, Art Lewis Shows; William R. Hicks, J. J. Page Shows; Arthur L. Hill; William H. Hill, North Boulevard Transit Co.; General Frank T. Hines, Administrator of Veterans' Affairs, Washington; Al Hirsch; Al and Alice Hoffman, Hoffman's, Wood- (See REGISTRATIONS on page 34)

Banquet Registrations

A.

Nat M. Abramson, Station WOR; A. Adams; Fred E. Ahlert, ASCAP; George P. Ahner, Palisades Park, Palisade, N. J.; Johnny Aicher, Cliffside Park, N. J.; Arthur A. Arentsen, Armour & Co.; John A. Pollitt, Louis E. Dufour Associates; J. M. Ajax, Brooklyn; Bancroft Alden, New York Subways Advertising Co.; Phyllis Alexander, Frank Wirth Booking Association, Brooklyn; Lillian Andrew, Ben Williams Shows; Mr. and Mrs. Nicholas Annillo, O. C. Buck Shows; Fifi Arnott, Mike Prudent Shows.

B.

Abraham Baker, Lichtblau & Markowe; Sam Banzanca, J. Isreal & Co., North Bergen, N. J.; Mrs. Frank Barrell, Grantwood, N. J.; Mr. and Mrs. Herman Bantly, Bantly's All-American Shows; Billy Beard, Thomas Brady; Mary Beck, Palisades Park; Irving G. and Lillian H. Belouf; Larry Benn; John J. Bennett Jr., attorney general; R. H. Bennett, Jamaica, L. I.; Shirley M. Bercovici, Seaber Dance Studio; J. Beresin, Beresin & Loeb, Philadelphia; Estelle Bergen, Times Amusement Corp.; James J. Bergen, World of Mirth Shows; Mr. and Mrs. Samuel Berger, Radio Photo Studio; Julian J. Bergoffer; Sam Berk, Berk Co.; George Berman, George Berman, Inc., Pennsburg, Pa.; Phillip Berman, Pennsburg, Pa.; August Berni, Palisades Park; Julian Bischoff, Palisades Park; W. C. Blank, Canada Dry Ginger Ale; Mr. and Mrs. A. Blendow, International Mutoscope Reel Co., Inc., Long Island City; Mr. and Mrs. W. J. Bloch, William Hamilton Producing Co., Union City, N. J.; Harry Bloom, Park & Beach Supply Co.; Leo Blumberg; Mrs. Sydney Blumenthal, International Mutoscope Reel Co.; Dr. Murry Bob. Mike Prudent Shows; Mrs. J. Bobker, Bobker Bearing Co., Newark, N. J.; Charles Bockert, Mineola Fair; A. Balto, North Boulevard Transportation Co., North Bergen, N. J.; Mr. and Mrs. V. A. Bonomo, A. Bonomo & Sons, Inc., Coney Island; Frank Borrell, Mrs. Philomena Borrell, Palisade, N. J.; Mrs. Alice Bosse, Fitchburg, Mass.; Chet Brigham, Art Lewis Shows; Ruth Bright, Nelson Newmann Insurance, Palisades Park; Lillian Brooks; Mack Brooks; Alex Brown, Ben Williams Shows; Dave E. Brown, Billy Groud Shows; Peter Buccaroni, Grant-Cliff Glass Co., Cliffside Park, N. J.; Oscar C. Buck, O. C. Buck Expositions; Keith Buckingham, James E. Strates Shows; Samuel Budowle, Kiddy Park, Brooklyn; Mr. and Mrs. John M. Butler, Cetlin & Wilson Shows; Fred, Burgher, The Billboard; Agnes Burke, Murray Goldberg, Brooklyn,

C.

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

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By STARR DE BELLE

Chicago, Ill.

Week ended Nov. 29, 1941.

Dear Editor:

There is nothing like booking your entire fair route for the season a day or two before the convention gets under way. Knowing that many fair managers would arrive early, the bosses decided to be with them before most of their competitors arrived. With ample billing in the hotel lobby, the five famous Ballyhoo boys, their wives and agents swept into the Hotel Sherman to take over the big annual event. Hundreds of fair men rushed to the door to greet them upon arrival, with contracts in their hands, but Pete brushed them aside by saying,

"We can only play 52 fairs annually." You could see the worried expressions on the fair men's faces when the bosses waved them a cheery "So long" before stepping into an elevator to descend to the boiler room, where spacious offices (See BALLYHOO BROS. on page 52)

L. J. HETH SHOWS

Now Contracting for 1942 Season

Want capable Man to take charge of Motor-Drome. Have complete outfit and semi to load on. Will place organized Minstrel Show with Eight-Piece Band. Salary out of office. Will place other Shows with or without own outfits. Must have attraction worth while. Can place first-class Electrician and Truck Mechanic. Must be sober and reliable. Have for sale—One Corn Game, complete, 16x34, top in fair shape. \$100 takes same. Also have two Ballgames, in good shape, for sale. Will book on Show and give exclusive. Address all replies to L. J. HETH, Mgr., North Birmingham, Ala., or will see you at the Chicago Convention, Sherman Hotel. The L. J. Heth Shows wish all their Friends a Merry Christmas and a Happy New Year.

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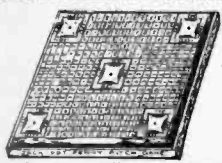
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PARK SPECIAL WHEELS
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THE SPOTLIGHT MIDWAY SHOWS WANT

for the South Broward Agriculture Fairs, Hollywood, Fla., Jan. 17th-24th, RIDES, SHOWS, CONCESSIONS. Ride Owners, contact Chet Dnmn. Concessions, contact Max Tarbes Shows, Taylor Trout, Gen. Manager. All address:

BOX 833, HOLLYWOOD, FLA.

Fair Celebration Committees invited to come and see for yourself.

WANT TO BOOK

Moon Rocket Ride in reliable park for good show having circuit of fairs. Now operating Miami, Florida, fair.

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GREATEST ILLUSION

To Feature or Rally. Levitation. Complete \$37.50. Details, catalogue free.

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World's largest Illusion Builders

ANOTHER CARNIE GONE NUTS

Pat Brady, of the Blue Ribbon Shows, is wintering in Davisboro, Ga., engaged in the pecan business. He offers to Show People strictly No. 1 Pecans with thin shells and fine flavor at 10¢ per pound. No order for less than ten pounds. Satisfaction guaranteed. Remit with P. O. or Express Money Order. Reference: People's Banking Co.
PAT BRADY, Davisboro, Ga.

ESTABLISHED, ORGANIZED CARNIVAL WANTS PARTNER

Invest and work with Show 1942. References exchanged. Reply
BOX D-135, Billboard, Cincinnati, O.

DYER'S GREATER SHOWS

Greenwood, Mississippi, Winter Quarters. Mail address: **BOX 902, or care Trailer City, Hot Springs, Ark.** Booking Shows, Rides and Concessions. Want Merry-Go-Round, Pony Ride, any good Show non-conflicting, 25%. Open in March, close in November. Fairs in Mississippi, Missouri and Wisconsin. For Sale—Chairplane, small Cookhouse and House Trailer, bargain.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

SHOWS—getting what?

EIGHT ROCK WHITE is producing comedian on Earl Backer's Minstrel.

WILLIAM ROBINSON, facial contortionist, is wintering in Columbus, O.

WE love to plan on dates we don't get.

VETERAN concessionaire passes—Henry T. Curtin.

RAY-RAYETTE, side-show attraction, joined Wendel Kuntz's Museum for the winter.

A good cookhouse needs no dinner bell.

PETE BENWAY, last season with Kaus Exposition Shows, is vacationing in New Orleans.

FELIX ADAMS, last season with Blue Ribbon Shows, is a program director at Station WBRW, Welch, W. Va.

WONDER if the upping of fair bids is the order of the day.

CONCESSIONAIRE with Johnny J. Jones Exposition last season, Chester Taylor is wintering in New Orleans.



MIKE KREKOS, owner of the West Coast Circus Shows, who was nominated for the presidency of the Pacific Coast Showmen's Association for 1942 at the club's regular meeting on November 24, is now serving as first vice-president of the organization. Election will be held on December 29.

LOUIE AND LIZZIE SELZER, Monkey Show operators, are wintering in West Monroe, La.

HE who would spare the rod will buy his son a bag of tricks.—John Onceyear.

DON NEWBY is operating a tattoo shop in San Antonio to reported good business.

BILLY FITZER, formerly with Zorima Gardens on Beckmann & Gerety Shows, is playing theaters in Mexico City.

IF all show talkers were lined up in one long line—there'd be a lot of lyin'.

WILLIAM H. (WINGY) SANDERS, last season boss canvasser on Art Lewis Shows, is wintering in Mobile, Ala.

F. A. NORTON returned to Boswell Amusement Company after a Florida vacation.

SOME showmen never let another forget a past favor.

CLAUDETTE-CLAUDE spent Thanksgiving Day with Geraldine Gerald at Glens Falls, N. Y.

ROY VINCENT is with Edythe Sterling's Hopi Indians at Hovland department store, Bridgeport, Conn.

WHEN you find out where you're going next season you'll find out how you stand.

BILLIE BAKER, annex attraction, and Jean Mercer, ventriloquist, joined

Harrison King's Museum in Columbus, O.

MR. AND MRS. PETE RICHARDS are wintering at Indian Rocks, Fla., after a successful season with Buckeye State Shows.

ALMOST every trouper has one good novel in him.

CAPT. FREDDIE LEACH is hauling lumber with his truck for T. F. Taylor Lumber Company at Duck Hill, Miss., for the winter.

PRINCE RUPO, half-man; Lady Sylvia; Stella Mae, three-armed girl, and Bessie Russell have been signed by Lew Alter's Side Show for 1942.

I'LL bet many of last year's over-bidding managers have already forgotten their "never-again" vow.—Oscar the Ham.

CONCESSIONAIRE and corn game operator of note, Blackie Robbins recently passed thru Mobile, Ala., en route to Florida, where he will winter.

HOWARD AND EVELYN GOLDEN report a successful season with Vernon Moore on Blue Ribbon Shows. They are wintering in Miami.

YOU can't fool even the wolf that is sniffing at your door by reporting unheard-of grosses.

SINCE closing a successful season with his Girl Show and concessions, Funny



MOTORDROME operator of note, Gene McShain has been signed by Mighty Sheesley Midway to operate a lion drome on the shows in 1942. He's considered by many to be one of the best drome operators in the field.

Porter has been operating a skating rink in Portsmouth, O.

CHARLES S. NOELL is general agenting Arcade Shows, a small winter unit of Four Star Exposition Shows, which are in quarters in Shreveport, La.

CRITICIZE your own show first and you will have that much experience on which to base your criticism of others.—Colonel Patch.

FORMERLY with Four Star Exposition Shows, Sox Hose is in St. Mary's Hospital, St. Louis, where he underwent an operation recently, his wife, Mrs. Margaret Hose, reports.

ANNEX attraction on the Al Tomaini Side Show on James E. Strates Shows, Esther Lester went to York, Pa., after shows closed to spend the winter with her mother.

IT would be nice if all the back slappers got it over with before the conventions started.

GUESTS of Mr. and Mrs. Carl J. Lauther at Thanksgiving dinner at the Lauther home in Petersburg, Va., were Mr. and Mrs. John W. Wilson, Mr. and Mrs. Izzy Cetlin and Mary McLane.

BILL REED writes from Goldsboro, N. C.: "I saw Irish Jack Lynch, daddy

Perhaps

IF I had \$1,000,000 I'd invest one-third of it in railroad cars, wagons, tents, light plants and other equipment necessary to operate a major league carnival. I wouldn't own or operate any attractions out of my office, but would book all independent shows, rides and concessions and let them keep all of their grosses except committee or fair percentages.

I would build the most modern and elaborate front gate ever seen in the midway world. I'd let those who booked with me divide equally the gross of the gate minus the sponsors' bit. I'd pay railroad moves, all guarantees, hauling, train crew, advance staff, office staff, billing, newspapers and radio time. I'd pay the costs of booking and pay entertaining expense and furnish lights, water and lot.

I'd run ads advertising everything free to the showmen so as to get them to join and would keep faith with them after joining. The interest on the two-thirds of my million still left would support the show, operating on a non-profit basis. The object of such a set-up would be to see how many of my skeptical attraction operators would accuse me of padding the fair and still-date contracts in order to keep 5 per cent of the grosses for myself.—DIME JAM JOHNSON.

of all show talkers, with Carl J. Lauther's Museum, here. Irish has been telling it to the crowds for 48 years."

KILLING two birds with one stone is over-bidding competitors and raising independent show and ride operators' percentages to offset the over-bid.—Cousin Peleg.

KENNETH (HOT DOG) BLEVINS, last season prize package concessionaire on Great Lakes Exposition Shows, is working with Dr. W. J. Carter, dentist, at Johnson City, Tenn.

GLADYS AND GEORGE McALLEN, cookhouse operators on Tivoli Exposition Shows last season, returned to Trailer City, Hot Springs, after attending the funeral of George's father.

AFTER the Chicago conventions are over the gossip from some winter-quarters cookhouses will be about as "probable" as reports from those who attended.

ABE FRANK, well-known corn game operator, has been discharged from a Clarksdale, Miss., hospital after a pneumonia attack and is now convalescing at his sister's home there.

NORTON (SCOTTY) BLOOM, former boss canvasser for Al C. Hansen, Wallace Bros. and Vernon's United Shows, is working in Angelo's Restaurant in Mobile, Ala., this winter.

DO your best to raise the ante—and fair boards will take care of the remainder.—Lizzie Echmidt, of Educational Hawaiian Revue.

A. B. (PETE) JONES is back in Huntington, W. Va., for the holidays after closing his Jones Greater Shows, which played West Virginia and Kentucky to fair results.

LEON E. BLONDIN, who had his Monkey Show on Rubin & Cherry Exposition this season, has booked the attraction with the organization for 1942 and is in shows' quarters in Tucson, Ariz.

ABOUT the time that we are enjoying a good route it dawns upon us that it won't last forever—and we start worrying about another one.

FRANK LABARR, mail and *The Billboard* sales agent, who closed his 75th

BIG ELI NEWS
for
November-December
Now Ready

Articles about the No. 16, largest model BIG ELI Wheel—and the 1942 Model 7-Car Tilt-a-Whirl. Crammed full of pictures, news, helpful hints, all about the Amusement Riding Device business. If you're in any way interested in Outdoor Amusement, send for a free sample copy of BIG ELI NEWS. You'll not want to miss it!

ELI BRIDGE COMPANY

Publishers
BIG ELI WHEELS — ELI Power Units
Opp. Wab. Sta., Jacksonville, Illinois

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

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

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

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

"ONE of my hardest tasks," smart-cracked G. Gate, of Gate & Banner Shows, "is to figure out new plusses and de-ducts which my people won't feel until they get so accustomed to them that they forget to beef."

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

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

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

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

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

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

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

WALTER LEMON, past season with Holly Hornsby's ball games, writes: "I am wintering in Parkersburg, W. Va. Others here are R. L. Prichard, Col. Bill Lilly, Buddy Lilly, Audry Scott, Rube Noland, Earl Charlton, Harry Hoffman and A. Hasson."

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

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

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

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

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

All That Glitters

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

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

Whenever someone entered I'd ask, "And who is he?" "He," my new friend would explain, "is So-and-So, who made 50G on the World's Fair midway." In a few minutes he would continue with his who's who in the carnival world.

"Over there is So-and-So, who owns the Such-and-Such show. To my left is Whosis, who operated a side show on Whatsis Shows." For an hour he kept up the introduction of big shots.

We finally went upstairs to watch a crap game. "Who is that guy shooting \$1,200 a lick?" I asked my friend. "Who, him?" snorted my pal. "Why, he ain't nobody but a small concession agent." Right then I decided to join a carnival.

Punch and Judy; Walter Gawle, lightning sketches; Sonya Wong, dancer; Terry LaMonte, annex attraction, with Marie Adams, nurse, and Mrs. Bob Howard, inside lecturer.

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

FUNNY thing about these office wagons is that when you go to draw that daily deuce the secretary will ask you if you want it in money, when he has money, but just throws out brass or meal tickets without even mentioning the weather when he hasn't.—Red Flare.

OWNERS-OPERATORS of Virginia Greater Shows, Mr. and Mrs. Rocco Masucci were honored at a home-coming party by friends when they returned to their winter home in Orange, N. J., recently. Guests included Mr. and Mrs. P. A. Minelli, Mr. and Mrs. Jack DeGhetti, Mr. and Mrs. Charles Vitale, Mrs. C. Masucci; Bea, Dorothy and Louise Masucci; Mr. and Mrs. Charles Masucci, Anthony J. and Donald Masucci, Ralph Minelli, Edw. Lundgren and Frances Faurette. Sol Nugger, of the shows, is wintering in Winchester, Va.

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

FOUR STAR WIND-UP

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

Byers Bros.' Shows, and Capt. Leo Simon, T. J. Tidwell Shows.

Season's tour took shows thru Louisiana, Arkansas, Missouri, Illinois, Indiana, Tennessee, Mississippi and Wisconsin and saw them play 13 fairs and 6 celebrations.

St. Louis

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

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

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

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

ter. Mr. and Mrs. Paul Flannigan, Henries Bros.' Shows, are in the city visiting friends.

SLA SERVICES

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



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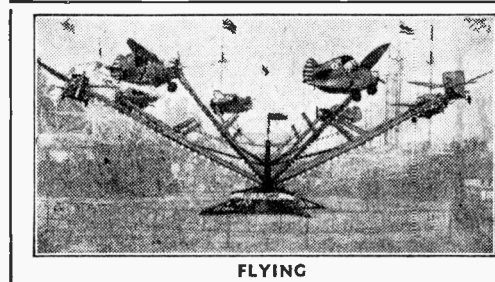
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Showmen's League of America



Sherman Hotel
Chicago

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

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

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

Club Activities

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

Ladies' Auxiliary

Club held a social November 21 at the Sherman Hotel, with Past President Marie Brown as hostess. Past President Mrs. Henry Belden assisted. Attractive prizes were awarded. Sister Mrs. Mabel Wright is at home recuperating from a recent operation.

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



Pacific Coast Showmen's Assn

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

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

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

Ladies' Auxiliary

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

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

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

Heart of America Showmen's Club



Reid Hotel
Kansas City

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

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

Ladies' Auxiliary

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

Martha Walters passed the penny box. Night's award, three linen hankerchiefs, donated by the club, went to Jess Nathan. With the annual election set for December 19, President Martone appointed Myrtle Duncan, chairman; Margaret Haney, Martha Walters and Jess Nathan on the nominating committee. President Martone also appointed Hattie Hawk to act as treasurer in the absence of Helen Smith, who will leave December 12 for a California vacation. Following is the holiday calendar: Bazaar, December 18-19; election, 19th; Christmas Party, 25th; installation of officers, 26th; memorial services, 28th; open house, 28th; annual luncheon, 30th; tacky party, 30th, and banquet and ball, 31st. Hattie Hawk, bazaar committee chairman, asked that all send donations. She should receive them at the Reid Hotel not later than December 16. Lola Hart has been released from a local hospital and is resting at the hotel for a few days.



National Showmen's Assn.

Palace Theater Building
New York

Ladies' Auxiliary

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

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

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

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

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Now booking for 1942 season in Kentucky and Indiana. WANT Shows and Concessions of all kinds. Will sell X on Corn Game and Photo Gallery. Louis T. Riley, owner and manager. Address: P. O. BOX 3423, MIAMI, FLA. Located Ollie Trout Trailer Park.

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Want to hear from money-making attractions and useful Show People all departments. All address: JOE J. FONTANA, Box 994, Atlanta, Ga.

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USED TENT BARGAIN

No. 1-401—Hip End Front Gable End Back Push Pole Style Tent, 45x109 feet. 10' pitch, made in 4 pieces to lace with overlaps; sidewall 14' high. Material 10.69 oz. blue Loctex, walls 8 oz. D. F. blue. Trimmed red and green. Condition fair to serviceable. Top and wall \$612

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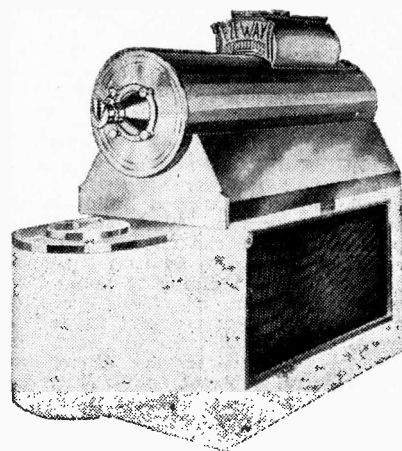
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BUY U. S. Defense Savings Bonds and Stamps

EZE WAY CUSTARD MACHINES ARE GOING INTO A BIG SEASON AGAIN



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

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

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

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

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No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
No. 3 Cards—Heavy, Green, Yellow, Red—Any of 50 or 100 cards, per card 6¢.

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Automatic Bingo Shaker. Real Glass . . . \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25

M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.

3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, size 4x5, per 1,000. 1.25

3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M . . . 1.50

Box of 25,000 Black Strip Card Markers. . . 1.50

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With 5 Major Rides, 1 Kiddie Auto Ride; 5 Shows complete with fronts, tops, banners, lights, staging, etc.; 1 Fun House, 3 Light Towers, Transformer Wagon complete with cable, Office Trailer, 12 Trucks and 10 Semi-Trailers. Also have small Kiddie Auto Ride and 1 new 12-Car Ride-O Cable for sale. Address: BOX 79, HOT SPRINGS, ARK.

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Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

James E. Strates

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

Cetlin & Wilson

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

MARY B. McLANE.

Dixie Belle

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

Penn Premier

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

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

Bright Lights Expo

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

Sponsored Events

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Milwaukee's Fete Cut to Seven Days

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

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

Augusta Club Completes Plans for Charity Fete

AUGUSTA, Ga., Nov. 29.—Members of the 4th Ward Political Club this week completed arrangements for its 10-day Christmas Charity Carnival for the underprivileged children of their ward. A daily radio hook-up has been arranged and committee has booked shows, rides and concessions.

T. W. Brant and his clown band wagon is parading the streets daily and carnival souvenirs are being passed out to Christmas shoppers by local merchants. A concert band and several free acts have been contracted. Thomas Fallon is general manager of all amusements. Mrs. Lydia S. Martin is in charge of promotions.

C. A. KLEIN'S circus attraction has been booked to provide the entertainment at Babcock & Wilcox Company's annual party in Granada and Regent theaters, Beaver Falls, Pa. Klein produced the show last year.

COMMITTEE in charge of arrangements for the second annual indoor circus in Municipal Auditorium, Zanesville, O., under Disabled American Veterans' Post auspices, includes Commander Clinton Kramer, Fred Bugglin, Charles

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

VIRGINIA GREATER SHOWS alone played the second annual National Peanut Exposition, Suffolk, Va., October 30-31 and were not combined on the midway with Clyde's United and Lew Henry shows, as was recently reported, Rocco Masucci, business manager, writes from Orange, N. J.

FINANCIAL report read at the directors' meeting of the Denver Community Association, Denver, Ind., November 25 revealed the organization's 11th annual Fall Festival and 4-H Fair wound up with a good profit. Dates for the 1942 event were set at the meeting and Carl Solt was again placed in charge of concession, free act and entertainment committees.

A Review of the Sponsored Events of 1941

and

Important Events and Happenings of the Year Will Be Features of the Holiday Greetings Number

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Patriotic Theme In Detroit Show

DETROIT, Nov. 29.—Stars and Stripes, dedicated to service men and a departure from any previous show presented at Arena Gardens here, will be the 1942 presentation of the Detroit Figure Skating Club on January 27 and February 3, said General Manager Fred A. Martin. Proceeds will be used by the club to send entries to national championships in Civic Auditorium, Memphis, the week of April 13.

Carnival will be the seventh staged by the club. New costumes and scenery, produced by members, will be used. Rink professionals will aid in preparing the production.

Party Bookings Heavy

With the entire winter season booked for Tuesday night special parties, Jesse Bell, party representative and speed pro, reported that organizations are signing for dates far into spring. Majority of bookings to date have been from church, school and fraternal groups and in many cases sponsors have re-signed for future dates.

As an aid to the national defense program the rink has abandoned awards of skating equipment at Saturday night sessions and substituted "Victory Night," featuring award of a \$25 Defense Savings Bond. Since October 5 skaters have been competing in preliminary races of the Silver Rollers Contest, which is to end November 30, when eight boys and eight girls will skate for silver trophies and speed skates offered as prizes. Since September 5 Arena Gardens has been a gathering place of Midwestern skaters who have come here to study international-style skating under tutelage of Arena pros and to take RSROA tests before Detroit judges on Sunday afternoons.

Roster Enlarged

Demand for private instruction is greater this year than in 1940, but schedules are being kept. This year's professional staff includes Mrs. Marjorie (Martin) McLauchlen, holdover; Irene Seifert, former amateur of Dayton, O., newcomer; R. G. Dlotte, beginners' coach; Richard McLauchlen; Roland Martin; Luella Uhley, holdover; Mabel Osborne and Charlotte Wangenheim, newcomers; Virgil Carlington, bronze dance medalist, who is to be added to the staff; Claude Buckner and Robert Miller, newcomers; Earl Dunn, holdover, who operates his own rink at Fairhaven, Mich., during the summer, and R. D. Martin, assistant manager and head professional. Roster includes Mrs. Alma Brown, cashier; George Shuler, door; Lou Uhley, Helen Wolds, club desk; Philip

Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

Peterson, Dick Martin, Jack Reed, Ned Hogan, James McDonald, Philip Jackson, Ray Kelly, James O'Hara, Charles Sudekum and Victor Harrington, check room; Earl King, Eddy Martin and Bob Clergy, skate room; Mickey King, Martina Marvel, Bob Gheen and Dayton Bakewell, fountain; Mrs. Elva Hill, women's lounge; Ethel Pellman, club room matron; Slippery Gray, electrician; Russell Bice, organist; Herman and Clarence Thompson, Sam Lee and Robert Watkins, porters; Mrs. Elizabeth Summerton, office, and Charles McIntosh, parking lot.

Pro Roller Show Prepped; To Have Cast of 100, Ork

NEW YORK, Nov. 29.—Roller Follies, Inc., headed by Harold Steinman, will place in rehearsal soon a show, *Roller Follies of 1942*, which will begin a tour of arenas at Cleveland Municipal Auditorium on January 6 and may come here in the spring.

Steinman has returned from a talent booking tour for his show, which will have a cast of 100. Revue will be the first professional roller skating show ever assembled, said Steinman, who believes its appeal will surpass that of popular touring ice shows. Fanchon & Marco has been signed to stage and produce the show and Gae Foster will direct dances. Sam Shayon and Jesse Kaye, of the Fanchon & Marco office, will assist. There will be a precision and ballet chorus of 32, novelty acts, exhibitions and an orchestra.

10G Spokane Layout Opens

SPOKANE, Nov. 29.—About 400 skaters attended the opening of new Skateland here on November 15. The \$10,000 layout, managed by Mike Higgins, has 9,000 square feet of maple floor and modern conveniences, including a lunch counter. It is open all day Saturday and Sunday and every afternoon and night on weekdays. Admission is 23 cents for matinees and 40 cents at night. Dance tunes are furnished weekly thru Skating Tunes, Inc. Eddy Allen is floor manager; Jack Davis, instructor; Norman Winninger, skate room, and Lois Lusk, cashier. City now has four rinks. Year ago there was one.

Ruhlman Bids for 75G Spot

PITTSBURGH, Nov. 29.—Hyatt D. Ruhlman, who recently opened his new Lexington Rink in the East Liberty section here, is planning to build another rink in the South Hills near Dormont, according to his petition to city council for permission to purchase two pieces of property, now separated by a street, so that he might construct a \$75,000 building. Council declared that after he purchased the property they would be willing to vacate the street so that he could build the rink.

Va. Operations To Get Push

NEWPORT NEWS, Va., Nov. 29.—Old Dominion Roller Rink here, recently bought by Indian River Amusement Corporation, theater operator, from William R. Tomlinson for \$26,000, will continue to operate as a rink, said Vice-President Jerome Gordon. It had been rumored it would be turned into a theater. An extensive redecorating and refurnishing program is in progress. Herbert Morewitz, who recently returned from the West Coast, and Charles R. Burcher will be co-managers.

JEAN RICKEY, "Queen of the Rollers," reported she opened a two-week engagement at the Jefferson Hotel, St. Louis, on November 28, to be followed by a six-week return date at Colosimo's, Chicago.

SONNY AND JERRY, roller skaters, were on the bill of the J. R. Malloy circus, under auspices of retail merchants at the Palace Theater, Canton, O., on November 21.

ADDING Robert Blocker recently, Chris Reynolds and Chester Roberts, formerly known as Reynolds and Roberts, roller skaters, have formed the Reynolds and Roberts Brothers Trio, which recently played the Firemen's Show at Taft Auditorium, Cincinnati, and followed with

appearances at Colonial Theater, Detroit, and Grand Theater, St. Louis. Trio was to open November 28 at Washington-Youree Hotel, Shreveport, La., then tour the Southwest, including dates at Dallas and San Antonio.

FORMER skaters at Arena Gardens Rink, Detroit, who are in the armed service, are supplied with courtesy cards by General Manager Fred A. Martin when home on furlough. As in former years, a turkey hunt and feather party was staged on November 19, 12 birds being given as prizes.

FRANK R. WINKLEY, who for some years has been in the thrill show game, is now a roller skating impresario. He is operating Rainbow Roller Rink, Minneapolis, and reports it is doing excellent business. Bruce Barham, formerly with West Bros.' Shows, is manager of the rink, which opened October 21. It has 6,000 square feet of skating surface in the newly installed maple floor.

CORNELL AND NESTER (Flying Aces) closed a successful engagement at Nixon's Cafe, Pittsburgh, on November 29. While there they visited Sheridan Roller Rink and new Penn Rink, reporting business good at both spots.

MASSACHUSETTS State amateur roller skating championship contests will be held in Winter Garden Rollerway, Dorchester, Mass., the last week of February, said General Manager Fred H. Freeman. First, second and third place winners will be eligible for entry in national contests, to be held in Civic Auditorium, Memphis, week of April 13. Fred H. Freeman Figure Skating Club will admit new members for the last time during the 1941-'42 season on January 4. Entrance requirement is satisfactory execution of junior competitive roller dances. Special matinees were held on November 20 and 21.

FOUR COMETS, roller skaters, appeared at the Feeley Theater, Hazleton, Pa., on November 17-19.

SEAPINES Rollerrome in reconditioned Casino Ballroom at Seaside Park, Virginia Beach, Va., is becoming popular

with personnel of Fort Story and Camp Pendleton there. Rink is located between the army posts on the Atlantic Boardwalk. Manager Robert Hofheimer is supplying hostesses for doubles and waltzes. Servicemen in uniform are admitted for half price. Some 40,000 men now on maneuvers in the Carolinas are to return here soon, and programs of contests and special events will be put in full swing.

PALACE Roller Rink, Camden, N. J., has organized a Skaters' Jacket Club, holders of membership cards being given an opportunity to win a club jacket.

DON BERGER has been engaged as electric organist at Playland Rink, York, Pa. White Rose Arena, York, has set aside Mondays as Women's Night and Thursdays for beginners.

POP CAREY, operator of Circus Garden Rink, Philadelphia, has set up a display of shoe skates in association with a department store.

"PERRY B. RAWSON advises that he has a child evacuee from England at his home, the daughter of a nationally known British pro roller skater, Teddy Bright, and an up-and-coming performer on the wheels herself," writes Cyril Beastall from Chesterfield, England. "This reminds me that one can hardly overlook members of the Bright family when referring to outstanding personalities of the skating world, because they have been much in evidence during the past 30 years.

"Teddy Bright or Ed, as Rawson calls him, is something of a showman and has managed quite a few rinks, mostly small. He is not one of my close acquaintances. The last time I saw him was nine years ago, when he was running Winsford (Cheshire) Rink, best remembered for its hockey team, labeled 'Champions of Cheshire' by Teddy.

"Charlie, an older brother, is perhaps more widely known, especially as a once prominent speedman, altho he has managed a number of rinks in recent years, notably the luxurious Colonade, Leamington, where we last met in 1937 and played hockey against each other. Charlie was 51 at the time and not a bad lad with the stick. He has claimed the world's half-mile speed title and finished as runner-up in the pro national title events in 1926 and 1928. He was often referred to as the 'skating kangaroo' because of his exceptionally

(See RINKS on page 54)



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CAMBRIDGE, MASS.

Macon Shrine Sets Top Marks For Grosses and Gate; 50,800 Is Count, With Two Turnaways

MACON, Ga., Nov. 29.—Ninth annual Macon Shrine Circus, which ended a week's run November 22, broke all records for grosses and attendance, officials of Arab Patrol of Al Sihah Temple announced. There were turnaways Friday and Saturday nights and on other nights capacity of the big Macon Auditorium was heavily taxed.

Attendance was announced as 50,800, compared to about 46,000 last year. While not all figures have been compiled, it was learned that net profit to the patrol will exceed \$3,000 or practically double that of last year. Biggest gain in total gross was in concessions, operated by about 65 patrol members, altho there was a substantial increase in ticket sales. Macon is in an unprecedented boom era from many defense projects, but the Shrine committee ordered the ticket price to remain at 10 cents, as in former years. Reserves were upped to 20 cents, from 15 cents a year ago, with the Shrine absorbing the tax.

Shrine members do all promotional, executive and concession work voluntarily. Professional acts, musicians, stage crew and advertising and publicity men are employed, however. Performances are given on six nights and there is one matinee, free to all children. Inmates of orphanages were special guests and the Shriners served refreshments. All acts work on a stage, with the program divided into three sections. Intermissions were held for concession play.

The Program

In the first section were Don Bernardo, slack wire; clown frolic; Miss Juanita, rumba; Tumbling Atwoods, and Sylvia and Her Pals, trained dogs. Second: Brownlee Bothers, comedy bars; Four Merrills, balancing; clown convention; Tarzan, chimpanzee, worked by Irah J. Watkins. Third: Webber Brothers and Chatita, wire; clown number; Watkins' One-Ring Circus, with acrobats, comedy mule and troupe of eight ponies worked by Buddy Watkins; Los Gitanos (Merrills), perch, and Herbert Webber, foot slide from balcony.

Lee Wood provided accompaniment at the big organ. Frank Sotiro was superintendent of properties, assisted by C. H. Hunnicutt. Charles Sparks was adviser to the circus committee, G. P. Lockhart, general chairman; Morgan R. Arden, concession superintendent; Julian V. Kennedy, stage manager; Corliss Edwards, stock room manager; Frank B. Steger and J. P. Kennington, ticket superintendents.

Grady Gillon, potentate of Al Sihah Temple, again was emcee, and Boyce E. Miller, captain of the Shrine band, assisted. Isadore Putzel was chief electrician; Guy White, sound engineer; P. D. Griffith and J. R. Beach, doors; George F. Yetter, reserves; Brooks Geoghegan and J. D. Brown, office managers. Paul M. Conaway was in charge of publicity for the ninth annual time and also had charge of issuance of a souvenir program.

Side Show

Something new was a side show booked by Mrs. Helen Haag Hayes, which featured a giant python and collection of alligators. On her staff were Polly

Jones, front door; Arthur (Slim) Van Camp, lecturer; Blackie Duncan and Harry Crater, helpers. Side show did big business.

Ollie Bradley reported good business with popcorn and peanut concessions and his wife a good week with fishpond. Frank Smith and wife had candy floss stands; Carl Cox, photos; Charles Zales and "Pop" Penney, potato pops.

Record business was considered even more unusual because Macon had the (See MACON SHRINE TOPS on page 54)

Gangler To Present Show in Movie Houses

PHILADELPHIA, Nov. 29.—Gangler Bros.' Circus, featuring 35 performing animals, capitalizing on the increased use of stagelights in movie houses, figures on filling in the remainder of the year with theater dates. Currently playing the Comerford houses in up-State Pennsylvania, the circus has made a deal with the Jolly Joyce Theatrical Agency here to tour theaters for December and January.

Marking the first time that the theatrical agency is handling a circus attraction, a tour is being lined up by Bernie Rothberg, of the Joyce office, taking in single night stands and split weeks in theaters covering Maryland, Delaware, Virginia, West Virginia, North and South Carolina.

All the bookings are being arranged on a guarantee plus a percentage basis. The tour will start November 30 in La Plata, Md. In each town the circus will put on a street parade to ballyhoo the stage presentation.

Bull's-Eye for Alibi

ST. PETERSBURG, Fla., Nov. 29.—Charged with driving 30 miles an hour thru a school zone, H. E. Nelms declared: "I had gone out in that direction to watch Ringling's circus and I never noticed that I was driving thru a school zone." "I may look grouchy at times, but I certainly haven't lost my sense of humor," Judge Clark remarked, with a broad smile. "I firmly believe that it is possible for any of us to forget even the presence of a school house, especially when it's circus day in town." A \$10 fine was suspended.

Big One Home-Runs to Sarasota After Best Season; Miami Two-Dayer Close to High in Denver

MIAMI, Nov. 29.—Ringling-Barnum circus closed here last Saturday after the best season in its history, officials said. The two-day stand here was a sell-out, Miami coming second only to Denver, best two-day stand of the season.

Those returning to Sarasota winter quarters included: John Ringling North, president; Henry Ringling North, vice-president; George Smith, general manager; Roland Butler, chief of publicity; Pat Valdo, director of performer personnel; Fred De Wolfe, auditor; Hubert Sicks, assistant auditor; Lloyd Morgan, lot superintendent; Max Steel, superintendent of front door; Walter McLain, boss elephant man, and Ed Kelly, contracting agent.

Fred Bradna, equestrian director, leaves for Havana to put on a show for Santos & Artigas, taking with him a group of panthers, Konyot Family, Cora Davis; De-Ocas, a flying act produced by Arthur Concello, and others.

Frank Braden, press agent, goes to New York for pic publicity. Fred Smythe, side-show manager, to New York for a well-earned rest. Herbert Duval, legal adjuster, to Sarasota for few days and then to New York office. Auditor Griffin to New York office after a short visit to Sarasota.

J. C. Donahue, traffic manager, to Chicago office; Arthur Hopper, of advertising



CLIFF McDOUGALL, press representative of Polack Bros.' Circus, poses with Betty, 17-day-old cub born on the show, mother being one of Capt. Noble Hamiter's Nubian lions. Irv J. Polack personally booked the repeat date under Syrian Temple Shrine, Cincinnati, the third consecutive year that the circus will be presented in Music Hall. A third engagement in Louisville under Kosair Temple Shrine will be on February 6-12, with layoff on February 13-15 before the Ciney engagement.

Police Tell of New Angle In Bulls' Poisoning Case

CHARLOTTE, N. C., Nov. 29.—Elwin B. Michael, 32-year-old circus employee, brought here for questioning in connection with the poison death of 11 Ringling-Barnum elephants, remained in custody as police continued to investigate.

City police were about to release him after persons who said they saw him drop capsules into the mouths of elephants when the circus was here on November 3 failed to positively identify him. Just as the case against Michael apparently had fizzled, police said they had learned that a man fitting Michael's description attempted to buy arsenic from a prescription clerk in Danville, Va., three days before the circus came to Charlotte and while it was playing the Virginia city.

The Danville clerk said he refused to sell arsenic to the man when he asked for the drug to poison dogs, police reported. A photo of Michael was mailed to Danville police. Detectives and others working on the case said they had developed no other theories as to who the poisoner might be.

CB Adds Showy Touch to L'ville Holiday Parade

LOUISVILLE, Nov. 29.—Fully half of the largest Santa Claus parade ever held here was supplied by Zack Terrell's Cole Bros.' Circus night of November 21. Several beautiful floats were representative of children's fairyland stories and the historic old America wagon, now fitted up as a callope and used by the shows a part of the season, was in line. Six bulls and six camels were in charge of Ted White. Orville (Curly) Stewart was parade marshal. It was estimated that nearly 200,000 were on the streets for the pageant, which officially opened the Christmas shopping season here.

Workingmen and executives wintering with the show were treated to a real Thanksgiving dinner on November 20 at 5:30 p.m. by Chief Steward Curly Wolfe and assistants. There were turkey, cranberry sauce, baked sweet potatoes and pumpkin pie in abundance. Besides the working crew, guests included Mr. and Mrs. Joe Hayworth, Mr. and Mrs. Paul Nelson, Vernon L. McReavy, Col. Harry Thomas, Herbert Leeman, Orville E. (Curly) Stewart and K. W. Robinson, representative of Dupont, an ardent local circus fan. Mr. and Mrs. Terrell spent Thanksgiving with relatives in Owensboro, Ky.

Henry Clay Hotel is the scene of a new "Magic Carpet" each evening from 8 until midnight. Regular attenders include Sam Davis, 82-year-old vet of show business, who has been elected president of the club; R. O. Scatterday; George Westerman, Hennies Bros.' Shows, who makes his winter home in Louisville; Joe de Rossetti, son of the late Rex; Mac McClain, of the show's legal department, and Col. Harry Thomas. Many jackpots are cut up and visiting showmen are cordially invited to "sit in."

Shrine Sets New Records At Evansville, Ind., Show

EVANSVILLE, Ind., Nov. 29.—Annual Hadi Temple Shrine Circus here on November 17-22 broke all previous records. Attendance was unusually big, satisfying the committee as another financial success.

Under Dilbert V. Blackburn, chairman of performance committee, this program was presented: Three Aces, sky act; Dolly Jacobs, riding lion; Claude Crumley, balancing; Dolly Jacobs, performing elephants; Six American Bells, teeterboard, and Terrell Jacobs with his wild animal act. Happy Kellams, producing clown, and Van Wells presented Joey numbers.

Barr Bros. To Enlarge

ETNA, O., Nov. 29.—Barr Bros.' Circus, motorized, which made its debut last season, will go out next spring greatly enlarged, Bill Myers and "Buck" Bernard, co-owners, have announced. Work has been started on the winter quarters farm near here with the building of a new semi-trailer and several smaller trucks. Later it is planned to move quarters to Indiana, where the show will open next spring. A 70-foot round top with three 30-foot middles and a side-show top have been purchased. During the few weeks of its '41 tour the show did not have a losing day, it was reported.

WB Is Reported Going Out

MACON, Ga., Nov. 29.—Ray W. Rogers, well-known circus owner, probably will put out Wallace Bros.' Circus again next season, it was indicated on a recent visit here. Several weeks ago he advertised the show for sale and, altho he has had offers, he will likely retain the property, he said. The past season was reported the best in the history of the show.

Sarasota. Clown mailman and *The Billboard* sales agent, Paul Jerome went to Oklahoma City; Felix Adler to Bamberg Department Store, Newark, N. J.; Frankie Saluto to Elizabeth, N. J.; George Campbell to Chatsworth, Ga., and Tommy Haynes, superintendent of tickets, will say in Miami. Mickey Graves to New York, Dick Smith to New York, Ralph Lill to Sarasota, Howard Mintz to Tampa, Claire Sisters to stay in Miami and Hunt Twins to Sarasota and then Chicago.

A Review of the Circus Season of 1941

and

Important Events and Happenings of the Year

Will Be Features of the

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Builders

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By RUSS T. WARNER

(Director of Publicity, 1418. Mulberry
Street, Reading, Pa.)

ROCHELLE, Ill., Nov. 29.—Eastern Vice-President Samuel M. Prentiss announced that the Eastern Sectional meeting will be held in Trenton, N. J., on April 26-27. Meeting will be held to honor Charles T. Hunt, owner-manager of Hunt's Circus at the start of his 50th year of trouping.

Mr. and Mrs. Randall Palmer, of Fitchville, Conn., entertained the Charles Sparks Tent No. 14, CFA, of Norwich, Conn., during the November meeting on evening of November 15, with the following members and guests present: Mr. and Mrs. Randall Palmer, Mr. and Mrs. Walter Buckingham, Mr. and Mrs. Felix Callahan, Mr. and Mrs. Jean Kieffer, Mr. and Mrs. Walter Holden, Joe Daley, John Tarrant, Mary Gribbon, Margaret Roarke, Lillian C. Roarke, Mrs. Gribbon, of Fitchville, and James B. Hoyer, of Hartford, State chairman of P. T. Barnum Top. After the regular business had been taken care of, Mr. Hoyer entertained the company with an interesting talk on his trip thru Virginia and North Carolina this fall with the Big Show. Jim had taken his kodak along and showed some fine pictures taken on this trip and also at other times during the season. The general opinion was that Jim knows how to snap 'em. After serving refreshments by Mrs. Palmer, the evening closed with circus music furnished by Walter Buckingham.

Fred Schlotzhauer, of Oquawka, Ill., writes: "I attended Polack's Circus at Peoria, Ill., last Friday night. Had them standing and they had turnaways practically every night. They gave three shows Saturday and Sunday."

Reports from Charles Gager, of Charles Sparks Tent, Norwich, Conn., who has been in the New Haven hospital for several weeks, are most encouraging and it is hoped he will soon be able to leave.

Fred Donovan, of Springfield, Ill., caught the Polack show at Peoria. He states that Springfield is planning on staging this show next year. While in Peoria he visited with George Freeman and Thurmond Hall.

CFA Bob Davies, who has been seriously ill at Hartford hospital, is now recovering at his home at 28 North Whitney Street, Hartford, and would welcome word from friends.

Rev. Edward Sullivan, Cambridge, Mass., national chaplain of the CFA, spoke November 4 at the meeting of the Bluch Landolf Tent at the Sea Food restaurant. At the same meeting, James Hoyer, Hartford, Conn., and William Day, New Britain, Conn., told of experiences last month with the Big Show while traveling as guests thru several Southern States. The Landolf Tent will gather with the Model Builders' Association of Hartford at the latter's headquarters following its December meeting, and will have the chance to inspect many of the interesting models.

Shelby Show Goes to Barn

YORK, S. C., Nov. 29.—Shelby Bros.' Circus, which opened after the close of Wallace Bros.' Circus, had a successful tour of five weeks in the Carolinas. Cold weather closed the show recently and equipment has been returned to winter quarters here. Julien West was manager and Oscar Wiley general agent.

Abernathy to Florida

PITTSBURGH, Nov. 29.—After losing his race for sheriff of Allegheny County as Democratic nominee, altho remainder of the Democratic ticket won in the city and the majority of the county office nominees also won, President Leo Abernathy, International Alliance of Billposters, Billers and Distributors, has gone to Florida for an extended vacation, his office reports.

LILLIAN STROCK, 16-year-old Akron aerialist, featured the past three seasons with Klein's attractions, was subject of the front cover and one entire inside page of the roto section of *The Akron (O.) Beacon Journal* of November 23.

READING, Pa., Nov. 29.—John McCurdy, CMB of Harrisburg, Pa., conducted a Hobby Show and Model Railroad display at Greater Harrisburg Model R. R. Club quarters. Besides a miniature railroad layout of over 500 feet, show featured four separate model circus outfits. McCurdy's train of 7 flats, 6 stock and bull cars and 2 Pullmans, with Smith & Keifer Circus advertising car No. 1, was displayed in an unloading scene with wagons being pulled away from the runs while others were being unloaded. Melvin Miller presented his Miller's Combined Shows in a lot scene with baggage wagons being placed, electric plant and cookhouse set up and ready to go.

Great Tags Circus was represented by the train of 9 flats and 5 stock and bull cars, all loaded and running on the railroad club's model road. This train, made and presented by Tom Gilbert, York, Pa., met with an accident on its last trip Saturday night. Two of the flats jumped the rails, spilling their baggage wagons and tabs over the right of way. Several wagons and one flat were damaged. Milrus-Warner circus, of

Reading, had a hippo cage and menagerie canvas wagon on display. These circus displays, being somewhat unusual, proved a big attraction and were credited with drawing a large percentage of crowds to the one-week show. All of these displays, together with several more, will move to Lebanon, Pa., for a three-day Hobby Show conducted by the YMCA.

Morton and Louise Leach, co-owners of the Yankee Model Circus, Framingham, Mass., have been busy keeping up with indoor circuses playing that territory. They spent some time with Eric Olsen and witnessed setting up of Eric's big top, which is unusually large for a miniature, being patterned after the Ringling tent.

Fred Pfenning, Columbus, O., has sent souvenir passes to each of the Circus Model Builders.

Committee in charge of arranging for the first national convention of the CMBOA announced that every person interested in the circus as well as all members of all circus fans' associations and all former circus folk would have invitations to be present as guests of CMBOA in Peru, Ind., April 1-4.

YSC Postpones Reunion

YOUNGSTOWN, O., Nov. 29.—During a meeting of Youngstown Showman's Club executive committee in the Ohio Hotel here it was decided to postpone the annual winter reunion until after the holidays. It was scheduled for December 14. Committee in charge includes C. A. Kline, Harry Detrich, Louis Tobin and Jack McNulty.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

FRED FRANKLIN is wintering in Macon, Ga., after a good season with C. S. Brook's band on Bud E. Anderson Circus.

JIM FLEMING, formerly with Ringling-Barnum, is barman at the Commodore, Cincinnati.

SLIVERS JOHNSON'S comedy Austin was booked for Roanoke, Va., indoor circus, produced by Hamid-Morton.

GUS LIND, who closed his season with Corey Bros.' Shows, played the Shrine show in Houston and will spend the winter in the South.

BOB TABER, Riverside, Calif., who had his monkey act on Lewis Bros.' Circus last season, is on the West Coast working independent dates.

RAY W. ROGERS contracted Byron Nowak and other midgets for Goldblatt Bros.' department store, Chicago, for the holidays.

IN barns—more business.

BEN JONES, who was in advance of Mills Bros.' Circus the past season, has launched a wild life show and is currently at Charleston, W. Va.

AN O-GAUGE model circus train was exhibited in the Hill Creek Building, Philadelphia, for three days, starting November 19, by Hill Creek Model Railroad Club.

EVANSVILLE (Ind.) Shrine Circus marked the 43d week for Ward-Bell Troupe this year and it will be the 15th circus date at which they are to repeat in '42.

H. (MULIE) MARSHMAN, last season rigger with Peaches Sky Revue, is at home in Bayard, Ia., nursing a broken ankle. He would like to read letters from friends.

Joined Out

ASHTABULA, O., Nov. 29.—Hundreds of children lined the streets here to see Santa Claus arrive in town on the back of an elephant, owned by Mills Bros.' Circus and rented to the Merchants' Association for opening the Christmas season. In past years Santa has arrived on a fire truck, in a snow cruiser, in a sleigh drawn by reindeers and in an automobile. Old Kris must have joined some fan club.—Mal M. Fleming.

EDDIE WOECKENER is now in Peru, Ind. He closed three nice weeks with Keyes Bros.' Circus in Indiana. Fort Wayne was a good stand. The show did good business all along.

WINTER-QUARTERS budgets exist only on paper.

WHILE a guest of Mr. and Mrs. S. A. Stine at Maryland Park, Md., Harry Martin gave three performances in a Washington theater. He trouped with Bell Bros.' Circus last season.

EMMETT KELLY has been contracted by Orrin Davenport for several weeks of indoor dates starting in January. He played Columbus, O., indoor circus, then to Roanoke, Va., for Hamid-Morton.

NATIONAL THEATER, Louisville, has been featuring circus acts since arrival of Cole Bros.' Circus from its summer tour. Among the entertainers who appeared on the stage were the Shuberts, contortionists, and Marie Delbosq, foot juggling.

AFTER a short visit with his uncle, J. R. Johnson, in Owensboro, Ky., Zack Terrell returned to Louisville for a few days, but expects to spend about 10 days with friends on a winter hunting trip in Southern Kentucky. Mrs. Terrell will accompany him.

WOMEN show managers are like back-seat drivers—in advisory capacity.

RAY B. DEAN, Cole Bros.' press representative, did a swell job of exploiting the indoor circus benefit for the Association of the Blind in Columbus, O. He handled an ambitious newspaper and radio campaign two weeks in advance of the show.

J. D. NEWMAN, general agent of Cole Bros.' Circus, and Orrin Davenport, producer of indoor shows, visited Ray W. Rogers at the Columbus (O.) indoor circus. Davenport stated many new acts would be on his programs this winter. First will be at Grand Rapids, Mich., in January.

PROF. GEORGE M. KELLER, Bloomsburg (Pa.) State Teachers College, who travels with his own wild animal show during the outdoor season, gave an illustrated lecture on circus life and the training of wild animals at the Men's Night program of Hazleton (Pa.) Woman's Club November 24.

PERU'S long colorful reign as a site of winter quarters for circuses appeared (See UNDER THE MARQUEE on page 55)

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

Buffalo Rodeo Draw Tops 34,000 Mark

BUFFALO, Nov. 29.—Championship Rodeo in Memorial Stadium here November 18-22 drew 34,290 for eight performances. Seat scale ran from 85 cents to \$2.20 at each show. Total attendance included 26,342 adult admissions, 5,496 children at half price and 2,452 complimentary. Frank Moore, executive director, said that the \$85,341 gross did not represent a money-maker. He added, however, that the show was building and a Sunday matinee and night show could have brought the unit in on the right side.

Newspapers and radio stations gave the rodeo and its feature, Hoot Gibson, much publicity during and a few weeks prior to the event. Carl Shepard, Clovis, N. M., sustained a broken leg when kicked by a calf in the roping event. His was the only serious injury of the show. Shepard is confined in General Hospital here. Awards totaled \$5,000.

Other officials were Col. Jim Eskew, arena director; Turk Greenough and Hub Whiteman, judges; Fred Alford, arena secretary, and John Jordan, announcer. Everett Johnson's Cowboy Band provided the music.

Results

Bareback Bronk Riding—First day, Buck Dowell, \$80; Buck Wyatt, \$60; Paul Gould and Smoky Snyder split third and fourth, \$30 each. Second day, Wag Blessing, \$80; Joe Pickett, \$60; Bob Estes, \$40; Buck Wyatt and Jerry Brown split fourth, \$10 each. Third day, Jerry Brown and John Effic split first and second, \$70 each; Bob Estes and Smoky Snyder split third and fourth, \$30 each. Fourth day, Bob Burrows \$80; G. K. Lewellen, \$60; Buck Dowell, \$40; Bob Estes, Buck Wyatt and Nub Martin split fourth, \$6.66 each. Finals, Buck Dowell, \$60; Buck Wyatt, \$45; Bob Estes, \$30; Smoky Snyder, \$15.

Calf Roping—First day, Buck Eckols (22.1), \$100; Tony Travis (23.4), \$75; Everett Shaw, (28.2), \$50; Tony Salinas (29), \$25. Second day, Roy Matthews (20.6), \$100; Tony Salinas (22.9), \$75; Dee Burk (24.6), \$50; Roy Lewis (24.8), \$25. Third day, Roy Lewis (16.7), \$100; Hugh Clingman (18.6), \$75; Bud Spilsbury (19.1), \$50; Juan Salinas (20), \$25. Fourth day, Joe Mendes (16.6) \$100; Everett Shaw (17.3), \$75; Juan Salinas (17.4), \$50; Roy Matthews (18.1), 25. Finals (total time on four calves), Roy Matthews (89.5), \$120; Everett Shaw (93.3), \$90; Bud Spilsbury (98.6), \$60; Roy Lewis (100), \$30.

Saddle Bronk Riding—First day, Bob Burrows, \$50; Paul Gould, \$37.50; Doff Aber, \$25; Gerald Roberts, \$12.50. Second day, Doff Aber, \$50; Bart Clennon, \$37.50; Paul Gould, \$25; Ken Roberts, \$12.50. Third day, Paul Gould, \$50; Ken Roberts, \$37.50; Bart Clennon, \$25; Doff Aber, \$12.50. Fourth day, Gerald Roberts, \$50; Paul Gould, \$37.50; Doff Aber, \$25; Wayne Louks, \$12.50. Fifth day, Wayne Louks, \$50; Doff Aber and Bart Clennon split second and third, \$31.25 each; Frank Finley, \$12.50. Sixth day, Doff Aber, \$50; Bart Clennon, \$37.50; Wayne Louks, \$25; Gerald Roberts, \$12.50. Seventh day, Gerald Roberts, \$50; Doff Aber, \$37.50; Bart Clennon, \$25; Ken Roberts, \$12.50. Eighth day, Orval Stanton, \$50; Ken Roberts, \$37.50; Doff Aber, \$25; Gerald Roberts and Bart Clennon split fourth, \$6.25 each. Finals, Doff Aber, \$72; Bart Clennon, \$54; Gerald Roberts, \$36; Ken Roberts, \$18.

Steer Wrestling—First day, Mike Fisher (8), \$100; Bruce Ross (8.9), \$75; Joe Mendes (9.3), \$50; Hub Whiteman (9.7), \$25. Second day, Hub Whiteman (6.9), \$100; Earl Blevins (8.9), \$75; Speedy Densmore (9.1), \$50; Hugh Clingman (9.7), \$25. Third day, Mike Fisher (8), \$100; Earl Blevins, (9.5), 75; Hub Whiteman (10.4), \$50; Hugh Clingman (12.3), \$25. Fourth day, Hub Whiteman (10.1), \$100; Mike Fisher (10.5), \$75; Joe Mendes (10.9), \$50; Earl Blevins (11), \$25. Finals (total time on four steers), Mike Fisher (See THE CORRAL on page 54)

JAMES M. COLE CIRCUS WANTS

Perch or Teeterboard Act that doubles, first-class Clowns, Property Men. Wire per route.

Wartime Prairie Profits Soar

Brandon's 11G Net Is 20-Year Peak for Exhib

BRANDON, Man., Nov. 29.—Shareholders of Provincial Exhibition of Manitoba learned at the November 6 annual meeting that 1941 operations netted \$11,128, called the best results in 20 years. Actually there was profit of \$18,367, with deductions totaling \$7,239 for repairs and bank and debenture interest.

Giving officials encouragement to carry on in 1942 on a bigger scale was the fact that the profit was made in wartime, with federal grants eliminated and other donations at a minimum. It was pointed out that the 1941 annual was helped by good grandstand patronage, wartime economics, and rentals, amounting about \$5,400, received from the government for use of buildings for military forces.

President W. A. Cameron said this sum nearly guarantees fixed charges and that occupation of the buildings would not interfere with the 1942 fair. He lauded the work of Miss B. Benson, secretary-manager. It was reported that the board has been buying its debentures to strengthen its financial position.

O. Fair Group Program Set; 400 Reservations Are Made

COLUMBUS, O., Nov. 29.—Officers and executive committee of the Ohio Fair Managers' Association met here on November 17 and made plans for what is expected to be the largest meeting in the history of the organization on January 14 and 15 in the Deshler-Wallick Hotel, said Mrs. Don A. Detrick, executive secretary, Bellefontaine, O. She said reservations are coming in rapidly, with 400 already made for the banquet.

Former Gov. Myers Y. Cooper, honorary association president and president of Hamilton County Fair Society, Carthage, is again awarding a trophy to the best 1941 Ohio fair. Contest will be held Thursday afternoon and each fair representative will be given three minutes to extol merits of his fair. Trophy will be presented during the Thursday night banquet by Cooper. He will also act as toastmaster. Gov. John W. Bricker and Stricklan Gillilan, humorist, will be principal speakers. There will also be a program of vaudeville.

BOWIE, Tex.—Highlights of four-day Montague County Fair here were Alamo Exposition Shows, parade, pageant, coronation of queen, rodeo and band festival.



HENRY J. LUND, chairman of the Advertising Clinic at the 51st annual meeting of the International Association of Fairs and Expositions held in the Hotel Sherman, Chicago, on December 1. He is publicity director of Minnesota State Fair, St. Paul, and was active in putting over the new ad section of the IAFE program last year.

New NS Personnel for '42; Expanded Schedule Planned

CHICAGO, Nov. 29.—National Speedways, gearing for an expanded 1942 schedule, will be staffed by seven promotional men and a champion driver whose combined experience in the field totals 83 years.

In Emory Collins, who will again campaign for NS, the organization launched a year ago by Al Sweeney and Gaylord White, has a durable star of the dirt tracks. Collins, a protege of the late J. Alex Sloan, entered the game in 1922. Sweeney and White also were tutored by Sloan. White started as publicity agent in 1924, while Sweeney followed as a circuit manager in 1934. White's background includes a three-season interim with Ralph A. Hankinson, Eastern race promoter.

Harold Hagen, another former Sloan pupil and racing figure since 1923, will probably be a circuit manager in 1942. Newcomer will be Frank Hettishee, publicist, who will bring seven years of experience to NS. He is correspondent for U. S. and English auto racing publications. Other personnel announced includes Gene Zeimet, 10-year man who will be in charge of portable speedway pits; Milton Woodward, director of outdoor advertising, and Ron Rawson, Sioux Falls, radio exploitation.

Calgary Surplus Nears \$15,000; Heads Renamed

CALGARY, Alta., Nov. 29.—Surplus of assets over liabilities of \$61,048 as compared with \$43,635 in 1940 was reported at the annual meeting of Calgary Exhibition and Stampede, Ltd., by E. D. Adams, finance director. He also reported an operating surplus of \$14,929, compared with \$7,682 in 1940. Bank balance was indicated as \$67,188, of which \$35,000 has been invested in Dominion bonds.

President T. A. Hornbrook and General Manager J. Charles Yule expressed pleasure that a new attendance record of 267,420 was set. Midway, in spite of a 20 per cent amusement tax, was able to come within a few dollars of the all-time net. Six-day race meet brought in a pari-mutuel bet of \$231,128.

Improvements included insulation of a building, painting of grandstand, leveling of parking space for 350 more cars, new entrance, addition of 1,500 yards of earth to the race track and construction of a photographers' pit for stampede events. Re-elected were President Hornbrook, Vice-Presidents H. W. Ward and A. H. McGuire and General Manager Yule.

PCSA Drafts Arrangements For WFA Entertainment Bill

LOS ANGELES, Nov. 29.—Final plans have been made for entertainment of members of the Western Fairs Association by the Pacific Coast Showmen's Association convention committee headed by Abe Lefton. Fair managers will be here on December 10-12 in annual convention at the Biltmore Hotel.

Plans were drafted by Chairman Lefton, C. W. Nelson, Roy E. Ludington, George Coe, Harry Taylor and Bill Meyers. Program includes a lunch at noon in PCSA rooms on December 11 and the annual PCSA banquet and ball that night in the Biltmore Bowl. That afternoon wives of fair men will visit film studios. Reception will be held at 7 p.m., followed by the banquet at 8 and the floorshow, featuring Carl Ravazza and his Biltmore Bowl Orchestra and eight acts, at 9. Movie celebs who have stated they will attend are Jerry Colonna, Andy Devine, Roy Rogers and Forrest Tucker.

Fair managers will hold their annual banquet in the Gold Room at the Biltmore Friday at 7:30 p.m., with theatrical agents supplying acts. Saturday afternoon the PCSA will stage a Ranch Jamboree of outdoor acts at Rancho Cortez. Transportation will be furnished.

First Grand National Pulls 142,197 Paid

SAN FRANCISCO, Nov. 29.—First Grand National Livestock Exposition, Horse Show and Rodeo in the 12,000-seat Cow Palace here on November 15-23 grossed slightly over \$100,000 with paid attendance of 142,197, considerably better than the official estimate of 120,000 made earlier in the run. There were eight night and three matinee performances.

General Manager Harold F. DePue declared the show exceeded hopes of the livestock industry and exhibitors and predicted a bigger and better show next year. He is vice-president of the International Association of Fairs and Expositions and left November 26 for Chicago to attend the association's annual convention on November 30-December 3. Upon his return he will manage the pavilion.

Every performance except Sunday night's (16) was a sell-out. On closing (See 142,197 PAID GATE on page 43)

Hankinson Season Is Big; 70% of '41 Dates Are Repeated

ORANGE CITY, Fla., Nov. 29.—Hankinson Speedways brought its 31st season to a successful close at Southern States Fair, Charlotte, N. C., on November 2. Date was originally set for November 1, but due to heavy rain Friday night Dr. J. S. Dorton, fair manager, postponed the program until Sunday.

In 31 dates at which the Hankinson group appeared total attendance was reported to have topped the million mark. Biggest day was a record crowd of over 95,000 attending Allentown (Pa.) Fair. Reading (Pa.) Fair's Sunday races helped draw a record crowd of 55,000. Virginia State Fair, Richmond, hung up a new mark for Saturday with attendance of 69,414.

From 1927 thru 1940 Hankinson conducted meets under sanction of the American Automobile Association. Because of a controversy last year he withdrew his affiliation and operated in 1941 under sanction of Consolidated States Racing Association. Many fairs Hankinson had served in the past again booked his attractions, and notable drivers re-signed with him, including Ted Horn, Joe Chitwood, Bobby Sall, Tommy Hinnershitz, Rex Records and Jimmy Gibbons. At his Orange City hotel Hankinson denied rumors that he might retire from the business and reported that he has already been awarded 1942 contracts from 70 per cent of the fairs played this year. His 1942 season will again start at Reading.

Bill Breitenstein, associated with Hankinson 21 years, was in charge of publicity, exploitation and radio, assisted by Russ Moyer, Bill O'Donnell and Russ Thomas. George Kinum was again in charge of concessions and programs. Charles Williams was secretary. Bud Hankinson was a newcomer in the outdoor advertising department, along with M. T. Baldwin, Tommy O'Rourke and Jimmy Evans.

Ted Horn, Bobby Sall and Tommy Hinnershitz will be seen on the Hankinson circuit in 1942.

Showmen's Program Planned For Annual Ind. Convention

INDIANAPOLIS, Nov. 29.—As was the case last year, first night of the annual convention of Indiana Association of County and District Fairs here in the Hotel Lincoln on January 6 and 7 will be turned over to concession, privilege and attraction men, with the Travertine Room reserved for a short meeting and smoker, featured by introduction of attendants and some entertainment, reported Secretary-Treasurer Will H. Clark, Franklin. Convention will close with the annual banquet Wednesday night.

Secretary Clark; President W. C. Manrow, Goshen, and Vice-President Robert C. Graham Jr., Washington, plan to attend the convention of the International Association of Fairs and Expositions in Chicago on November 30-December 3.

Supplement to the Statistical Directory, Cavalcade of Fairs

Following data received too late for inclusion in last issue's Statistical Directory. Both fairs were represented by matter drawn up from files of The Billboard. Figures below are to be regarded as official, however. (Only additions to previously printed compilation are given.)

CALIFORNIA

Los Angeles County

Pomona, Calif.

Attendance: 1940 . . . 726,252 1941 . . . 800,253

General Information:

State Aid—\$125,000. Premiums—Exhibits: \$87,626.10. Purses: \$111,689.75. Total cost 1941 improvements—\$243,907, for horse barns, grandstand tunnels, storerooms, pari-mutuel booths and equipment, new grandstand entrance, Food Show Building, three new entrances to buildings.

Attractions:

Grandstand — Attendance: 1940—226,990; 1941: 233,122. Night receipts, 27 per cent.

1942 Dates—September 18-October 4.

California State Fair

Sacramento, Calif.

General Information:

Gate Revenue—1940: \$195,051.71;

1941: 221,935.80

State Aid—\$125,000 (pari-mutuel funds). Local Aid—\$10,000.

Total Cash Premiums Paid—

Exhibits: \$100,619. Purses: \$53,100.

Total cost 1941 improvements—\$100,000, for new Press-Radio Building (\$65,000) and Hall of Flowers, \$35,000.

Total 1941 Receipts—\$402,128.92 to September 30.

Expenses—\$449,351, including premiums and passes.

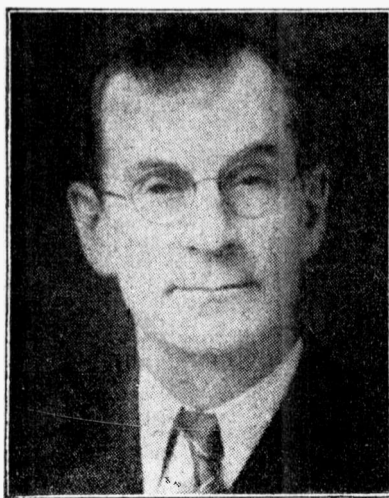
Attractions:

Attendance—1940: 198,035; 1941: 184,138. Receipts—1940—\$59,490; 1941: \$62,938. Expenses—1940: \$115,859.51; 1941: \$130,000. Night receipts, 50 per cent.

Carnival Gross, \$37,063. Fair's share, \$20,483.21.

1942 Dates—September 4-13.

Following compilation, tho received (See STATISTICAL DATA on page 43)



E. W. WILLIAMS, chairman of the session of the Association of County and District Fairs held in Chicago on December 1 in conjunction with the annual meet of the International Association of Fairs and Expositions. He is secretary of Delaware County Fair, Manchester, Ia., and secretary of the Fair Managers' Association of Iowa.

Around the Grounds

WEYAUWEGA, Wis.—City council has appropriated \$500 to help finance annual Waupaca County Fair here.

MADISON, Wis.—Dane County board voted creation of a five-man committee to develop and administer the recently acquired county fairgrounds here and to place \$6,000 in the 1942 budget for use in preparing long-range plans.

JEFFERSON, Wis.—Committee of three county board members and members of the agricultural committee will meet with Jefferson County Fair Association to discuss feasibility of the county purchasing fair buildings and taking over operation of the annual.

GAINESVILLE, Tex.—Cooke County Fair here made profit of \$1,432 in 1941 and permanent plant improvements costing \$1,858 were made, said Secretary-Manager Claude Jones. Board authorized construction of an aviary in 1942. Association has bought \$300 worth of defense bonds and plans yearly purchases to finance the 1948 Gainesville Celebration. It was voted to advance the 1942 admish price to 15 cents due to added taxes.

POCAHONTAS, Ark.—Randolph County Quorum Court voted to give \$500 to Randolph County Fair Association for added award money in 1942. Amount is the same as given in two previous years.

NORWALK, O.—Huron County Fair here closed in the black and after making some permanent improvements there still is a substantial balance, said Mrs. Elfreda Crayton, secretary. Attendance increased 25 per cent and concession business showed a 15 per cent gain. Boone County Jamboree broke the grandstand attendance record on one night. Except for rain the morning of opening day weather was cold.

WEST UNION, Ia.—After paying \$1,000 on indebtedness to reduce the amount to \$4,850 and payment of \$842 for permanent improvements, Fayette County Agricultural Society here had a balance \$400 larger than a year ago. Ticket sales in 1941 were \$821 larger than in 1940. Premium payments totaled \$2,876. Attractions cost \$3,815.

MONROE, Wis.—Stable with 16 stalls, office and feed room has been virtually completed at Green County Fairgrounds here.

ABILENE, Tex.—West Texas Fair here bucked rain during a 10-day run to close with profit of about \$1,500, officials reported. Features were the Nick Stuart band and floorshow, Texas Exposition Shows, Palomino show and 41 agricultural booths.

EDMONTON, Alta.—Since the Department of National Defense has taken over grounds and all facilities of Edmonton Exhibition Association, extent of 1942 association activities will be governed by how much of the grounds can be obtained, said Secretary-Manager Percy W.

Abbott. It is hoped that arrangements will be made to continue exhibition activities, he said, but no definite arrangement has been made.

KAHOKA, Mo.—Tivoli Amusement Company has been booked as 1942 midway attraction for four-day Clark County Fair here, reported W. B. Rauscher. Lynne Gregory is secretary. Closing day race program will feature a derby.

TROY, O.—Secretary E. O. Ritter, Miami County Fair here, said the 1941 annual was one of the most successful in years. Gate and grandstand receipts showed increases and concession business was good. Rain on one night hurt concessions and a morning rain caused cancellation of races. About \$500 was spent for improvements. Officials expect to close books with a balance of about \$3,000, whereas last year they had \$456. Three barns are being painted and it is planned to paint all buildings in the spring. Caretaker is maintained at salary of \$50 a month plus housing. Sheep kept on grounds by the board brought over \$400 this year and a flock is here now. Board gets \$1,500 from county commissioners.

PARIS, Tex.—The 31st annual Lamar District Fair here was successful, reported President Lee Caviness and Secretary H. L. Baker. Attractions included rodeo and Bill Hames Shows. Fair plant covers 57 acres and includes a \$75,000 coliseum, poultry, livestock and women's home demonstration club building and a building for colored farmers and club women.

HARRISBURG, Pa.—Total of 8,506 cash awards amounting to \$42,558 are offered exhibitors at the 1942 Pennsylvania Farm Show, to be held five days in the Farm Show Building here, said Secretary of Agriculture John H. Light.

SASKATOON, Sask.—Municipal railway sold four old cars for \$53 each to Sid W. Johns, manager of Saskatoon Industrial Exhibition, to be used as parimutuel stands. They have been moved to the fairgrounds minus metal parts.

VANCOUVER, B. C.—Canada Pacific Exhibition had 1941 revenue of \$59,725, enabling the association to pay interest and sinking fund installment of \$23,157 to the city and other obligations for a total of \$42,000. Balance of \$17,725 is required for plant maintenance and improvements. Dominion and Provincial governments benefited from taxation. (See *Around the Grounds* on page 43)

Ia. Ag Convention Expected To Draw 200; Speakers Set

DES MOINES, Nov. 29.—Final plans for Iowa's annual State Agricultural Convention, at which nearly 200 representatives of fairs and farmer institutes will discuss agricultural and fair problems, were announced by L. B. Cunningham, secretary of Iowa State Fair board here.

Convention will be held in the Hotel Savery on December 10, the day following close of the annual county fair managers' convention. Virgil M. Hancher, president of University of Iowa; W. Earl Hall, editor of *The Mason City Gazette*, and Frank Harris, assistant secretary of the Iowa State Fair, will be featured on the morning program. President J. P. Mullen, Secretary L. B. Cunningham and Treasurer N. W. McBeath will also give annual reports. Afternoon meeting will feature an address on *World Conditions Today* by Bob Burlingame, news editor of WHO. Meeting will conclude with reports of committees and the annual election of officers and directors.

Horn Annexes CSRA Crown; Season Free From Fatalities

DAYTON, O., Nov. 29.—Ted Horn, Paterson, N. J., six-time finisher among the first 10 in six Indianapolis races, altho not joining Central States Racing Association until early July, annexed sufficient points to gain the 1941 national championship, said Dr. J. K. Bailey, president of combined Central States and Consolidated States Racing associations, national governing body of dirt-track auto racing.

Horn had won Pacific Coast and Eastern AAA sectional titles in the past, but in gaining this year's crown annexed his first recognized national diadem. This year 147 drivers took part in the title chase. Championship had been won in the past by the late Red Campbell, Indianapolis; Everett Saylor, Dayton, and

Meetings of Fair Assns.

Fair Managers' Association of Iowa, December 8 and 9, Hotel Savery, Des Moines. E. W. Williams, secretary, Manchester.

Western Fairs Association, December 10-12, Biltmore Hotel, Los Angeles. Tevis Paine, secretary, Sacramento, Calif.

Maine Association of Agricultural Fairs, (January dates to be set), Beal's Hotel, Norway. J. S. Butler, secretary, Lewiston.

Indiana Association of County and District Fairs, January 6 and 7, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Kansas Fairs Association, January 13 and 14, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Ohio Fair Managers' Association, January 14 and 15, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 14-16, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Western Canada Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Canadian Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Walter D. Jackson, secretary, London, Ont.

Western Canada Fairs Association, January 19-21, Royal Alexandra Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Michigan Association of Fairs, January 20-22, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

Nebraska Association of Fair Managers, January 26 and 27, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.

Virginia Association of Fairs, January 26 and 27, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Association of Tennessee Fairs, February 3 and 4, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Texas Association of Fairs, February 5-7, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

New York State Association of County Agricultural Societies, February 10, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

Jimmy Wilburn, Los Angeles. Emery Collins, Le Mars, Ia., second to Horn and winner of CSRA Western divisional titular honors, confined his activity to meets in the Midwest and West and was not afforded as many titular races in which to compete as Horn, who took the lead in October at Southern fairs, where he was a heavy winner.

Dr. Bailey reported that altho track records were shattered all thru the fair season in the East, Midwest, South and Far West, the season marked the fourth straight year that association-sanctioned races have been free from fatal accidents, attributed to close CSRA supervision.

Fair Elections

SKOWHEGAN, Me.—Skowhegan Fair Society re-elected Francis Friend, president; Clayton Eames, vice-president; George Davis, secretary; Ralph Jenkins, treasurer; George Plummer, attractions manager.

FOND DU LAC, Wis.—William Seffern was elected president of Fond du Lac County Agricultural Society; L. G. Schwertfeger, vice-president; J. B. Kolsta, secretary; J. W. Foley, treasurer.

HELENA, Ark.—Henry H. Rightor Jr. was re-elected president of Phillips County Fair Association. Others elected were G. W. Crabtree, Ed Hofford, Sam Cooke, J. J. Patridge, J. J. White, Ruth Mays, Ed Kalb, vice-presidents, and G. L. Horner, secretary-treasurer, succeeding L. C. Hefley, resigned.

HOPKINS, Minn.—Hennepin County Agricultural Society re-elected James W. Sheehan, president; Howard Welch, vice-president; John W. Shaffer, treasurer.

VERMILION, Alta.—Vermilion Agricultural Society re-elected Norman McClellan, president; J. W. G. Morrison and William Steele, vice-presidents; S. G. Heckbert, secretary-manager.

WEST UNION, Ia.—Fayette County Agricultural Society re-elected President J. C. Probert, Vice-President L. L. Bloomfield, Secretary E. Bauder.

LONDON, O.—Stewart Anderson was re-elected president of Madison County Agricultural Society; Paul Sanford, vice-president; Fred M. Guy, secretary-treasurer.

WAUSAU, Wis.—Marathon County Agricultural Society named William H. McNeight, president; E. B. Thayer Jr., vice-president, and re-elected Harry A. (See *FAIR ELECTIONS* on page 43)

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A Review of the Fair Season of 1941

and

Important Events and
Happenings of the Year

Will Be Features of the

Holiday Greetings
Number

Watch for This Issue
Dated December 27

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Cincy Zoo Fire Takes Herd Toll Of Rare Strain

CINCINNATI, Nov. 29.—Thick smoke from several burning bales of hay in the basement of the African veldt building at the zoo here the night of November 24 caused suffocation of eight of the prize herd of nine eland antelopes, nominally valued at \$5,500, as they stood in their pens. Firemen believed the blaze started from spontaneous combustion. Only surviving member of the herd was 11-year-old Ben.

Altho negotiations are under way to replenish the herd, General Superintendent Joseph A. Stephan said it will be difficult to do because of inability to get animals from Africa these days and because of the scarcity of elands in this country. He hopes to obtain a three-year-old cow eland to mate with the bull. It took six years to develop the herd, all progeny of Ben.

Daisy, ostrich, also died. Saved by firemen were two blesbok, white-tailed gnu, nine zebras, three maribu storks and another ostrich. Superintendent Stephan said two zebra colts which were exposed to cold air during the fire have developed pleurisy.

200G Convention Building Is Started by AC Hostelry

ATLANTIC CITY, Nov. 29.—Ground was broken November 25 on a tract behind the beach-front Hotel Claridge for a convention hall structure. It will be a three-room building, connected by a corridor to the hotel. It was thought the project might be abandoned because of defense priorities, but plans were finally approved, necessitating an increase in expenditures totaling \$200,000.

To be completed by spring, the hall will contain an assembly room seating 800, board room to accommodate 75 and a large hallway. Manager Gerald Trimble said the building will not interfere with city business at Convention Hall, as conventions bringing under 1,000 delegates go to hotels.

Cooper Plans Press Group

MOOSIC, Pa., Nov. 29.—J. Francis Cooper is assisting the public relations department at Rocky Glen Park here, doing press, special event and general promotion work, reported Managing Director Ben Sterling Jr. He is also planning organization of newspaper correspondents and publicists in Lackawanna and Luzerne counties into a group to be known as the Society of Quillians. Organization would foster co-operation among its members and assist in campaigns and general newspaper public relationship.

PHILADELPHIA.—Philadelphia's baby pet zoo closed November 17 and animals were sent to winter quarters. It drew 91,381 this year at 10 cents each in addition to regular admission. Attendance was an increase of 15,081 over 1940. It will reopen on May 1.

BROOKLYN.—Budco, Inc., has been authorized by the State to establish and operate resorts. It has capitalization of \$20,000. Directors and stockholders are Melvin B. Lambert, Marion Pitcher and Bertha Cohen.

A Review of the Park Season of 1941

and

Important Events and Happenings of the Year

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HERE is the architect's conception of the new \$70,000 administration building and recreation center at Edward J. Carroll's Riverside Park, Agawam, Mass. Building, now halfway completed, will have bowling alleys, game room and lunch bar on the first floor and executive offices on the second. It is expected to be opened on December 31.

Convention Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

CHICAGO.—They're chewing fat till the wee hours of the morning in this town and I'm not referring to that section of the burg that houses the stockyards. For, as you know, this is the week of the annual confabs of the National Association of Amusement Parks, Pools and Beaches. To see the smiles of those early delegates as they schmooze in the Sherman lobby certainly indicates better than any graphs analyzed in meeting rooms that last summer was a banner one for parks and pools.

Paul Huedepohl, chairman of beach and pool program committee, should be complimented on the fine meetings arranged for pool men. Entire personnel of pool group should take a bow, including Bert Nevins, vice-chairman; Vernon D. Platt, J. O. Ziegfeld and Chauncey Hyatt, tho for life of me I don't know what part they played in arranging the program. Vice-chairman confided to this department that he was as helpful as a guy with a water pistol at the San Francisco fire.

Incidentally, betcha Huedepohl's report on government's priority plans for chlorine will be highlight of pool section of convention. Those in Chicago at this reading are urged not to miss this all-important report. News about same will, of course, be commented upon in future issues.

One NAAPB member who does diligent work each year at these get-togethers and seldom receives acknowledgement he deserves is Norman Bartlett. He is the one who arranges for those fine showings of motion pictures and slides, which, in opinion of this column, is always one of the features. Pool men,

by the way, should consider having motion pictures or even color still shots taken of their tanks next summer. It's not very expensive and many customers are probably camera bugs and could take some scenes in 16mm. Illustrations of this nature are always effective and help sell the estab better than anything I know. Remember, that if you do take any 16mm. or any color shots get in touch with Norman Bartlett, for he's always interested in showing new parks and pools at each convention.

Florida Forum

Seventh annual Fort Lauderdale (Fla.) Aquatic Forum will hold a national defense day program on December 30. Event will be officially known as "Civilian and Military Health Defense Day," asking the question: "How thru swimming can we improve health thru various programs conducted by aquatic units?"

Idea is probably brain child of dynamo Sam Ingram, Colgate University swim coach, who founded the Fort Lauderdale aquatic shindig. Director for this defense day program is Gordon Mullen, swim director of Penn A. C., who has lined up a bang-up show. Everybody who's anybody in swimming and sports in general will be in Fort Lauderdale on that day, including John B. Kelly. (See POOL WHIRL on opposite page)

ATLANTIC CITY.—Atlantic City convention bureau reported it has bagged the important convention of the National Association of Hostelry Manufacturers and the group's annual Knitting Arts Exposition for 1942. It will bring over 4,000 here.

Notes From the Zoos

MADISON, Wis.—Baby green monkey belonging to Sarah had its leg wrenched from its socked when attacked by an adult male at Henry Vilas Park Zoo here. It died shortly after.

MILWAUKEE, Wis.—County park commission has approved a long-range plan for rejuvenation of Washington Park Zoo here to include rearrangement of most animal exhibits, simplified system of walks and elimination of unsightly fences and shelters.

HOUSTON.—Acting Keeper Thomas Baylor at Hermann Park Zoo here reported a female zebra born on November 18, bringing the colony to three. It's the first zebra born here in three and a half years. Baylor was assistant to the late Hans Nagel. Zoological society is under formation, with plans to divorce the zoo from city management. Baylor has been here 17 years.

COLUMBUS, O.—Zoological Society announced plans for a new building to house small animals and possibility of addition of an aquarium at Columbus

Zoo. C. J. Penfield, society president, named a committee to supervise the project. Building will be frame and will have a basement to house a heating unit. It will make possible winter exhibition and completes the program to make the zoo a year-round project.

NEW ORLEANS.—Audubon Park Zoo here received its fifth lion recently when the Lions' Club presented Superintendent George Douglas with three-year-old Anthony, purchased from Superintendent Bennett, Livingston Park Zoo, Jackson, Miss. Anthony will be mate to Cleo, with Samson, former mate, going into retirement. Andy, chimp born several months ago, went on his own November 17, and Luzette, mother, has continued to sulk after ending a hunger strike six days later. Douglas reported the zoo has been given a whooping crane by the State conservation department. Proposed additions are two Russian bear cubs, female buffalo, two black fallow deer and a male leopard, with exchanges being planned with Jackson Zoo. Female axis deer and female black deer started for Jackson recently as part of the exchange.

Historic Coney Swing Revamped

By R. S. UZZELL

NEW YORK, Nov. 29.—Despite all talk of streamlining and jazz rides, Feltman Bros. at Coney Island here have employed W. F. Mangels to rebuild the big four-abrest Merry-Go-Round, made famous for 32 years by its fine location in a corner of the Feltman eating emporium.

In that time it has, in all probability, earned more than any Merry-Go-Round in the world. It has a strategic location, being housed so that it can make patrons comfortable on all bright week-ends thru the winter. Mothers can have refreshments or a meal while watching the children enjoy themselves on the make-believe animals. Mangels built this machine, so knows every part of it. He it was who first used the steel center pole which has since been widely copied. To him also goes credit for putting the eyebolt at the outer end of the arm on an angle so that it will not bend toward the center of the machine and lower the end of the arm. Larger gears on cranks are of his design to make the horses jump gently. Eyes for horses are not easily obtainable now. He may have to resort to colored marbles.

Fred W. Mangels has fully recovered from his second appendectomy and expects to accompany his father to the Chicago convention.

Onorato Is Prepping

James Onorato, manager of Steeplechase, Coney Island, is generous in use of the best topsoil to insure a better stand of grass and more luxurious flowering of plants. He is doing his repairing now while men and material are available. The large building enables him to work his men to advantage despite the weather.

John T. Benson says the antics of his wild animals presage a mild winter until about the first of the year. Then he expects the elements to strut their stuff. This prognostication is for Benson's part of New England and not for Georgia or points south. There must be something to it. J. T. is taking the animals' opinion for granted. He will go to Cuba for two months following Christmas, while his animals remain in the cold weather they are expecting.

Paul Huedepohl does get a long way from home at times. He was here this week from Portland, Ore., and will be in Chicago next week for the convention. Crossing the continent at this season, he sees little of park operation but more activity in repairs and rebuilding than is usual for November. He took a scoot up to Playland, Rye, N. Y., where indoor operation is now getting under way. Being a park manager now, he has to keep within bounds of the park for the operating season. After traveling so long, it's a treat to be at home every night for a season.

Rex D. Billings is basking in Florida sunshine and trying to add to his growing reputation as a fisherman. He is perfectly willing to leave the winter to his assistant, Maurice LaMare, who is a native Canadian and likes it. Frequently he travels on snow shoes to Belmont Park, while his chief can go barefooted in the sand.

George A. Hamid has had a most satisfactory season and was full of pep for the National Showmen's Association dinner at the Astor Hotel on November 26. He was there with a great show.

Reminiscences

Just 25 years ago we met at that hotel to organize the Outdoor Showmen of the World. W. F. Mangels has a program of that meeting. Names of showmen small and great are found in it. Few of the speakers who were at the table are now alive. From every section of the country they came. Represented were parks, fairs, expositions, circuses, booking agents and manufacturers of amusement rides and equipment. H. F. McGarvey was putting over the so-called Bronx Exposition into which Colonel Green, Hetty's son, had put \$80,000. Louis Berni was a speaker. C. W. Parker, Leavenworth, Kan., and Oscar Journeay, manager of Luna Park, Coney Island, were at the speakers' table. It did look as if we were going to organize them into one brotherhood. We did, but it did not last long. The field was too large and too diversified for intensive coverage by one central organization. It broke into parts by force of its own weight.

Career of Late Hans Nagel, Houston Zookeeper, Varied

HOUSTON, Nov. 29.—Hans Nagel, zookeeper at Hermann Park here since 1921 and who was shot to death by a policeman on November 17, had a colorful career since his birth in Berlin on July 7, 1892.

He was the son of a Prussian officer and was educated to follow in his father's footsteps. Twice he ran away and was returned, but the third time made it to a ship bound for Africa on an animal collecting expedition for Hagenbeck Gardens, Berlin. He hunted animals for several years, but upon entrance into what was German Africa in 1909 was arrested and placed aboard a boat bound for New York before returning to Germany. He escaped in New York and went to Texas, then into Mexico, where he worked at breaking horses. For the next 10 years he followed this vocation between expeditions to Australia, South America and Asia to catch animals. Nagel was given an honorary doctor's degree in zoology by a New York university. Authorities attempted to deport him in 1931, charging illegal entry, but Houstonians came to his assistance and in 1932 he was granted citizenship papers.

POOL WHIRL

(Continued from opposite page)
assistant U. S. Director of Civilian Defense in charge of physical training.

You men in pool biz, and especially you coaches and water performers, get down there if you can. 'Twill be well worth it.

Men and Mentions

Edward Tietze, general sales manager of Hotel Nacional, Havana, writes that hostelry boasts of a new private beach this year. Spot also has outdoor salt water swim pool and expects big play from Florida crowd.

First Miami plunge to break forth with publicity this winter is Frank Selden's Floridian tank off Biscayne Bay. You'll recall there was a rumor early in fall that hotel, connected with tank, was to be turned into a hospital. And it was reported here that way—as a rumor. But 'taint so. Pool will be operating as usual and inaugural publicity stories claim that girl lifeguards are being hired in New York from a model agency to work at Floridian this winter. Pretty good gag. It also was a pretty good gag six years ago when it was first used at Cascades outdoor pool, New York, and it was just as good when Manhattan Beach, New York, aped the idea two years ago. But they broke three New York papers with the story so I guess it's still pretty good. What'll you bet that there still will be male lifeguards at Floridian this winter?

Belated congrats to Yale University for novel presentation staged last month by Yale Dramatic Association in and around indoor swim pool of Payne Whitney Gymnasium in New Haven, Conn. Event was a so-called new version of Aritophane's *The Frogs*, with university's swim team joining with dramatic society members and glee club to put show on. It just goes to show that Billy Rose isn't the only one who took advantage of swim pool facilities

and proves that H-2-Orium operators, who are so inclined, can certainly stage unique events as special promotions.

STATISTICAL DATA

(Continued from page 40)
early, was crowded out due to a mechanical error.

MISSOURI

Missouri State Fair

Sedalia, Mo.—August 16-23, 1942.

Attendance: 1940 . . . 218,724 1941 . . . 221,122

General Information:

Gate Admission: 25c day and night.
Gate Revenue — 1940: \$38,446.75;
1941: 37,501.25

State Aid—\$77,500.
Total Cash Premiums Paid—
Exhibits: \$43,097.06. Purses—\$9,849.
Plant—Acreage—236. Total cost 1941 improvements—New baby beef barn, \$11,000; 3 permanent lunch stands, \$2,400; 1,266 feet of 7-foot chain link fence with top rail, \$2,500.
Total 1941 Receipts—\$79,239.95.
Expenses—\$149,575.73.

Attractions:

Grandstand—50c, day and night. Total attendance—1940: 57,573; 1941: 52,630. Receipts—1940: \$26,265; 1941: \$24,173. Night receipts: 28 per cent. Auto Racing—2 days, IMCA. Automotive Thrill Days—1. Book Fireworks, Revue, Vaudeville, Horse Show*, high-school bands. (*Attendance, 5,493; receipts, \$2,197.20.) Harness Racing—5 days. Carnival — Organized. Gross, \$16,655.48. Fair's share, \$4,164.31.

Administration:

John W. Ellis, commissioner of agriculture; Ernest W. Baker, secretary and director of attractions; F. A. Boyesen, superintendent of concessions, building exhibits and commercial space; E. A. Duensing, racing secretary.

IAFE Member—16 years.

STATE ASSOCIATIONS

(International Association of Fairs and Expositions)

California:

Western Fairs Association.
E. G. Vollman, president; Tevis Paine, Sacramento, secretary; James J. Boyle, Los Angeles, field secretary.
Annual Meeting—December 10-12, Los Angeles.

Membership—43 district fairs, 21 county fairs, California State Fair, Los Angeles County Fair and National Orange Show; 7 associate members in California, Washington, Oregon. Active members include carnival, tent and equipment, pari-mutuel, ticket and poster printing companies; novelty and concession individuals and firms; booking agents; public address companies and sponsors; livestock breed and poultry associations.

Premiums—Over \$600,000, paid by district and county fairs; amount received by foregoing from Fairs and Exposition Fund (pari-mutuel), over \$1,100,000. (These figures "incomplete.")

Connecticut:

Association of Connecticut Fairs.
Herman Walther, president; R. W. Whaples, Hartford, secretary.
Annual Meeting—Usually the third week in February, Hartford.
IAFE Member—1 year.

Indiana:

Indiana Association of County and District Fairs.
Wallace C. Manrow, president; William H. Clark, Franklin, secretary.
Annual Meeting—January 5-7, Indianapolis.
IAFE Delegates—W. C. Manrow, W. H. Clark, Robert C. Graham Jr.
IAFE Member—3 years.

Iowa:

Fair Managers' Association of Iowa.
J. H. Peterson, president; E. W. Williams, Manchester, secretary.
Annual Meeting—December 8-10, Des Moines.

Kansas:

Kansas Fairs Association.
D. Linn Livers, president; R. M. Sawhill, Glasco, secretary-treasurer.
Annual Meeting—January 13-14, Topeka.
Association scope divided into seven districts.

Maine:

Maine Association of Agricultural Fairs.
Stanley M. Wheeler, president; J. S. Butler, Lewiston, secretary.
Annual Meeting—January, Norway.

Minnesota:

Minnesota Association of County Fairs.
Fred D. Thlas, president; Lewis Scofield, Zumbrota, secretary.
Annual Meeting—January 14-16, St. Paul.

Mississippi:

Mississippi Association of Fairs.
Nelson Siegrist, president; J. M. Dean, Jackson, secretary.
Annual Meeting—February.

Missouri:

Missouri Association of Fairs and Agricultural Exhibitions.
Ross C. Ewing, president; Charles W. Green, Phoenix, Ariz., and Moberly, Mo., secretary.
Annual Meeting—Between December 15 and December 31.
IAFE Member—1 year.

Ohio:

Ohio Fair Managers' Association.
R. C. Haines, president; Mrs. Don A. Detrick, Bellefontaine, secretary.
Annual Meeting—January 14-15, Columbus.

Oregon:

Oregon Fairs Association.
H. H. Chindrew, president; Mabel H. Chadwick, Eugene, secretary.
Annual Meeting—January, Portland.

Tennessee:

Association of Tennessee Fairs.
J. H. Bennett, president; O. D. Massa, Cookeville, secretary.
Annual Meeting—February 3-4, Nashville.
IAFE Member—2 years.

Washington:

Washington Fairs Association.
Chapin D. Foster, president; Thomas L. Wood, Chehalis, secretary.
Annual Meeting—January.
State Aid—About \$60,000.

Wisconsin:

Wisconsin Association of Fairs.
A. W. Kalbus, president; J. F. Malone, Beaver Dam, secretary.
Annual Meeting—January, Milwaukee.

Following State associations did not return questionnaire as requested: Georgia, Illinois, Louisiana, Massachusetts, Montana, New Hampshire, North Carolina, North Dakota, Pennsylvania, Vermont and Virginia. Massachusetts convention will be held January 21-22 in Greenfield and the Virginia meeting, January 26-27, Richmond.

LIVESTOCK SHOWS

(IAFE)

Following are livestock members of the International not listed in last week's *Cavalcade of Fairs*:

Great Western Livestock Show, Los Angeles, Calif.
National Western Stock Show, Denver, Colo.
American Royal Livestock Show, Kansas City, Mo.
Ak-Sar-Ben Livestock and Horse Show, Omaha, Neb.
Ogden Livestock Show, Ogden, Utah.

142,197 PAID GATE

(Continued from page 40)

night several thousand were turned away.

Only jarring note occurred on opening night, highlighted by a heavy turnout of society people and State and city officials. Crowds became boisterous when the show was halted to permit dignitaries to make speeches. Making the situation doubly embarrassing was the fact that talks were broadcast.

Massed grand entry of riders contributed an inspiring tribute to the late Will Rogers. While the band of the first regiment of the California State Guard struck up *Empty Saddles* lights were dimmed and draped flags at ends of the pavilion parted to reveal portraits of the beloved humorist. Symbolizing the idea was a riderless horse led about the arena in the glare of a spotlight.

Show which followed was a mixture of hippodrome acts, horse show events and rodeo attractions, with the crowd at times showing restlessness over

lengthy judging of jumping and harness horses. Pallenberg's Bears were first on and pleased. Ken Maynard made a lone entry as the rodeo's personality attraction and did a 10-minute turn at shooting, roping and riding. Act got good billing. Maynard's Tarzan was injured at the recent Chicago rodeo, so he rode a borrowed Palomino. Plenty of thrills were provided by Fred H. Kressmann, arena secretary and rodeo manager, who presented 16 events. Bareback bronk riding, calf roping, saddle bronk riding, steer wrestling and steer riding were in the competitive class.

AROUND THE GROUNDS

(Continued from page 41)

attendance prizes totaled \$4,950, represented by Victory Bonds and War Savings certificates. Prize list totaled \$20,279, an increase of 12½ per cent over 1940.

VERMILION, Alta.—Vermilion Agricultural Society agreed to hold a fair in 1942. Financial statement on the 1941 fair showed a surplus and a present balance of \$850.

CINCINNATI.—W. P. (Tommy) Teomson, assistant secretary of Tulsa (Okla.) State Fair, was a caller at offices of *The Billboard* on November 27 while here on business and on his way to attend the Chicago outdoor meetings.

FAIR ELECTIONS

(Continued from page 41)

Kiefer, secretary; Frank J. Gaetzman, treasurer; Clive C. Bell, superintendent of speed.

BOONVILLE, Ind.—Big Boonville Fair Association elected Charles H. Taylor, president; Jerry Smith, vice-president; Ivor J. Robinson, treasurer; Albert C. Derr, secretary.

DEPERE, Wis.—Brown County Fair Association re-elected Frank Zimonick, president; Ralph Soquet, vice-president; F. H. Bogda, treasurer; W. S. Klaus, secretary.

ST. JOHN, N. B.—St. John Exhibition Association elected H. G. Harrison, president; W. F. Knoll, G. G. Murdoch, vice-presidents.

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Claude Ellis's

The Editor's Desk

CINCINNATI

HISTORY is in the making for outdoor showdom in Chicago's Hotel Sherman this week. Whether posterity will read it as good or bad lies in the laps of the gods and in the ingenuity and intelligence displayed by the conventioners. There are enigmatic problems to meet. Dark days may be ahead. But we will lay our dough on the industry to map a winning course. With a revitalized IAFE, an aggressive AREA, an intelligently steered NAAPPB, an ACA pepped by a sweet season and showfolk being what they are, the set-up calls for anything except pessimism.

NATURALLY enough, officials of the '41 State Fair of Texas, Dallas, got a liberal education in their first try with an independent midway. They now have more than a faint idea of what heads of organized carnivals often are up against. They know, as is recited by E. Paul Jones, their director of publicity, that mistakes were made in booking some attractions. But the kinks which could not be ironed out the first year they feel can be corrected in '42. Such a measure of success attended their experiment that they are already planning the second indie fun zone. Midway managers who have framed (or tried to) attractions with talent to whom a tent show is a maze of mystery or have booked gals who count two shows a day's work will appreciate this from Paul Jones: "Three stellar shows came on, not knowing what they were going to do. They had never played a midway before. Two thought they were coming to play twice daily in front of the grandstand. Another thought he was booked for the Auditorium. One never did open and the other did not make the grade. They did have good shows, but the people would not work the daily grind. If they had, their grosses would have been comparable to many other grosses on the grounds. . . . The shows that did not work and that did not co-operate are best not mentioned. They will not be back next year." That the "lot" will be laid out in a horseshoe next year proves another lesson well learned. One-street midways are ticket-box murder to those not on the main drag.

INGRATITUDE or "good business"? We mean the trend among managements of numerous former "New Deal" fairs to drop what they call the yoke of outside management. Such fairs were started by carnival managers and sponsored by local auspices. These organizations gradually grab gate receipts formerly cut with the carnivals, raise concession rates and yearly demand bigger percentages from shows and rides. After becoming self-sustaining, with treasury surpluses and recognized as successful by local merchants who advance credit for building, the next step is to throw out the show that conceived and organized the fair and book in another midway!

THAT the medium-sized carnival could not operate without a loss if the gate were discontinued is the firm conviction of R. F. McLendon, vet carnival executive, after 30 years of "seeing and experiencing." "I am in position to know," he writes, "that the net gate receipts for the still-date season represent more than the operating profit (if any) in many instances. Over 12 years ago I very definitely advocated the pay gate. The late beloved Johnny J. Jones and Harry Melville were conscientious and strong dissenters. Having been Melville's secretary at one time, we had quite a round thru correspondence. However, neither Jones nor Melville lived to see the pay gate a fixture, and candidly, in my estimation, the salvation of the business. Those opposed to the gate (not many left now) argue that without it the attendance would increase and likewise gross receipts. I can't see it that way, and I have been checking those things longer than I care to admit. Anyway, we have the gate, and since its inception, even thru the toughest years in our memory, King Carnival has come into its own and today, with our magnificent midways, is something of which to be proud. A little far-fetched perhaps, but if Necessity is the mother of invention,' then the gate, at least, is a by-product."

WHEN Leon E. Blondin, animal trainer, gave an entertainment at a Los Angeles institution he did not expect so many able critics among the spectators. His monkey show on Rubin & Cherry Exposition has now gone into the show's winter quarters in Tucson, Ariz. At his special showing during the Los date, he reports, among visitors was probably the largest group of old-time animal trainers of note ever gathered together. What put him on his toes was the presence of Mabel Stark and Margaret Thompson from Benson's Wild Animal Farm; Olga Celeste, who has her leopards at Universal; Cheerful Gardner, who had the HW elephants in film work; Owner Goebel, Joe and Anna Metcalf and Louis Roth, all of Goebel's Farm, and George Emerson, of MGM. Blondin opines that the wrestling match between a chimpanzee and a full-grown lion, schooled by Emerson, is tops in animal training. With such real trainers and troupers Hollywood is assured of "technical direction" in animal scenes that even its notorious bent or desire to gum up outdoor show business can not overcome.

IN THE MAIL: Meaty missives about this and that, including some from J. W. (Patty) Conklin, P. T. Strieder, Jim Malone, Mr. and Mrs. F. Percy Morency, Hugh Magill, Floyd Bell, David B. Endy, Leon E. Blondin, Edward J. Carroll, Harry Storin, Nat D. Rodgers, T. M. (Tom) Allen, Al Martin and Jack Hamilton.

"YOUR mention in the column of November 22 of Mary, Sparks elephant, having been hanged stirs me to give some addenda," types Charlie Campbell, Sylva (N. C.) CFA and collector of Circulana. "John H. Sparks Shows were in Kingsport, Tenn., on the day before the Erwin, Tenn., date in 1916. In Kingsport Big Mary killed one of the bull helpers, and the governor of Tennessee had her hanged for murder on the following day in Erwin. Mary was hanged from a C. C. & O. R. R. derrick in the railroad yards. I was in Erwin a few weeks ago to snap a picture of the derrick which was Waterloo for the big bull. I talked to several natives who saw the hanging. One old-timer declared there had been a blind man in the crowd and that when the chain broke on the first attempt to hang Mary, the blind man had shouted, 'If you men can't run, get out of the way so that I can run!' Another man told me that there had been more people at the hanging than there had been at the circus."

Leonard Traube's

Out in the Open

NEW YORK

Clyde Beatty

CLYDE BEATTY, the artistic 39-year-old animal trainer, is represented in the book shops nowadays by another effort, *Jungle Performers*, the actual typewriter pounding for which was done by that very capable newspaperman, Earl Wilson. We haven't had sufficient time to digest the 300-odd pages, but there is one chapter we browsed thru which should interest the trade. This is about Beatty's departure from the Ringling banner and its affiliate, Hagenbeck-Wallace, into the adventure known as Cole Bros.-Clyde Beatty Circus.

Beatty says he was sentimental about "Mr. John" Ringling, but that a Brooklyn holding company had put the squeeze play on the magnate and pushed him out of control. The holding company installed as boss "a man who would eventually be replaced but who, at the time, was in absolute command," observes Beatty, who also states that the new chief's decisions "were often unpopular with performers who actually had been in the circus business much longer than he had. As will be gathered, he and I did not get along."

This is pretty straight from the shoulder, except that Beatty and his collaborator refrain from mentioning the new generalissimo's name. Not being

Nat Green's

The Crossroads

CHICAGO

RIGHT now outdoor showdom's attention is centered on the conventions that are converging on the Magic Carpet this week. Gone are the comfortable seats and the "landscaping" in the Hotel Sherman lobby, for the space is needed for the milling crowds that will be "cutting it up" for the next five days. The Showmen's League of America information booth has been erected, and posters heralding big and little shows have blossomed forth around the four sides of the mezzanine. Upstairs the entertaining rooms have been opened and are doing a land-office business. Desk clerks are politely telling prospective guests that there are no rooms available, every nook and cranny of the hostelry being filled to more than capacity. Reservations for the Showmen's League banquet and ball are some 250 beyond capacity. In other words, it's the biggest outdoor convention week in history.

Pre-Convention Notes: The boys have been streaming in since Monday (24), booming attendance at the Atwell Luncheon Club, which, by the way, is no longer hiding its light under a bushel. Thanks to Phil Shepard, the club's name is now blazoned forth on big posters lining the wall back of the tables. . . . One of the early arrivals was Don V. Moore, who used to be secretary of the IAFE and manager of the fair at Sioux City, Ia. Of late years Don has made his home in Texas and this is his first visit to Chicago in a long time. But you can bank on it that he'll still sing the Iowa Corn Song on the slightest provocation. . . . A card from Doc Waddell, circus preacher, who closes all his letters with "Love, good thot, prayer," says he'll be on hand for the doings. "I'll be happy to mingle once more with showfolk," says Doc, who is one of the real veterans—he's 79 and has been in show biz 69 years. . . . J. Ed Brown, the man with a million friends, arrived early in the week, looking and feeling fine, and has been having a swell time renewing old acquaintances. . . . Florence Tennyson, prima donna with Cole Bros.' Circus last season, is back home and after the doings she will appear with Orrin Davenport's Shrine Circus. . . . Monte Blue, star of silent picture days, dropped in on his way West and it looks as if he might get together with Frank R. Winkley, Suicide Club impresario, for next season. . . . Jack Grimes, outdoor publicity man, has been resting here for a week or more. Expects to start on

a picture job shortly. . . . That breeze from the Southwest, Sam Ward, is back in town, but chances are he'll soon be out ahead of a show.

ERNIE YOUNG celebrated a birthday last week with a pheasant dinner for a group of his friends. . . . Bert Clinton, former secretary of the Performers' Club, is in Veterans' Hospital at Hines, Ill. (Ward C-4), and would appreciate hearing from friends. Drop him a friendly note. . . . The Great Siegfried, ski-jumper, in from Houston, where he played the Shrine Circus, and will winter at his home in New York. . . . L. L. (Larry) Hall and the missus returned from a stay at their farm in Michigan in time to get properly set for the convention. . . . Richard N. (Hi-Ki) Adams, veteran outdoor showman, is sure he has a winner in a patriotic poster he originated. He certainly has an imposing lot of letters from Washington big shots complimenting him on the idea. . . . Bud Rupiper, of Globe Poster, now in the army, is home on leave from Fort Eustis, Va. . . . Dorothy Herbert, circus equestrienne, is back home in Scottsburg, Ind., where, according to Cole Bros.' *Weekly Menage*, she will be society editor of *The Scottsburg News*. . . . Phil LaMar Anderson is promoting Arthur Starnes, parachute jumper, who last October made the sensational five and a half-mile free fall from a plane in the interest of science. . . . Pat Purcell came in from the South Tuesday (25) and is all set for the fray.

Maxie Herman came up from Miami to spend convention week with the boys and will return at the close of the doings. . . . Sam Benjamin, former operator of Fairyland Park, Kansas City, Mo., is in for his first visit to Chi in many years. . . . Vernon L. McReavy stopped off on his way from the South to his home in Minneapolis and is staying for the outdoor meets.

preposterous for no such act was ever offered."

THE customers will now pardon us for entering the picture with a little secret which can now be told. Roland Butler, press chief of the show, came to us in the spring of that season and told us about the "woman trainer." It sounded like a lot of applause to us, too, and Butler had his tongue well in his cheek. We could see that a mile away. Nevertheless, an advance story could prove quite appetizing, regardless of how Clyde felt about his reputation, which happens to be Grade A.

Butler persuaded us to interview the lady, who turned out to be Dorothy Herbert, the able equestrienne. Miss Herbert and I went up in the pews of an empty Madison Square Garden one afternoon and talked about it. She was not very informative, to say the least, but she proved a good soldier in carrying out what must have seemed to her a sacred duty. We wrote the story, which was followed up by a picture showing her in the cage.

Mr. Butler is nothing if not complete in everything he does. He had thrown Miss Herbert into the grillwork with a few simple strokes of his pen and inkwell. A composite, they call it. The picture was published in our issue of April 28, 1934, a week following the story itself. (We certainly were a bad boy in those days, and probably haven't improved.)

THIS whole business was supposed to scare the hell out of Beatty, who says he is always scared when he goes into the cage (I have seen his skin turn an appalling white when he had to make a speech before a friendly mob), but apparently he doesn't scare so easily at that because he did leave the Ringling hearth to lend his name to Cole Bros.-Beatty circus, and since then he has become more famous than before, made a great big success with a carnival (Johnny J. Jones) and even has a zoo down in Fort Lauderdale, Fla. To be vulgar about it, he seems to have a great deal more folding money, a fairly important commodity and an unusual state of affairs for an animal trainer to be in.

Beatty is one of those nice guys who (See *OUT IN THE OPEN* on page 54)

eligible for such niceties of the literary craft, we mention his name for the news value it contains—Sam Gumpertz, of course, once our own commander. Gumpertz took hold of the Ringling show in 1933 and remained for five seasons, after which he became associated with Hamid's Million-Dollar Pier in Atlantic City—and there he is today. Beatty and Gumpertz parted after some bitterness, it seems, but fate brought them together again when Beatty was engaged to appear for a full season on the amusement peninsula managed by Gumpertz. It shows you of what stuff bitterness is made sometimes.

Even so, the squabble must have been dramatic. Beatty had returned from Hollywood, where he made *The Big Cage*, paying the circus, which means Gumpertz, \$3,000 a week for 10 weeks as rental on the animals. Gumpertz alleged that Beatty was "ruining show business" by permitting the act to be filmed. Beatty thought otherwise in an altercation that must have been replete with ungentle touches and Gumpertz blew up, so Beatty relates.

For some time thereafter the trainer was given the well-known ignore in publicity releases, climaxed by a Big Show-inspired story that a woman would replace Beatty the following season. Beatty scoffed at this—"It was all rather

Kay Bros. Shows Keaton, Zollie E. Keese. Harry Keilmann, Mrs. Babe Keintz, Leona Keith, Midge Kelley, Albert C. Kelley, Dale & Sonny Kelley, Edith KELLEY, DON HERMAN KELLEY, ROBT. LEE Leonard, Murry Leroy, Charlie & Anna Leslie, N. L. Lester, Harold E. Lettlier, Leon Lewis, Eva Mae Lewis, Frank Lewis, FRANKSON LEWIS, HARLOW LEWIS, ISAAC LEWIS, Mrs. Mildred Lewis, Nita Lewis, Joe Lewis, Olive Hager Lewis & Van Liberty, Betty Liberty, Lenus Liler, George LILLEY, JOHN HENRY LINDLEY, JNO. ALVIN Linwood, Milo Lippman, Marty Little, Dave Littleddone, Joe Litts, Mrs. Gus F. Livingston, Lloyd Lloyd, Jimmie Lloyd & Willis Lloyd, Wm. Lofstrom, Wm. Logan, Inez Logsdon, Billy Logsdon, Louise Lorenzo, Jack Lorow, S. N. Lorrow, Cortes Loter, Happy & Marie Love, Billie Sarah Lowe, Mrs. Mary Lowery, Sammy LOWRY, JR. HERBERT H. Loyd, W. J. Lucas, Steve Lunsford, Mack Lusk, J. LaVerne Luth, Whittie LYMAS, JAMES Lynn, Dono Lyon, Lord LYONS, JAMES Lytton, Mrs. Blanch McBIGLEY, WM. McBRIDE, JAS. WM. McCann, E. D. McClarter, R. C. McClendon, Tom McConnell & Moore MCCORMACK, FRANCIS ALONZO McCoy, JAMES ODELL McCrary, Chester McCulley, W. T. McCurdy, J. M. MacDonald, Raymond MacDonald, Sally MacDonald, Wm. F. McAllister, Pat McCall, Glenn McCann, Jimmie Mc CARTER, JOHN SAMUEL McARTHUR, J. M. ROBT. JAS. McClellan, J. T. McCluskey, Bill & Zorimo McCluskey, T. F. McCurtin, Denny McDONALD, CLINTON WM. McDonald, John D. McFALL, WAYNE McFarland, Jack McFARLING, WILLARD LEE McGee, A. N. McGee, Fish McGill, Carl L. McGill, Paul McGuire, Fred McHendrix, R. C. McIntosh, Timmy McKee, Callie McKnight, Jack McLachlan, A. McLoughlin, K. Boston McLAUGHLIN, MELVIN HENRY McKowsky, Alice McLemore, V. V. McLevey, Joseph McMahon, E. H. McMAHAN, MOTE PAUL McMahon Shows McMaster, W. B. McPherson, Bob McQuay, Bill McQueen, R. C. McREYNOLDS, RUSSELL CALVIN Mac's Caravan Mack, Mrs. Alberta Mack, Huey Madia, Jean Madison, Mrs. Herman Maddox, D. R. Madison, The Mahdi, Dr. L. D. Mahon, Michael Macurley Majestic Expo MALLON, James

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USE PROPER POSTAGE ON HOLIDAY GREETING CARDS When mailing holiday greeting cards in care of The Billboard be sure to use first-class postage (3 cents per ounce) if they are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1 1/2 cents per ounce) cannot be forwarded and therefore must be sent to the dead-letter office. This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Holiday Spending Splurge Expected To Boost Sales

Consumers' buying power is near record peak and new sales marks are anticipated—all types of merchandise will be in heavy demand

WASHINGTON, Nov. 29.—The Christmas shopping season this year is expected to put gift sales at an all-time record high, according to official observers. This optimism has not been curbed by the OPM priority restrictions which have hit some phases of the industry pretty hard. However, the consensus of opinion in merchandising circles is that this Christmas season will not be heavily affected, and merchandise users in all fields are preparing for a holiday demand expected to outstrip dollar and unit volume record established in 1929. Best news for bingo and salesboard operators, demonstrators, direct sellers, pitchmen, agents and the other users of merchandise items is, that the public's purchasing power is now estimated at the \$90,000,000,000 mark. Reflecting the anticipated heavy demand is the fact that manufacturers and supply houses have been making deliveries in unequalled quantities.

Toy goods are expected to show substantial gains in sales. Leather goods and novelty items, particularly costume jewelry, lapel pins, etc., are also expected to do well. Manufacturers of furs, chubbies, jackets and other fur items report that demand for their product has been good, and the items are being played up by bingo and salesboard operators.

Candy is a particularly good holiday item, especially when packaged in re-use containers. Electrical appliances, household gadgets and items, clocks, radios, lamps and blankets are some of the other merchandise lines that will figure prominently in sales figures. The novelty field will also mark up new sales highs in all fields, as these items are heavily purchased for gifts.

According to reports received thruout the country, activity in towns adjacent to army and navy posts is heavy. It is said that in some cases business has been comparable to the Christmas rush to come. There is no question but that the military market will contribute to the increase in sales.

Merchandise users have had a wide selection of items to choose from, all coming attractively packed in appropriate gift and holiday wrapping. Some of the numbers that have been ordered in sizable quantities include perfumes, bedspreads, pipes, mending kits, pen and pencil combinations and separately, ties, electric shavers, razor blades, first-aid kits, dolls, blankets, wrist watches, fur coats, compacts, jewelry and novelty items, plaques, corsages and stuffed animals.

There has been considerable interest in purely novelty items, as well as staple products in this field. Trophy radios, simulating miniature baseballs, bowling balls, etc., have been receiving a fair share of attention, while mechanical

Gov't Eyes Bingo Games

SCRANTON, Pa., Nov. 29.—Federal and State agencies are making a check on the number of paid attendances to the various games operating without any federal tax, according to *The Scrantonian*. It is said that an admittance and prize tax may be in the wind for the games to provide additional revenue. It is estimated that attendance at the games in the city, matinees and nights, is in excess of 30,000 a week.

It is not known officially just what action is being contemplated by the federal authorities. State authorities have been banning the use of buildings in Wilkes-Barre, Pa., which do not have proper exits to accommodate the large crowds.

toys, including many amusing action combinations, give evidence of being leaders in their division. It is impossible to list the many items available, but a few include walking dogs, monkey with hat, acrobatic circus monkey, running mouse and a mechanical baby toddler.

Other general items that have been stocked by workers include Christmas signs and banners, Christmas cards, display tinsel and holiday multicolor signs, party novelties, etc.



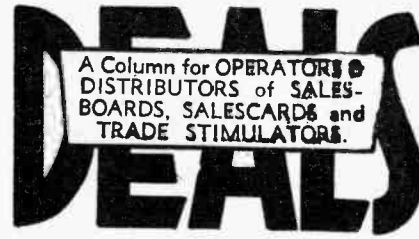
BINGO OPERATORS are all set for the heavy pre-Christmas business and, judging by scattered reports that have come in, it is going to be a big year for the bingo field. Interest in the games has never been at a higher level, it is said, and the carefully planned promotions of operators thruout the country, with holiday merchandise prominently displayed, will bring extra dividends before the holiday rush ends.

Operators have entered wholeheartedly into the spirit of things, and the pre-holiday games offer extra incentives to the players. Extra prizes, extra features and extra service are designed to give the player an evening of excellent entertainment and, at the same time, offer a chance to win an award that might very well solve some urgent Christmas shopping problem. It definitely appears that this yuletide will be long remembered by players and operators alike.

HARRY WEISS, well known in the bingo trade, recently joined the Sunshine Litho organization and is now in charge of merchandising the firm's line of bingo supplies. Among its most recent items the firm offers a new, attractive two-color bingo special card in 1,500 series. Other items are also on the way, Weiss reports. Sidney M. Innerfield, president of the firm, has a good bingo background and has been printing cards and specials for many years.

AN EXCELLENT response has been received by Morris Mandell in connection with his offer to supply jobbers with his new 16-page catalog. The catalog is titled *Book of Bingo Knowledge*, and, in addition to considerable space devoted to an explanation on how to operate a bingo game, the catalog lists the line of bingo supplies and equipment offered by the firm. The catalog also includes a blank price list on which jobbers can insert their own prices, and is free to jobbers for the asking.

MANY JOBBERS are stocking up on all types of bingo equipment, especially game cards and markers, according to (See BINGO BUSINESS on page 52)



By BEN SMITH

The Christmas number of *The Billboard* was quite an issue, wasn't it? Chock full of money-making merchandise. Among the items offered which look especially good for a card or board promotion were D. A. Pachter's American Woolen blanket and the Hollywood Servabar; Goldwyn's Mirror Legend Book; Jerry Gottlieb's Dixie Belle; National Products' line of stuffed dolls and animals; Kelly Sears' Jackass Cigarette Dispenser and, of course, the fur coats and jackets displayed by the fur firms.

The American Woolen blanket is a nationally advertised product, fluffy, fleecy, 100 per cent wool, 4½ pounds in weight and 72x90 inches in size. It is available in rose, blue, green, orchid and peach and has a six-inch Celanese rayon satin binding. Blankets, which are evidently good value, have always gone well on a deal and this American blanket looks right.

When the weather turns nippy a good cheer item like the Servabar will pay out more often than not. When the item has the necessary flash and is priced low enough for a give-away on a low-take deal, it's a natural. Servabar includes service for six, 23 pieces in all, has a recessed walnut tray, 18x14x4 inches, and holds decanters with chrome ball stoppers, highball and spirit glasses, swizzle sticks, ice cube bowl and tongs.

The past few years candy deals packed in re-use containers have been popular with operators everywhere . . . the boys have found the deal has appeal plus for milady and her boy friend. The Mirror Legend Book should ride along on this trend. As the name implies, container is shaped in the form of a book with bright red plush cover, gold filagree corners, crystal mirror all around and a beveled plaque on the cover.

We have many reports that dolls and stuffed toys are definitely on the comeback trail, and the Dixie Belle and the National Products stuffed toys look appealing enough to go along. Dixie Belle is a 42-inch doll dressed in a beautifully patterned organdy gown and large picture hat. Dress is available in four smart shades.

The Jackass Cigarette Dispenser is not a new item. However, because of its comical features and because it is still good for a hearty laugh, it should move to a good take on a quick turning card. Jackass holds 10 cigarettes. Nod his head and a cigarette slips out under his tail.

Because of the extra defense money in circulation, fur coat firms report that women are now buying fur garments who couldn't dream of buying one before. Operators are cashing in on this.

Christmas is but a few short weeks away, which means heavy pavement pounding from now on in.

HAPPY LANDING.

Disney Toy Creations Expected To Sell Well

CHICAGO, Nov. 29.—Walt Disney's screen characters have had a marked effect on the toy trade, and the toy models created after the well-known characters have stimulated sales, it is reported. The Mickey Mouse design still holds No. 1 place in children's fancy and toys featuring this design continue to sell well. Donald Duck, Pinocchio and Ferdinand the Bull also have widespread appeal. Dumbo, the latest addition to the Disney cast, is expected to inspire toy designers with various ideas.

Workers have always capitalized on the popularity of the Disney toys and this

Christmas Toy Sales May Set Highest Record

NEW YORK, Nov. 29.—As in past Christmas shopping seasons, toys will be far in front in sales volume, and it is freely predicted that sales will outstrip all existing records. Judging by the types of toys offered, this Christmas will be an all-American one, with manufacturers here providing the bulk of the merchandise. No exact figures are available on the affects of the European war and the current Far Eastern tension on the toy market, but certain indications point to as much as a 50 per cent reduction in total value of imports, as compared with the \$1,132,611 total chalked up in 1940.

There will be no general toy shortage this year, industry observers report, even though priorities have made certain metals unavailable. It is said that there has been some decrease in hard-line toys (metal) and a proportionate increase in soft-line toys, but only to a minor extent. The war has definitely influenced toys this season in that toy warfare, too, has become mechanized.

Heaviest demand is for such staples as automobiles, motor trucks, trains, steam shovels, mechanical builder sets, model airplanes, games baseball gloves, basketballs and sundry other items with appeal to the young masculine set. For girls there are new dolls of all types, housekeeping sets and kitchen outfits. Stuffed animals are also offered in pleasing variety.

Taken as a whole, the toy section of the merchandise field will do a booming business this season. People have money to spend and during the holiday season the first thought is for the youngsters.

Jersey Resort Expects Heavy Xmas Season

ATLANTIC CITY, Nov. 29.—Resort novelty, premium and gift houses say they are looking forward to the biggest Christmas season in years. Defense dollars are booming business here, altho the resort has no major defense industries. Several merchants reported business for October and November 25 to 35 per cent ahead of last year.

They attribute the spending to defense industries in near-by cities. In addition to the fact that crowds coming here for convention gatherings have more money to spend, many local residents have secured employment in defense industries in the near-by cities. These conditions, it seems, have distorted normal buying here. Business is generally quiet during the week, slower than last year. Friday and Saturday, when workers are home with defense pay checks, sends weekly sales zooming ahead of last year.

Priorities and war conditions abroad have had their effect on Christmas goods, but it won't be serious this year. Prospects now, the merchants said, are that all demands for items on display all year will be met. Tree ornaments and toys, for example, may be different this year, but there will be enough to go around. German, Japanese and other foreign sources have been cut off, but American industry has rallied to the cause and turned out a respectable supply.

War has had its effect on the shopping spirit. Merchants say customers indicate they are thru worrying about the war and intend to make this Christmas a banner one.

season is no exception. Merchandise users have stocked supplies of favorite numbers and expect to cash in during the heavy pre-Christmas shopping season.

**"BEAR" DOWN—
BIG PROFITS AHEAD**



JUMBO BEARS

SIMPLY TERRIFIC!

Get hep to the hottest item in America—**JUMBO BEARS!** He stands 36" high... made of classy, durable velvet plush. Well stuffed. Comes in black and white... gold and brown... red, white and blue. Season's outstanding **VALUE!** RUSH A TRIAL ORDER TODAY!

**WRITE
WIRE
PHONE
FOR PRICES!**

JERRY GOTTLIEB INC.
303 4th Ave., New York, N.Y. Tel. GRammar 5-6432

**Popular
Items**

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

Gift Items

A line of gift items with special appeal for CCC and army camps is offered by the C. C. C. Company. It is said that camp workers have been making good profits since the merchandise offered is diversified and practical. Some of the items include enameled ladies' compact with bag, pocket wallets stamped with Eagle on top, electric razors, candid type camera, leather zipper dressing case, etc. Firm features hats and other items of wearing apparel bearing CCC army insignia, also a line of rings and combs. An attractive line of military and CCC pillow tops, banners and pennants is also offered. The firm specializes in military equipment and camp supplies.

Reversible Neckwear

A natural for demonstrators, pitchmen and agents is a line of Reversible Neckwear offered by Malbin Reversible Neckwear Company, according to the firm. The item has been registered in the U. S. Patent Office and patent is pending. It is claimed. The reversible neckwear is just that: on one side is one silk pattern, while on the other there is a different pattern and contrasting color. Ties are wool interlined and are regulation men's cut. The firm believes that this is one of the biggest money-makers in the tie-line.

Holiday Plaque

The Holiday Plaque offered by M. Malman is available for all branches of the service, and is an attractive item with plenty of flash and appeal. Against a



The Greatest
BOARD
Success in Years!

**PEN and
PENCIL
GIFT
SETS**



IN GIFT CASES

**NATIONALLY
ADVERTISED for \$8.00
NET TO YOU**

BOARDMEN! OPERATORS! Pep up your old spots—bring in new ones with these **FAMOUS, Genuine WATERMAN'S NATIONALLY ADVERTISED \$8.00 VALUE in GUARANTEED Pen and Pencil Sets**—In jewelry type presentation cases. Beautiful mottled finish pen with single stroke ink filler. Propel-repel pencil. Men and ladies types. **IMMEDIATE DELIVERIES.** Quantity users, write. Send 25% deposit on C. O. D. **WRITE, WIRE OR PHONE YOUR ORDER.**

\$2.50

D.A. PACHTER CO MERCHANDISE MART
CHICAGO, ILLINOIS.

**BINGO
SUPPLIES**

**FREE...
NEW CATALOG**

For Jobbers Only

JUST OFF THE PRESS

It contains the complete line of Bingo Supplies and Equipment, Bingo Blowers, Cages, Cards, Specials, etc. Mailed to you on request.



METRO MFG. CO.

Most Complete Bingo Mfr. in the Country
28 W. 15th Street, NEW YORK CITY

**NEW... COLORFUL
BINGO
1500 Series Specials**

- 7 Attractive Color Combinations
- Fool Proof
- Tamper Proof
- Accurate
- Reasonably Priced

WRITE—WIRE—CALL

FOR SAMPLES AND PRICES

We Manufacture a Complete Line of Bingo Supplies.

SUNSHINE LITHO, INC.

51-53 Wyckoff Street, Brooklyn, N. Y.



**NEW DELUXE
MODEL
BINGO BLOWER**

- ★ New position of master board.
- ★ Increased visibility.
- ★ Write for catalog.

**BINGO
SUPPLIES**

**JOBBERS! GET OUR
CATALOG WITH
YOUR NAME AND
ADDRESS PRINTED
ON IT!**

MORRIS MANDELL
1123 Broadway, New York, N. Y.

**LEADING
SELLERS
IN
FUR COATS**

Better sellers than ever before. **ALL GENUINE FURS**—Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superb styles and quality! Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for **NEW FREE CATALOG!** Just off the press! **LOWEST PRICES!** **H. M. J. FUR CO.**
150-B West 28th St., N. Y. C.

LADIES' WATCH



**Very
YELLOW GOLD COLOR
Flashy**

Fine quality silk cord wrist bracelet. White chrome back on case. 10 1/2 line size. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch.

B3898—Each.....\$3.65

New Catalog soon ready. Get your name on our mailing list. When Ordering Give Your Resale Certificate Number or State Line of Business.

ROUDE-SPENCER

223 W. Madison Chicago

MECHANICAL TOYS

WRITE FOR COMPLETE LISTING AND QUOTATIONS ON OUR LINE

Samples of 17 numbers for \$2.25 postpaid O-U Dogs, Kongo, Tumbling Clown, Dancing Couples, Penguins, Conceited Monkey, Crawling Baby, Pop-Pop Boats, Bull Frog and Spooky Spider.

CASH WITH ORDER—NO C. O. D.'s
HOLIDAY CATALOG NOW READY
Showing a complete line of Silverware, Jewelry, Electric Appliances, Decorations, Toys, etc.

Be Sure and Write for Yours Today
Please state your type of business

LEVIN BROTHERS

Established 1886. Terre Haute, Indiana

BINGO CARDS

COMBINATIONS UP TO 3000
NO 2 CARDS ALIKE

Buy your **Bingo Specials** DIRECT FROM THE PRINTER



ST. MARKS PRINTING CORP.
80 FOURTH AVE. NEW YORK

**For A Big Christmas
Work Our
Exclusive FUR COATS
JACKETS and BOLEROS**

★ Luxuriously Finished ★

Beautifully Styled. Popular Prices. We offer Coneys, Sealines, Beaverettes, Caraculs, Marminks, Persian Raccons, Skunks, Foxes. Buy direct from manufacturer and profit. **WRITE FOR FREE LIST AND ILLUSTRATED CATALOG.** Investigate our exclusive Sta-Rite Process. Adds years to the life of each coat.

SEND YOUR ORDERS TODAY!

\$6.50 up.

\$12.50 up **S. ANGELL & CO.** Manufacturing Furriers
236 W. 27th St., Dept. B-7, N.Y.C.

★ Latest in **PATRIOTIC** and **NOVELTY BROOCHES**, Lapel Buttons, Insignias. Send \$1 for Sample Assortment.

XMAS Wreaths, Icicles, Big Assortment Gift Wrappings 40c doz. Xmas Paper, 45¢ Doz. Tree Bulbs, 100 for \$1.40. (Include Deposit and Postage.) Free Catalog—Write.

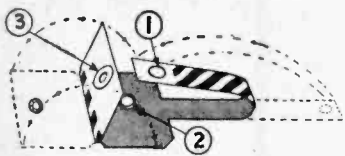
XMAS GOODS & CANDY DEALS

- **KNIVES & PENS:** Nudies, Patriotic, Midget, Hunting, Jackmaster.
- **POCKET LIGHTERS:** Bowling, Bottle, Novelty Cigar, 12 to deal. Per Deal—\$1.85.

DRUG ITEMS, NOTIONS, LOTIONS, EXTRACTS, CARDED GOODS, SIDELINE MDSE., CLOCKS.

CHAMPION SPECIALTY CO., 814-T Central Street, Kansas City, Mo.

**NEW AMERICAN MADE
Patented Master Brand
DANCE CHECKS**



Men's Style Check (Illustrated Above)



Ladies' Bracelet Check

Easy To Attach!
Hole No. 1 fits over Metal Stud No. 2. Then Metal Fastener No. 3 fits over both No. 1 and No. 2 to lock check securely. See illustration above.

Wide Variety of Designs and Colors.

Send for Free Copy of Our Big 1941 General Catalog Which Shows Complete Line of Checks at Low Prices.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

ELGIN, WALTHAM, BULOVA



Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. **LOUIS PERLOFF** 729 Walnut St., Philadelphia, Pa.

STARTS AT **\$3.95**

background of the traditional Christmas wreath, and smaller designs in the four corners (reproducing the Great Seal, and army, navy and air force insignia) appears the message: "Merry Christmas and a Happy New Year to Our Boys. God Bless Them." Plaque comes in three colors and it is said it sells easily to friends and relatives of boys serving with the armed forces.

Patriotic Brooch

The patriotic items continue to click with the public, according to reports. Workers specializing in these items have been cashing in, state Liberty Products officials. The firm manufactures the Liberty line of patriotic items, said to be one of the most colorful and best-selling in the field. Their Patriotic Brooch is doing particularly well, the company reports. The item is gold plated, with the traditional red, white and blue colors. The colors are made with the Dubroff process and present an attractive appearance. The design on the brooch reproduces the Eagle and the insignia used in the Seal of the United States.

Whoopee Goods

Agents, distributors and jobbers looking for holiday party items are invited to investigate the line offered by Kaesser & Blair, Inc., according to the firm's announcement. Whoopee goods for Christmas and New Year's parties always sell

well, it is said. Merchandise is all American made, the manufacturer states, and includes party hats, noisemakers, balloons, confetti, serpentine streamers, etc.

Jeweled Cross

Jewelry workers expect heavy activity in their field during the Christmas season. An item that has wide popular appeal is the Jeweled Cross offered by Forward Novelty Company. The cross is gold plated and comes in an attractive push box, making it particularly attractive for the holiday gift trade. The firm offers several other items that have strong appeal during the holidays, including a pearlized heart locket and stamped sterling silver brilliant stone rings.

BINGO BUSINESS

(Continued from page 50)

E. S. Lowe, of the bingo supply manufacturing firm bearing his name. Supplies are being purchased in greater quantities than ever before, Lowe reports.

"Our No-Marker Bingo card is meeting heavy demand," Lowe states, "as the use of this card eliminates the need for markers. I believe it will continue to rise in popularity, as the bother of providing pencils and markers is dispensed with. Another factor is that the sale of advertising space on the bottom of the card should more than pay for the cost." The Lowe organization manufactures a complete line of bingo supplies and a colorful catalog is available without cost.

Events for Two Weeks

December 1-6

- ALA.—Mobile. Home Show, 1-6.
- CALIF.—Los Angeles. Livestock Show, 2-7.
- CONN.—Norwich. Poultry Show, 3-5.
- Waterbury. Dog Show, 7.
- CUBA.—Havana. Larry Sunbrock's Rodeo, 5-7.
- ILL.—Chicago. Natl. Assn. Am. Parks & Showmen's League Trade Show, 30-Dec. 5.
- IA.—Manning. Poultry Show, 1-4.
- Washington. Poultry Show, 1-4.
- KAN.—Arkansas City. Poultry Show, 2-4.
- Newton. Poultry Show, 3-5.
- MD.—Smithsburg. Poultry Show, 2-4.
- MICH.—Detroit. Dog Show, 7.
- Grand Rapids. Apple Show, 2-4.
- MINN.—Cambridge. Poultry Show, 3-6.
- NEB.—Lexington. Poultry Show, 1-6.
- N. D.—Minot. Poultry Show, 1-6.
- OKLA.—Enid. Poultry Show, 3-6.
- PA.—Altoona. Dog Show, 6.
- R. I.—West Warwick. Poultry Show, 5-7.
- TEX.—Plainview. Dressed Turkey Show, 2-3.
- WIS.—Sheboygan. Police Assn. Circus, 5-7.

December 8-13

- D. C.—Washington. Circus & Bazaar, 11-14.
- FLA.—Jacksonville. Auto Show, 11-13.
- ILL.—Chicago. Poultry Show, 11-14.
- IA.—State Center. Corn Show, 9-11.
- ME.—Portland. Poultry Show, 10-12.
- MICH.—Detroit. Poultry Show, 10-14.
- Detroit. Mich. 4-H Club Show, 9-11.
- Grand Rapids. Fat Stock Show, 9-11.
- MINN.—Pipestone. Poultry Show, 10-12.
- ORE.—Oakland. Poultry Show, 9-13.
- PA.—Pittsburgh. Livestock Show, 8-10.
- Philadelphia. Natl. Motor Truck Show, 6-12.
- TENN.—Knoxville. Fat Cattle Show, 10-12.
- TEX.—Anson. Poultry Show, 10-13.
- CAN.—Saskatoon, Sask. Poultry Show, 10-11.

BALLYHOO BROS.

(Continued from page 31)

had been arranged. (Heard later that they weren't waving contracts, but unpaid guarantees.)

From the minute that the bosses stepped into their offices they didn't have a minute to themselves. Recognizing Pete as an authority on midway booking, many show owners took up his valuable time letting him select their routes for the coming season. He put out so many still-date routes that he forgot to keep one for his show and will have to either day-and-date some of 'em or predate 'em. Knowing that the fair men would be dished the same bait of dinners, bars and bands, the bosses had something new up their sleeves for this year's entertainment.

Bringing with him a set of calliope whistles, our mechanic soon had them hooked up to the boiler and the notes of *I Ain't Got Nobody* floated thru the hotel. So loud and long was it played that we soon had every guest in the hotel down in the boiler room and our offices. It wasn't so much the music that drew them as it was the cold rooms. The longer it played, the more steam was used and the colder became the rooms. Day and night we played the *Arctic Blues*, *Ice and Snow*, *Jingle Bells* and other cold music for effect. Colder

and colder became the rooms until the showmen delegated a number of fair managers to ask the bosses to shut off the calliope and let some of the steam go the rooms above.

The showmen knew that if they went to them it would be asking a brother showman to co-operate and that wasn't good carnival ethics. After pondering the situation, Jake Ballyhoo agreed to shut off the music as soon as their show had a route. There were three courses that the fair men could follow: Go home before freezing, move to another hotel or give the bosses a route. By midnight Saturday, long before the convention really started, the Ballyhoo Bros.' Circulating Exposition was booked solid for the fair season on their own freeze-out terms that will be the talk and envy of the carnival world. All deposits to fairs, formerly called "frozen assets," were thawed out by freezing them out of the contracts.

Now that the season's booking is over, the staff will have a good time in other showmen's rooms. Understand we are moving out of the boiler room to another hotel to enjoy a bit of privacy at our bar. **MAJOR PRIVILEGE.**

BENGOR DELIVERS THE GOODS

Ready for Immediate Shipment

- ICICLES—Flashy Box—Gr. Boxes \$2.75
- XMAS TREE BULBS—Cg—100 Bulbs 1.25
- XMAS TREE SETS—8 Light Series, Doz. Sets Per 100 3.00
- Sales Cards—25 Holes, Per 100 1.50
- Sales Cards—50 Holes, Per 100 2.00
- Sales Cards—100 Holes, Per 100 3.00
- Cigarette Salesboards—1000 Holes, Each .70

FREE! Xmas Catalog and 1942 General Catalog. Thousands of Sensational Values. Write for Them Now!

BENGOR PRODUCTS CO. 878 BROADWAY, NEW YORK, N. Y.

A TIMELY OFFERING

XMAS CARDS 10 Assorted

XMAS CARD SPECIAL 10 ASST. IN BOX

10 Colorful Christmas Cards, each one different. Put up in attractive Xmas carton to retail for 10c. A business stimulator for drug stores, cigar stores and variety stores. Also makes a fast selling item for pitchmen. A splendid value at a time of rising prices.

No. B27K155—Sample Doz. Boxes, prepaid, \$1.00; per Gross Boxes, F. O. B. Chicago, \$9.00.

25% deposit required on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail.

JOSEPH HAGN CO. Wholesale Distributors Since 1911 217-223 W. Madison Street CHICAGO

ELGIN • GRUEN \$2.95 BULOVA Start at

Take advantage of these re-conditioned nationally advertised watches in new 41-42 cases. Each is smartly styled and guaranteed as good as new! **FREE CATALOG**, illustrated with the latest numbers.

STAR WATCH CO. Wholesale Jewelers 124 S. 8th STREET, PHILA., PA.

No Charge

SALESBOARD ABC'S

For this excellent reprint from *The Billboard*. Article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today!

DEALS, The Billboard, 1564 Bdwy, N. Y.

PAPERMEN

Two well-known NATIONAL publications can use experienced, square shooters in several states. Write for territory, giving references.

ED HUFF, 5416 Phillips, Dallas, Texas

SANTA With ELEC. EYES

No. 9457 — Electric Bulb Eyes with Flasher. Perfect for Salesboard. Store to store. Every Tavern, Store, Hotel will want one for Window and Backbar Display. 27 inches high. Dressed in red rayon, well constructed. Get started now.

Dozen Lots, \$36.00--Sample \$3.25

PITCHMEN Closing Out All Mechanical Toys. Write for Listing and Prices.

WIS. DELUXE CORP. 1902 N. Third St. MILWAUKEE, WIS.

FLUORESCENT Sensational New Fixtures!

Screw them in, or plug them in, at any socket—just like changing a bulb. Light them at once. No wonder these simplified Fluorescents have swept the market. Each is sold complete WITH Lamp, at a price so low it makes people buy on sight. Orders for three, five, and even ten, to one place not unusual.

WHIRLWIND SALES TO STORES AND HOMES

Thousands who thought Fluorescent too costly, or too troublesome, now buying. Homes install in bath, kitchen, hallways, living rooms, and as bed lamp. Stores install in scores of places. You never saw such sales.

SKYBEAM CO., DEPT. 4312-A

COMPLETE LINE Part of amazing new low-price line that is making competition worried—making amazing advance commission sales for agents and salesmen on C. O. D. order plan. Get demonstrator sample. Rush name for pictures, prices, profits on these, and twenty other amazing fixtures. All information free.

225 FIFTH ST. DES MOINES, IOWA

FREE RUSH NAME Wire, airmail, or write today for free offers. Get your demonstrator at once. A whirlwind profit-maker for agents. Send name at once. Costs nothing to investigate.

Look! Joe Hoy, Ark., writes: "Rigged up booth with lights. GROSSED \$39.20 SATURDAY." Zeller, Mass., says: "DID \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."

FACTS ABOUT THIS AMAZING ONE-MINUTE PHOTO MACHINE

Requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.

WRITE Front porches, back yards, street corners, picnics, fairs, carnivals—EVERYWHERE you will make big money with P. D. Q.

TODAY

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-12, Chicago, Ill.

NEW! **P. D. Q. AUTOMATIC PHOTO MACHINE** Today's Big Money Maker

Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.

Complete outfit costs about \$60. That's all you require to start This Big Money Business.

FOOTBALL AND SPECIAL OCCASION SOUVENIRS

BADGE NOVELTIES FOR FAIRS, RODEOS, CONVENTIONS AND SPECIAL EVENTS. WRITE TODAY FOR LIST OF ITEMS AND PRICES.

Always Featuring the Newest Items for the Novelty, Premium and Specialty Man.

ACME PREMIUM SUPPLY CORP. 3333 LINDELL BLVD. ST. LOUIS, MO.

1-day Service

Ring Promotion!



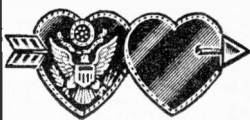
Cultured Pearl Sterling Ring No. 2R55 \$3.95 Dozen

Very Attractive Sterling Silver Ring set with genuine Cultured Pearl. Priced for special promotion. Take advantage of this big offer!

For Jewelry Demonstration Our Catalog No. 26 features expensive looking, low priced jewelry—ideal for store demonstrations. A big line of lockets, bracelets and rings. . . . If situated near an army camp send for Catalog M42—Military Jewelry Catalog. State Your Business

Harry Pakula & Co. 5 No. Wabash Ave., Chicago

Engravers!! Jewelry Demonstrators!!



Complete Line Engraving Jewelry Write for Catalog

ENGRAVING MACHINES New Burgess Model \$ 7.50 Standard Model 12.50 Diamond Point Model 18.00

All Orders Shipped Same Day Received.

BIELER-LEVINE, INC. 37 South Wabash Ave. CHICAGO



NEWEST, FAST SELLING JEWELRY

FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, Etc. FAST SERVICE! Send \$3.00 for samples or write for free catalog. MAJESTIC BEAD & NOV. CO. 807 Fifth Avenue New York, N. Y.

PITCHMEN MEDICINE MEN

Here's a real money maker all year—BRAND NEW RED HOT Just what MILLIONS AND MILLIONS suffering from BURNING, ITCHING FEET, Athlete's Foot, etc., have been waiting for. NOT A MEDICINE—but a new, patented discovery absolutely GUARANTEED to give relief—light weight, medicated FOOT GLOVES, worn under your hose with comfort while you go about your work. They separate and cushion the toes and heal painful, cracked, scaly, itching conditions like MAGIC. MEN, you've never seen anything go so fast. Just show 'em. Earnings positively unlimited. Send \$1.00 for sample pair, prepaid, and see for yourself. State your shoe size and width.

WILSON INDUSTRIES, Dept. B 545 W. LAKE STREET CHICAGO, ILL. Responsible State Distributors Wanted. All Territories.

SELL \$1.00 ITEMS FOR 5c

Absolutely the sales plan of the minute. Sell \$1.00 nationally known Medicines, Flavors, Cosmetics for only 5c. Tremendous volume—big profits. New low prices for Medicine Workers. Wire or write for full information on hundreds of fast selling items.

UNIVERSAL LABORATORIES 321 N. BISHOP DALLAS, TEXAS

WHOLESALE CATALOG FREE



For Salesmen, Dealers & Agents 260 thrilling pages, showing over 4000 opportunities to make money. Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting book for salesmen, agents and dealers. Address a postal card to address below and request a copy of this Book of Opportunity. NOW. No charge for it.

SPORS CO., 1241 Biillet, Le Center, Minn.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

FRED MAVIS . . . juicer and grater purveyor of note, worked New Castle, Pa., to some sweet takes recently.

BEGIN to think your present or past achievements are great and your success as a failure is assured.

FRANK PRICE . . . of sharpener fame, is reported to be clicking with his merchandise in Pennsylvania territory.

CORRALLING THE GREEN . . . in Akron recently with herbs, was Little Pox.

PROFESSOR ARBA . . . is in his 11th month with the graph charts in Neisner's, Akron.

FAMOUS LAST WORDS: "Sure it's going to be different this winter, but I'll have to have someone stake me with a sawbuck."

LITTLE SAMPSON . . . is holding down a Prospect Avenue store in Cleveland to good turns.

KING KELLY . . . wizard of the turf, is doing okay with the sheet on Ninth Street, Cleveland.

BOBBY MARSH . . . has been passing out cut flowers in abundance at his stand in downtown Cincinnati.

NEW VACUUM fillers are reported to be creating a big demand for the writing sticks, and coupon workers have been getting some real touches thru stores.

GUY PETERSON . . . of pitch fame, is operating an arcade in Texarkana, Tex., for the winter.

TEX ROGERS . . . well-known in pitch circles, is operating a night club at Eldorado, Ark.

WHITEY JOHNSON . . . is reported to be clicking with peelers at Kenyon Auto Store in Texarkana, Tex.

ANYONE CAN shoot in a pipe without divulging his whereabouts. It's names of friends and words from them that the boys and girls like to read.

SIGHTED WORKING . . . the recent Louisiana State Fair, Shreveport, were Peters, sharpeners; Burns, jam pitch; Allen, run menders; Whitey Johnson, peelers; Tex Rogers, blades and watches, and the Jurgensons, straw flowers.

EDITH PEDEN . . . pitch worker of note, has returned to her home in Phenix City, Ala., for the winter.

STILL ON THE SHEET . . . and working stock sales in Minnesota to good results is Ralph Gardner. He cards that he saw a number of the boys working Minneapolis lots, and all seemed to be doing okay.

TRIPOD OPININGS: "We know many pitchmen who could be at the top if they could resist the lure of making a pitch on a strange street."

TOM KENNEDY . . . of glass-cutter note, worked a Walgreen drugstore window in Minneapolis to click takes recently.

MAURINE TAYLOR . . . ace nail polish worker, is reported to be getting some gelt with that item in St. Louis.

JACKIE STEVENS . . . of Humatone note, reports he will go into the Lazarus Department Store, Columbus, O., for the holidays. He says his fair season was good.

INTERNATIONAL LIVESTOCK SHOW, being held in Chicago this week, bids to be one of the largest ever attempted. The boys on the leaf should find it a lucrative spot.

THE CHANDLERS . . . Harry and Helen, with glass cleaners, have been corralling some geedus with that item since leaving New England territory, they report. Rochester, N. Y., was a winner, and Buffalo was a red one for six weeks. They are now getting their share of the lucre in Ohio territory, after working to good results at three Pennsylvania spots. The Chandlers will open soon with ties and scarfs in two stores in the steel sector of Ohio. They report they recently laid it on the line for a new car, and that there's still plenty of money in eyeglass cleaner if you work clean.

YOU FELLOWS working a Christmas novelty can add impetus to your sales by scattering a little holly or poinsettias in or around your display. To create holiday business the display must have the holiday touch and the purveyor the holiday spirit.

SAM HOFFMAN . . . Philadelphia pitchman, was the subject of a character portrait by Gilbert Millstein, feature writer of The Philadelphia Evening Public Ledger in its November 18 issue. In the article, Hoffman disclosed that the past year was a good one, having sold over 50,000 badges, his specialty. During the Republican Convention there last year he sold almost 20,000 buttons, and since the election he has sold 700 Willkie buttons. When not following conventions, fairs, carnivals, political campaigns and celebrations he pitches at one of the busiest intersections in downtown Philadelphia.

"WE CHALKED UP a good tour this summer with our Noell's Ark," Mae Noell writes from Harlem, Ga. "Line-up includes Bob Noell, manager; the writer, stagehand and truck driver; Bobby and Sister, the kids; George Bishop, school-show manager; Clara Bishop, name-on-a-sea-shell pins, and Wilson Anderson. This fall coming down the line we were guests of E. S. Holland at the Ringling circus performance at Augusta, Ga. Holland is playing spots near us and we've been doing much visiting. We have a trailer club car and it's just what we needed."

HUSTLERS' TIPS: Every housewife burdened with the obligation of solving the problem of her husband's Christmas gift is a prospect for a cigar lighter. It's a sure-fire Christmas item, and the fellow who is on his toes can also add, at an extra price, automatic cigarette containers (staple or novelty) or ash trays.

"AM WORKING THE MOUSE . . . and doing well in the Highbee Store here," letters Big Al Ross from Cleveland. "Met Mr. Canaday, who has been

100% Profit to Hustlers and Money-Makers. Buy Direct From Manufacturer and Defy Your Competitors.

Latest Creations in Knitted Neckwear		
No. 300—Knit Ties	Doz.	\$1.75
No. 400—Knit Ties	Doz.	1.90
No. 500—Knit Ties	Doz.	2.25
No. 600—Wool Rabbit Hair . . .	Doz.	3.50
No. 700—Four-in-Hand Ties . . .	Doz.	1.75
No. 800—Four-in-Hand Ties . . .	Doz.	2.00
No. 900—Hand-Made Ties	Doz.	4.00

Order Sample Dozen of a Number and Be Convinced of Our Special Offer. 25% Deposit With Every Order. Bal. C. O. D. ROYAL KNITTING MILLS—Dept. B 299 Cedar Street, New Haven, Conn.

OAK-HYTEX BALLOONS
SANTA CLAUS TOSS-UPS

Available in several sizes and styles—in bulk, and attractively packaged—complete with cardboard feet. Write for details.

The OAK RUBBER CO. RAVENNA, OHIO.

STARR PEN CO.
Hits Another Jack-Pot FOR YOU in creating the **WINCHESTER PEN**

Which is now available to you in addition to our **NATIONALLY ADVERTISED WALTHAM PENS AND PENCILS.** Send at once for the most complete price list ever offered to pen workers.

WIN With WINCHESTER!
STARR PEN CO. 500 N. Dearborn St. Dept. D, Chicago, Ill.

ELGIN & WALTHAM
REBUILT WATCHES \$1.75 Wholesale Only

7 Jewel, 18 Size, in 8. H. Engraved Cases, at Send for Price List. Money Back If Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO.
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Agents! Pitchmen!
REVERSIBLE NECKWEAR (Pat.)

2 in 1 Handsome Ties for the Price of One
Beautiful Silk Patterns. One side different from the other. Wool interlined full men's cut. Biggest moneymaker of all time in the tie line. Get in on the Xmas rush NOW!

MALBIN REVERSIBLE NECKWEAR CO.
1716 Avenue T BROOKLYN, N. Y.

\$3.75 Doz.
(Cash)
1/3 deposit on quantity orders. Send \$1 for 3 Sample Ties.

SPECIAL OFFER — BUY NOW!
JEWELED CROSS CRUCIFIX MEDAL, gold plated, attractive plush box. Sent postpaid anywhere in U. S. A.
Doz. \$2.00. Gr. \$22.50.
PEARLIZED HEART LOCKET WITH CROSS.
Boxed, Doz. \$3.00.
BRILLIANT STONE RINGS. Stamped Sterling Silver.
Doz. \$2.00.
Samples of 3 Crosses, Locket and 2 Rings, \$1.00.

No Catalog. OUR ITEMS TALK!
FORWARD NOV. CO., 303 4th Ave., N.Y.C.

Sell ACE BLADES

MILLIONS SOLD
Ace Blade prices reduced. Flashy display cards. Each blade honed in oil to hair-splitting sharpness. Buy at factory prices—pocket middle man's profits. Blades free for sampling your trade. We pay shipping. Rush name for free blade, factory prices.

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Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

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Manufacturing Pharmacist
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Salesmen, Salesladies, Pitchmen, Crew Managers, Agents! Here's a cleanup number for you. Beautiful illustrated Patriotic Poster. Sells to Homes, Stores, Offices, Factories. In fact, every loyal American is a prospect. A seller "geared to the times." Priced to sell in volume, yet to pay you sizable profits on each. Enclose 25¢ for sample poster and complete selling offer. Copyright—Richard N. Adams, Chicago. We have letters on file in our office from Franklin Delano Roosevelt, president of Agriculture; Hugo L. Black, Justice U. S. Supreme Court; Hon. Bernard M. Baruch; Alben W. Barkley, conference of the majority, U. S. Senate; James W. Mead, committee on commerce, U. S. Senate; Abe Murdock, committee on judiciary, U. S. Senate; Harold H. Burton, committee of judiciary, U. S. Senate; Styles Bridges, committee on military affairs, U. S. Senate; H. H. Schwartz, committee on military affairs, U. S. Senate; Hugh Butler, committee on irrigation and reclamation, U. S. Senate; Albert D. Thomas, committee on education and labor, U. S. Senate; Harley M. Kilgore, committee on judiciary, U. S. Senate; Albert B. Chandler, committee on military affairs, U. S. Senate; Hon. William L. Willkie; H. V. Kaltenborn, commentator; Jack Benny, radio star; Edwin G. Robinson, motion picture star; Mrs. John L. Whitehurst, president General Federation of Women's Clubs; Edward J. Kelly, mayor city of Chicago; Herbert Lehman, governor State of New York; Dwight W. Green, governor State of Illinois; Keen Johnson, governor State of Kentucky; Wm. Green, president A. F. of L.; and many others. We give you the best credentials. No town closed for the sale of this poster. This is a dignified position, as you are doing your bit by helping the national defense of the country.

RICHARD N. ADAMS, Room 1069, Transportation Bldg., Chicago

working a Ninth Street lot with his automobile cleaner to good results. Harry Bernstein left for St. Louis and says he will go to the Famous Barr & Company. Charlie Martin is on a honeymoon in Michigan. Speedy Ross is in town and doing a good job at Samson's. My wife recently passed the Ohio State Board of Hair Dressers and Beauty Parlor's test. She will open a shop here. Would like to read pipes from Bob Roche, Red Gunn, Tyler Ward, Van Redfeather, Bud Schulin, Duke Wilson, and Mike and George Gunn."

FRED FREDWICK . . . ace pitch exponent, is working as a doorman at a Cleveland hotel this winter.

DOC JOHN COOPER'S . . . Satanic Med Show is playing halls in Missouri territory to reported good results. Roster is made up of members of the family and includes John, Howard, Edith, Thelma and Brenda Cooper. During the stand in Aldridge, Mo., the Coopers enjoyed a visit from Dr. and Mrs. Frank Streets. Later they were guests at a Thanksgiving dinner at the Streets' farm at Walnut Grove, Mo.

ACCORDING TO REPORTS . . . from the East, members of the pitch fraternity in that sector will soon invade the West Coast. Billy and E. A. (Goo-Goo) Davis will leave the Great White Way for Los Angeles and work a few leaf prospects on the way. Joe Joe Fried is making preparations to leave shortly. Mr. and Mrs. Sol Wexler will be on their way as soon as they can obtain some shives.

AFTER TWO GOOD . . . weeks in the H. L. Green Store, Charleston, S. C., Pearl Riggie is en route with her husband, Al McCall, to Miami.

WE ARE • NEVER UNDERSOLD	
LAZY BABY DOLLS. Genuine. All colors. Each 75c. . . . Dozen	\$7.95
LARGE BABY DOLLS, with voice and sleeping eyes. Each 80c. . . . Doz.	8.40
STUFFED TOYS. Big values. . . . Dozen	8.40
BOUDOIR DOLLS. A gorgeous prize package. . . . Each	1.75
TOYS AND GAMES. Outstanding values, two price ranges. Doz. 1.80.	3.75
CHRISTMAS BOXED ASSORTED Chocolates. 1 lb. size. Doz. Boxes	2.75
5 POUNDS CHRISTMAS CHOCOLATES. 1 lb. size. Doz. Boxes	.95
21 LUXURIOUS XMAS FOLDERS with Envelopes, attractively boxed. Box 16c. . . . Dozen Boxes	1.80
100 ASSORTED EVERYDAY GREETING CARDS with Envelopes in Display Cabinet. . . .	1.35
RED CELLOPHANE WREATH. 8 1/2 inches. Dozen 72c. . . . Gross	8.45
SILVER ICICLES, boxed, larger and better. Doz. 28c. . . . Gross Boxes	2.95
XMAS TREE BULBS, C80 100 Bulbs	1.20
SERPENTINE OR CONFETTI. 50 five cent packages.95
HAWAIIAN LEIS. For neck draping at celebrations. . . . Gross	3.75
BALLOONS, bright colors, round or airship. . . . Gross	.70
NOISEMAKER ASSORTMENTS. 2 assortments. . . . Gross 4.50.	7.50
PARTY HATS. Good values. 3 price ranges. . . . Gross 1.30, 2.75.	4.20
DANCE CHECKS. Identification tags for men & women. 1000 Tags	3.60
ELECTRIC DRY SHAGS. 2 excellent values. . . . Each 85c.	1.45
AIR-CONDITIONED PIPE, Aluminum shank, bilar bowl. Individually boxed. . . . Each	.50
FLEXIBLE CIGARETTE CASE. \$1.00 value, special. . . . Each	.30
SONORA 3-WAY RADIO. 5 tube AC-DC portable. With batteries. . . . Each Complete	18.47
LADIES' HOSIERY. Firsts, latest shades. Looks like full-fashioned. . . . Dozen Pair	3.25
32-PIECE DINNER SETS. Excellent value. . . . Set	2.95
LUNCHEON GLASSWARE SET. 26 pieces. . . . Set	1.95
WALL PLAQUES. Deep convex glass. Attractive designs. 2 sizes. . . . Dozen 1.65.	3.00
GENUINE GLADYS GLAD COSMETICS. Creams, Lotions and Face Powder. Forced to close-out due to parts shortage. Never again this bargain. . . . Gross Assorted	12.00
PERFUME SETS. Tremendous values. 2 prices. Doz. Sets 1.85.	3.75
PERFUME SPECIAL. A bargain if there ever was one. 10c seller. Gr.	3.95
FLAG BUTTONS. Sell in the millions & a good value. 100 Buttons	.95
100 DOUBLE EDGE First Quality Blades	.39
100 SINGLE EDGE First Quality Blades	.55
NEEDLE BOOK WITH NEEDLE Threader. Fast 10c seller. . . . Limited stock. . . . Gross	5.25
POCKET COMBS. Paired. . . . Gross	2.95
SHOE LACES. Paired, banded and boxed. . . . Gross	.69
SIDELINE MERCHANDISE. . . . Gross	1.95
ASPIRIN TABLETS. Nothing finer, 100% guaranteed. 12 tablets in tin. . . . Gross Tins	1.89

25 Years of Value Giving
Deposit of 25¢ with all C. O. D. orders.
182-page Catalog sent with shipment.

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901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 29.—Mr. and Mrs. Gifford Ralyea, formerly of James E. Strates' Shows, were recent visitors at the office. We received from the Office of Production Management at Washington a series of items relative to the shortage of electric power in the Southeastern area of the country, together with a copy of a general limitation order prohibiting use of electric current for certain purposes in the prescribed area. These prohibited purposes include outdoor, flood or field lighting for amusements or sports. It would be well for any members who contemplate exhibiting in the area the rest of this year's operating period to communicate with this office. We might be able to advise if the particular communities are subject to the limitation order.

RAS Troupers To Assist In Baby Ruth Funeral Rites

TAMPA, Nov. 29.—Funeral services for Ruth Pontico (Baby Ruth), said to have been the world's fattest woman and who died in Tampa Hospital today following an operation to remove excess flesh that in recent years had sent her weight to a reported 803 pounds, will probably be held December 1, with burial in Tampa. Members of Royal American Shows, with which she trouped, will assist with services, according to Walter Devoyne, secretary. Mrs. Pontico did not regain consciousness after the operation, in which Dr. Douglass Meighan removed 30 pounds of flesh from around her waist. Her husband, Joe, and adopted daughter, Louise, were with her at the time. Details in the Final Curtain.

REGISTRATIONS

(Continued from page 34)
Works; Thomas E. Spicknall, George H. Hardner Corp., Allentown, Pa.; Mollie and Samuel Spitz, Spitz Florist, Brooklyn; Mrs. A. Stapleton, Malverne, L. I.; Marion Stasho, Childs Restaurants; Dorothy M. Stevens, Palisades Park; Lydia Stockinger; Charles Stone, MCA; Mr. and Mrs. James E. Strates, James E. Strates Shows; B. B. Strong, Orange County Fair, Goshen, N. Y.; Elias E. Sugarman, *The Billboard*; A. S. Sullivan, Armour & Co., Jersey City, N. J.; Mr. and Mrs. Harry Sussman, World of Mirch Shows; Mr. and Mrs. Sam Swartz, Passaic, N. J.; Mr. and Mrs. William Sylvester, World's Fair Shows.

T.
Edith Taffet, Taffet Bros., Brooklyn; Mr. and Mrs. S. and Mr. and Mrs. Irving Taffet, Eddie's *Five-Star Final*, Coney Island; C. Talmadge, Lynbrook, L. I.; Lucky Teter, Luck Teter and His Hell Drivers, Noblesville, Ind.; Charles Thiemann, Palisades Park; Alice Timberg, Arline Timberg; Mr. and Mrs. Frank Timberg, Colonial Chemical Co.; Mildred Todd, *Pal Joey*; Edward F. Tolzman, E. H. Tolzman & Sons, Inc., Baltimore; Harry Irving Tong, James E. Strates Shows; K. B. Topp, Canada Dry Ginger Ale, Newark; George Towne, MCA; Mr. and Mrs. Leonard Traube, *The Billboard*; Minerva E. and Mr. and Mrs. George W. Traver, Traver Chautauqua Shows; Mr. and Mrs. I. Trebish; Max Tubis, Paterson, N. J.; M. Tully, Billposters' Union No. 2; Mr. and Mrs. James C. Turner, O. C. Buck Expositions; A. E. Turpin; Nat and Pat Tyler, Jersey City, N. J.; James E. Tyrrell, North Arlington, N. J.

U.
Uno (Charles M. Feldheim), *The Billboard*.

V.
Mr. and Mrs. J. Alfred Valentine, Queens-Nassau Agricultural Society, Mineola, L. I.

W.
Adeline, Sylvia and Sam Wagner, World Circus Side Show; Edward P. Walley Jr., Cross, Austin & Ireland Lumber Co., Brooklyn; E. H. and Wally Walpole, W. A. Case & Son Manufacturing Co., Englewood, N. J.; Mr. and Mrs. Harry Walters, Walters Amusements, Asbury Park, N. J.; Mr. and Mrs. Fred E. Waters, Donahue & Co.; Ed and Fay Waxman, Jack Greenspoon, Brooklyn; Irving Weinberg, Jersey City Tobacco Co., Jersey City, N. J.; Mr. and Mrs. Nathan Weinberg; Hon. Herman Weingarten; Mr. and Mrs. Murray Weinger, Atlantis, Coney Island; Mr. and Mrs. Michael Weinstein, Asbury Park, N. J.; Mr. and

Mrs. Emil Weiss, Bellaire, L. I.; Mary Wellesky, Paterson, N. J.; Mr. and Mrs. Charles Whitaker, Donahue & Co.; Mrs. Lotta Whitaker, Traver Chautauqua Shows; Dave White, Bushey Amusement Co.; Happy William White, Ross Manning Shows; George F. Whitehead, Kaus Exposition Shows; William S. Whitmore, Bantley's All-American Shows; Jack Whittemore, MCA; Albert Wilbur, Cliffside Park, N. J.; Mildred Wilbur, Palisades Park; Mildred, Eunice and Ben Williams, Ben Williams Shows; Mrs. Charles B. Williams, Whitestone, L. I.; Jack and Mrs. Sadie Wilson, Cetlin & Wilson Shows; Mr. and Mrs. Phil Wirth, Frank Wirth; Bill Wolfe, MCA; T. A. Wolfe; Lucelle Wray; Art Wright, Lucky Teter and His Hell Drivers, Philadelphia.

Z.
Frank A. Zaccaroli, James E. Strates Shows; Edwin Zach, Delight Sweets; Murray Zand, Lincoln Park, New Bedford, Mass.; Mr. and Mrs. M. Zimmer, Sheffield Milk Bars; Dad Zupan.

OUT IN THE OPEN

(Continued from page 44)
give you a straight answer. As an actor and a star one at that, he is entitled to be temperamental, tho we'd say it's nervous energy rather than prima donnaism. In the cage he works like three men and when he's thru he's maybe lost five or six pounds and come out dripping with sweat. For our money, he makes his the hard way, and when he has his own show next season we hope he gathers in plenty of coin. We also hope the new book sells around the country because Beatty is one gent who deserves it.

RINKS

(Continued from page 37)
long stroke when moving at speed. Probably his best performance was in 1927, when he gave Art Eglington a close run over the half-mile distance at Alexandra Palace Rink, London. "Bob Bright, a little older than Charles, has been instructing in leading rinks for years, his longest association being with Alexandra Palace. He holds the NSA gold medal for dance. "Laurie, who died in 1932 at the age of 33, was the most brilliant of the skating Brights. He was our first triple gold medalist, passing the association first-class tests in dancing and figure (international style) and speed. He was in great demand as an instructor and was floor manager at Alexandra Palace at the time of his demise. "During more recent years the Brights have been associated with the Kidderminster Gliderdrome, where they successfully promoted roller skating on rubber wheels, tho it is a fact that this unorthodox form of the sport does not appeal in a majority of localities here."

MACON SHRINE TOPS

(Continued from page 38)
Cole and Ringling-Barnum circuses this fall, latter only five days ahead of the Shrine date. All did unusually well. Newspapers were extremely liberal and editorially commended General Chairman Lockhart, who was called in at the last minute in 1940 to pinch-hit and is now serving his first full year. Ads and stories were used in 34 daily and weekly newspapers and there were eight radio programs in middle Georgia territory. Fred Helder, producing clown, worked many street stunts.

THE CORRAL

(Continued from page 39)
(36.8), \$104; Hub Whiteman (37.1), \$78; Tommy Horner (58.9), \$52; Joe Mendes (66.4), \$26. Bull Riding—First day, Buck Wyatt, \$100; Bob Estes and Jack Kennedy split second and third, \$62.50 each; Gerald Roberts and G. K. Lewellen split fourth, \$12.50. Second Day, Gerald Roberts, \$100; Buck Wyatt, \$75; Buttons Yonnick, \$50; Freddy Faulkner, \$25. Third day, Smoky Snyder, \$100; Bob Estes, \$75; Bob Burrows, \$50; Gerald Roberts and G. K. Lewellen split fourth, \$12.50 each. Fourth day, Buttons Yonnick, \$100; Bob Murray and Ken Roberts split second and third, \$62.50 each; G. K. Lewellen, \$25. Finals, Gerald Roberts, \$88; Buck Wyatt, \$66; Smoky Snyder, \$44; Bob Estes, \$22.

UNDER THE MARQUEE

(Continued from page 39)
near an end following the announcement that the farm property of Ringling circus interests would be abandoned as a winter home. According to reports, the Indiana site will be used entirely for farming and livestock breeding. TOO often the spell of side-show eloquence is broken by the tip walking away. J. H. CARMODY writes from Sioux City, Ia.: "I am inclined to think the idea of the clown coupe gag was originated by Will Rogers in 1923 or '24, in a two-reel picture titled *Two Covered Wagons*, a burlesque on *The Covered Wagon*. They used about 100 people coming out of the wagon." YOU can "date" an old-timer by his or her "way back when" this and that were the talk of the circus world. STANLEY DAWSON has started on a winter trek, accompanied by Yellow Burnett. They plan on going to New York, Hot Springs, Los Angeles and other West Coast cities. Acapulco, Mexico, will be their final destination for a prolonged stay. Dawson's arrival in Columbus, O., his home town, made good copy for *The Columbus* (O.) Dispatch columnist, Johnny Jones.

WANTED
Highwire Performers, Topmounters Middlemen, Understanders. Will consider organized troupe of 3 or 4. Booked solid for winter. Fritz Huber, Mills Troupe, Otto Kubert, Johnny Risko, La Torres Girls, answer. Transportation and equipment supplied after joining. Address: **THE BILLETTI TROUPE**
Care Polack Bros.' Circus, Springfield, Mo., December 5-8; Muskogee, Okla., until Dec. 15.

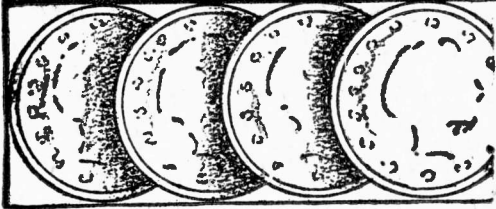
WANTED
Telephone Solicitors for Ticket Sales, Charity Balls. Only the best apply by wire or letter. Want A-1 Dance Band. Address: **CHAIRMAN, 641 Highland, N. E., No. B-10, Atlanta, Georgia.** No collect wires.

GOOD'S CIRCUS SNAPS
From 1920 to 1941 inclusive, extra clear post card size views, interesting subjects, parades, etc., from Ringling Barnum, Hagenbeck Wallace, Selis Flox, Tom Mix, Robbins Bros., Cole Bros., etc. Old Bridgeport Quarters, 40 Horse Team and Ringling Strike at Scranton. Send stamp for list, or 20c for samples. **ROBERT D. GOOD, 1609 Turner Street, Allentown, Pa.**

WANTED To Buy — For Cash
PENNY ARCADE MACHINES—KIDDIE RIDES—GAMES AND EQUIPMENT—SKEE ROLL ALLEYS—USED RIDES
Give All Details Regarding Physical Condition, Lowest Prices, Etc., First Letter
CHAS. F. KELLER, JR. **MANAGER**
New Bay Shore Park, 24 Knickerbocker Building, Baltimore, Maryland

CONVENTION SHOWS' WINTER UNIT
Can place for Augusta, Ga., Dec. 10-20, for Fourth Ward Political Club Charity Circus and Carnival for underprivileged children. Rides, Shows and legitimate Concessions. Communicate with **CLAY MANTLEY, Box 786, Augusta, Ga.** Now booking for 1942 season. Guarantee 38 weeks to representative attractions.
MAIN OFFICE—811 CENTRAL AVE., DUNKIRK, N. Y.

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AMUSEMENT MACHINES

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Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Materials

Some general suggestions on a topic that concerns every American in his daily life

The present conflict is a war of materials much more so than the previous World War. Since the world must face another war, perhaps we should find some consolation in the fact that our part is to supply materials rather than men.

Since materials are playing a major part in the conflict, it is to be expected that the demands will be heavy, especially since the United States has undertaken to furnish supplies to the democracies in large quantities. That is a big undertaking and it is plain that the business and economic life of the nation will have to be considerably upset in order to do it. It would probably be much more spectacular to send large armies rather than supplies, and

hence there will be a lot of complaining about buckling down to the job of turning out war materials.

Every line of business is being disturbed going and coming by the shifts in the materials situation. Many minds from industry, government and science are working on the problems, and yet the difficulties seem to increase day by day. There is



Free peoples have a tendency to talk too much when faced by emergency. (Cartoon by Duffors in The Baltimore Sun.)

little the average citizen can do about it except to take a broad view of the many problems and duties involved.

The root of the difficulties lies in the fact that most nations of the world were growing more peaceful, were reducing armies and armaments, and were trying to solve their internal problems. While they were asleep, as it were, the two regimes in which militarism is a religion began to prepare for war. The fact that they had several years' start on the democracies in accumulating supplies means that the democracies now have to perform miracles in as short a time as possible. The degree to which these miracles can be performed will depend upon the unity of support given to the program. Evidences indicate that the dictators forced labor to perform in their countries; in a democracy everything depends upon the voluntary support given by all the people.

The United States had a special handicap in that in-

dustry and business for the past several years had been on a depression level, which meant that inventories were at a national low. All lines of business had operated on what is called "hand-to-mouth" buying. The result was that when war demands for materials began to be felt suddenly, there was no real surplus on which to draw. This condition also prevailed in many other countries.

It is highly probable that enough vital materials to keep most factories going exist now in the United States if we had any way to secure equitable distribution. But in times of scarcity everybody grabs for himself. Also, in a democracy such systems as rationing and priorities depend a lot on which group or industry can exert the most pressure upon government agencies. Government officials depend on votes for their jobs, so they naturally lean toward the strongest pressure. Under a dictator orders would be issued without debate and the army would enforce them. As bad as our system may seem at times, the big majority of Americans will still prefer all the arguments, pressure, wire-pulling and other political evils common to democracies.

It had been expected that other industries much bigger than the coin machine industry would complain against coin machines, and exactly that has happened. Also, political groups and partisan newspapers get in their word against the industry. These are some of the evils common to our system of government and sometimes they can strain patience to the breaking point.

However much we may fret about present evils, the die is cast and we must supply materials to win the war. At the present rate, it seems that by another year there should be plenty of materials for reasonable manufacturing needs. Everybody agrees that some tough days are ahead, however. It is easy to criticize and to find weaknesses in the American system. If we stand united we can win, and then set about to build prosperity again.

It would appear that when the war is over the United States will have enough productive capacity and supplies of vital materials to maintain industry at a high pitch of prosperity. The variety and quality of products that can be made and the new and improved processes of manufacture will be a marvel for the world. If we can find some system to keep consumer buying power at a high level, the future should be bright for all of us.

Convention Listing Shows Big Variety of Displays Operators Will See; Plans Move Ahead

CHICAGO, Nov. 29.—Seventy-four progressive firms in the coin machine trade or allied fields have contracted for and made initial payments for a total of 124 booths at the 1942 Coin Machine Convention, according to James A. Gilmore, secretary-manager of the convention. These reservations were made prior to November 27, he said, and new reservations are being received daily. "The convention is only six weeks away," Gilmore said, "and the fact that these firms are forward to indicate their faith in the industry and in the future of America is something to be proud of."

Gilmore added that "the directors of Coin Machine Industries, Inc., are convinced they could have no more conclusive evidence of the success of the convention plans than the fact that 74 firms have already made reservations. We are working away every day to have a great convention that will truly represent the spirit of the industry, and the trade response is very encouraging."

RESERVATIONS CLASSIFIED

An unusually impressive proof of the success of convention plans was contained in a classification of booth reservations according to the types of machines or merchandise made by the various firms that had contracted for booths up to November 27. The classification was as follows:

Amusement Games	8 firms	24 booths
Arcade Machines	3 firms	8 booths
Chewing Gum	1 firm	1 booth
Coin Counting and Packaging		
Machines	1 firm	1 booth
Decalcomanias	1 firm	1 booth
Electrical Control Equipment	1 firm	1 booth
Fluorescent Lamps	2 firms	2 booths
Grip Machines	1 firm	3 booths
Incandescent Lamps	2 firms	2 booths
Locks	2 firms	2 booths
Mdse. Vend. Machines	14 firms	19 booths
Name Bands	2 firms	2 booths
Parts & Supplies	3 firms	4 booths
Phonographs	1 firm	4 booths
Phonograph Needles	5 firms	7 booths
Phonograph Records	5 firms	8 booths
Photograph Equipment	1 firm	1 booth
Premium Mdse.	3 firms	4 booths
Salesboards	5 firms	12 booths
Salesbooks and Forms	1 firm	1 booth
Scales	2 firms	7 booths
Sound on Film Machines	2 firms	2 booths
Slug Rejectors	1 firm	1 booth
Trade Publications	5 firms	5 booths
Trucks for Games	1 firm	1 booth
Vend. Mach. Candies	1 firm	1 booth

The 1942 Convention Program

Announcement From
Coin Machine Industries, Inc.

The program for the 1942 Coin Machine Convention, to be held January 12 to 15, will be announced at the earliest possible date.

It is difficult to get a government speaker to commit himself for any definite assignment more than a few days in advance. There are so many demands on the time of these capable speakers that all too frequently they are set for a certain date and hour, and almost at the last minute they are called to go some other place on an entirely different mission.

CMI officials do not like to announce a certain speaker for a definite day and subject and then disappoint the audience with another speaker who had to be accepted as a substitute, even tho the substitute might be better qualified to handle the subject.

Please keep in mind that our 1942 convention program is planned to

give every operator, distributor and jobber who attends a clearer outlook on the future of the coin machine industry; a better understanding of the new tax rulings and interpretations; a keener insight on what he can do to assist his government in the sale of Defense Savings Bonds and Stamps; a first-hand view of what coin machine manufacturers are producing of defense materials and equipment and a preview of whatever the quartermaster's department sees fit to place on display in our show of arms, ammunition and other war materials finished and ready for use.

Everyone in this industry concerned with his own future, the future of the coin machine industry, or his future in this industry owes it to himself to attend the 1942 convention and seriously interest himself in the program and the patriotic exhibits.

The program now planned is as follows:
Monday, January 12.

Registration in Sherman Hotel lobby all day. Everyone must register. Please register upon arrival. Spend day looking over exhibits.

Tuesday, January 13—2 p.m.

A speaker from the Treasury Department. Subject—The New Tax Rulings and Interpretations Applying to the Various Types of Coin-Operated Machines.

Wednesday, January 14—2 p.m.

A speaker from the Treasury Department. Subject—How You Can Help Your Government in the Sale of Defense Savings Bonds and Stamps.

6 p.m.—Forum of association executives with officials and directors of Coin Machine Industries, Inc. Open to association executives only and by invitation.

Thursday, January 15—7 p.m.

Annual banquet and dance. An address by a prominent government official on a subject pertinent and timely to the future of our country.



BRIEFS OF THE WEEK

Deaths

Fred Kaluberg, vending machine repairman, of Bridgeport, Conn., in that city November 21.

Marriages

Carol Noto, of Operators' Exchange, San Francisco, to Lucille Seriman, of Selma, Calif., in Reno, Nev., November 22.

Births

A boy to Mr. and Mrs. Charles A. Fox November 9. Father is manager of the Fox Automatic Amusement Company, Mobile, Ala.

A daughter, Patricia Jeannie, to Mr. and Mrs. Tommie Ryan. Father is employed by Wallbox Sales Company, Dallas.

A boy to Mr. and Mrs. Sam Bender November 27. Father is connected with the Coincraft Company, Minneapolis.

A girl, Roberta Eileen, to Mr. and Mrs. Stanley Marks November 6. Father is a representative of Garner & Company, salesboard manufacturers.

Personnel

Zap Baccigalupo has been employed by the Wington Amusement Company, Richmond, Va.

New Addresses

Sanitex Company, 14182 Meyers Road, Detroit.

Max Kraut has opened a U-Need-a-Pak office at 823 Venice Boulevard, Los Angeles.

Firm Changes

Kelly Automatic Machine Company, Joliet, Ill., has purchased the Sun Music Company, Los Angeles, from H. M. Kaplan. Stanger Kelly will be in charge of new set-up, which will assume the name of Joliet Company. Lee Kelly will divide time between Joliet and Los Angeles.

New Firms

Yoo-Hoo Games Corporation filed a charter with the Delaware Corporation Department, indicating they will manufacture games. Principal office is listed as Charles G. Guyer, Inc., Wilmington, Del. Incorporators are L. M. Titter, O. B. Clayton and C. E. Quill, all of Wilmington.

Samuel Serody, Phono-Vue Company, Bankers Security Building, Philadelphia. Firm will operate movie machines.

George W. O'Brien, Cosmopolitan Music Company, Penfield Building, Philadelphia.

Play-a-Tune, Inc., 1528 Walnut Street, Philadelphia.

Musical Machine Operators, Inc., 1650 Broadway, New York, have been granted a charter by New York. Incorporators are Robert Aronstein, John J. Duff and Benjamin Nash.

Bush Distributing Company, 3800 West Wisconsin Avenue, Milwaukee; Lake Novelty Company, Milwaukee, granted charter. Incorporators are Lucille Puzia, Henry and Helen Bieganski.

Spacarb of Washington, Inc., has applied for certificate to operate in

The Canadians Are Coming

From the Canadian Coin Machine Monthly for November it is learned that a greater number of Canadians are planning to attend the 1942 Coin Machine Convention than have ever before attended. The following was printed on page 1 of the magazine:

"More Canadians than last year plan to attend, according to a recent survey made by this publication thru Ontario and part of Quebec. As a result of passport regulations and confusing rumors about border crossing, many Canadians missed the show last year.

However, during the past year many trips have been made back and forth and most operators are familiar with currency and passport regulations. Do not forget to check the expiration date on your passport. You are allowed to purchase up to \$100 in American currency for the purpose of attending conventions held in the United States."

57 Canadians at '42 Show

"That Canadian operators are more interested than ever in the 1942 Coin Machine Show should be conclusive evidence that operators of the United States are coming in likewise greater numbers," declares Jim Gilmore, CMI secretary-manager. "Welcome Canadians, we'll be very happy to meet you and greet you," declares Gilmore.

the State of Virginia. Principal office of Spacarb, a Delaware corporation, given as Arlington, Va. Griffin Garnett listed as agent in charge of business.

In New York Last Week

Howard Peo, Rochester, N. Y.
Irving Waldstein, West Virginia.
Lou Byrnes, General Coin Machine Company, Buffalo.

Bernie Sossens, American Automatic Amusements distributor.

I. M. Berman, Burlington, Vt., operator, visiting on coin row.

In Chicago Last Week

Ben Newmark, Atlas Automatic Music Company, Detroit.

Wally Johnson, F. C. Hayer Company, Minneapolis.

William Cohen, Silent Sales Company, Minneapolis.

Archie LaBeau, LaBeau Novelty Company, St. Paul.

Foil Ban Delayed

WASHINGTON, Nov. 29.—Donald M. Nelson, priorities director, yesterday announced a 30-day suspension of his order forbidding manufacture of lead and tin-foil for cigarette packages, chewing gum and candy, and said further investigation is being made which might lead to either revoking the order or else modifying it.

The order as originally given would have banned the manufacture of foil after January 15, and would have prohibited its use for packaging after March 15. The tobacco industry uses about 85 per cent of the foil output.

MEN & MACHINES

Babies From Salesboards

Altho Stanley Marks assures us that he didn't get his young 'un on a salesboard deal, we can't resist the head over this item. It's like that old gag about babies from vending machines—or the older one about the storks. Anyhow, the baby behind the cigar is Roberta Eileen, born to Mr. and Mrs. Stanley Marks November 6. Marks is a representative of the Gardner & Company, Chicago, manufacturers of salesboards.

Praise for Mackin

We are in possession of a letter from the California State Chamber of Commerce, signed by Ted Huggins, commending the service of Sid Mackin in serving on the "V-Day" committee bringing visitors to California army camps. Mackin is manager of the San Francisco operators' association and has been active in public relations work. Huggins estimates that Mackin's efforts led to a motorcade of some 60,000 persons visiting Fort Ord and Camp Roberts on the V-Days. Amusement Merchants' Association, Inc., was thanked for supplying the official car stickers, which were highly prized by motorists participating in these events.

Bell Reconditioning

Bud Lieberman has announced that the second floor of his building in Chicago is being transformed into a complete shop for the reconditioning of bells and consoles. "Now, more than ever before, operators will find that they can find just what they want in these lines at our headquarters," says Lieberman. "The new department is under supervision of factory trained experts who know how to do a real job and who have the facilities to do the job right."

He Wants His Pic Used Again

Many thanks to Jeanne Davis, of Detroit, and to Helen Gray, of Southbridge, Mass., for their letters to Pvt. I. D. Rotkin of the U. S. Army Air Corp. Rotkin's picture appeared in *The Billboard* when he left his position as ad man for Gardner & Company to enlist in the army. Both Miss Davis and Miss Gray responded with messages of encouragement. That's the true American spirit, girls!

Atlas Men Huddle

Bob Van Weiss, representative of Atlas Novelty Company, Omaha, went into a huddle with Eddie and Maurie Ginsberg last week. Plans were discussed for continued service to operators during 1942, and sales policies were formulated. "We are looking ahead and trying to meet the problems that will face us later. Right now we are buying phonographs, consoles and other equipment so that we can take care of operators' demands. We have built up the greatest array of pin games in our history and that's why business in this department is so brisk," they declare.

Happels Travel Happily

Mr. and Mrs. William R. Happel Jr. are en route to the West Coast, where they expect to spend several weeks in Los Angeles and vicinity. Happel is head of Badger Novelty Company, Milwaukee. The Happels have many friends whom they look forward to seeing. Both are looking forward to obtaining the usual amount of California tan. (Some doubts as to what kind of tan this is—it has been charged that the sun does not shine there. Apologies to Chambers of Commerce.)

Entertainment Is a Necessity

"Entertainment implies thought and mental occupation in an agreeable way, for it combines the mental with the phy-

sical. . . . It is a source of amusement that cheers and delights, whether it be the cheer of a bright fire, the delight that comes with liveliness and laughter, or the fun and frolic of a well played game. . . . Entertainment is mirthful, mental delight, a pleasure afforded by recreational activity. . . ."—From Associated Operators of Los Angeles County. The above is the text on one of a series of specially designed, embossed cards distributed by the association.

Chicken Feed

There's be plenty of coins to be given to Christmas shoppers in Chicago this season and many of them will find their way into coin machines. Forty-two million pieces of silver were brought into Chicago recently, neatly done up in 6,200 canvas bags, all \$3,200,000 of it. The shipment came in seven railway cars. The head of Chicago's federal reserve declared of the shipment: "Shucks, the whole transfer is just like posting a registered letter, on a slightly larger scale." Ho hum, 42 million pieces of silver!

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

NEW YORK, Nov. 29.—Nat Cohn, Harry Rosen and Sidney H. Levine leave tomorrow for Florida to be gone for a few weeks.

Howard Peo is in New York for a few days.

Dave Simon relates that Keeney's Submarine Gun is in almost every arcade in New York and the receipts are far in excess of what he anticipated.

Seymour Piltch, Ponser's champ game salesman, has been on the road a good deal lately.

Irving Wildstein, who recently sold his cigarette operation to Dave Lear and went to West Virginia to open a route, visited New York for a few days this week.

Sol Silverstein came to New York for the Bar Mitzvah of his cousin, Herbert Silverstein, which took place at the Paramount Mansion November 29. Herbert's father, Si, is a well-known operator.

Bert Lane's Seaboard Sales' showrooms showing a half-dozen types of shooting machines. Prominently displayed in the center is Genco's Victory games.

Henry Zwick, one of New York's pioneer pin game operators, still has a Ballyhoo, Five-Star Final and Electro on location. The location owners won't allow Henry to change the machines. It seems the players in the spots have developed such a high degree of skill at these games that they play amongst themselves and the results are accepted by all as a fair and square contest.

Dave Margolin is back at his desk at Manhattan Distributing Company, and Joe Eisen left on a cruise along the Eastern Coast.

FAST FLASHES . . .

Sam Sacks, president of Acme Sales Company, advises that he will release a surprise to the trade this week. . . .

Murray Wiener, sales manager of U-Need-a-Pak Products Corporation, now on a Southern trip with the Model 500 cigarette merchandiser, writes that business is wonderful, the weather superb and the hospitality of Southern operators magnificent. Bill Wiener, Eastern representative for the firm, returned to the New York office this week after a successful swing thru his territory.

An organization is being formed in the Metropolitan territory of operators of penny venders of all kinds.

Ben Haskell and Teddy Blatt report that "the decision in the Queens case did not decide that possession of the game is a violation—all reports in the

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Nov. 29.—Week on coin row found the usual activity of buying and trading, with some operators reporting good business in their fields. Vending machine operators reported an increase in locations. Expansion of defense project factories is helping the sales of cigarettes and candy bars thru machines.

Music machine operators declared business good over the Thanksgiving week-end, with collegiate tunes being put on the machines to nab this sort of business. In the selling field bar boxes and the like continued to move.

Wall Box Demand Strong

An active demand for Packard Plam-Mor wall boxes is being experienced by the Jack Gutshall Company, Gutshall reports. . . . Mac Mohr is out of the city on a trip to San Francisco, then thru Nevada in the interest of Daval, Baker and Evans lines. Mac is making the first trip thru this territory in some time, and letters to his local office indicate that things are clicking along nicely. . . . Gates Angles, serviceman of Mission Novelty Company, Claremont, Calif., was

newspapers notwithstanding."

Phonograph operators are planning to give away albums of classical music to many of their friends and location owners.

Clare Grant is so enthusiastic over the fine time all the girls had at their last bowling expedition that she's framing another.

OF MEN AND MACHINES . . .

Lee Rublnow, Al Bloom, Bill Suesens and Harry Wasserman were again voted in to head their music operators' association for another three years. Henry Cooper goes on the board of directors for two years.

After running separate functions last year, the two amusement game associations of New York (Greater New York Vending Machine Operators' Association, and the Amalgamated Vending Machine Operators' Association) will hold a joint banquet December 21 at Billy Rose's Diamond Horseshoe.

The daughters of Frank Meyers, prexy of Exhibit Supply, have had an extensive musical education, and have turned their talents toward writing popular music which has definitely clicked in the Midwest.

Sol Gottlieb, traveling representative for D. Gottlieb & Company, passed up an important engagement to appear at a recent gathering and made quite an impression as a speaker. Sol informs your correspondent that reports from Seymour Piltch (Ponser) and Bernie Sossens (American Automatic Amusements) indicate a large sale of Spot-a-Card.

in town and visited the Mac Mohr firm. . . . Carl Noto, of Operators' Exchange, San Francisco, turned the tables on the usual Reno procedure recently by motor-ing there to be married. . . . Sam Handman, music operator here, and Mrs. Handman will head for New York City soon to spend Christmas. His firm is the Roxy Amusement Company.

Arcade at Camp Elliott Okay

So successful was the operation of the arcade at Camp Elliott that Al Anderson, who also has an arcade at Balboa in the Fun Zone, is considering establishing arcades near other camps. . . . Paul Blair, factory representative of Exhibit, is out of the city telling the people about his line. . . . A steady upswing in collections is reported by music operator Frank Robinson, of the R. & H. Amusement Company. . . . According to Phil Robinson, impressive sales are being chalked up on the new Chicago Coin's Venus. . . . Mac Sanders is displaying a bound volume of issues of *The Billboard* sent to him with the compliments of the Gottlieb Company. . . . Del George, music operator in the Imperial Valley, was in town recently scouting around to see what was going on in coin circles. . . . Vern Raw, Seaside, Ore., operator, visited here.

Praises Big Parade

Irving Rich, of Consolidated Novelty Company, is high in his praise of Exhibit's Big Parade. . . . Thomas H. Stayton, operator at Eastern Shore, Maryland, is the new serviceman at Consolidated. . . . Johnny Hawley, employed at the Mac Sanders firm, reports that his baby has been named Carole. . . . Harold Sharkey reports that the arcade business is clicking nicely. . . . John (Jack) C. Fugitt, of Los Vegas, is expected in town soon on one of his regular look-around trips. . . . Harry Samet is doing a fine job as manager of the Los Vegas arcade. Samet was formerly the manager of a Nevada chain of five-and-dime stores.

Riddell Buys Pasadena Biz

Arch Riddell has purchased the business of Charles L. King, Pasadena. . . . Tony Parina, of R. A. Parina Company, reports spirited buying of DuGrenier machines. . . . Hermie Cohen, Hamilton Manufacturing Company, back from a trip to San Francisco. . . . Joe Noto, Operators' Exchange, San Francisco, is back home following a vacation trip to Southern California. . . . Harry Nathanson reports the coin machine business going strong. . . . Alex Kaloes, of Bakersfield, reports that things are clicking in his territory. . . . Louis Kaplan, son of Harry Kaplan of Southwestern Vending Machine Company, is recovering from injuries sustained in a football game. His two broken fingers are still in slings. . . . Al Lloyd is the new serviceman at Southwestern.

GENERAL COIN MACHINE CO.
 942 MICHIGAN AVENUE, BUFFALO, NEW YORK
 TEL.: CLEVELAND 1722 OR 7064
 LOU BYRNES

DISTRIBUTOR FOR

BALLY * BAKER * CHICAGO COIN
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110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC 60 Cycles for operating coin-operated music machines, motion pictures, AC radios, electric organs, pin-ball games, etc.

Complete 350 Watt, 110 AC Light Plant—List	\$102.00
Complete 500 Watt, 110 AC Light Plant—List	158.00
350 Watt Kato Rotary Converter—List	61.50

KATOLIGHTO, Mankato, Minnesota, U. S. A.

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 attendants; very little weekly servicing. **PROVEN** a steady money-maker. Investigate without obligation.

INTERNATIONAL MUTOSCOPE REEL CO., INC.
 44-01 11th St. Long Island City, N. Y.

MUSIC MERCHANDISING

Philly Press, Radio Change Attitude Toward Industry

Plenty of good news breaks and radio plugs given trade during year

PHILADELPHIA, Nov. 29.—One of the most striking advances made here during the year by the amusement machine industry has been the favorable reception it has received in the local press. The mere mention of coin machine has long been anathema to the city desks of every newspaper in town. Anything constructive that was even remotely connected with amusement machines was relegated to the waste-paper basket. The only time the newspapers recognized the industry was when they could give it a black eye.

This change of attitude has been most unusual, because Philadelphia is known as a staid and conservative city. Changes in attitudes are slow and pressure from outside sources is resisted.

That the amusement machine industry has been able to effect that change in such a short time is a reflection on the stability of the industry itself rather than the result of a course of action taken by any one individual or group. An interesting comparison is that it took the night club industry a good many years more to crack the press than did the coin machine industry. For many years night club copy was poison to every newspaper editor in town. In fact, many of the newspapers refused to even handle cash-on-the-line night club advertising.

At the present time the industry has been the source for many stories that were chock-full of human interest. Moreover, some of the more prominent members of the industry have now become names that are news. And all without the services of press agents or highly planned and heavily ballyhooed publicity campaigns. As one city editor put it, the coin machine industry, in face of the abuse that had been heaped on it in recent years—much admittedly unmerited—is probably the only stable industry in the city that has made absolutely no concession to the idea of collective publicizing of its activities and capabilities.

Change of Heart

The truth has again shown itself to be the best antidote for any poisonous situation. Only the newspaper boys had to find that out for themselves, without any high pressure from the industry itself. Unquestionably, the newshawks in this town are the most rabid players of coin machines. Best locations in the city are those near the newspaper offices, and machines of all kinds are found at the Pen and Pencil Club, one of the oldest newspapermen's clubs in the country.

First change in heart was seen in the attitude of those writing chatter and personal columns. Charles Fisher, who conducts the *So What!* column in *The Record* and pins medals on himself for his own ability to manipulate the pinball machines, has on several occasions devoted his entire column to humanizing the coin-operated machines. In like manner, items slowly started cropping up in the *Observations* chatter column of Jeff Keen in *The Daily News*. Once taboo, a birth, a marriage and even a birthday associated with a member of the industry now often appears in his column. And Len Wagner, in writing his *In the Spotlight* column in *The Observer*, is profuse in plugs for the men and machines.

Music Machines Plugged Most

Music machines get the biggest play in the local newspapers. Human interest stories and picture spreads have been plentiful, and popularity of the machines has called for editorial comment in more than one newspaper. All the

papers gave news coverage to the introduction of movie machines in the city and it was a feather in the cap for the pinball operators' association only last month when *The Evening Ledger* covered the banquet meeting of the group at the Green Valley Country Club.

An indication of the great interest in machines, especially the music machines, is in the weekly compilation of "Juke Box Hits" in the music section of the *Sunday Record*. Each week, appended to the reviews of records, is a compilation of the music machine hits of the week.

One of the best examples of the press's change of attitude appeared in *The Philadelphia Dispatch*, one of the oldest and most unbending of the local newspapers. In a special section of "Who's Who in and About Philadelphia," in which men prominent in professional, business and industrial activity in the Philadelphia area were written up, the coin machine industry was included with the listing I. H. Rothstein, head of Banner Specialty Company.

Vending Machine Boosts

Still another distinction attained by the industry is the recognition being given Jack Beresin, head of Berlo Vending Company. Monday night (November 17) Beresin will be guest of honor at a testimonial dinner given by the Showmen's Club, social organization of the motion picture industry here. Beresin has pioneered in the placement of candy venders in movie houses and the dinner is in recognition of his charitable activities.

Moreover, Beresin was the first operator in the territory to use newspaper advertising extensively. Of an institutional nature in behalf of the candy venders in movie houses, Beresin used large display space last spring in all the Philadelphia newspapers. At the present time he has resumed his advertising campaign in *The Courier-Post* in Camden, N. J.

However, Beresin is not the only operator going in for newspaper advertising. Whenever a co-operative spread is promoted for the opening of a new cafe or restaurant, the operator servicing the location is always represented among the advertisers.

Radio Mentions, Too

The great stride the machine industry has made in creating a favorable press has also been recognized by the radio stations here, especially with music machines. Operators have found the radio a highly effective medium for advertising, and the machines have provided much program material for the stations.

Practically every station in the city



SCENE FROM THE MONOGRAM PRODUCTION, "I Killed That Man." The Seeburg HiTone Symphonola is given a prominent part in this laugh-provoking movie. Shown with the HiTone is funnyman Vince Barnett. (MR)

uses the *Record Buying Guide of The Billboard* as a basis for its recorded programs of popular music. At WPEN a regularly weekly recorded program plays all the recordings listed in the *Guide*, crediting *The Billboard* for the listing. Only recently WCAU inaugurated a recorded program based entirely on recordings popular in music machines. A special script is written for the weekly program and a human-interest story is developed about the youngsters in the jitterbug parlors. Program is called *The Juke Box*. A regular music box is used to create the sound effects for the show and each playing of a platter is attended by the sounds of a nickel dropping into a coin chute and the characteristic sound of the machine's selector.

At WDAS Jerry Stone, head of public relations, told *The Billboard* that the music machines are the prime factor in conditioning the requests of listeners for popular recordings. More than half of the letters to the station requesting a particular recording to be played make mention of the fact that they either heard the recording first in a music machine or that it is the most popular recording at a particular machine location.

The problem of the industry's relation to the press and radio and its understanding of the men and machines has long been a sore spot in local circles. The turn of events this year has been most gratifying to the local operators and associations, especially since the good press was earned on merit. And it's a safe bet that it will continue to take giant strides forward in the year to come.



WILBUR BYE, DISTRICT MANAGER FOR WURLITZER on the Pacific Coast, confers with Wurlitzer distributors Wolf Reiwitz (left), Wolf Sales Company, Denver, and Ed Smith (right), California-Simplex Distributing Company, Los Angeles and San Francisco. They are discussing plans for coming months. (MR)

Buffalo

BUFFALO, Nov. 29. — Announcement that the 1942 Coin Machine Convention will take place has started local coin machine merchants making plans regarding the trip. Most are planning to attend.

Lew Wolf, Rex Amusement Company, who was more or less in charge of arrangement for the trip from here last year, will again get busy to line up colmen for the special railroad car he's going to reserve.

Ray Peterson, manager of Mayflower Distributing Company, Wurlitzer outlet here, is going to New Orleans December 1 with the Wurlitzer factory execs to attend a meeting the company has arranged for its sales staff.

J. H. Winfield Company, piloted by Harry Winfield, is buzzing with business at the moment. Packard's Pla-Mor wall boxes sell much faster than deliveries can be gotten from the factory. Winfield's customers come into Buffalo to buy from as far as Rochester, N. Y.



COMING EVENTS

Nov. 30-Dec. 5—Twenty-third annual convention National Association of Amusement Parks, Pools & Beaches. Hotel Sherman, Chicago.

December 7—Annual Banquet of Phonograph Operators' Association of New Jersey. Top Hat Club, Union City, N. J.

December 21, Sunday—Annual banquet of the combined New York amusement machine operators' associations (Amalgamated Vending Machine Operators' Association and Greater New York Vending Machine Operators' Association). At Billy Rose's Diamond Horseshoe.

January 12 to 15, 1942—Annual convention of Coin Machine Industries, Inc., Hotel Sherman, Chicago.

January 13-17, 1942—10th annual convention, National Association of Tobacco Distributors, Palmer House, Chicago.

January—Last week of month designated as National Peanut Week.

PHONOGRAPH HEADQUARTERS

on the **RECORDS**

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 13)

BIG CROSBY (Decca 4064-4065)
Do You Care?—FT; V. *Humpty Dumpty Heart*—FT; V.
Shepherd Serenade—FT; V. *The Anniversary Waltz*—W; V.

From the pop folios, Bing brings up four songs that loom big in currying hit parade favor. Looming biggest of the foursome is the Fred Spielman-Kermit Goell *Shepherd Serenade*, a luscious European lullaby that should get the attention it deserves now that the radio-music battle has subsided. Replete with the shepherd whistling, the tune is tailored to Crosby's chanting talents. Sings it smoothly to the even rhythm supplied by Harry Sosnick's orchestra. Completes the couplet (4065) with the congratulatory *Anniversary Waltz*, taking the waltz tempo in free singing style. Victor Young weaves the melodic background. In his prettiest romantic fashion, and downright purring, Crosby injects new life in the *Do You Care?* torch, the fiddle figures from Harry Sosnick's orchestra adding to the light. *Humpty Dumpty* ditty from the *Playmates*, taken at a more moderate tempo, and with Woody Herman's band setting down the rhythms, makes it a twosome (4064). No flourishes and nothing fancy. It's the soulful and sympathetic Crosby chanting in the simple setting that sells best.

These four sides pack plenty of potential coin-catchers for the music operators, with all four sides favored for a long fling. But because of the renewed interest in the "Shepherd Serenade" among the radio music makers, that's the side for immediate machine attention.

CHARLIE SPIVAK (Okeh 6476)
Autumn Nocturne—FT. *The Clock Song*—FT; VC.

Showing continued improvements with each of his platter releases, at this rate it shouldn't be long before Charlie Spivak shows up on the threshold. For the seasonal song on the A side, he shapes it as a slow and smooth instrumental making plenty of color and harmony for a highly acceptable tone poem. And his clear-belled trumpet ring for the opening refrain makes it all the brighter. The companion platter dishes up the new vocal dandies with the band, *The Stardusters*. Their close and rhythmic harmonies make the *Clock Song* move along in tick-tock fashion. However, their talents are deserving of better song material.

There's plenty of instrumental color in the "Autumn" side and the band holds more than its own without any vocal support to sell the song. Where the smart and smooth music is preferred by the dancers, and even for listening, the side is highly acceptable for such locations.

DICK TODD (Bluebird 11367)
The Sun Has Gone Down on Our Love—FT; V. *Pay Me No Mind*—FT; V.

Hillbilly heartthrobbing in the best tradition, Dick Todd shapes up as a vocal idol in the parts of the country

where the corn grows tall. His rich bary voice ripe for the country ballads, Dick corrals two hillbilly torchers to excellent advantage. A small band, emphasizing the fiddles and accordion, completes the character for this city-bred troubadour. Both rendered in good taste, the *Sun Has Gone Down* weeper is by Moon Mulligan and Charles Mitchell, the latter name familiar on the label's hillbilly list for his own country band; and *Pay Me No Mind* is by Clayton McMichen.

There's no choosing between these two hillbilly ballads. For the country locations where the sad songs keeps the machines playing overtime, both sides should be stacked up in the boxes.

ARTIE SHAW (Victor 27703)
Nocturne—FT. *Through the Years*—FT.

Exacting greater demands upon his string section, and featuring his own instrumental virtuosity, Artie Shaw gives a classical touch to the tone pictures he paints for each side of this platter. With faultless execution and tasteful in presentation, it's Thomas Griselle's *Nocturne* from *Two American Sketches*, coupled with Vincent Youman's song classic, *Through the Years*. The *Nocturne* number is being used by Shaw as the closing theme on his current theater tour.

Disk is designed primarily for counter sales rather than universal phono play. However, at the smart spots, especially where it's music mostly for listening pleasure, either of the sides fill the exacting needs.

WILL BRADLEY (Columbia 36444)
I Think of You—FT; VC. *The Three B's*—FT; VC.

The theme of Rachmaninoff's *Piano Concerto*, not to be confused with Tchaikowsky, is interpolated with melodious effects to make for an effective pop ballad as *I Think of You*. Taken at a slow tempo, it's mostly all Terry Allen's expert singing for the side with Will Bradley's trombone at the tail end of the band's closing orchestral interlude. Mated music, extolling the barrelhouse, the boogie woogie and the blues, is from the *Best Foot Forward* musical. Tune of such context, with Ray McKinley to scrape out the wordage, would ordinarily be tailored for the Bradley tootlers. But the tune itself has been ill-fitted and the band can make little out of it, either as barrelhouse, boogie or blues.

Play is all centered on the "I Think of You" side. If the folks take to Rachmaninoff the way they do to Tchaikowsky, Bradley's entry looms big on getting in on the ground floor with his version of the song ballad.

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Ready for delivery—Buckley presents the New Tone Tower to meet the demand of music men for complete sound equipment.

The Buckley Tone Tower stands on the floor—is 72" high—mounted on casters for easy handling. The cabinet is rich in design—richly furnished in three different woods and marble finish with large full panels of yellow and red glass—illuminated. The top for diffusion of sound is decorated with a chrome strip.

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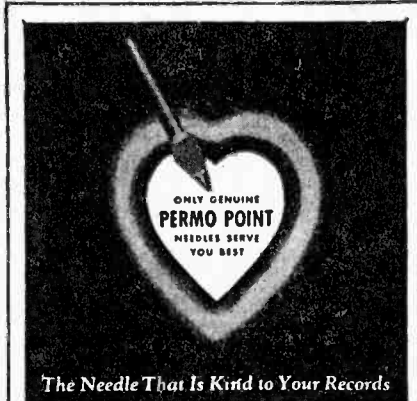
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Wurlitzer 24 99.50	Rockola '39 Standard, 129.50	Seeburg Major, ESRC 269.50
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FOR THE HEAVY-SPENDING CHRISTMAS CROWDS

FROM THE
Victor Bluebird



"SERENADE TO A MAID"

(A Bronx Serenade)

A novelty nifty on the want list of the holiday crowds.

Teddy Powell - B-11373

THEY WANT THESE TOP NOTCHERS TOO

"SHEPHERD SERENADE"

Lanny Ross - 27572
Art Jarrett - 27527
Tony Pastor - B-11264
Dick Todd - B-11228

"THIS IS NO LAUGHING MATTER"

Sammy Kaye - 27666
Barry Wood - 27692
Dinah Shore - B-11357
Glenn Miller - B-11369

"I GOT IT BAD AND THAT AIN'T GOOD"

Duke Ellington - 27531
Dinah Shore - B-11357
Vaughn Monroe - B-11310
Earl Hines - B-11374

"HUMPTY-DUMPTY HEART"

Art Jarrett - 27693
Glenn Miller - B-11369

ORDER TODAY FROM YOUR VICTOR RECORD DISTRIBUTOR

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RECORD BUYING GUIDE--PART 1



Records and Songs With the Greatest Money Making Potentialities for Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

● GOING STRONG ●

THIS LOVE OF MINE TOMMY DORSEY (Frank Sinatra)

By no means the strongest of the strong, this fine Dorsey ballad disk is nevertheless plenty hot enough to demand inclusion in this category. Last week it was the best of a great crop of Coming Up platters. This week it outlasts them all and spurts right up here. It's still on the rise and may stick around a while.

YOU AND I GLENN MILLER (Ray Eberle)
BING CROSBY
KAY KYSER (Harry Babbitt-Ginny Simms-Ensemble)

I DON'T WANT TO SET THE WORLD ON FIRE HORACE HEIDT (Larry Cotton-Donna and Her Don Juans)
INK SPOTS
TOMMY TUCKER (Amy Arnell-Voices Three)

JIM JIMMY DORSEY (Bob Eberly-Helen O'Connell)
DINAH SHORE

CHATTANOOGA CHOO CHOO GLENN MILLER (Tex Beneke-Modernaires)

ELMER'S TUNE GLENN MILLER (Ray Eberle-Modernaires)
DICK JURGENS (No Vocal)
ANDREWS SISTERS

PIANO CONCERTO FREDDY MARTIN (No Vocal)

● COMING UP ●

WHY DON'T WE DO THIS MORE OFTEN? KAY KYSER (Harry Babbitt-Ginny Simms)
FREDDY MARTIN (Eddie Stone)
ANDREWS SISTERS

A general reshuffling resulted in this number returning to the leading contender's slot. Tune has been around quite a while and the suspicion prevails that it has gone just about as far as it ever will. However, a little extra play next week may be sufficient to nudge it into the top group, with no guarantee that it will stay upstairs very long.

THE WHISTLER'S MOTHER-IN-LAW BING CROSBY (Muriel Lane-Woody Herman's Woodchoppers)

The Crosby record seems ready to make its bid. Picked up all over the country, and even hit Going Strong rating in some sections. It's not strong enough to be labeled a certainty for a session with the leaders, but may get that strong within the next seven days. Is in excellent shape, from every viewpoint.

THIS TIME THE DREAM'S ON ME... WOODY HERMAN (Woody Herman-Ensemble)
GLENN MILLER (Ray Eberle)

Everything is working out as expected with this swell ballad. Each week finds it gaining strength. Still a little early to expect it to challenge the residents of Going Strong, but not too early to reassert the conviction that here we have the ballad that belongs on every machine in the country. Should be in the Record Buying Guide for months.

SHEPHERD SERENADE HORACE HEIDT (Larry Cotton-Fred Lowery-Glee Club)
BING CROSBY

Here is a number that took a good kicking around during the ASCAP-radio war, but managed to survive somehow, and is now as good as new. Is getting the benefit of a tremendous radio plug campaign, and is catching on like ear-muffs in a nudist colony during the dead of winter. The Crosby disk has just hit the machines, but looks as if it may be the one to drag the tune upstairs.

B-I-BI HORACE HEIDT (Donna and Her Don Juans)
KING SISTERS (Rhythm Reys)

Operators tell us that this double-talk novelty is still very strong. Consensus seems to be that, while strong, is not getting stronger quickly enough to beat the time element. Probably should not be ruled out of the running yet, but had better speed up next week or it will have to be content as merely a fine nickel-puller, not a Going Strong prize-winner.

BY-U BY-O WOODY HERMAN (Muriel Lane)
FREDDY MARTIN (Clyde Rogers, Quartet)
KAY KYSER (Harry Babbitt-Trudy-Jack-Max)

The lilting "Louisiana Lullaby" has been threatening to crash in here for several weeks, and this week it really did crash thru, in high gear. It has everything needed for phono success, and bears close watching. The next couple of weeks may see it rushing right up to the top.

JEALOUS ANDREWS SISTERS (Male Chorus)

"No progress" is the sum and substance of the reports we have on this disk. Is drawing plenty of plays, but no more than last week, which would seem to indicate that the thing has only a limited appeal and will get no farther than it has. Better keep a close watch.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

TIME WAS JIMMY DORSEY (Bob Eberly-Helen O'Connell)

Couldn't cope with the younger crop.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.

HERE'S THE NEW



"I'LL NEVER FORGET"

and "CARLE MEETS MOZART"

WITH
HORACE HEIDT

and his musical knights



PROFITS ON A PLATTER FOR YOUR MACHINES!



Columbia #36453

On the air, tomorrow night, with millions listening in! Peg this one for a winner—it's a natural for your machines—and what a build-up!

"I'll Never Forget" is terrific—sweet swing at its best, plus a tasty vocal by Charles Goodman.

A great flipover too—"Carle Meets Mozart"—plays up Frankie Carle in a big way—and does some fine streamlining with Mozart's Turkish March. You've got a sure thing here!

Trade Marks "Columbia" and "Okeh" Reg. U. S. Pat. Off.

AT YOUR

Columbia

DISTRIBUTOR

News Notes

Freddy Martin's recent sensational record sales have resulted in the maestro's getting a new two-year contract with Victor, with options. Figures were not released, but Martin is getting a hefty increase this time. . . . Victor has also signed a flock of film and legit people to disk contracts, including Abbott and Costello, Maurice Evans, Judith Anderson, John Barrymore, Carol Landis and Nancy Walker. Most of 'em are set for special jobs, however, and not for a specified time period. . . . Alfredo Mendez and band have just landed a year's renewal on the Standard label. . . . Muggsy Spanier, trumpet virtuoso, and his band have been signed to record for Okeh. It will be the first disks Spanier has made since the days of his small band, when he recorded some sides for Victor. . . . Decca has signed Don Pedro for recordings. . . . Standard Phono Company is getting out a "hit parade" listing of its current polka and international numbers for operators and distributors. . . . Irving Berlin has penned two more patriotic ditties, which Barry Wood is recording for Victor along with the Lyn Murray Chorus. They are "Angels of Mercy," dedicated to the Red Cross, and "One for All and All for One." . . . Blue Barron, Bunny Berigan and Vincent Lopez are scheduled to appear this week on the first of the Elite labels put out by Imperial Record Company, Eli Oberstein's new outfit.

Miller Comeback

The music machine comeback staged by Glenn Miller during the past few weeks has been a phenomenal one. The maestro was the uncrowned king of the coin phonographs a year ago, but almost as soon as that announcement was acknowledged by the trade Miller's disks started becoming less frequent in the "going-strong" lists of the machines. Finally, he disappeared almost entirely from among the titleholders. But today he is again top man in the music boxes. Out of seven of the "going strong" numbers on the machines at present, Miller is tops on three of them.

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By HAROLD HUMPHREY

Release Prevues

Henri Rene's Musette Orchestra has recorded "Take Me Home" and "Dopey Dwarfs" for the Standard label. . . . On the same label, Bernie Wyte has waxed "Three Decker" and "Happy Country Girl." . . . Latest Johnny Long releases from the Decca presses are "Time To Sing," "You're on My Mind," "Panic in Panama" and "The Anniversary Waltz." . . . Bluebird is readying a session for Dolly Dawn to do "Pig-Foot Pete," "There Goes My Dream," "So It Goes," "Pass the Bond Bounce" and "The Meanest Thing You Ever Did Was Kiss Me." . . . William Scott's ork, now playing at Hotel Pierre, New York, has recorded the entire score of the shows, "Let's Face It" and "Best Foot Forward," for the Liberty recording label. . . . Alvino Rey has just cut a Bluebird session for "Deep in the Heart of Texas," "Not a Star in Sight," "I Said No," "Liebestraum" and "Sing Your Worries Away."

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites in addition to the national leaders listed in the Record Buying Guide:

DETROIT: I Know Why. Lanny Ross.

Operators here are reporting this ballad, as done by Ross, a particularly strong item on the machines. Ross has gained many coin phonograph patrons thru his five-a-week air show; in fact has dedicated two of these shots to the music

machines the past few months. Evidently this is all having its effect on Detroit.

NEW ORLEANS: Come and Get It. Fats Waller.

A zippy and typical Waller jive number, the disk is filling the cash boxes here, especially in Negro locations. However, operators without this type of location should not automatically pass up trying out the record, as the roly-poly pianist has plenty of fans in all sorts of spots.

MOBILE, ALA.: Someone's Rocking My Dream Boat. Ink Spots.

This is the latest Ink Spots' rage in this territory. Operators here report that there is always a title-strip reserved for these artists, and *Dream Boat* is the current favorite. Boys give this ditty their usual perfect treatment, and there's no reason why machines in other areas can't draw nickels with it, too.

SAN FRANCISCO: Symphonie Moderne. Freddy Martin.

Maestro Martin has borrowed a leaf from his *Concerto* success here and produced another lush instrumental number which is already doing a job for local operators. Martin plays Los Angeles and San Francisco as a regular circuit, so it is not surprising that his hits first catch on in this territory. Operators elsewhere might watch this one.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended November 29 and the week before, ended November 22, see

the Music Popularity Chart in the Music Department in this issue.

Denver

DENVER, Nov. 29.—Each member of the Wolf Sales Company organization has purchased a Defense Bond. Lewis S. Montania, deputy State administrator of the Defense Savings Bonds and Stamps administration, visited the company headquarters during the presentation of the bonds which were bought by the company and will be gradually paid for by the employees on a weekly basis.

Milton Pritts, Denver operator, reports that he has the first 40-record phonograph in Denver in use at the Brown Derby. Mr. and Mrs. Pritts recently made a week's trip to Los Angeles to purchase arcade equipment and now have machines at the Rainbow Ballroom, Denver Dancing Academy, and at three bowling alleys, the Denver Bowling, Denver Recreation and Pla-Mor. Pritts also has six machines at Lowry Field and is equipping the new Servicemen's Club opening this week.

With the taxes, shipments, priorities, etc., the topic of the day among operators, Gibson Bradshaw, of the Denver Distributor Company, has placed a bulletin board near the entrance to his salesroom where he posts news that might be of interest to operators. Bradshaw leaves soon for Florida for a two week's combined pleasure-business trip.

The new three-story headquarters of the Wolf Sales Company represents one of the most complete distributor set-ups in the country. First floor contains beautifully appointed showrooms, offices, recording library and receiving room. Service, parts and used machines are located on the second floor. Third floor and basement are used for storage of new machines. Bill Davidson, well known in Rocky Mountain coin machine circles, is the new assistant office manager. Al Roberts, Denver manager, reports business holding up nicely.

COLUMBIA BEST SELLERS OKEH



- 6320 * I Don't Want To Set The World On Fire This Love Of Mine TOMMY TUCKER TIME
- 6353 Jim Shepherd Serenade TOMMY TUCKER TIME
- 6429 † Sugar Daddy Some Sunny Day TOMMY TUCKER TIME
- 6402 Concerto For Two Jack And Jill TOMMY TUCKER TIME

- December
- 1 MANHATTAN CENTER, N.Y.
 - 2 COLUMBIA RECORDS, N.Y.
 - 3 COCA COLA SHOW, WOR-MBS
 - 4-10 ADAMS THEATRE, Newark, N. J.
 - 11 RIVERVIEW BALLROOM, Revere, Mass.
 - 12-14 STRAND THEATRE, Syracuse, N. Y.
 - 15-17 PLYMOUTH THEATRE, Worcester, Mass.
 - 18-31 SOLID ONE-NIGHTERS

it's TOMMY TUCKER time!

—and here are three more TOMMY TUCKER BEST-SELLERS COMING UP!

OKEH * "CANCEL THE FLOWERS" 6446 "THE SKUNK SONG"

OKEH * "WHEN YOUR OLD WEDDING RING WAS NEW" 6448 "ROSE O'DAY"

OKEH "WHITE CLIFFS OF DOVER" 6487 "THE TRAIN SONG"

* Discovered and Introduced by TOMMY TUCKER

† Tommy Tucker Original

Direction M. C. A. • JOE GALKIN, Personal Manager

IT SOUNDS BETTER ON



FOR
A Merry Christmas
IN ALL YOUR LOCATIONS
Cash In on These Great
Christmas Records

BING CROSBY Silent Night Adeste Fideles. 621

DEANNA DURBIN Silent Night, Holy Night Adeste Fideles, List Price 50c 18198

DICK ROBERTSON The Only Thing I Want for Christmas Under the Mistletoe ... 4060

RILEY FARLEY Jingle Bells Santa Claus Is Comin' to Town 1031

HARRY RESER Santa Claus Is Comin' to Town Jingle Bells ... 264

BING CROSBY Do You Care Humpty Dumpty Heart 4064

BING CROSBY Shepherd Serenade Anniversary Waltz 4065

WOODY HERMAN This Time the Dream's on Me Blues in the Night 4030

GLEN GRAY The Bells of San Raquel Memory Lane 4067

ANDREWS SISTERS Chattanooga Choo Choo For All We Know 4094

GUY LOMBARDO Sailboat in the Sky Easy Street .. 4066

ERNEST TUBB 1811 Always Be Glad To Take You Back My Rainbow Trail 5993

JAY McSHANN Confessin' the Blues Hootie Blues... 8559

Decca Defense Special
ANY BONDS TODAY?

JIMMY DORSEY ★ ANDREWS SISTERS
4044—On One Record—4044

AND REMEMBER—
IT SOUNDS BETTER ON



DECCA RECORDS, INC., N. Y.
Canadian Distributors
THE COMPO CO., LTD.
Lachine, Montreal, Quebec

RECORD BUYING GUIDE--PART 2



A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

ROSE O'DAY FREDDY MARTIN (Eddie Stone-Ensemble)
KING SISTERS (King Sisters-The Rhythm Reys)

Ditty is distinctive for two reasons. It's the revival of an old number, and it is one of the very few promising comers to have a really gay theme and peppy melody. The "Filla-Gadusha" double-talk lyrics are reminiscent of the *Hut-Sut* mixed alphabet, and just as conducive to a lot of community singing in the neighborhood taverns. Either disk listed above should turn the trick for the operators, and plenty more are scheduled to come out.

A SINNER KISSED AN ANGEL TOMMY DORSEY (Frank Sinatra)
HARRY JAMES (Dick Haymes)

This lovely ballad has been around a few weeks, but did not really start to mean anything in a commercial way until ASCAP got itself settled with the networks. Now it is a top-plugged air tune and swiftly climbing the fame ladder. Those operators not already on it had better amend situation right away. Both Dorsey and James, with their respective ballad singers, have top arrangements of it.

BLUES IN THE NIGHT WOODY HERMAN (Woody Herman)
CAB CALLOWAY (Cab Calloway-Ensemble)

Picture bearing the same title as this disk is just now beginning to get national distribution on a wide scale and that, coupled with a rise in air plugs is giving it a healthy boost now. A running-mate tune, *This Time the Dream's on Me*, from the same movie, got a much faster start, but there is a good chance now that this blues number will catch up to it. As a blues it has a uniqueness all its own which is catchy and capably handled by the above artists.

THE WHITE CLIFFS OF DOVER KAY KYSER (Harry Babbitt-Glee Club)
TOMMY TUCKER (Amy Arnell-Don Brown-Voices Five)
KATE SMITH

A topical ballad which stands a good chance of going as far as *The Last Time I Saw Paris* type of stuff. Theme, of course, is on a more positive note than struck by the *Paris* number. Melody is beautiful, and the vocalizing involved in the three disks listed is all good. Operators won't be taking much of a chance buying any of them.

MADELAINE BOB CHESTER (Bob Haymes)
BARRY WOOD

Phil Spitalny and Joe Capwell penned this ballad, and altho it has plenty of competition right now, there is every reason to believe it will still make the grade. The lyrical and sentimental call in the words, plus the nostalgic vein and the sweet melodic tempo, all go to make it distinctive.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

BABY MINES GLENN MILLER (Ray Eberle and Choir)

From Walt Disney's pic *Dumbo*, this ballad gets good choral treatment to make it a likely lullaby for automatic phonograph play. Taken at a moderate tempo, the boys in the band drop their horns to provide for a background entirely of soft humming. Ray Eberle carries it all over the voices of the choir. The treatment is different, for Miller at least, and therein lies its added appeal.

LET'S DO IT BENNY GOODMAN (Peggy Lee)

This disk marks Benny Goodman's debut on the lower priced Okeh label. However, its musical quality is by far superior to many of his waxings on the higher priced label for the same company. Song is the Cole Porter oldie that Irene Bordini popularized in the *Paris* show. Peggy Lee makes the lyrics sound bright and breezy all over again. Diskmate is a swing dandy tilted *The Earl*.

SAILBOAT IN THE SKY GUY LOMBARDO (Kenny Gardner-Lombardo Trio)

A dainty and spirited waltz, taken at a lively tempo, Lombardo creates the same musical impression as done for his *And the Band Played On*. It's a catchy number with an easy-flowing melody. Not only easy to sing, but to whistle as well, and Lombardo proves the latter by having the boys ring in a whistling chorus.

I THINK OF YOU TOMMY DORSEY (Frank Sinatra)

Considering the kind of a hit that *Tin Pan Alley* was able to mold from the Tschaikowsky *Piano Concerto*, the writers for this one have turned to Sergei Rachmaninoff's *Piano Concerto, No. 2 in C Minor*. It's a nice enough ballad, and Dorsey starts it off with a bit of his own trombone magic. But for the most part, it's the stellar song selling of Frank Sinatra.

AROUND AND AROUND SHE GOES... EDDY DUCHIN (Lew Sherwood-The Earbenders)

While usually associated with the exclusive hotels and supper rooms, Duchin herein captures the spirit of the beer gardens, such as those in Milwaukee. A novelty waltz item that stems from the Dutch folk barroom classic, *Hi-Li Hi-Lo*, Duchin adds to that flavor in the Dutch dialect singing of Lew Sherwood, with the bartender-trio of the Earbenders on the assist.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

THE HEIDT HIT PARADE



In the HORACE HEIDT Announcement in the November 29 issue these new hit COLUMBIA RECORDS were omitted by error—

BE HONEST WITH ME

featuring Fred Lowery's whistling and vocal chorus by Donna and her Don Juans.

TRUMPETS HAD TRIPLETS

(Boogie Woogie Triple Tonguing)

Both on COLUMBIA 36380

Operators are urged to hear them today! They're another Heidt Double-Value Combination.

Barry WOOD

(CBS YOUR HIT PARADE
NBC MILLIONS for DEFENSE)

Thanks to Alan Courtney and his WOV "1130" Club members for nominating my

VICTOR RECORDING
27642

★ "MINE"

The Best Vocal Record of the Week
Yours,

Barry Wood

1 TO 12, 25¢ EA. - 13 TO 99, 23¢ EA. - 100 UP, 20¢ EA.

MIRACLE POINT

Quality has no substitute

Miracle Point Needles

MIRACLE POINT

A. GERETT CORP. 2047 NO. 30 ST. MILWAUKEE, WIS.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

Explanation

To help newly acquired readers make more profitable utilization of this weekly department we'd like to explain again how operators can benefit by tie-ups with the motion picture industry.

If you're interested in earning more nickels via your machines, here's how. Get in line with the merchants and newspapers who use the ballyhoo offered by advance exploitation experts for picture companies. When musical-films are scheduled to open in your territory, ask the nearest film exchange—every theater manager knows its location—for co-operation. Film firms themselves promise that co-operation will be quickly extended. Ask for posters, placards, strips, display cards or whatever is available. Then determine which recordings of the tunes spotted in the soon-to-appear film are available. Feature those records on your machines, tack up the posters and other publicity and cash in on the popularity of the film's tunes. The more people who see and like a musical picture, the more people will want to hear records of the film tunes on machines (In exchange, the more people who hear and like the film tunes, the more people will go to see the picture).

The problem of obtaining all necessary information on picture releases, musical scores and recordings comes up, but this has been solved by steady followers of *Picture Tie-Ups*. All the latest picture musicals, their release dates, and the tunes that have been recorded are listed in *Picture Tie-Ups*. Valuable exploitation examples and suggestions; pertinent facts about coming musical pictures and trade screenings; discussions of tie-up values in connection with some particular picture or recording; all these are presented to the operator in *Picture Tie-Ups*.

"Sun Valley Serenade"

Manager Fred Lee of the Capitol Theater, Wilkes-Barre, Pa., tied up with the Roth Novelty Company, music machine operator, for an exploitation drive on Glenn Miller's records in connection with the film *Sun Valley Serenade*. Hans Lindeman, of Roth Novelty, arranged to have Miller's records featured on his music machines, with the hit tunes of the picture getting top billing. In addition, several cards were placed on all machines, tying in tunes with picture and play date.

Lindeman also tied up with Frank Jones, manager of the Orpheum Theater, Wilkes-Barre, on *The Reluctant Dragon*.

"Sing Your Worries Away"

Alvino Rey and his orchestra and the King Sisters have recorded a special double-side disk on two tunes from RKO's *Sing Your Worries Away*, which they recently completed in Hollywood. Title tune features the band and the sisters' vocal, while the Kings do an arrangement on *It Just Happens To Happen* identical with the film treatment.

Record Round-Up

The number of picture melodies selected for waxing once the films have met with public approval is still growing. Latest additions include Judy Garland's warbling of the title tune from Warner's *Blues in the Night*, and from the same film both Judy and Johnny Messner's versions of *Says Who, Says You, Says I*. From *Sun Valley Serenade* spring new releases of *Chattanooga Choo Choo* by the Andrews Sisters and *The Kiss Polka* by Harry Harden.

Recordings of tunes from films yet to be released have just been augmented by the following: Dinah Shore's waxing of *I Don't Want To Walk Without You*, from the flicker *Sweater Girl*; Sammy Kaye's side of *We're the Couple in the Castle* from Paramount's *Mr. Bug Goes*

to Town; Ella Fitzgerald's cut of *You Don't Know What Love Is* from Universal's *Keep 'Em Flyin'*, and Les Brown's treatment of *Baby Mine* from the elephantasy *Dumbo*.

Tradescreenings

MGM's *Babes on Broadway*, starring Mickey Rooney and Judy Garland, will be trade shown in all exchange centers December 5.

Paramount's *Mr. Bug Goes to Town* will be screened in all exchange centers December 4.

Information on location of exchange centers and admission restrictions can best be obtained from the manager of your local motion picture theater.

Dallas

DALLAS, Nov. 29. — Business reports gathered from Dallas operators indicate that operating conditions are improving. Optimistic operators say that a recent let-down in coin machine business is quickly recovering and that business is much better than it was two weeks ago.

Mills Panoram Soundies are catching on in a hurry with local operators, according to Burt Davis, new Mills distributor for Texas.

Two out-of-town operators shopping for new equipment were Elgin Akers, of Denton, Tex., and Barry Langford, of Wichita Falls, Tex.

Herbert Rippa, owner of the Blue Bonnet Music Company, has purchased a number of new Mills Panoram Soundies which he is adding to his local music operation.

J. W. (Wink) Williams, manager of the Dallas office, Commercial Music Company, has just returned from a successful business trip to West Texas.

George (Bullets) Durgan, advance man for Tommy Dorsey's ork, was a recent visitor to the office of Commercial Music Company.

Operators!

You'll get a steady flow of "Champagne Profits" from the "CHAMPAGNE MUSIC" of

LAWRENCE WELK

with smooth-sweet vocals by

JAYNE WALTON

on

DECCA RECORDS

THAT SENSATIONAL NOVELTY

4018 RAISE THE WINDOW DOWN

—and just released

4080 STRUTTIN' IN THE STRAW POUND YOUR TABLE Polka

4096 ELMER'S TUNE SWEETHEARTS OR STRANGERS

Now on Theater Tour

Exclusive Management

FREDERICK BROS. MUSIC CORP.

NEW YORK • CHICAGO

NEW ★ RELEASES



- 7-2026 PETE THE PICKLEMAN ON THE CUFF
Rene Musette Orch.
- T-2027 SILLY-DILLY POLKA HITCH-HIKER
POLKA
Joe's Merry-Makers
- T-2033 ON THE HOUSE BIRTHDAY KID
Colonial Orch.
- T-3035 YOU DARLING, YOU STOP ME
Barry Sisters w. Harold Grant's Orch.

SPECIAL RELEASE

T-1003
EL COJO—Guaracha
(The Limpy)

TE HE DE SONAR
-- Bolero --
(I'll Dream of You)

Alfredo Mendez Orch.
Vocal: G. Del Toro

SPECIAL RELEASE

★ T-2042 ★
PUT A LIGHT IN THE WINDOW

WHEN MANUEL SHAKES HIS MARACAS
"The Good-Fellows" (male vocalists) and Grant's Orch.

STANDARD "Hit Parade"

Week of December 4

1. "TOMMY'S MUSTACHE"
Jean Cavall (vocal)—T-2017
Henri Rene Musette Orch. (dance)—T-2018
2. "WAITER, I'LL PAY LATER"
Henri Rene Musette Orch.—T-2014
3. "CUCKOO WALTZ"
Henri Rene Musette Orch.—T-2030
4. "MISIRLOU"
Alfredo Mendez Orch. (Spanish)—T-2002
Frank Knight (vocal)—T-2009
5. "LO-LO-LITA"
("The Girl Friend of the Army")
Brad Reynolds w. Grant Orch.—T-2007

ORDER FROM YOUR LOCAL JOBBER

STANDARD PHONO CO.
168 W. 23RD STREET
NEW YORK, N. Y.

DID YOU KNOW?

The sweetest of all sweet money-making ballads—

The SHRINE of ST. CECILIA

—the new hit that's beginning to bring in floods of sweet nickels in the machines, was

DISCOVERED—INTRODUCED by

★AL DONAHUE

and HIS ORCHESTRA

IF the Shrine of St. Cecilia is not already in your machines and making money for you, get it today!

OKEH NO. 6413

★the original recording by Al Donahue and his orchestra, with vocals by Phil Brito.

ENCHANTING... HAUNTING MISIRLOU

OUTSTANDING RECORDS BY OUTSTANDING ARTISTS

COLONIAL MUSIC PUBLISHING COMPANY, INC.

Paul Case, Professional Manager—(All professional material available)

CHICAGO 168 WEST 23RD ST., NEW YORK LOS ANGELES

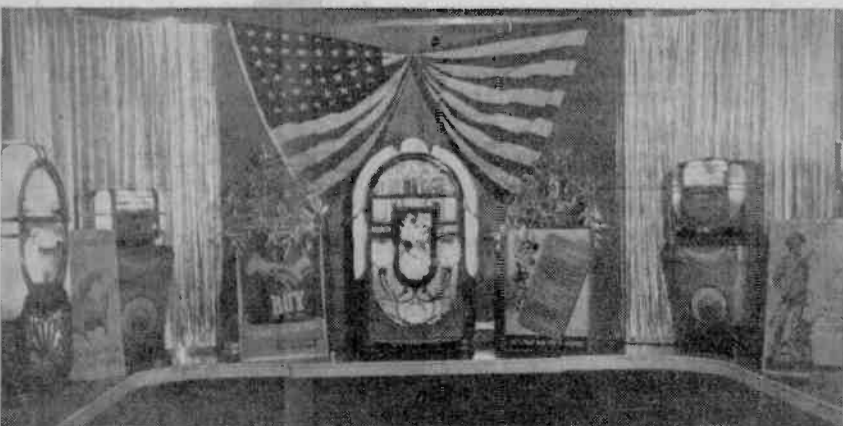
PHONOGRAPH BOND



LUCY MONROE approves "Any Bonds Today?" recording in Seeburg Minute Man phono in Buhl Building, Detroit.



DEFENSE BOND ADMINISTRATORS Norman B. Collins and John Gallaher, both of the Treasury Department, express approval of Seeburg Minute Man Symphonola, which was center of interest at the Chicago Northwestern railroad terminal in an intense drive for sale of Defense Bonds and Stamps.



NEW YORK WURLITZER DISTRIBUTORS, Manhattan Distributing Company, display a powerful presentation of Defense Bond posters. Joe Eisen and Dave Margolin, firm heads, say response of music merchants in drive to place "Any Bonds Today?" on every New York phono was exceptionally good. Sales of bonds strong, they report.



WHEN KAY LITTLEFIELD AND BETTY ALLEN (center and right), Chicago debutantes, started selling Defense Bonds and Stamps in the Drake Hotel lobby, Chicago, one of their first customers was Helena Rubenstein, famous cosmetologist and beautician.



MISSOURI TAVERN SUPPLY COMPANY, Springfield, Mo., sends this picture of employees displaying their Defense Bond purchases. The phonograph, of course, carries the recording "Any Bonds Today?" The firm is a subsidiary of Ideal Novelty Company, St. Louis.



EMPLOYEES OF IDEAL NOVELTY COMPANY, St. Louis, proudly display their purchases of U. S. Defense Bonds. Carl Trippe (sitting, third from left), head of the firm, recently sponsored an automotive float which played the defense tune on St. Louis streets.

PROGRAM PHOTOS

ANY BONDS TODAY?

List of Available Recordings

ANDREWS SISTERS

Decca No. 4044

JIMMY DORSEY

Decca No. 4044

KAY KYSER

Columbia No. 36228

DICK ROBERTSON

Decca No. 3962

BARRY WOOD

Victor No. 27478

PART OF PROMOTION by Phonograph Merchants' Association of Cleveland for "Any Bonds Today?" was the use of streetcar hangars, as shown below.



A LARGE CROWD SURROUNDED the phonograph on the opening day of the sale of United States Defense Savings Bonds and Stamps in the lobby of the Union Commerce Building, Cleveland.



MAYFLOWER DISTRIBUTING COMPANY, Buffalo branch, plugged Defense Bonds and Stamps with this window display. The Wurlitzer distributor reports "Any Bonds Today?" on almost all Buffalo phonos. Ray Peterson, manager, inspects the window.



IN THE LA SALLE STREET STATION, Chicago, two models add a Western touch to Defense Bond and Stamp sales by appearing in cowgirl costumes. They "whooped up" a lot of sales. The Seeburg Minute Man phonograph is in the background.



E. T. MAPE & COMPANY, Los Angeles Seeburg distributor, subscribe 100 per cent to the sale of United States Defense Bonds. The picture shows employees around the Defense Bond counter set up in the Mape Los Angeles office.



BEN STERLING GOES TO TOWN with window tie-ups between phonographs and the defense tune. This is one of the many he arranged. Sterling, Wurlitzer distributor in Northeast Pennsylvania, has been active in the bond drive. The mayor of Scranton, Pa., set aside a special week as "Phonographs for Defense Week."



VICTOR VENDORS FEDERAL TAX FREE

VICTOR'S MODEL V VENDOR THE LAST WORD IN VENDING PERFECTION

TRULY A GREAT VENDOR. IT IS UNIVERSAL, VENDS ALL TYPES OF BULK MERCHANDISE, SUCH AS NUTS, CANDIES, PISTACHIOS, ALMONDS, BALL GUM, ETC., AND VENDS THEM ACCURATELY. NO ADDITIONAL PARTS NECESSARY.

MODEL V IS A DELUXE VENDOR FINISHED IN POWDER BLUE TRIMMED IN CHROME. OR AT A SMALL ADDITIONAL COST IN A BEAUTIFUL SHADE OF RED PORCELAIN WITH CHROME TOP AND BOTTOM. THE MERCHANDISE CHUTE ON ALL MODEL V VENDORS IS PORCELAIN ENAMELED.

MODEL V CAPACITY 6 LBS. OF BULK MERCHANDISE OR 1,000 TO 1,200 BALLS OF GUM; VENDS 1/2, 3/8 OR 3/4 BALL GUM.

STANDARD FINISH MODEL V, ONLY \$8.50 EACH
PORCELAIN FINISH, MODEL V, ONLY \$9.50 EACH.

MODEL V PREMIUM DEAL COMPLETE CONSISTS OF THE FOLLOWING:

- 1 MODEL V VENDOR, STANDARD FINISH \$8.50
- 1 INSERT IN MACHINE50
- 1 PREMIUM DISPLAY BOARD WITH 20 PREMIUMS 3.50
- 1 MACHINE FILLED WITH 1100 BALLS OF GUM, INCLUDING 20 STRIPED BALLS.. 1.00

COMPLETE DEAL READY TO SET ON LOCATION ALL FOR ONLY\$13.50
MACHINE TAKES IN \$11.00, PAY LOCATION 25% OR \$2.75.

YOUR NET RETURN IS \$8.25.

MANY MODEL V PREMIUM DEALS WILL EMPTY 2 TO 3 TIMES A WEEK. BE ACTIVE IN YOUR TERRITORY WITH THIS PROVEN MONEY MAKER. ORDER ONE OR MORE DEALS TODAY, PLACE THEM ON LOCATION AND SEE THE MONEY ROLL IN.

Terms: 1/3 Cash With Order, Balance C. O. D., or Send Full Amount and Save C. O. D. Cost.

VICTOR VENDING CORP. 5711 W. GRAND AVE., CHICAGO, ILL.

MERCHANDISE MACHINES

Conducted by E. M. HAMMAN
Communications to 155 North Clark Street, Chicago

Iowa Vending Operators Elect Officers for 1942

Program has talk on sales- manship — treasurer re- ports group has money

DES MOINES, Nov. 29. — The annual meeting of the Iowa Merchandise Operators' Association was held here November 23. Business before the meeting included election of officers, discussions of vending machine operators' problems, and reports on the work of the legislative committee. On Saturday night (22) the association gave a stag party for its members.

Clyde H. Robinson, head of the Ideal Novelty Company, Des Moines, was elected president, his fourth term in that office. Other officers are Mrs. Ralph Ostling, Sioux City, first vice-president; Clair Davis, Clear Lake, second vice-president; W. J. Hugelback, New Hampton, third vice-president. Mrs. Robert W. Merriam, Des Moines, was re-elected secretary, and W. I. Collings, of Fort Des Moines, was re-elected treasurer.

Directors elected were W. W. Goehring, Webster City; Ralph Ostling, Sioux City; H. F. Prior, Cedar Falls; J. E. Hoogner, Des Moines; V. R. Emhoff, Des Moines; B. L. Hodson, Indianola, and Fred Wing and Bob Merriam, Des Moines.

Formed in 1921

The Iowa vending association is one of the few organizations operating the year round, and its healthy financial condition demonstrates a well-regimented association.

It was organized in 1921 for vending machine operators. Several years later the association was joined by pinball and other game operators, but in 1940 it was voted to return to a strictly vending machine operators' group, and it so operates today.

Some operators among the leaders of this association were officers of the first organized operators' group to come into being in the United States and have been active in trade enterprises ever since. The experience of these men shows up in the programs planned by the group and in its continuance as a live association. It is estimated there are about 300 vending machine operators in the State, and the association keeps up a continual drive to enlist all of them for membership.

Speaks on Salesmanship

Tom Dyer, sales manager for Sargent & Company, Des Moines, gave an outstanding talk on salesmanship at a banquet held prior to the business meeting.

A witty speaker, Dyer kept his audience laughing until he reached the crucial point in his address and then he gave both barrels in an appeal to operators to sell "hope and happiness," on which, he said, depends this country's future. He urged them to have vision in their presentations to customers, to get them interested in what the machines will do for them, to tell them what machines are doing in other locations, show them how to place a machine in the right spot to do a maximum of business, and make it hard for a prospect to say no.

Walter W. Hurd, coin machine editor of *The Billboard*, followed Dyer and gave an interesting account of the coin machine industry today, pointing out the new vending machine fields opened by defense plants and industrial activity.

A lighter touch was added to the meeting by the clever card tricks performed by

Ted Kathalaw, representative for the Clark Candy bars.

C. F. Bales Jr., Rockwood Candy Company representative, gave an interesting talk on chocolate.

Dave Miller, president of the Peanut Products Company, Des Moines, chairman of the association's legislative committee, read a report on the work of the committee.

Meeting Well Attended

Those attending the meeting were I. E. Hoogner, Hoogner Vending Sales Company; Mr. and Mrs. Jack Levinsky; Mr. and Mrs. Art Wittern, of the Hawkeye Novelty Company; Mr. and Mrs. F. E. Stockton; Mr. and Mrs. C. F. Bales Jr., V. R. Hoff, W. H. McClurg, Victor L. Carlson, Dan Schuler, E. R. Rex and W. W. Creighton, of the Pepsi-Cola Company, and Otto Weber, all of Des Moines; L. B. Stowe, Ackley; Leslie Rudd, Omaha branch manager of the Peanut Products Company; Mr. and Mrs. Bailey, New Hampton; Mr. and Mrs. F. S. Shaw, New Hampton; Charles Davis, Clear Lake; Wilbur Goehring, Webster City, and Mr. and Mrs. Robert Ostling, Sioux City.

Built For Operating! DEPENDABLE! PROFITABLE!

That's why most experienced operators say it pays to buy



BULK VENDING EQUIPMENT

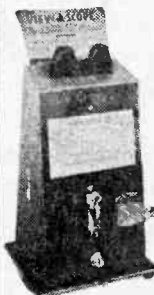
Nine models to choose from! Time payments! Trade ins! Write for details.



THE NORTHWESTERN CORPORATION
EAST ARMSTRONG STREET, MORRIS, ILLINOIS

SHOW

"SALLY RAND" With VIEW-A-SCOPE FOR STEADY PROFITS



WOW! VIEW-A-SCOPE will open your eyes to a new source of added income, for VIEW-A-SCOPE is DYNAMITE on any man's location, draws "play" like a magnet, and that means a "bag full of Pennies" on "collection day."

ORDER the NEW 42 VIEW-A-SCOPE NOW. You'll get IMMEDIATE DELIVERY!

ONLY \$24.50 Each, includes 3 Films — Nude Ranch, Bubble Dance, Fan Dance.

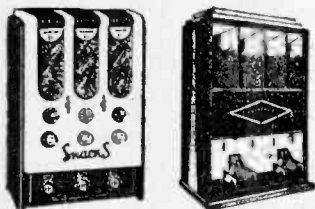


Get Your Order Off in a Early Mail!

TORR 2047A-SO. 68 PHILA., PA.

BUY U. S. Defense Savings Bonds and Stamps

REBUILT LIKE NEW!



3 Col. SNACKS Sample, \$7.95 Lots of 5, \$7.50 ea.
4 Col. EVER-READY Sample \$4.50 Lots of 5, \$4.00 ea.

Write for Complete List of Bargains.
1/3 Down, Balance C. O. D.

I.L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KALB AVE. B'KLYN, N.Y.

ROBERT KLINE VENDING MACHINE MART

630 RACE ST., PHILADELPHIA, PA.

**Special Closeout Sale!
COMPLETELY OVERHAULED**

- 6 Col. Rowe Aristocrats \$15.00
- 6 Col. 6-30 Nationals 14.50
- 4 Col. DUGRENIER Cigarette Machines with or without matches 6.00

First Come—First Served

1/3 Cash With Order; Bal. C. O. D.

CIGARETTE VENDING MACHINES

U-Need-a-Pak 6 Col. Cigarette Machines with Floor Stand, \$29.50 As Illustrated. Capacity, 170 packs. Slug proof, 15c or 20c Models. Reconditioned like new. Terms: 1/2 with order, balance C. O. D. Write for complete catalog of cigarette and 6c candy bar machines.

D. ROBBINS & CO.
503 W. 41ST ST. NEW YORK CITY

ASCO WEEKLY SPECIALS

- NO TAX VENDORS**
- 1 1/2 Ball Gum 200 \$1.95
 - 1 1/2 Tom Thumb. 2.95
 - 1 1/2 of 5¢ P-Nut. 2.95
 - 3 lb. 2.95
 - 1 1/2 Hershey 40. 2.95
 - 1 1/2 Wrigley Stick Gum 2 col. 3.45
 - 1 1/2 P. Nut 5 lb. 3.45
 - 1 1/2 5¢ P. Nut, Plst. 3.95
 - 1 1/2 Silver King. 4.45
 - 1 1/2 Topper. 4.45
 - 1 1/2 5¢ Master Porc. 5.95
 - 1 1/2 P. Nut, B. Gum 5.95
 - 1 1/2 In-a-Bag. 7.95
- Terms: 1/2 Deposit, Bal. C.O.D., F.O.B. Newark, N. J. Send 25c for Illustrated Catalog and Instructions. WANTED: Peanut, 6¢ Candy, Ball Gum, Counter Games and Cigarette Vendors as Trade-Ins.

ASCO, 140 ASTOR ST., NEWARK, N. J.

LUSTRE BALL GUM DOUBLE POLISH

All sizes—5¢—15¢—17¢—18¢—19¢
Spotted-Striped-Marlequin

GUM PRODUCTS, INC.
804 Main St., Cambridge, Mass.



It's the 1942 Wonder! And it's tax-free VICTOR MODEL V VENDOR

Complete deal ready for business \$13.50

1/3 Dep., Bal. C. O. D.

EASTERN 350 Mulberry St. NEWARK, N. J.

Tell the Advertiser in The Billboard Where You Got His Address.

VENDER SUPPLY NOTES

Dante Candy Company, Chicago, makes four different candy bars for vending machines, which are available to operators of a few machines as well as to operators of a large number. The most popular is Doctor's Orders, a tasty fig bar. A prune bar is known as Plum Good, and one made of dates is named Vita Date. Another bar is called the Challenger. For the convenience of the vending machine operators, these bars are packed 100-count. Among vending concerns featuring these bars now are the following: Mills Automatic Merchandising Corporation, Long Island City; F. & W. Products Corporation, Westerly, R. I.; King & Company and Automatic Canteen Company of America, Chicago, and Standard Vending Company, Cedar Falls, Ia.

The OPM has forbidden the use of lead and tin foil for packaging tobacco products, chewing gum, candy and beverages after next March 15. Manufacturers of foil for such purposes have been ordered to cut their output immediately to one-third the amount they manufactured in the first three months of 1941. Recent tests, OPM said, showed that cigarettes packaged with cellophane and similar materials, but with foil omitted, lost 9 per cent of their moisture in a given period. Present standard packages lost 6 per cent of moisture under similar tests. With the moisture-proof outer wrapping omitted, but using the foil, 38 per cent of the moisture was lost.

Beverage venter operators will be interested in knowing that the Coca-Cola Company has become one of radio's biggest spenders, in addition to its other advertising, which its agency says will be due for increases. Its latest network show, which started last October, runs to some \$20,000 a week, net, or more than \$1,000,000 a year for time alone. This is in addition to two other radio network shows sponsored by Coca-Cola, one of them running since 1937.

An unusual situation prevails at this time in the candy industry in Chicago, recognized as the largest producing center of confections in the United States. Increased buying by jobbers and retailers to avoid possible price advances, increased consumer demand from army camps and factory workers engaged in energy-expending toil and more money in circulation, have combined to produce the heaviest advance ordering of candy in recent years. While the demand for candy bars and other vending machine merchandise is extremely heavy now, fortunately there is no sell-out in that field and operators will continue to receive their required merchandise.

The Southern Association of Ice Cream Manufacturers held its 27th annual convention at the Roosevelt Hotel, New Orleans, November 26 to 28.

The fourth annual National Peanut Week

will be observed from January 22 to 31, according to announcement made by W. B. Jester, executive secretary-treasurer of the National Peanut Council at Atlanta.

Prompted by the success achieved in the 1941 celebration in honor of the peanut, featured attraction of countless candy bars, the council announces that elaborate plans have been made to make the 1942 National Peanut Week the most successful ever sponsored by the peanut industry.

Markets in Brief

NEW YORK, Nov. 27.—Peppermint oil (dollars a pound): Natural, \$5 to \$5.10. U. S. pharmaceutical, \$5.25 to \$5.50.

Sugar: Domestic futures were unchanged to 3 points higher on sales of 800 tons. World sugar futures closed 1 to 3 points higher after early gains of up to 4½ points. Turnover was 11,500 tons.

It was said that 126 tons of Philippine sugar sold to a trade buyer at the ceiling. With the exception of the large blocks of Cuban loan sugar, this is the first reported sale of raws since early September. Refined sugar was reported to be moving at a brisker pace, especially in beet territory.

NUTS CHICAGO SPOT MARKET New Crop PEANUTS

	Cents per lb. in bags
Virginia and North Carolina	
Jumbos	7.40 @ 7.50
Fancies	7.15 @ 7.25
Extra large	10.00 @ 10.25
Mediums	9.50 @ 9.75
No. 1 Virginia	9.00 @ 9.25
No. 2 Virginia	7.75 @ 8.00
Southeast	
No. 1 Spanish	8.75 @ 9.00
No. 2 Spanish	7.75 @ 8.00
No. 1 runner	7.75 @ 8.00
No. 2 runner	7.50
Texas (New Crop)	
No. 1 Spanish	8.62 @ 8.75
No. 2 Spanish	8.75

New Orleans

NEW ORLEANS, Nov. 29.—Sales of phonograph records in New Orleans and adjacent territory are breaking all-time records.

The F. A. B. Distributing Corporation celebrated its entry into New Orleans just a half-year ago, with a big party at the Moulin Rouge. Attending the party were Mr. and Mrs. Fletcher Blalock; Mr. and Mrs. Al Mendez, he the Wurlitzer sales manager for this district; Mr. and Mrs. Frank De Barros and Robert Dupuy. Blalock has left since for Pensacola to make final preparations for the moving of the firm's headquarters from that city to New Orleans. The local office will then direct operations of the firm in four Southern States—Louisiana, Alabama, Northwest Florida and Mississippi.

Mr. Shider, auditor of the Rudolph Wurlitzer Company, North Tonawanda,

N. Y., spent a few days in New Orleans last week, calling on the F. A. B. Company, then leaving for Texas points.

Seen in New Orleans looking over new equipment and reporting fine business in their parts of the State were Whitney Lejeune, of New Iberia, and Albert Dugas, of Alexandria.

The J. H. Peres Amusement Company reports good results from operations of the latest Singing Towers. The Peres company is State distributor for the Automatic Instrument Company, Chicago, and also is doing a good business on Packard Pla-Mor speakers.

Fred King, head of the C. & N. Sales Company, has just returned from a trip thru Louisiana and Mississippi, where he found a good demand for second-hand equipment.

Nick Carbajal, of Dixie Coin Machine Company, finds several new pin games of big manufacturers in brisk demand, including Bally's Topics and '41 Derby, Exhibit's Big Parade. J. H. Keeney's Fortune, Gottlieb's Score-a-Card, Chicago Coin's Venus and Bolaway, and two new consoles, Bally's Club Bell and Keeney's Super Bell.

Virgil Christopher, territory sales representative of Bally Manufacturing Company, left here for a trip thru Florida after spending a week as the guest of the Dixie Coin Machine Company.

It's like home-coming week at the Louisiana Amusement Company since George Baker returned to that office after a couple of years with Stelle & Horton at Houston. Melvin Mallory, head of the firm, has just returned from a trip in North and Central Louisiana, where he sold several new Spectravo speakers of the Rock-Ola line.

One of the most enterprising young music operators of the State is Eddie Ross, of Monroe. Less than a year in business, he now operates 36 machines in that area and is an exclusive Rock-Ola user.

Detroit

DETROIT, Nov. 29.—Frank Bellino, Monroe (Mich.) operator, reports the business outlook good in Southeastern Michigan.

Gene Callahan, Ajax Novelty Company, is arranging a special display of a number of new models of legal equipment, all by Bally, which he is confident have just the novelty touch for which Detroit operators have been looking.

Joseph Borison, Brilliant Music Company, reports increased activity in remote-control installations.

Byron Kamhout, Sanitex Company, jobber, is moving headquarters to 14182 Meyers Road.

Dallas Utter, of Toledo, is adding to his music machine route, buying thru the Angott Sales Company.

Sam B. Liebers, head of the United Coin Machine Exchange, is leaving in a few days for a month's tour of the South

and Southwest. He plans to check the machine field en route and arrange for purchases of used equipment. The business will be managed in his absence by his partner, Mark Linkner, of Buffalo.

New operating partnership, the Onyx Music Company, is being formed in Hamtramck by John Czyszinski Sr., Charles Cyszewski and John Cyszewski Jr.

Michael A. Angott Jr., one of Detroit's best known operators and jobbers and a pioneer in the pin game development field, is quitting the coin machine business. Angott has moved to Florida, where he is building an elaborate Motor Court at Fort Lauderdale. He returned here last week to close his business interests prior to his final departure for the South. The Angott Sales Company, Seeburg distributor, will be handled, as in recent weeks, by his brother Carl, who has been a partner for many years. Another brother, S. T. Angott, proprietor of the Detroit Pure Milk Company, is entering the business as a partner.

KEEP THEM BUYING 50 VARIETIES FOR VENDING MACHINES WRITE FOR NEW PRICE LIST PAN CONFECTIONS 345 W. ERIE ST. CHICAGO, ILL.

TAX FREE SILVER KINGS For Profits \$5.50 Each In Lots of 10 or More SAMPLE \$6.50 Send for list of complete line. Liberal trade in. Immediate delivery on all models. Northwestern DISTRIBUTOR SEND FOR LITERATURE Immediate Delivery—Liberal Trade-In. 1/3 Deposit Required With Order. Send for List of New and Used Vending Machines. Grotchen, Daval and Baker Counter Games. RAKE 2014 Market Street PHILADELPHIA, PA.

Federal Tax Information

Counter Games Ruling, November 19, 1941

In a letter to S. & A. Novelty Company, San Bernardino, Calif., D. S. Bliss, deputy commissioner of the Internal Revenue Department, Washington, rules that certain counter games are tax free.

The letter addressed to Edward J. Seeman, of S. & A. Novelty Company, follows:

"Gentlemen: Reference is made to your letter dated October 25, 1941, relative to the tax on coin-operated amusement and gaming devices imposed by Section 3267 of the Internal Revenue Code, as added by Section 555 of the Revenue Act of 1941.

"You request information with respect to four machines described in your letter; pictures of such machines were also enclosed. The machines will be listed in order and ruled on respectively.

"(a) Poker Face. This is a five-reel counter machine which vends gum only. No tokens or cash come out of this machine, nor are dispensed by it."

"If the machine described does not in any manner indicate to the person playing or operating the machine that he is entitled to receive cash, premiums, merchandise or tokens, the machine is not regarded as a gaming device as defined in the Act, and accordingly, is not taxable.

"(b) Fruit King. This is a three-reel counter machine which vends gum only and does not dispense or deliver tokens or cash."

"If this machine does not dispense tokens or cash the ruling given with respect to the machine known as Poker Face applies.

"(c) American Eagle. This is a three-reel counter machine that vends gum and which has tokens that are displayed thru a window in the side of machine, but neither cash nor tokens are dispensed by the machine."

"If this machine does not dispense cash or tokens, the ruling given with respect to the machine known as Poker Face applies.

"None of the machines outlined above are pinball or similar type and do not come within the classification of amusement devices with respect to which the rate of tax is \$10 per year."—(Signed, D. S. Bliss)

We hope to have reproduction of the original order in our issue of December 13.

MONTH OF DECEMBER Clearance Sale! Northwestern Vendors, DeLuxe 1 & 5¢ Porc. \$8.95 Standard 1 & 5¢ Porc. 6.45 Standard 1¢ Drop Slot Porc. 3.95 #33 Peanut 1¢ \$4.50 Tri Selector 1 & 5¢ Porc. 15.95 1¢ Adams Gum Vendor, 6 col., mech. perfect, slug-proof, needs paint 3.95 1¢ 4 Col. Model N Adams Gum, slugproof 8.45 5¢ Columbus Peanut 1.95 1¢ Advance Stick Gum 2.95 1¢ Hershey Choc. 5.95 #39 Bell 1¢ Porc. \$7.95 #39 1¢ Porc. 6.95 #33 Ball Gum 1¢ Porc. 4.95 FACTORY RECONDITIONED 1¢ Adams #11 Peanut \$4.45 1¢ Robbins 2-in-1 Vendor 3.95 1¢ BUREL 3 Col. 7.95 1¢ Snacks 3 Col. Slug Ejector 6.95 Stewart McGuire 1 & 5¢ Peanut, reconditioned, new lacquer 3.45 Masters 1 & 5¢ Porc. 5.45 SILVER-KING 1¢ 3.95 COUNTER GAMES 1¢ Criss-Cross Ball Gum \$4.95 1¢ Bingo Ball Gum 5.95 1¢ Norris Target 9.95 1¢ Splitfire 8.95 1¢ A.B.T. Challenger 13.95 BALL GUM 1/2 Inch—170 Count. 1/8 Inch Spot—Ring. Box or Bulk. NORTHWESTERN SALES & SERVICE CO. 589 Coney Island Ave., Brooklyn, N. Y. Buckminster 4-2266 58 Frelinghuysen Ave., Newark, N. J. Bigelow 3-2560

Wilkes-Barre

WILKES-BARRE, Pa., Nov. 29.—Hans Lindeman, of Roth Novelty, made a fine tie-up with Manager Fred Lee of the Capitol Theater here in connection with the showing of *Birth of the Blues*.

A recent editorial in *The Hazleton Standard Sentinel* says that sheet music publishers sell as many as 400,000 copies of a hit tune, while the phonograph record output is expected to approximate 100,000,000 this year.

Ben Sterling Jr., of Sterling Service,

Wurlitzer distributor in Northeastern Pennsylvania, received wide publicity in *The Scranton Tribune* regarding his efforts during Phonographs for Defense Week.

One of the best boosters for the coin machine business is Tom Forgarty, owner of the new Fogarty's night spot in Luzerne, Pa., which boasts the largest circular bar in the State. He has 11 coin machines in the spot, including two pinball machines, a gun machine, a Panoram Soundies, two music boxes, two cigarette venders, one cigar vender, one gum machine and eight bar boxes for the automatic music machines.



THE BIERSTUBE TAVERN, AURORA, ILL., has a complete Packard Plam remote-control system installed by operator Michael McEnroe, Aurora. He reports patrons and owners pleased with results of the system. (MR)

IT PAYS TO OPERATE COLUMBIA



10 or 20 stop reels
Rejects slugs
Convertible; operates on nickels, dimes, quarters

It PAYS in many ways to operate COLUMBIA BELLS. You get big continuous earnings . . . dependable service . . . greater operating scope. Variety of models: Goldward Cigarette Rear Payout, Twin Jackpot, Club Model Chrome Bells. Prices soon to increase! Write today.

GROETCHEN TOOL CO. 130 N. UNION CHICAGO, ILL.

Electro-Ball New Genco Distributor

CHICAGO, Nov. 29 (MR).—Genco Manufacturing Company has announced the appointment of the Electro Ball Company, Dallas, as Genco distributor for the States of Texas, Oklahoma, Arkansas, Mississippi, Louisiana and Southwestern Tennessee. The Electro Ball Company is headed by Si Lynch.

Dave Gensburg, in making the announcement, declared: "Genco has secured the finest firm for its distribution in the States named. We have known Si Lynch for many years and know that he will do a fine job handling Genco products. He is known to all operators in his territory and they respect his judgment in the selection of games."

"Operators know that Genco games bring fine returns in the cash box and that they always have a player appeal. That Genco games have received this recognition is not a matter of chance. Constant checking, fine engineering, good ideas and proven features make Genco games leaders. Drop in and see Lynch and the latest Genco game, Victory, a thoroly representative game displaying all the fine points of Genco products."

thoro knowledge of the trade requirements, which, added to his wide experience, has eminently fitted him for the successful operation of his business.

"Stern is a representative type of businessman and citizen who considers the commercial, moral and industrial welfare of the community just as important as his own advancements. His hobby is sports in general and his business."

Virginia Association Hailed by Paper

RICHMOND, Va., Nov. 29.—The Virginia Coin Machine Association, recently formed here, has, nevertheless, been active in the "Phonographs for Defense" program. In recognition of its activities, *The Richmond Times-Dispatch*, reported November 18 that the association had decided to place in the No. 1 position in each of the 6,000 coin-operated phonographs in the State, the song *Any Bonds Today?*

The proposal was advanced by Robert Nelson, publicity director for the Virginia Chamber of Commerce, who now is on leave to promote the sale of savings bonds and stamps in the State. D. M. Wertz, secretary-treasurer of the association, said members who attended a meeting heartily agreed to the idea and also planned to put patriotic stickers on the machines.

The association, which was chartered last March 18, appointed a committee to meet to draft a constitution and by-laws. Members of this committee are Frank E. Page, of Roanoke; Harry Moseley, Richmond; K. A. O'Connor, Richmond; Mrs. H. I. Donati, Richmond; W. H. Showalter, Harrisonburg; C. B. Brooks, Norfolk; W. H. Parker, Emporia; C. M. McCraw, Danville, and A. J. Oley, Richmond.

Present officers are A. E. Sadler, of Suffolk, president; R. N. Strange, Danville, vice-president, and Wertz.

Sam Stern, Keystone Vending Co. Head, Honored by Philly Paper

PHILADELPHIA, Nov. 29.—Samuel Stern, head of Keystone Vending Company, is the third member of the local coin machine industry to gain recognition among men "deservedly prominent in mercantile, business and industrial activities" by being singled out for the *Who's Who In and About Philadelphia* in the November 23 supplement of *The Philadelphia Dispatch*. The paper previously paid tribute to C. H. Rothstein, Banner Specialty Company, and to Edward (Tippie) Klein, Atlas Distributing Company, and Premier Automatic Music Company. The sketch of Stern stated:

"In this age of specialization, the trend to speed up service, automatic merchandising has become an important factor in educating the public to self-service. Properly applied and judiciously adapted to the needs of the commodity of service to be exploited, it is an indispensable adjunct to sales promotion and business maintenance. In this connection we are pleased to mention the name of Samuel Stern, proprietor of Keystone Vending Company, distributor of Coca-Cola Venders and automatic phonographs.

"Stern, who attended Central High School and Temple University, has been identified in the business for the past 10 years, and his machines are in use among an extensive clientele.

"A man of highest principles, courteous and obliging, he is equipped with a

BUCKEYE BARGAINS

Flippers	\$ 7.50
American Eagles	15.00
Marvels	15.00
Mills Scales (Like New)	45.00

BUCKEYE VENDING CO., INC.
518 S. High St. COLUMBUS, OHIO

FOR SALE

Pikes Peak Machines (packed in original cartons)	\$12.00 Each
Jigger Counter Games	8.00 Each
Holly Grippers	6.50 Each

1/3 With Order, Balance C. O. D.
E. A. GORNEY, Holly, Michigan

10 10¢ Brand New Mills Blue Fronts, Ea.	\$132.50
Jumbo C. P. & Silver Moon Consoles	89.50
Double Door Double Slot Safes	28.50
10¢ Pace Royal Comet	74.50
5¢ Caille Club Console Slot	72.50
20 #40 Northwestern Vendors, Like New	94.50

Bargain List Free
COLEMAN NOV. Rockford, Ill.

MAYFLOWER SPECIALS

FOR IMMEDIATE DELIVERY

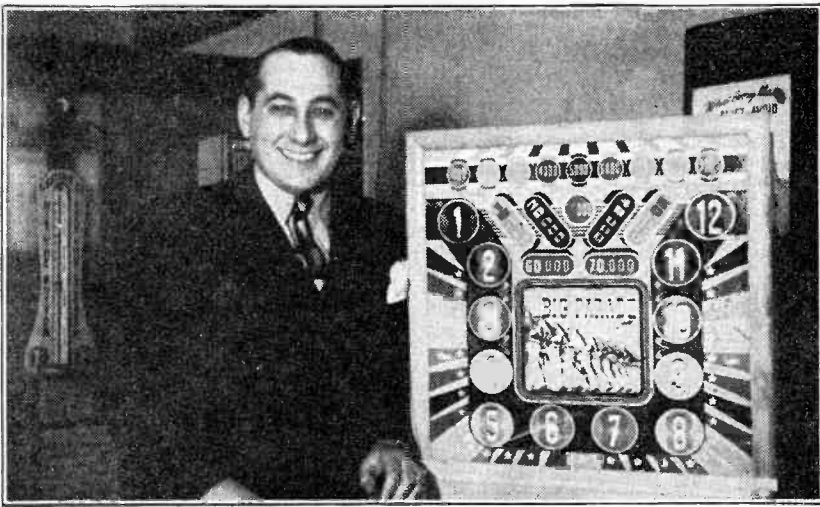
RECONDITIONED CONSOLES	RECONDITIONED PAY TABLES
Mills Four Bells . . . \$249.50	Track Record, F.P. . . \$ 79.50
Bangtails, J.P., '41, F.S. 225.00	Skylark 139.50
High Hand Comb., F.P., F.S. 159.50	Long Shot 110.00
Triple Entry 139.50	Kentucky 110.00
Lucky Lucre 129.50	Santa Anita 110.00
Gal. Dominoes, J.P. . . 140.00	Spinning Reels 89.50
Silver Moon, F.S. . . . 104.50	Track Record 89.50
Paces Races, Ser. 5,000 99.50	Grand National 89.50
Paces Marathon, Ser. 5,500 99.50	Grand Stand 84.50
Jumbo Parade 89.50	Pace Maker 69.50
Saratoga Rails 89.50	Winning Ticket 49.50
Paces Reels-Rails 89.50	Hawthorne 39.50
Race Meet 89.50	Thistledowns 39.50
Royal Draw 94.50	Sport Page 39.50
1938 Track Time 89.50	Man-o-War 29.50
Fast Time 84.50	Gold Medal 29.50
Kentucky Club 64.50	Mills 1-2-3 22.50
Royal Flush 59.50	Pedal Pushers 39.50
1939 Saratoga, S.P. . . . 59.50	Across the Board 15.00
Square Bell 59.50	
Red Head Track Time . . 39.50	
Keeno 20.00	
Flasher 27.50	
Keeney Pastime 125.00	
Stanco Bell Pall Twin Reel 129.50	
Gal. Dominoes, Slant Head 79.50	
RECONDITIONED PHONOGRAPHS	SLOT CONSOLES
1940 Model 71 Wurlitzer \$119.50	Golf Vendor \$109.50
Model 600 Wurlitzer . . . 149.50	Caille Consoles Deluxe, 5¢ 10¢, 25¢ 79.50
Model 500 Wurlitzer . . . 179.50	Caille Console, 5¢, 10¢, 25¢ 69.50
Model 24A Wurlitzer . . . 99.50	Pace Twin Console, 5¢, 10¢ 99.50
616 Wurlitzer 45.00	Misc. Safe Stand 6.50
616A Wurlitzer 50.00	
Mills Empress 169.50	
	COLUMBIA
	Columbia G.A. \$39.50
	Columbia J.P. 37.50
	COUNTER GAMES
	Marvels and American Eagles converted to none coin operated tax exempt machines. New at \$25.00
	TERMS: One-Third Deposit With Order, Balance C. O. D.

MAYFLOWER NOVELTY CO. 2218 UNIVERSITY AVE. ST. PAUL, MINN.

I Want To Buy MILLS SLOTS

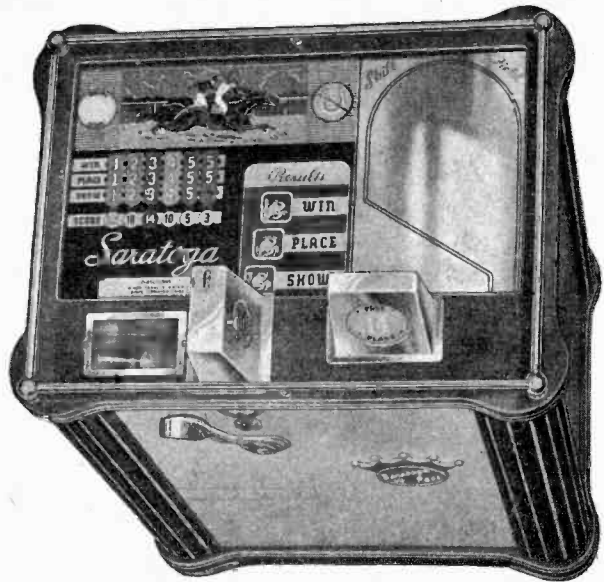
BUD LIEBERMAN

831 W. WASHINGTON BLVD. CHICAGO



EXHIBIT'S GAME, PARADE, is enthusiastically endorsed by Al Stern, of Monarch Coin Machine Company, Chicago. Picture taken in the factory showrooms of the Exhibit Supply Company. (MR)

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PACE FREE PLAY BELL CONSOLE

4 Models - 4 Tax Classifications

Model-A Full automatic payout — cash or checks. Internal Revenue Dept. Ruling—Taxable at \$50.00 Per Year.

Model-B Free play only—no payout mechanism or skill field. Internal Revenue Dept. Ruling—
—NOT TAXABLE—

Model-C Free play or automatic payout, cash or checks. Internal Revenue Dept. Ruling—Taxable at \$50.00 Per Year.

Model-D Free play only with ball and plunger skill field —no payout mechanism. Internal Revenue Dept. Ruling—Taxable at \$10.00 Per Year.

Write for Complete Information and Prices Today

PACE MFG. CO., INC. 2903 INDIANA AVENUE CHICAGO, ILL.

THE F. P. BARGAIN MART

- | | | | |
|--|---------|----------------|---------|
| Attention .. | \$24.50 | Miami Beach | \$46.00 |
| Big Chief .. | 19.50 | Metro | 21.50 |
| Broadcast .. | 25.00 | Play Ball .. | 27.50 |
| Blondie | 14.50 | Polo | 15.00 |
| Commodore .. | 10.50 | Punch | 12.50 |
| Drum Major .. | 16.50 | Powerhouse .. | 17.00 |
| Crossline .. | 16.00 | Rotation | 15.00 |
| Dixie | 15.50 | Red, White, | |
| Duplex | 34.50 | Blue | 21.00 |
| Do-Re-Mi | 47.50 | Sea Hawk | 37.50 |
| Flicker | 19.50 | Seven Up | 32.50 |
| Formation .. | 18.50 | Silver Skates | 36.00 |
| 4 Diamonds .. | 42.50 | Sky Ray | 35.00 |
| Four Roses .. | 27.50 | Sports Parade | 27.00 |
| Hi Hat | 48.50 | Sun Beam | 32.50 |
| Horoscope .. | 52.50 | Stars | 24.00 |
| Leader | 15.50 | Ten Spot | 49.50 |
| League Leader | 25.00 | Velvet | 26.50 |
| Mystic | 19.00 | West Wind .. | 51.50 |
| Majors '41 .. | 45.00 | Zombie | 20.00 |
| O'Boy, \$9.50; Nippy, \$12.50; Jolly, \$11.50; Roxy, \$10.50. WRITE FOR PRICE—Knockout, Texas Mustang, A. B. C. Bowler, Gun Club, Spot Pool, Jungle. And many other bargains in new and used games. 1/3 down, balance C. O. D. | | | |

MIDTOWN VENDING CO.
693 TENTH AVENUE, N. Y. Circle 6-7313

N. Y. Operators' Banquet Dec. 21

NEW YORK, Nov. 29.—Joe Fishman and Lou Goldberg announce that the amusement machine operators of Manhattan and Brooklyn have contracted to take over Billy Rose's Diamond Horseshoe Sunday, December 21, for a combined banquet of the Amalgamated Vending Machine Operators' Association, and the Greater New York Vending Machine Operators' Association. Joe Fishman, who spent the last few years in the distributing end of the business, is back piloting the Manhattan distributors, and claims: "We expect to have the largest turnout we have ever had, and I have guaranteed reservations for 600 people."

No Inflation in Coin Machines, Says Grand Nat'l.

CHICAGO, Nov. 29 (DR).—"Here's a thought that may help operators generate some extra steam about their business," says Mac Churvis, of Grand National Sales Company, Chicago. "There's no inflation in coin-operated game machines. When a man drops a nickel into his favorite game he's getting a full nickel's worth as always." "Many restaurants charge an extra penny or two for a cup of coffee. The price of cigarettes, fur coats, groceries and dozens of other items continue to go up, but with coin machines is still the old reliable nickel. In times like these you can be sure that folks appreciate being able to buy a few minutes of entertainment without digging deeper into their pockets to pay for it." "And while we're talking about getting your money's worth," Churvis concluded, "don't forget that Grand National's game machines are real value."

WANTED

Established Operator needs additional equipment on percentage basis. Prefer Consoles, Ray Guns or Novelty Machines. Must be A-1. I'll keep them that way. Can furnish bond or references. BOX D-137 Care The Billboard Cincinnati, O.

ATTENTION --: ATTENTION ARCADE FOR SALE

At Middletown, Conn., Center of Rubber Industry. Not Too Large. Not Too Small. Consisting of Long and Short Range Shooting Galleries, 4 for Dime Photo Machine, Air Gun Rifles, Pin Ball Games and other Arcade Equipment. Federal taxes paid to July 1st. Town taxes paid for 1 year. This Arcade under efficient management is a money maker. Death in family reason for selling. A bargain at \$2000. Substantial down payment. Terms to responsible party. Act quick. Wire or write to

JOSEPH GLOTH

Care Playland, 103 Bank St., New London, Conn.

McCALL NOVELTY CO.

McCALL'S RECONDITIONED COIN MACHINE BARGAINS

<p>FREE PLAY GAMES</p> <p>All American .. \$32.50</p> <p>Belle Hop .. 37.50</p> <p>Big Chief .. 32.50</p> <p>Double Play .. 45.00</p> <p>Formation .. 25.00</p> <p>Horoscope .. 49.50</p> <p>Leader .. 25.00</p> <p>Majors (1941) .. 55.00</p> <p>Miami Beach .. 42.50</p> <p>Pan American .. 39.50</p> <p>Playball .. 37.50</p> <p>School Days .. 55.00</p> <p>Sea Hawk .. 39.50</p> <p>Seven Up .. 39.50</p>	<p>Sky Ray .. \$32.50</p> <p>Speed Ball .. 37.50</p> <p>Spot Parade .. 37.50</p> <p>Spot Pool .. 62.50</p> <p>Sunbeam .. 42.50</p> <p>COUNTER GAMES</p> <p>American Eagle .. \$ 9.75</p> <p>Dayal Draw .. 7.50</p> <p>Deluxe Mercury .. 11.00</p> <p>Marvel .. 8.50</p> <p>Mercury .. 22.50</p> <p>Vest Pocket Bell .. 2.50</p> <p>1 BALL AUTOMATICS</p> <p>1 Ball Thistle Downs .. \$43.50</p> <p>Bally Grand National .. 65.00</p> <p>Bally Sport Page .. 42.50</p>	<p>Bally Grand Stand .. \$52.50</p> <p>CONSOLES</p> <p>Baker Paces (30 to 1) .. \$185.00</p> <p>Bally High Hand .. 175.00</p> <p>Bally Track Time .. 85.00</p> <p>Keeney Triple Entry (1938) .. 115.00</p> <p>Keeney Triple Entry (1939) .. 115.00</p> <p>Jennings Silver Moon (Cash Model) .. 95.00</p> <p>Mills Square Bell (Cash Model) .. 49.50</p> <p>Mills Jumbo Parade (Cash Model) .. 91.50</p> <p>Page's Races (30 to 1) .. 85.00</p>
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Terms: One-Third Deposit With Orders, Balance C. O. D.

WE BUY, SELL AND EXCHANGE.

3147 LOCUST ST. ST. LOUIS, MO.

See Keeney's Spectacular New

SUBMARINE GUN

IN SILENT SALES' BOOTH 108
PARKS AND POOLS SHOW, HOTEL SHERMAN,
THRU DECEMBER 5TH

You'll See the Most Marvelous Coin Operated Gun Man Ever Created

If You Can't Attend This Show—Write or Wire for Complete Information

SILENT SALES CO.

200-206 11TH AVE., SO., MINNEAPOLIS, MINNESOTA

THERE'S ALWAYS A BETTER BUY AT "LEHIGH"

<p>Sky Fighter .. \$165.00</p> <p>Bally Alley .. 19.50</p> <p>Western Baseball .. 49.50</p> <p>ABC Bowler .. \$55.00</p> <p>Barrage .. 40.00</p> <p>Four Roses .. 25.00</p> <p>Hi Stepper .. 35.00</p> <p>Horoscope .. 40.00</p> <p>Stratoliner .. 24.50</p>	<p>ARCADE EQUIPMENT</p> <p>Grip Tester (Muscle Builder) .. \$65.00</p> <p>Electric Energizer .. 65.00</p> <p>RECONDITIONED FREE PLAY GAMES</p> <p>Play Ball .. \$22.50</p> <p>Sluggo .. 34.50</p> <p>Seven Up .. 27.50</p> <p>Silver Spray .. 45.00</p> <p>Big Time .. 24.50</p> <p>Zig Zag .. 45.00</p>	<p>Striking Clock .. \$65.00</p> <p>Pikes Peak, New .. 10.00</p> <p>Mystic .. \$19.50</p> <p>Snappy .. 49.50</p> <p>Velvet .. 27.50</p> <p>Zombie .. 19.50</p> <p>Target Skill .. 32.50</p>
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HUNDREDS OF CLEANED, RECONDITIONED, FREE PLAY GAMES AT \$9.50 Each. Write for List or Send Order and 1/3 Deposit. Mention 2nd and 3rd Choice.

LEHIGH SPECIALTY CO. 2ND & GREEN STREETS PHILADELPHIA, PA.

WILL PAY HIGHEST CASH PRICES

For Used Skyfighters, Ace Bombers, Rotary Diggers, Wurlitzer 412s and 616s, Drivemobiles, Photomatics and all other types of Deluxe Equipment. Tell us what you have. QUICK ACTION. BOX D-131, care The Billboard, Cincinnati, Ohio.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

MOST Sensational SALESBOARD EVER MADE

THE FIRST SALESBOARD WITH REAL MOVING WHEELS

FOUR WHEELS
ACTUALLY ROLLS ALONG COUNTER

DOUBLE FACE
PUNCH FROM EITHER SIDE

Slot Symbol Style Tickets!

CHICAGO

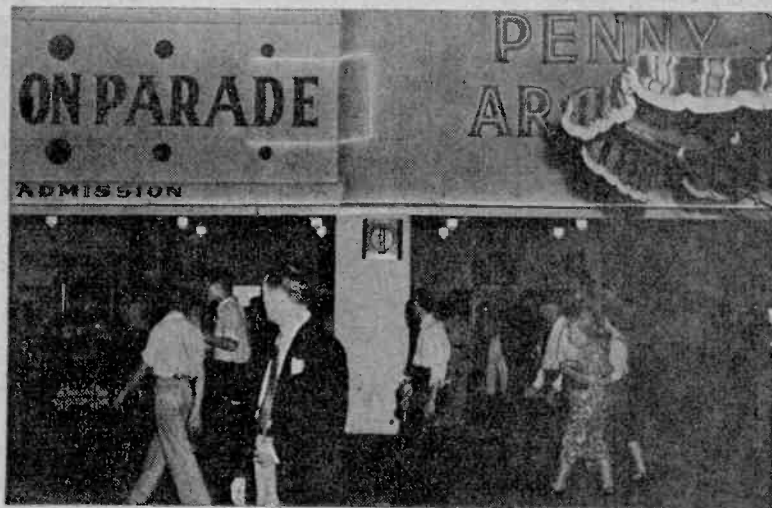
COIN MACHINE

TREMENDOUS PLAYER APPEAL!

SUPER DIE-CUT

Board Takes in 1200 Holes @ 5c	\$69.00
Pays out: 9 Jackpot Punches, Average	\$12.42
Consolations:	\$15.40
Total Payouts:	\$27.82
PROFIT (Average)	\$32.18

GAY GAMES, INC., MUNCIE, INDIANA
MANUFACTURERS OF THE INDUSTRY'S OUTSTANDING SALESBOARDS AND COUPON GAMES



THE ATTRACTIVE ENTRANCE to F. M. McFall's Penny Arcade at the State Fair, Dallas. This location used Mutoscope designs, and the firm's machines are used exclusively. (MR)

Industry Mentions
Magazines --- Newspapers --- Radio

The Philadelphia Record, November 21.—In a special feature story entitled "In the Money," by A. J. Foglietta, staff writer, the coin machine industry came in for repeated bows. The story was based on an interview with Edwin H. Dressel, superintendent of the Philadelphia Mint, who, in explaining the inability of the mint to keep up production to meet the demand for coins, said: "Nowadays one may purchase anything thru the use of coin machines. You have penny vending machines, soft drinks, cigarettes, food machines, juke boxes and the slot machines." Explaining that many coins never come back, Dressel said that may be due to the vending and slot machines. Operators of such machines, he said, must keep making change and only a small percentage of the coins ever get back to the mint for remelting. The story was also picked up by the Associated Press and appeared in papers throught the country.

publicity on the special bond phonographs, saying that the United States Treasury has bought 50 of the machines to promote the sales of Defense Bonds and Stamps, and one of them has been placed in the lobby of the Plankinton Building, Milwaukee.

The Scranton (Pa.) Tribune also reports on the phonograph bond campaign and the important part it is playing to help national defense.

The St. Joseph (La.) Gazette published in full the telegram received by Secretary Morgenthau from the Automatic Phonograph Manufacturers' Association and representatives of all the major recording companies, pledging support in the bond drive. It gave the names of all signers of the wire and explained how the phonograph campaign would be handled.

Time, December 1.—A write-up of the Andrews Sisters, entitled "Juke Box Divas," springing from the sale of the 8,000,000th of the records for which Decca pays them 2 cents apiece, acknowledges the power of the automatic phonograph in shaping the popularity of recording artists when it says, "The Andrews Sisters make \$5,000 a week and is the first sister act to owe fame and fortune to the juke box alone."

Radio Mention.—On the Jello program November 23 when Jack Benny invited his guests into his music room, Mary Livingston, with scorn in her voice, said: "A juke box and a fiddle and he calls it a music room." Benny replied: "Never mind the juke box. And stop playing it with life savers. You've got it all sticky." Later, when Mr. and Mrs. Don Wilson appear, Jack tells Mary to "put a nickel in the juke box," and Mary squelches him with, "I've only got one nickel and I'm saving it for the apple machine."

Des Moines Register, November 23.—A courtroom scene in a cartoon by Lichty has a lawyer pleading his case. With arm outstretched, pointing to his client, he says to the judge: "The defense wishes to offer a character testimonial." His client is standing on a weight and fortune scale in the middle of the room, about to insert a penny into the machine.

Movie Mentions.—In the Merrie Melodies comedy, Rookie Revue, a cuckoo bird in an army camp wakens the bugler who inserts a nickel in a music machine standing beside his bed and selects Reveille. The music blares, the soldiers arise, and the bugler tucks himself in and goes back to sleep.

The Chicago Daily News, November 14.—Commending the industry on the part it is playing in the Defense Bond campaign, this paper ran a large photograph of the patriotic phonograph installed in the Hotel Sherman here, with two pretty girls doing a brisk business selling Defense Stamps while Any Bonds Today? plays on the machine. News item says that the Drake Hotel and Northwestern Station also have the special phonograph for the bond campaign, and that more hotels and several prominent Loop office buildings will feature the boxes soon.

Buy Me That Town has a scene in a drugstore where the chief of police is showing several boys how to snare prizes in a digger machine. A penny scale is used as a prop in this film.

Merry Mouse, a Phantasy cartoon short, shows mice putting on their own stage-show and dance to music from an automatic music machine in a night club after all the guests are gone.

I Killed That Man is the title of a Monogram comedy in which a music machine plays a prominent part. In publicity releases Vince Barnett, who takes part in the picture, is photographed with an automatic phonograph.

The Milwaukee Journal gives space to



"Jitter," by Arthur Poinler. From The Cleveland Plain Dealer.

PRICES RIGHT—EQUIPMENT GUARANTEED

FIVE BALL FREE PLAY GAMES

Big Show ... \$10.00	Knockout ... \$75.00	Repeater ... \$20.00
Big Time ... 24.50	Lancer ... 10.00	Silver Skates ... 35.00
Broadcast ... 25.00	Legionnaire ... 45.00	Sky Ray ... 37.50
Boom Town ... 25.00	League Leader ... 18.50	Sluggo ... 45.00
Bowler, A.B.O. ... 69.50	Majors '41 ... 34.50	Snappy ... 49.50
Fifty Grand ... 40.00	Mystic ... 19.00	South Paw ... 49.50
Flagship ... 10.00	Playball ... 27.50	Trailways ... 35.00
Gold Star ... 17.50	Red, Wh., Blue ... 22.50	West Wind ... 49.50

1 Ball Games

Big Prize ... \$54.50
Blue Grass ... 99.50
Dark Horse ... 79.50
Record Time ... 75.00
Sport Special ... 59.50

CONSOLES AND AUTOMATIC PAYOUTS

Big Game ... \$75.00	Keeney Pastime ... \$150.00
Charley Horse ... 63.50	Track Time, '37 ... 29.50
Four Bells ... 250.00	Track Time, '38 ... 65.00
Jumbo Parade, P.O. ... 75.00	Triple Entry ... 104.50
Lucky Lucie ... 125.00	Pace Saratoga, Comb. ... 89.50

MILLS THRONE OF MUSIC, \$125.00 • MILLS EMPRESS, \$150.00
1/3 with all orders, Bal. C. O. D. WE HAVE MANY MORE MACHINES ON HAND. ALSO COUNTER GAMES, ARCADE EQUIPMENT, PHONOGRAPHS AND SLOT MACHINES OF ALL TYPES—WRITE FOR COMPLETE LIST TODAY!!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

ROTOR TABLE



Something really NEW, better for steady income. \$49.50 to \$150.00. Write for Details!

QUALITY Is the Only Safe Economy!

Pursuit ... \$59.50	Wurlitzer 616, Revamped ... \$79.50
Silver Skates ... 39.50	Wurlitzer 616A ... 64.50
Majors 41 ... 52.00	Wurlitzer Counter Model 61 ... 84.50
Speedball ... 47.50	Seeburg Gems, Plain ... 139.50
\$17 EACH OR 3 for \$45:	SPECIAL!
Lone Star, Polo, Retation, 3 Score, Limglight, Crossline, Glamour, Jolly.	Anti Aircraft, Brown ... \$52.50
Credit to Reasonable Ops	Write for National's "Newsette."

America's Phonograph Trading Center
NATIONAL NOVELTY COMPANY
101 MERRICK WC., MERRICK, L. I., N.Y. All Phones FREEPORT 8370
NEW BRANCH: 583 Tenth Ave., NEW YORK CITY

CLOSE OUT BARGAINS!!

25 1c Jennings Dukes, Double Jacks. \$48.00 Ea.	1 Pance Rosemont ... \$10.00
15 1c Jennings Dukes, Triple Jacks. 22.50 Ea.	1 Bally Club House ... 24.50
2 Greyhead Galloping Dominos .. 25.00 Ea.	1 Evans 3y-a-Blade ... 35.00
1 Bally Dark Horse ... 22.50	1 Evans Payout Phonograph ... 39.50

WRITE, WIRE OR PHONE YOUR ORDER TODAY! 1/3 Deposit, Balance C. O. D.
SEIDEN DISTRIBUTING CO., 1230 BROADWAY, ALBANY, N. Y.
All Phones: 4-2109

Evans Reveals Mystery Game

CHICAGO, Nov. 29 (MR).—"Back in August," reports R. W. (Dick) Hood, "the grapevine buzzed about a new mystery game being produced in the H. C. Evans & Company plant. An article appeared in the columns of *The Billboard* August 30. An avalanche of inquiries followed but we were not ready then. After giving the game every conceivable test we are now ready to announce Evans' Casino Bell.

"Casino Bell is a new-type single-coin drop head console, with variable multiple play from one to five, which has been well received. Casino Bell is slated for

immediate quantity production. The game offers changing mystery odds, and the player may insert up to five coins before playing, in order to better his odds."

"Casino Bell is the answer to the problem of mounting operating costs which harass operators these days," says Rex Shriver, official of Evans. "It provides them with a fast multiple money-maker with the earning power of five separate machines, yet requiring only the investment of a single machine.

"It is housed in a beautiful ultra-modern walnut cabinet of rugged, sturdy appearance. As the player deposits his coin mystery odds come up, indicating the payout for winners. By inserting another coin before playing, new mystery odds come up, which may be much higher, at the same time doubling the payouts indicated and so give the player a chance at bigger awards."

Hood, president of the company, summed it up in these words: "Casino Bell is Evans' contribution to put operators in a position to meet the needs of the day, a one-investment, one-overhead game, occupying little location space but providing the earning capacity and appeal of up to five separate machines. With this game operators can be assured of collections in line with higher operating costs."



What a NURSE! And What a BOARD! "Doctor's Orders" were never easier to take. Puts new life in any location. A gorgeously colored litho-art Die-Cut. Double step-up with \$20.00 top award. 45% payout. Order now! Immediate shipment.

DOCTOR'S ORDERS
No. 11414 5¢ Play 1080 Holes
Takes in \$54.00. Avg. Payout \$24.56
Average Gross Profit \$29.44
WRITE FOR NEW CIRCULAR

HARLICH MFG. CO.
1413 W. JACKSON BLVD. CHICAGO, ILL.

Genco's Victory Hailed as Hit

CHICAGO, Nov. 29 (MR).—Officials of Genco Manufacturing Company announce that its new game, Victory, has gone over the top in sales.

"We're being deluged with calls of the most insistent nature for deliveries on Victory," said Dave Gensburg. "It's been a long time since there has been a standout hit like Victory, and I want to take this opportunity of pledging our every effort in complying with the demand for more and more shipments."

Bert Lane, head of Seaboard Sales, New York, reports: "Victory has rung up a new sales record. I have never seen so fine a game. Operators in the East are unanimous in their opinion that Victory will be one of the biggest hits of the year."

Bankruptcy

NEW YORK, Nov. 29.—The Mechanical Manufacturing Corporation, manufacturers of coin-operated motion picture devices, filed a voluntary petition for reorganization under Chapter 10 of the Bankruptcy Act November 15, listing assets of \$63,786, and liabilities of \$44,536. Assets consist of machinery, equipment and debts due on royalties.

No list of creditors has been filed. Judge William Bondy approved the continuation of the company in charge of its business till January 16, 1942, and set a creditors' hearing date for December 16.

FREE-PLAY CONSOLE BELL

FREE PLAYS

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BIG GAME

This is a Free Play Game with no payout

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With a meter to register the amusement score

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FURNISHED WITH ANIMAL HEAD STRIPS OR FRUIT REEL STRIPS

★
Built with Mystery Cash Payout With Token Jackpot

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Height 42½ in.
Width 22 in.
Depth 23½ in.
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★
1c-5c-10c-25c Play

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1941 MILLS ORIGINAL CHROME BELLS LIKE NEW—SERIALS 450,000 \$119.50

FREE PLAYS	AUTOMATIC PAYOUTS
Bally High Hands, Like New \$149.50	Mills Four Bells \$239.50
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Mills Jumbo Parades 89.50	Pace 1941 Saratoga Jrs. 89.50
Bally Dark Horses 89.50	Jennings Fast Times 79.50
Bally Record Times 79.50	Watling Big Games 79.50
Bally Sport Specials 79.50	Bally Pace Makers 79.50
Western Big Prize, 6 Coin Multiple 59.50	Bally Grand Stands 69.50
Gottlieb Track Odds 39.50	Royal Flush 59.50
Bally Gold Cups 29.50	Bally Thistledowns 49.50
Mills 1939 1-2-3s 29.50	Bally Sport Pages 39.50
PHONOGRAPHS	SLOT MACHINES
Rock-Ola 1939 De Luxe \$139.50	Jennings Late 1941 Silver Moons \$109.50
Mills 1940 Music Thrones 139.50	Mills Bonus Bells, Late Model's 94.50
Rock-Ola 1939 Standards 129.50	Groetchen 1941 Chrome Bells 69.50
Rock-Ola Imperial 20 69.50	Jennings Silver Chiefs 69.50
Wurlitzer 616, Illuminated 49.50	Mills Blue Fronts, Serial 400,000 49.50
Mills Zephyrs 39.50	Jennings Chiefs, New Crackle Finish 44.50
Rock-Ola Rhythm Masters, 16s 39.50	Mills Late Blue & Gold Vest Pockets 39.50
Rock-Ola Rhythm Kings, 12s 29.50	Mills Q.T.'s 29.50

Terms: 1/3 Cash Deposit With Order, Balance O. O. D.
Write Today for Our Big 32-Page Catalog; Hundreds of Bargains.
BADGER NOVELTY COMPANY
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IMMEDIATE DELIVERY GROETCHEN'S COLUMBIA BELLS

All models of famous COLUMBIA BELLS available for instant shipment. Goldward Cigarette Bell with rear payout Twin Jackpot Bell Club Chrome Models, etc. Write, phone or wire for prices of low cost COLUMBIA BELLS today—while supply lasts.

PRICES: Columbia Bells will be subject to an increase of approximately 10% to take effect on or before December 5th.

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QUALITY SPEAKS FOR ITSELF

FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY
A.B.C. Bowler \$4.50	Dude Ranch \$24.50	O'Boy \$14.00
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Broadcast 39.50	Landslide 22.50	Follies 14.00
Attention 39.50	Sporty 19.50	Mr. Chips 12.00
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Mystic 39.50	Mascot 19.50	On Deck 12.00
Paradise 32.50	Jolly 17.50	Buckaroo 12.00
Gold Star 32.50	Yacht Club 17.50	Ocean Park 12.00
Big Chief 32.50	Red Hot 15.00	Keona-Ball 12.00
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OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

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Target Skill \$44.50	Boom Town \$37.50
Red, White, Blue 22.50	Sea Hawk 37.50
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Short Stop 14.50
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Write for Complete List!!

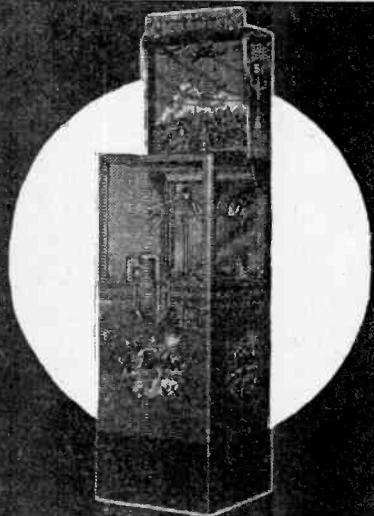
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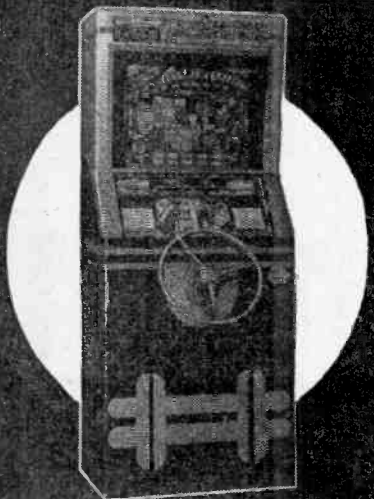
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TODAY--RIGHT THIS MINUTE--
YOUR CHANCE FOR PERMANENT
PROFITS WITH MUTOSCOPE'S
TIME - TESTED, ALL - TIME
MONEYMAKERS! Order all you
can, WHILE you can!

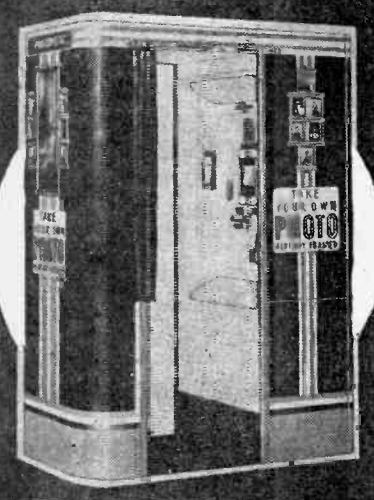
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**INTERNATIONAL
MUTOSCOPE REEL CO., Inc.**

PENNY ARCADE HEADQUARTERS
SINCE 1895.

44-01 11th St., Long Island City, N. Y.



VISITING THE SEEBURG OFFICES Ben Bernie, the old maestro, autographs his latest disk release, "Fraidy Cat," for Phyllis Respecki, a Seeburg model. (MR)

Recording Firms, Orchestras Get Set for 1942 Coinmen's Conclave

Five disk firms to exhibit
—ork leaders to welcome
conventioners

CHICAGO, Nov. 29.—"Five record firms have already signed for space at the 1942 Coin Machine Convention," reports J. A. Gilmore, secretary-manager of Coin Machine Industries, Inc. Altho the names of the recording firms have not been released, it is assumed they include the big three, RCA-Victor, Columbia and Decca.

Not only will the music world be represented by recording companies, but a number of orchestras have signified their desire to be represented at the show thru inquiries as to space available in convention exhibition halls. At the 1941 conclave the only orchestra leader represented on the exhibit floor was Abe Lyman, with Harry Weinstein, his personal representative, in the booth.

Record Stars, Execs Attend

Some of the recording stars who were in attendance at the 1941 convention were Gene Krupa, Lawrence Welk, Dick Todd, Jane Walton, Dick Jurgens, Gray Gordon and Art Kassel. Others connected with the recording world present at the convention were Jack Williams, RCA; Eddie Chase, Station WGN, Chicago; Wayne Varnum, Columbia; Bob Sampson, Columbia Chicago distributor; Will Jurgens, brother of Dick Jurgens, orchestra leader; Jack Hein, Joe Lucas, Harry Victor, Monroe Parris, Jack Strong, Vern Bain, Chris Christman and Earl Brewer, all of Columbia; Sellman Schulz, Sydney Goldberg, Clarence Goldberg, Paul Cohen, William Glassman, Mike Kurlan, Paul Foss and Shein Weiner, all of Decca; Harold Knapp, Phil Gustafson, Walter Moreland, Curt Bogasch, Henry Kasner, Herb Hendler, Frank Emeru and Alex Bard, all of RCA-Victor, and Tetos Demetriades, of Standard Records.

That the recording companies and orchestra leaders are interested in the Coin Machine Convention is attested to

by the attendance of these stellar lights of the recording field. Another testimonial to the interest of the recording world in the phono business is the annual *Talent and Tunes Supplement to The Billboard*. For three years the importance of this special issue has been growing. Last September an outstanding issue was presented, tying in the coin machines and recording worlds, with practically every recording band and artist represented. In fact the third edition of this annual supplement was more than twice the size of the supplement published in 1939.

Orks Play for Coinmen

At previous conventions name orchestras have played for the entertainment of coinmen at special luncheon and get-together breakfasts. The mutual interest between coinmen and recording talent usually bred many "bull" sessions, wherein each gained a greater knowledge as to the other's business. Recording artists learned just what coinmen wanted for automatic phonographs and coinmen learned the ins and outs and whys of recording, adding to their store of musical knowledge.

**Gilmore Says:
"Don't Try It"**

CHICAGO, Nov. 29.—"Every hotel reservation for the 1942 Coin Machine Convention at Hotel Sherman here is carefully scanned by the hotel manager and the convention manager to prevent exhibits in rooms by persons who are not exhibiting in the convention," declares Jim Gilmore, CMI official.

"As is the usual custom, anyone found exhibiting anything in his rooms in Hotel Sherman who is not exhibiting in the exhibit halls will have such exhibit peremptorily removed and held for him until the closing of the show.

"To avoid trouble and embarrassment—Don't try it."

PENNY ARCADES
BETTER-EQUIPPED BY MUTOSCOPE



No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAC, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY . . . IT'S AMERICA'S BIGGEST OPPORTUNITY!

Penny Arcade Headquarters Since 1895

INTERNATIONAL MUTOSCOPE REEL CO., Inc.
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

Philadelphia

PHILADELPHIA, Nov. 29.—Jack Beresin, head of Berlo Vending Company, has been elevated to the board of canvassmen (directors) of the local Variety Club, Tent No. 13.

Dorothy Lerner, wife of Sam Lerner, head of Stanley Music & Amusement Company, has the well wishes of the industry in her new business enterprise. She will open a swank mirror, furniture and decorative accessories shop in the central city district.

Matthew S. Biron, local attorney, filed a petition for a charter with the State Department last week for a new music machine operation to be known as Play-a-Tune, Inc.

Another movie-coin machine operator has entered the local field in Oak Lane's Samuel Serody. He will operate as the Phono-Vue Company of Pennsylvania, with offices in the Bankers' Securities Building.

The new month brings another new music machine operator into the local field in George W. O'Brien. He will operate as the Cosmopolitan Music Company, with offices in the Penfield Building.

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THREE EXPERIENCED
PAYTABLE AND SLOT
MECHANICS

Only experienced need apply. Wire or call us.

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- Sport King \$85.00
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- Thistledown \$35.00
- Grand Stands \$45.00
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1/3 Deposit, Balance C. O. D.

AUTOMATIC COIN MACHINE CORP.
340 CHESTNUT ST.
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IMMEDIATE DELIVERIES ON

KEENEY'S

**SUPER BELLS, CLOVER AND
SUBMARINE GUNS**

- 23 Northwestern Juniors, Peanut Machines @ \$3.50
- 200 Columbus Peanut Vendor, Porcelain Finish @ 4.50
- 200 Northwestern 33 Peanut Vendors @ 4.00
- 15 Northwestern 33 Ball Gum Vendor, Porcelain Finish @ 4.50
- 15 Two Col. 14 Stick Gum Vendors @ 4.00
- 2 Northwestern Deluxe Triselectors @ 12.50

1/2 Deposit—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Avenue CLEVELAND, OHIO

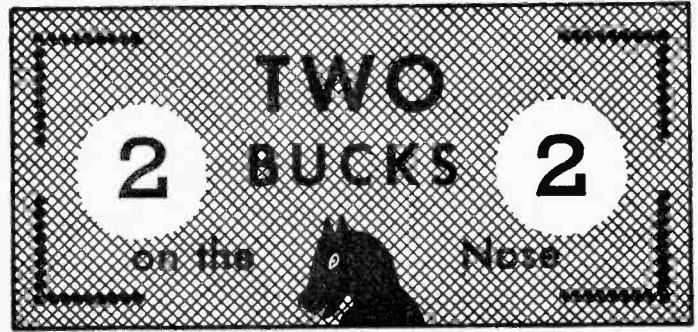
EXPERT

SERVICE & REPAIR

SLOTS, CONSOLES, PIN TABLES and ARCADE EQUIPMENT . . . serviced by expert factory-trained mechanics. Write for particulars. BOX 504, The Billboard, Ashland Bldg., Chicago.



UNDER GUIDANCE OF FOREST E. TEETER, Wurlitzer service instructor, servicemen representing Wurlitzer music merchants and distributors from all over the nation are periodically visiting the Wurlitzer plant for service instructions. A typical group above is composed of, left to right, Frank Allard, representing Kemmons Wilson, Memphis; Phil Smith, Coin Amusement Company, Olean, N. Y.; Joe Pouthier, Pouthier Bros., Buffalo; Arthur Coughlin, General Coin Machine Company, Buffalo, and Anthony DeLeo, General Automat Company, Altoona, Pa. Teeter stands at the right. (MR)



Place a Bet on Mills 4 Bells



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Sold by Leading Distributors

SPECIAL!!!!
Guaranteed Like New
 MILLS LATE MODEL JUMBO PARADE, Cash—Check Model **\$89.50**
 BALLY Royal Flush \$69.50
 JENNINGS Good Luck 39.50
 WE HAVE EVERY TYPE OF COIN OPERATED MACHINE, NEW OR USED. WRITE FOR PRICE LISTS AND CIRCULARS.

SICKING, INC.
 1401 CENTRAL PKWY., CINCINNATI, O.
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Kicker-Catcher A-1 With Trade

CHICAGO, Nov. 29 (MR).—"Death and taxes, as the old saying goes, may be the surest things in life—but Kicker-and-Catcher has put the bee on both as far as operators' profits are concerned," say officials of Baker Novelty Company. "Orders are pouring in on this Baker counter game, partly because of the tremendous public interest in entertainment today and partly because of Kicker-and-Catcher's timeliness. This little machine is showing terrific earnings at the same time it enjoys an exceptionally low defense tax.

"Kicker-and-Catcher helps operators hold their locations and at the same time make a substantial profit from a small investment. We urge the trade to get their orders in early so that all may have their chance at the holiday earnings that are getting nearer every day. We assure you Baker will turn out Kicker-and-Catcher to suit any demand."

Johnson Machines Now Being Shipped

CHICAGO, Nov. 29 (MR).—"My new Brute strength-tester is being made as fast as we can turn them out," reports Jimmy Johnson. "When the news started around about it many operators and distributors were noncommittal. However, as soon as they saw the machine itself, with its fool-proof works, they were highly enthused.

"Quantity shipments are already going forward to distributors from Coast to Coast and our distributor set-up is almost complete."

Al Stern Digs Into Work After Vacation in Ark.

CHICAGO, Nov. 29 (DR).—"Nothing like a little rest and change of scenery to renew a man's pep and energy," says Al Stern, of Monarch Coin Machine Company, Chicago, just returned from Hot Springs. Stern points out the advantages of buying at this time. "It's the same wherever you go," he declares. "Now, more than ever before, machines must be in top-notch shape to deliver real service and satisfaction.

"Just like a vacation can rejuvenate a man, so the right reconditioning rejuvenates a machine, restores its functions, its appearance, its flash and appeal, all of which gives the operator the service and satisfaction to which he is entitled. Recognizing this we have repeatedly emphasized that clean, late model machines reconditioned the Monarch way are the best assurance we know of to hold locations and keep top collections rolling in. At Monarch, our strict rule is that every machine must be in A-1 shape before it is shipped."

Out in Front

BIG NEW BOARD

5 DERBY WINNER

DERBY WINNER ...
 Here's the star entry in the SUPERIOR Sweepstakes.. 1200 holes .. 5¢ per sale ... Daily Double symbols ... Takes in \$60.00 ... Total average payout is \$30.34 ... Total average profit is \$29.66 .. EXTRA-THICK DIE-CUT BOARD.

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

YEAR END CLOSE-OUTS

5 BALL FREE PLAY—ONLY

Big Shows	\$15.00	Line Ups	\$32.50	Velvets	\$42.50
Bowling Alleys	15.00	Paradises	42.50	Wildfires	45.00
Bally Broadcasts	39.50	Score Cards	17.50		
Four Roses	40.00	Short Stops	21.50		
Gold Stars	31.50	Sparkys	32.50		
League Leaders	28.50	Umps	45.00		

Every game cleaned—rails refinished—checked by expert mechanics—and in perfect order.
 1/3 cash, balance C. O. D.

FISHER BROWN — DISTRIBUTOR
 Phone: Harwood 6131 2206 SOUTH HARWOOD, DALLAS, TEXAS

Sports Parade	\$27.50	Wild Fire	\$35.50
Belle Hop	55.00	Flicker	18.50
Salute	30.00	Sea Hawk	35.50
Majors '41	44.50	Four Roses	30.00
Stars	25.00	Silver Skates	35.00
Hi-Dive	40.00	Pan American	41.50
Sky Ray	38.50	Big Town	13.00

CASH WAITING!
 for WURLITZER 412s and 616s and all other used music equipment. Send us your list today!

1/3 Down, Balance C. O. D. Write for Complete List.

ATLANTIC VENDING CO., 659 Atlantic Ave., Brooklyn, N.Y.

Reconditioned FREE PLAY GAMES

Anabel	\$22.50	Lime Light ..	\$17.50
Big Town	12.50	Lite-o-Card ..	17.50
Broadcast	29.50	Metro	24.50
Big League	15.00	Majors '41	39.50
Big Chief	29.50	Mystic	29.50
Band Wagon ..	22.50	Mascot	15.00
Big Time	29.50	Progress	17.50
Crossline	19.50	Playball	45.00
Dixie	19.50	Punch	15.00
Formation	17.50	Powerhouse ..	17.50
Fleet	19.50	Red, Wh. & Bl.	29.50
Fox Hunt	15.00	Star Attraction	65.00
Flicker	29.50	Sky Line	19.50
Gold Star	19.50	Snappy	57.50
Gold Cup	29.50	Sara Suzy	22.50
Glamour	12.50	Stars	27.50
Jolly	15.00	Seven-Up	27.50
Line-Up	15.00	Yacht Club ..	15.00
Leader	22.50	Zig Zag	55.00
Lead-Off	29.50	Zombie	27.50
Landslide	17.50	Bally Alley ..	24.50

1/3 Deposit—Balance C. O. D.
J. H. WINFIELD CO.
 1018 Main Street Buffalo, New York

ATTENTION MISSOURI OPERATORS

NO DOWN PAYMENT REQUIRED ON MILLS PANORAM SOUNDIES.

12 to 21 Months To Pay.
 This Offer Expires Dec. 31, 1941.

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KICKER and CATCHER

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100% MECHANICAL!
100% SKILL!
100% LEGAL!

Brilliant, original playing action entirely under player's control! A knock-out for competitive play—loaded with "come-on"! Entirely mechanical—no wires—no batteries.

\$10 TAX
PENNY PLAY
\$29.75

F. O. B. Chicago

BAKER'S PACERS
7-Coin Money Maker
\$50 TAX
AND WORTH IT!



Ideal for Arcades!

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Factory Sales Representative

MAC MOHR

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9 BIG REASONS WHY smart operators buy from SOUTHERN!

- INTERNATIONAL SKYFIGHTERS\$189.50
- MILLS' ZEPHYRS
Slugproof, Mutiselector, newly refinished in Marbl-glo 39.50
- ROCK-OLA 1939—DELUXE in Marbl-glo with adaptor and 8 Wall Boxes and 1 Bar Box 269.50
- ROCK-OLA 1939 COUNTER MODEL with Built-In Speaker 89.50
- ROCK-OLA 1940 JUNIOR MODEL with Speaker in Stand....\$109.50
- WURLITZER COUNTER MODEL 51 49.50
- WURLITZER COUNTER MODEL 61 79.50
- MILLS' FOUR BELLS, Like New249.50
- BALLY HIGH HAND, Cash Payout\$179.50

SOUTHERN AUTOMATIC MUSIC COMPANY
542 S. SECOND STREET LOUISVILLE, KENTUCKY

WRITE FOR OUR NEW PRICE LIST OF OVER 1,000 FREE PLAYS, PAYTABLES AND CONSOLES

GRAND NATIONAL SALES CO.

2300 West Armitage Avenue (All Phones, Humboldt 3420) Chicago

WANTED—PENNY ARCADE MACHINES

Large operator is in the market for ALL TYPES of Penny Arcade machines. Pays cash! Send complete list immediately, giving condition and best prices first letter. BOX No. D-124, The Billboard, Cincinnati, Ohio.



AT UPPER LEFT MRS. JOE SASBEE, LITTLE ROCK, ARK., operator, poses with Wally Sipple (left), DuGrenier Southern representative, and Bip Glassgold, DuGrenier sales manager, after placing an additional order for Champion cigarette merchandisers. At the right Mrs. Sasbee and her service manager, Cecil Goodman, tote the day's earnings from their routes. At the lower left Marjorie Bolvin, head waitress at Buck's Tavern, poses in front of the Champion cigarette merchandiser installed by Mrs. Sasbee. The final panel shows Mrs. Sasbee and her daughter, Becky, with Wally Sipple in the center.

Spot-a-Card Takes Sol Gottlieb East

CHICAGO, Nov. 29 (MR).—"Whether it's the refreshing newness that Spot-a-Card injects into the card appeal that has inspired the mounting demand for this hit, or the all-around merits of the game itself, we can't say," comment officials of D. Gottlieb & Company, "but so persistent is the demand among Eastern operators and distributors that Sol Gottlieb is making his Eastern rounds with all possible speed this trip." "I've never seen anything to compare with the rush to Spot-a-Card," reports Gottlieb, "but when you consider what a smash success its predecessors have been having on the Atlantic seaboard, Spot-a-Card's popularity among players and coinmen alike is to be expected. Even the Spot-a-Card's playing principles and mechanism have been proved over and over in the past, we never anticipated such a downpour of praises and pleas for speedy delivery as Spot-a-Card has aroused."

Super Bell Consoles Keep Keeney Busy

CHICAGO, Nov. 29 (MR).—"I've been constantly between two fires," states Bill Ryan, general manager of J. H. Keeney & Company. "The distributors and operators on one hand are constantly pressing me for more Super Bell consoles in all three models, and the production department at the factory is yelping for a chance to catch its breath."

"To top things off," said Ryan, "the new Submarine gun that we introduced a week ago is such a success that we are constantly a few days behind in filling orders. Operators who were lucky to get the first guns off our production lines have been enthusiastic about the performance and earnings of the gun. It seems that we hit on a real idea when we eliminated the make-believe element in guns and produced one that gives the player the real McCoy."

"Never before have we been so busy on different items at the same time. With the success of our Super Bell consoles acknowledged by everyone, and the definite progress of our gun, we have definitely entered a new era of manufacturing."

Automatic Games Scopes Now Ready

CHICAGO, Nov. 29 (MR).—H. F. Burt, official of Automatic Games here, reports that thru co-operation with the defense program in the elimination of strategic defense materials, they have been able to effect savings on the new model View-a-Scopes. "Many new improvements and operating advantages have been incorporated in the forthcom-

ing 1942 models," declares Burt. "Automatic Games is introducing another girl picture machine," Burt continued. "The new 10-play Peek Show which gets 10 pennies from almost every player. Peek Show is small enough for bar or counter use. Flashy, it fits admirably into any arcade. The machines use 10 actual art poses of live models on film mounted in 2 by 2-inch kodachrome holders."

"Automatic Games has in stock several hundred glamorous art model poses in black and white. We also have them in color at extra cost," Burt continued. "In addition, the operator can use his own stage kodachromes in Peek Show." Burt revealed that Peek Show will be released December 15.

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Chi Coin Reports New Skill Machine

CHICAGO, Nov. 29 (MR).—"There has persisted a rumor that the Chicago Coin Machine Company would bring out a new type of skill machine, and now we are ready to confirm that rumor," declares Sam Wolberg and Sam Gensburg, officials of the firm.

"Many months ago we foresaw the need for a new type of amusement game. We carefully analyzed the field and determined to develop a long-life machine that would be a consistent money-maker and yet fill the requirements of the strictly amusement machine operator.

"The Chicago Coin engineering department discarded all the present ideas and carefully nursed along a brand-new idea. A test model, just for the playing appeal was made up and shipped out for a thoro test, proving a definite success.

"We then turned the problem over to one of the foremost cabinet designers and the finished job surpassed all expectations.

"Quietly, for the past few weeks, we have had several machines on every type of location for earning tests. The results have been so amazing that we asked for and received sworn statements as to the results.

"A cigar store in a hotel lobby did twice as well with our machine as it did with any other device. An arcade location reported that our new game did an unexpected business. A cocktail lounge location reported that not only were the earnings highly satisfactory, but that it kept the crowds at the location and it therefore was instrumental in improving his general business.

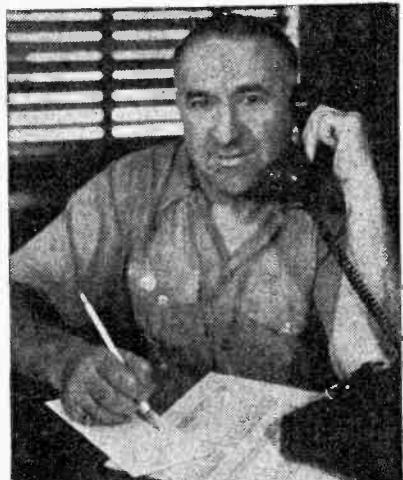
"Several prominent distributors have seen the machine in our showroom. They all agree that Chicago Coin has a definite winner and the operators a positive money-maker."

London

LONDON, Nov. 15.—Their building destroyed, Roman Catholics of Llanfairfechan, Wales, are celebrating Sunday Mass in a Sportland. Used for normal purposes during the week, machines are covered for the service. Guns are removed from the shooting range, the counter of which, covered with a black cloth on which stand the Crucifix and candles, serves as altar. The Sportland belongs to Robin Gubay, British agent for Rock-Ola phonographs, shortly to be joined in the Royal Air Force by brother Jack, associated with Wurlitzer.

Thanks to loan of space by British American Novelty Company, victim of German air bombing, Charlie Aherns has been able to resume production of spare parts. Most of these, in a spirit of reciprocity, go to British American Novelty.

Members of Amusement Caterers' Association, attending extraordinary general meeting in London recently, were entertained to a wartime dinner. The association reports a membership in excess of last year, those dropped out thru war calls being replaced by newcomers free from national service demands.



JACK KAY, of Ace Vending, New York, N. J., pictured at his desk receiving a large order for used games from Little Rock, Ark. (DR)

Big Parade

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Broadcast . . . 22.50	Mills 5-In-1 . . 19.50	Spot Pool 27.50
Brite Spot . . . 12.50	O'Boy 12.50	Stars 69.50
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HOAGY CARMICHAEL, songwriter, is appearing in several RCM productions for Mills Panoram. He plays and sings two of his biggest hits, "Stardust" and "Lazy Bones." (MR)

Club Bells Sales Set Bally Records

CHICAGO, Nov. 29 (MR).—Bally's Club Bells, multiple console bell, broke two records in one month, according to George Jenkins, Bally Manufacturing Company general sales manager. "In the first place," Jenkins explained, "thanks to the wild-fire demand for Club Bells, November was the biggest month in Bally history as far as console sales are concerned. That's one record.

"The other record broken by Club Bells is the volume of orders booked during the first two weeks following announcement. I don't know of any other console which has attained such an instantaneous demand. Despite the fact that the greater part of our facilities have been turned over to Club Bells production we can't keep up with the demand.

"Reports from the field prove that enthusiasm for Club Bells is more than justified by performance. The beauty of the machine gets immediate attention and starts the play. From then on it's a matter of repeat play piling up the

collections. Club Bells is definitely the machine that brings the bell idea up to date and assures the operator the kind of income he needs to take care of the increased cost of doing business."

Extra Service Offered By Southern Automatic

LOUISVILLE, Nov. 29 (DR).—"Southern Automatic Music Company is offering a real service to all operators," reports Leo Weinberger, firm official. "Our offices in Louisville, Cincinnati, Indianapolis and Nashville invite operators and servicemen to consult Southern's experts whenever confronted with a service problem which defies their efforts.

"Inasmuch as the Southern organization employs expert technicians fully familiar with all types of automatic equipment, these technicians can solve all mechanical troubles.

"All the serviceman has to do is explain the problem that confronts him and a Southern technician will give him detailed information on how to fix the machine. This service is free and places the serviceman under no obligation whatsoever."

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 600 1939 24 Record Keyboard ... 149.50
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 616 16 Record .. 89.50

ROCKOLA
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Keeney's **SUPER BELL—TWO WAY SUPER BELL and FOUR WAY SUPER BELL**



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Pat Buckley Finds Systems Everywhere

CHICAGO, Nov. 29 (MR).—"It is always a pleasure to visit the Pacific Coast," said Pat Buckley, president of Buckley Music System, upon his return to Chicago.

"I like to make the trip every few months," says Buckley. "Frequent trips and visit with our distributors in different sections keep our contact with the users of Buckley music boxes.

"Bill Corcoran, our Pacific Coast district sales manager, reports that the distributors in that section of the country are going strong. Corcoran was one of the first men to see the future for Buckley Music Systems.

"Thru intensively covering the large territory from Mexico to Canada, Corcoran has a great number of our products in that section. During the past few weeks I have visited other parts of the country and find that our music systems have been introduced practically every-

where. We look forward to the demand for the coming year to be even greater than it has been this year."

Columbia Bells Get Big Play, Earnings

CHICAGO, Nov. 29 (MR).—Back from an extensive sales trip, resulting in a volume of Columbia Bell orders, Ed Hanson, Groetchen sales manager, reports operators enthusiastic over the earning power of Groetchen's Columbia Bells.

"Visiting locations with prominent operators where Columbia Bells were in operation revealed that Columbia's earnings were comparable to that of much larger machines and also rendered unexcelled mechanical performance, said Hanson.

"Particularly popular thruout certain parts of the country was the Columbia Gold Award Cigarette Bell with optional front or rear payout. This model, like all Columbias, being convertible from penny to nickel, dime or quarter play, makes it flexible in determining the correct denomination of play best suited for each specific location.

"Altho the supply is getting limited and the demand greater for Columbia equipment, delivery within 48 hours is still being made on all models of Columbia Bells."

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y. All American \$22.50, A. B. C. Bowler 62.50, Attention 22.50, Bally Beauty 17.50, Cross Line 17.50, Cadillac 15.00, HI-Stepper 32.50, Leader 15.00, Landslide 15.00, Line Up 17.50, League Leader 24.50, Lead Off 17.50, Legionnaire \$59.50, Miami Beach 47.50, Pan American 39.50, Red, White & Blue 22.50, Sea Hawk 35.00, Sun Beam 29.50, Silver Skates 35.50, Show Boat 59.50, Sport Parade 24.50, Seven Up 29.50, Speed Demon 17.50, Sky Ray 39.50, Twin Six \$59.50, Velvet 27.50, Wow 29.50, Western BASEBALL (Lite-Up Backboard) 49.50, WRITE FOR PRICE, Keeney's ANTI-AIRCRAFT (Brown Cabinet), Scientific Batting Practice, 1/3 Deposit, Bal. C. O. D., Write for Complete List.

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**General Takes
Additional Building**

BALTIMORE, Nov. 29 (DR).—General Vending Service Company has taken over the three-story building next door to its present quarters. All three floors will be used for repair departments and storage space, it is reported.

The three partners of the firm, Irvin Blumenfeld, George Goldman and Harry Hoffman report they have been squeezed for space for some time and the problem is solved by the acquisition of the building next door.

The building will give the firm 50 per cent additional space and make possible an attractive showroom and office arrangement on the present first floor. The move will also speed up shipments and facilitate repair work, the management states, and they will continue to offer the same fine service and co-operation that has marked their work in the past.



NOBLE SISSELE, leader of the orchestra at Billy Rose's Diamond Horseshoe, New York, thanking Barney (Shugy) Sugerman, of Newark, N. J., regional sales manager for Buckley Music Systems, for his pledge to purchase a quantity of Noble's new recordings. (MR)

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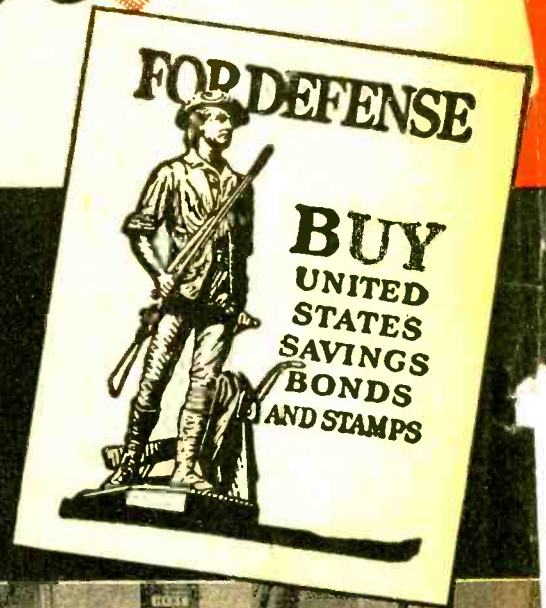
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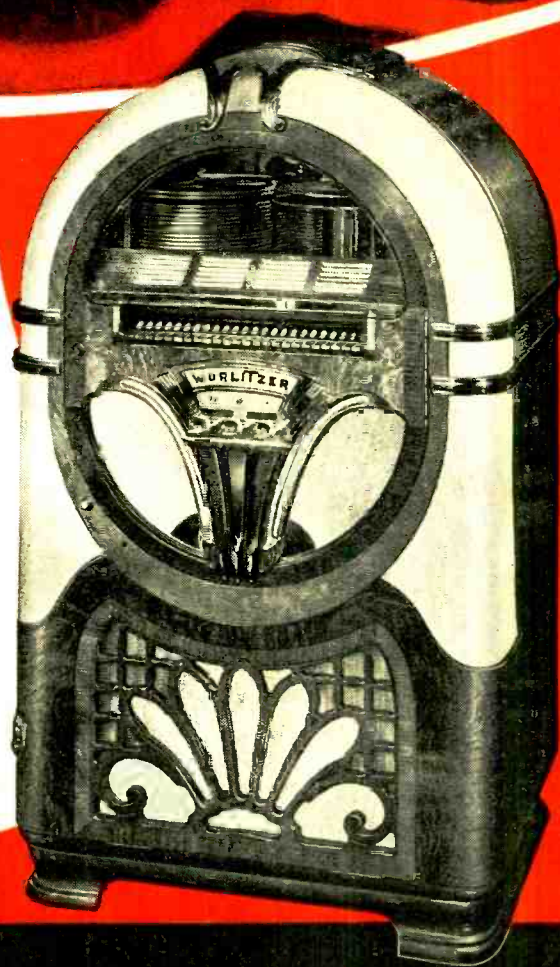


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