

NOVEMBER 28, 1942

25 CENTS

The Billboard



In this issue

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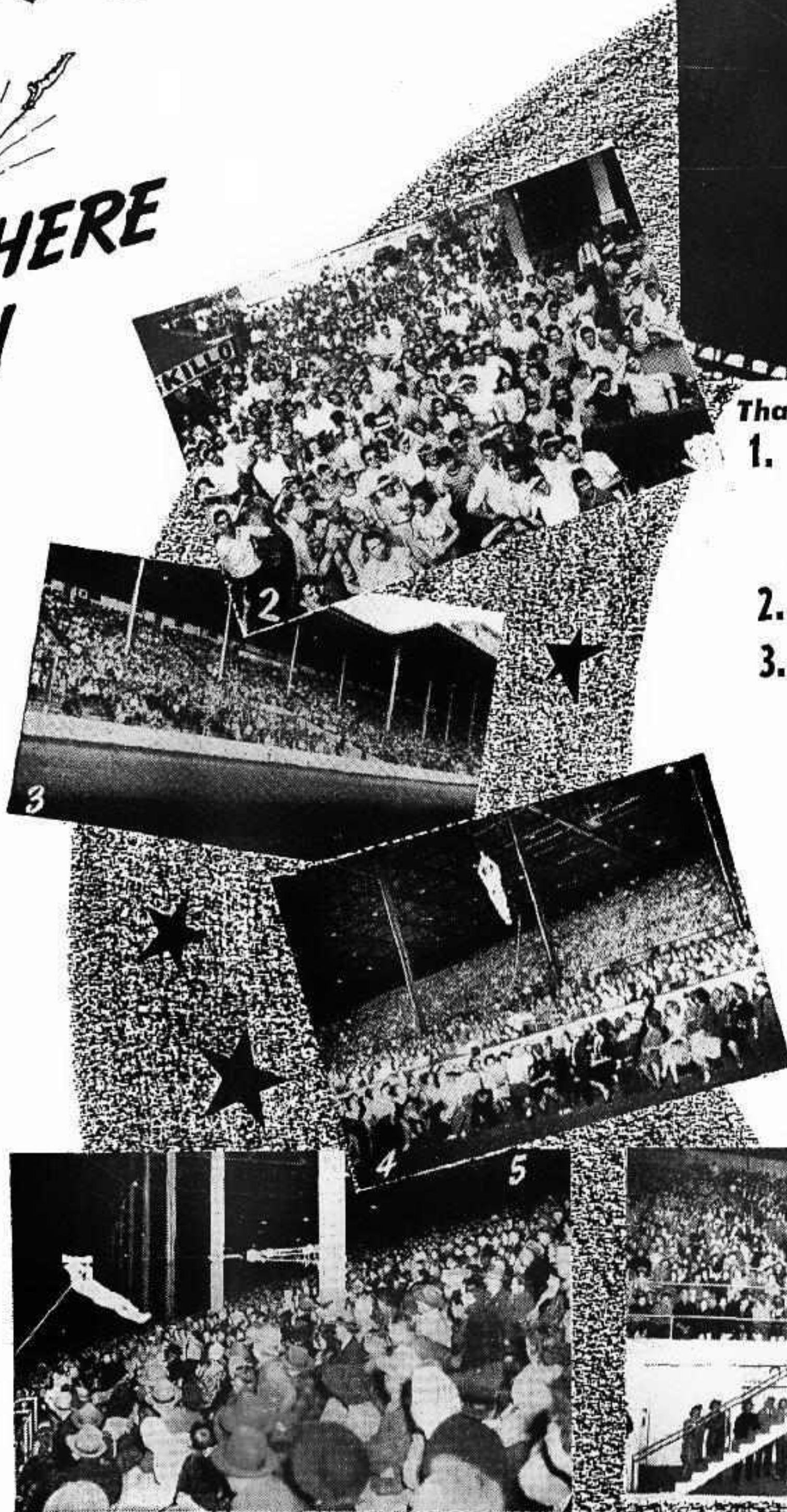
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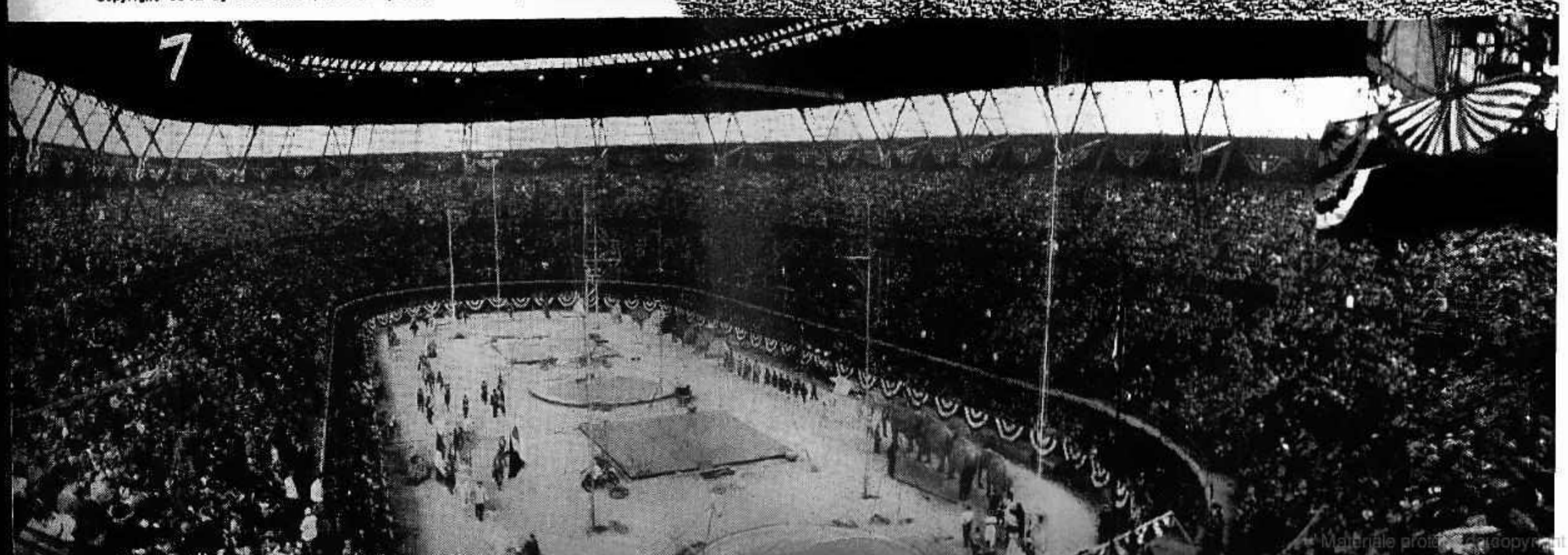
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Thanks to all of the following

1. Thomas Packs, producer and director, and Joseph W. Morgan, Fire Chief, Firemen Thrill Show, St. Louis, who wrote: "Congratulations on the great success of your return engagement here in the Firemen Thrill Show at the Arena. Your act surpasses the billing 'The Thrill of Thrill' and proved to be the crowning feature of our Show."
2. John J. Carlin, Carlin's Park, Baltimore, Md. Picture shows but a small portion of the large crowds that attended daily.
3. Ralph E. Ammon, Wisconsin State Fair, Milwaukee, where huge crowds filled the large grandstand at every performance.
4. Maurice W. Jencks, Kansas Free Fair, Topeka. Picture shows the finish of the "Slide for Life" in the grandstand.
5. Ralph T. Hemphill, Oklahoma State Fair & Expo., Oklahoma City. Picture shows another of the thrilling slide finishes.
6. S. M. Mitchell, Kansas State Fair, Hutchinson, where the crowds overflowed on to the track.
7. Capt. John Goodin, Chairman, and Thomas J. Molley, Sec., of the Police Relief Ass'n, who wrote: "Your performance is a sensation. We are proud to present your act as one of the features of our Show." All thanks to Ernie Young and the Barnes-Carruthers Office, who directed and produced this show.

THANKS, TOO, to Mr. M. H. Barnes for the very fine fair route with his show and to Sam Levy, Fred Kressman, Ernie Young, Ethel Robinson and the entire Barnes-Carruthers Office.



OUTDOOR BIZ ASSET IN WAR

Epidemic of Hoodlumism in Cleveland Terrorizes Theaters and Performers

CLEVELAND, Nov. 21.—Juvenile hoodlums have aroused the ire of show managements here to the point where police protection has been demanded. These sabotaging jitterbugs take particular delight in heckling big name bands appearing at local theaters and disturbing both the work of performers and the enjoyment of patrons. During the visits of Charlie Spivak's band and Ann Corio, appearing at RKO Palace recently, they all but disrupted the shows, both matinee and night, with their stentorian wise-cracking, catcalls and whistles. On another occasion Bill Robinson was obliged to walk off the stage to avoid embarrassment to himself and audience.

Once these entertainment gangsters leave their seats, having had their fill of bratful play, their annoying tactics do not end. Marring walls, tearing up washroom fixtures and other acts of

vandalism follow. Ushers and managers are threatened with bodily injury. Patrons in lobbies are insulted.

Theater men claim that the cause of this rowdiness can be attributed partly to the fact that parents engaged in war-plant work have had to neglect control of their youngsters' activities and discipline and partly to a smart-aleck attitude adopted by kids as the result of war hysteria.

Some relief has resulted from placing plain-clothes policemen in the play-houses and attempting to usher apparent trouble-makers to rear-row seats and break up groups into twosomes.

Boosts Fed Funds and Morale; Fares Well Despite Handicaps

All fields carry on with characteristic determination—cancellations fail to dim fairs—park season varied—circus and carnival appeal big

CHICAGO, Nov. 21.—In a year fraught with wartime troubles fairs, parks, circuses, carnivals and other branches of the outdoor show world have unmistakably demonstrated their usefulness. Not only have they been a potent factor in building morale by providing diverting recreation for the masses, but also they have contributed handsomely to the financial needs of the war effort by raising millions of dollars thru War Bond and Stamp sales and contributing hundreds of thousands to the Red Cross, the USO and other vital war activities. In the face of what at times appeared to be insurmountable handicaps, the outdoor show world carried on its activities with characteristic determination, and the result was a most satisfactory season. There were, as always, lean weeks due to unfavorable weather and other causes likely to be encountered in any season.

Transportation difficulties, increased costs and shortage of competent help were added handicaps. But to offset these, the public was hungry for entertainment that would help them to temporarily divert their minds from unpleasant thoughts; they were gainfully employed at the highest wages in years, and they liberally patronized entertainment of all kinds. So when the season ended most of the outdoor amusement organizations pulled into home ports with quite satisfactory bank rolls.

Problems for Conventions

Next Saturday (28) outdoor showmen will gather for the start of what undoubtedly will be the most important conventions they have ever held. They are confronted by numerous problems vital to their very existence, problems to which they must find a solution if they are to continue—and they are confident that a solution will be found! Several hundred of the 2,200-odd fairs of the (See *Outdoor Biz and War* on page 75)

Club-Date Boom In Chicago Area

CHICAGO, Nov. 21.—The club date field, busier than ever in this area despite early-in-the-war fears that conventions would be reduced to a minimum, has never had more trouble finding the proper acts and finding them in time. Dozens of affairs staged by local and out-of-town firms for good-will purposes are engaging club date bookers for their talent needs and spending more money.

Only in isolated cases do bookers give their accounts names of acts in advance of the date. Instead, the offices sell themselves on past performances and promise to do the best for the budgets allotted them.

Acts working in local cafes and theaters—the good ones, that is—double on two to four club dates a week. The Make Believes, at the Sherman Hotel, have been making four a week. The talent shortage has forced offices to let show line-ups go until the week before the date and, in some instances until the very last day.

The draft and USO talent drain have left the town with only two well-known club-date emcees. They are Pinky Tracey, who was recently rejected by the army, and Joe Wallace, a family man. Jack Herbert and Freddie Stritt, among other local club date emcees, have joined USO shows.

For the first time in years, acts are weighing many New Year's Eve offers before accepting dates. It is certain that they will have more job offers than night than they can handle, and will probably take all the jobs they can fill.

Expected That Commissions Will Be Deducted From Gross Salaries, But Plenty Problems Still Remain

NEW YORK, Nov. 21.—Altho it was indicated by the Salary Stabilization Unit of the Internal Revenue Bureau here that within 10 days an official ruling is expected to be issued permitting show people to deduct agency fees and other "legitimate expenses" from their gross salaries rather than from their net salaries, as the ruling had been previously interpreted, further clarification is expected before the complicated situation is entirely cleaned up.

It was pointed out by many in the film and radio industries that in spite of this interpretation many will continue to find their salaries stopped, even tho the gross ceiling of \$67,200 is raised to allow for agency fees and "legitimate expenses." Ever since the law was enacted film companies and advertising agencies have themselves interpreted it to mean that the responsibility for complying with the ruling rests with the employer and consequently have prepared to stop payment of salaries next year after they had reached the 67G mark. Now gross ceiling will vary with indi-

vidual commissions and expenses, and plenty of confusion may result.

Film companies and film unions have advocated modifying the existing law to exempt certain show people from the provisions. Powerful film interests have been at work in the nation's capital for some time trying to push thru a measure of this sort. They base their argument on the fact that the actor's earning life is usually confined to a few years. Until now their pleas have fallen on deaf ears.

James Cagney, president of the Screen Actors' Guild, and Kenneth Thomson, SAG executive secretary, journeyed to Washington from the Coast this past week in an effort to obtain info from government execs as to how the new ruling would affect film players. They reported that they were given a polite brush-off by several officials and their trip netted them nothing. It is presumed that capital big-wigs are waiting for issuance of the ruling, expected within the next 10 days, before committing themselves.

Stored Trucks Should Have ODT Okays by Dec. 1, Latest Ruling

WASHINGTON, Nov. 21.—Altho on October 29 the Office of Defense Transportation announced that certificates of war necessity would not be required for vehicles "laid up" indefinitely until they are placed back in operation, the ODT is preparing a supplementary statement for release next week asking vehicle owners in this category to make applications for certificates anyway. The deadline for applications is December 1. Announcement is held to apply to trucks now in winter quarters.

In the original statement it was said that the certificates are issued for operation of each vehicle and not for the vehicle itself. The ODT made a distinction between vehicles in "dead storage" and those used as stand-by equipment, the former apparently applying to rolling stock used during the regular season and now quartered. Stand-by equipment, which is currently available to be pressed into service whenever needed, should have the certificates by December 1.

Glamour Added In AGVA Fight Vs. L&E Club

NEW YORK, Nov. 21.—American Guild of Variety Artists, for the first time since it placed Leon and Eddie's on its unfair list three weeks ago, added glamour to its cause by enlisting the support of film, legit, radio and vaude names to fight the club's refusal to boost minimums from \$50 to \$75 for principals and \$30 to \$45 for chorus.

Following a meeting of the headliners Thursday, a committee consisting of James Cagney, Danny Kaye, Ray Bolger, Clifton Webb, Lawrence Tibbett, Peggy Wood, and Jonas T. Silverstone, national counsel of AGVA, called on William Feinberg, secretary of Local 802, musicians' union, to urge him to call out the musicians if L. & E. doesn't sign a Class A contract with AGVA.

Just how far the committee got with Feinberg is shrouded in mystery. Altho publicly Feinberg "promised to do my best," there was a rumor, which couldn't be confirmed, that James C. Petrillo was visited by a top Four A's official who later left Petrillo's office feeling better. The *Billboard* was told that Petrillo was out of town when confirmation was attempted. If Petrillo is sympathetic, it will be the AFM's first support of AGVA.

The actors' meeting, which lasted for three hours at the Hotel Edison, arranged by Silverstone and chaired by Danny Kaye, cited "deplorable conditions" and passed a resolution stating performers at the club "perform for less than the prevailing rate paid by other similar establishments and for a sum, which, by generally accepted standards, is less than a living wage." On the basis of four (See *GLAMOUR AT L & E* on page 17)

War and Show Business

Owners of show trucks in storage should apply for certificates of war necessity before December 1, according to late ODT ruling.—Page 3.

Announce list of all casts set to play winter season for USO-Camp Shows, Inc.—Page 4.

Amusement device manufacturers convert plants to war work in many lines.—Page 34.

In This Issue

Broadway Beat	4	Final Curtain, Births, Marriages	27	Reviews, Legit	10
Burlesque	14	General News	3-5	Night Clubs	12
Carnival	38-45	Legitimate	9-10	Orchestras	22
Circus	46-48	Letter List	61-63	Radio	7
Classified Advertisements	58-60	Lists	60	Records	22
Cocktail Combos	19	Magie	14	Vaude	16
Coin Machines	78-108	Merchandise-Pipes	64-73	Rinks-Skaters	56-57
Columns:		Music (Also See Records)	20-26	Roadshow Films	23-20
Crossroads, The	55	Music Merchandising	84-91	Routes, Acts	18
Editor's Desk, The	55	Music Popularity Chart	24	Bands	26
Hurd, Walter	78	Night Club-Vaudeville	11-18	Carnival	78
Out in the Open	55	Parks-Pools	49-51	Circus	78
Convention in Print	31-37	Pipes for Pitchmen	70-73	Dramatic & Musical	18
Corral	48	Radio	6-8	Ice Shows	18
Derby Show News	30	Record Buying Guide	86 & 88	Sponsored Events	45
Events for Two Weeks	73	Repertoire	30	Vaudeville Grosses	15
Fairs-Expositions	52-54			Vending Machines	92-93
				Won, Horse & Upp	46

USO CAMP SHOW CASTS SET

Line-Up of Units Announced; Will Start November 23-30; Schedules Include Vaude, Legit and Concert

NEW YORK, Nov. 21.—The following is the first complete list of all casts set to play the winter season for USO-Camp Shows, Inc. All units are starting between November 23 and November 30. Shows are broken up into three classifications: Red, White and Blue circuits. Red circuit has casts of up to 30 performers playing the larger camps; White circuit units have casts up to 12 people for the smaller camps; Blue circuit has 36 tab units which will play in remote military posts.

Vaude

Red Circuit

UNIT 50, *HOLLYWOOD ON PARADE*: Joe and Jane McKenna, Allen and Kent, Cardini, Tanner Sisters (3), Martez and Delita, Fanchonettes (16).

UNIT 52, *LOOPING THE LOOP*: Four Sensational Macks, Steve Evans, Lane Brothers (2), Randall Sisters, Carroll and Howe, Alice Kavan, Chester Dolphin.

UNIT 53, *BLACKSTONE*: Blackstone, Three Reddingtons, Three Shy Sisters, Ross and Pierre.

UNIT 54, *SHUFFLE ALONG* (Negro): Eubie Blake and orchestra, Max Boyd, Fournoy Miller, Hep Cats and Daisy, Fournoy Lee, Chanticlears, Chuck and Chuckles, Addison Carey, Alex Moore, Dene Larry, Cora Green, Avis Andrews, Coreyettes.

UNIT 56, *SHOW TIME AT THE ROXY*: Charles Kemper and Company, Ross and Stone, Bellet and English Brothers, Floy and Martha Read, Roy Smeck, Shirley Van, Gae Foster Girls.

UNIT 62, *IN THE GROOVE*: Bill Bardo and band, Harry Stevens, Three Murphy Sisters, Frank Conville, Six Tip Top Girls.

UNIT 64, *RAY HERBECK'S ORCHESTRA*: Emerald Sisters, Kay Taylor.

UNIT 65, *FLYING COLORS*: Arnaut Brothers, Lew Hearn, Mark Plant, Linda Moody, Masters and Rollins, Winter Sisters (2), Johnny Woods, Barbara La Marr, Gae Foster Sweethearts (12).

White Circuit

UNIT 70, *GOING TO TOWN*: Rolla and Verne Pickert, Joe Termini, Coley Worth and Marcia, Paul Tisen Girls (9).

UNIT 71, *MERRY GO ROUND*: Honey Family (6), Dorothy Simms, Marcia Harris, Hector and Pals.

UNIT 72, *FUN PARADE*: Fred Stritt, Al Verdi and Colores, Mary Ann Russell, Six Starlets, Carroll and Dietrich, Darlene Walters.

UNIT 73, *SWINGIN' ON DOWN* (Negro): Peters Sisters (3), Cook and Brown, Emery Evans and Sandy Burns, Lee Norman and his band.

UNIT 74, *FULL SPEED AHEAD*: Three Novak Sisters, Lou Hoffman, Barr and Estes, Grace Drysdale, Three Nonchalants.

UNIT 75, *SOUP TO NUTS*: James Evans, Wilbur Hall and Renie, Taft Kretlow Girls (6), Vernon and Draper.

UNIT 77, *HOLLYWOOD FOLLIES*: Not fully booked.

UNIT 18, *KEEP SHUFFLIN'*: Not fully booked.

UNIT 80, *VICTORY SWEETHEARTS*: Shaefer's All-Girl Band (14); Sylvia and Clemence, June Lorraine.

UNIT 82, *HULLABALLO*: Smith, Rogers and Eddy; Ken Whitmer and Company, Paul Nolan, Linda Keene, Six Brucettes.

UNIT 83, *BUBBLIN' OVER*: The Del Rios (3), Monroe Brothers, Martin Brothers, Terry and Ralph Rio, Russell and Farrar.

UNIT 85, *CRAZY SHOW*: Eddie Hanley, Three Heat Waves, Bob Alda, Marlon Wakefield, Lee Bartell, Vivian Frances, Lynn Reynolds.

Legit-Drama

Red Circuit

UNIT 51, *ROOM SERVICE*: Jack Raymond, Paul Bryar, Sam A. Burton, Harrison Ford, John Bagni, Theo Coleman, James Harker, Mary Alice Moore, Paul Scott, Harry B. Stafford, Ted Stanhope, John Davidson, Wesley Givens, William Joy.

UNIT 58, *YOU CAN'T TAKE IT WITH YOU*: Daisy Atherton, Saralee Harris, Rosetta Le Noire, Charles Parsons, Eddie Hodge, Johnny Stearns, Charles Benjamin, Jack Norworth, Marjorie Cramer, Robert Toms, Bruce Brighton, David Leonard, Marie Paxton, Norman Porter, Joan Croydon, Elizabeth Brew.

UNIT 61, *CLAUDIA*: Not fully cast.

UNIT 63, *JUNIOR MISS*: Lucille Featherston, Helen Eastman, Fraye Gilbert, Allan Hale, Strelsa Leeds, Joan Jackson, Keven O'Shea, William David, Virginia Dyer, Charles Wiley, Jim Naimsmith, Lance Clark, Richard Astor, Richard Dyson, David Atlee, Zachary Charles, Frank Jacoby.

UNIT 66, *ARSENIC AND OLD LACE*: Georgia Harvey, Edna Archer Crawford, Phillip Huston, Clyde Veaux, Ross Chetwynd, Jean McKenzie, S. W. Nunn, Otis Sheridan, Ernest Woodward, Charles Douglas, Owen Coll.

White Circuit

UNIT 76, *THE FIRST YEAR*: Not fully booked.

UNIT 81, *THE MALE ANIMAL*: Clay Flagg, Louise Buckley, Fred Cotton, Vickie Thomas, Betty Pierce, Kltty Cosgriff, J. Augustus Keogh, Virginia Girvin, King Donovan, William Hughes, Henry Sherwood.

UNIT 86, *ROOM SERVICE*: Teddy Hart, Leo Chalzel, Patricia Clark, Helen Gouvis, Ray Rand, Seldon Bennett, Donnell O'Brien, Horace Cooper, Henry Lascoe, J. Warren Lyons, Don Appell, Howard Wendell, Curtis Cooksey.

Legit-Musical

Red Circuit

UNIT 57, *HIT THE DECK*: Willie Shore, Lee Dixon, Marie Austin, Kathleen Roche, Earl McVeigh, Christine Forsythe; (See USO Camp Casts Set on page 13)

Phillips Clarifies CSI Stand On Agents and Commissions

NEW YORK, Nov. 21.—Organized agent protests against the statement in the November 14 issue of *The Billboard* that performers could seek direct bookings with USO-Camp Shows, Inc., were registered Tuesday by Artists' Representatives' Association, with Lawrence W. Phillips, executive vice-president of CSI. Box, in connection with the interview with Phillips, gave this advice to performers desirous of playing Camp Shows: "If you are not represented by an agent, or if you want to take matters in your own hands, write Camp Shows, etc."

Sam Shayon, ARA secretary, described this as being "a direct incitement to performers to disregard their agents and the agreements that they may have with their agents, and is in fact the direct source of our complaint."

As a result Phillips wrote the following letter to *The Billboard*:

Editor *The Billboard*:

Because of the fact that in an article otherwise so correctly informative I believe an injustice has unfortunately been done thru certain erroneous statements in the lead article of your issue of November 14, "Camp Shows' 1,030 Jobs," I urgently request that you give equal prominence to the following corrections in that article.

I am quoted as warning that no more than the regular 5 per cent commission should be paid to agents for securing dates with CSI, and by inference to have

stated that "some agents connive for more than the regular 5 per cent." Neither directly nor indirectly did I make this statement or issue a warning.

In response to a question regarding CSI policy on commissions, I stated merely that our standard contract provided that the artist agrees not to pay more than 5 per cent commission to any agent. I have no knowledge that more than this commission has been paid, and neither by inference nor by direct statement so alleged. I added that some agencies had donated their commissions and mentioned only the Will-

ARA Named To Handle Agents' USO Squawks

NEW YORK, Nov. 21.—Lawrence J. Phillips, head of USO-Camp Shows, Inc., in a letter has authorized the Artists' Representatives' Association to handle agent complaints against USO. The letter was sent to Sam Shayon, secretary of the ARA, as a result of an article in last week's issue of *The Billboard*.

The ARA will set up a committee to handle the beefs which will be thrashed out in that group. Should any major complaint arise necessitating change of procedure, there will be consultation with the USO.



THE turnover in the Critics' Circle is tremendous this season, due chiefly to the war. Latest of the regulars to pull out was Brooks Atkinson, of *The Times*, his place being taken by Lewis Nichols, drama editor. Atkinson, ever since the start of the war, has wanted to do foreign correspondence, and now he's getting his chance. He's heading for the Far East. . . . The endless discussion on whether or not the opening of a film version of a play hurts the play seems to be answered in the negative by *My Sister Eileen*. Going merrily along at cut rates, it was unaffected by the opening of the picture at the Music Hall. And on the road an *Eileen* company actually increased its business after the picture version opened in a theater across the way. The over-all answer seems to be that when a film version is good it won't do any harm and may even help the play, but when the film version is a dog the effect on the play is brutal. . . . Speaking of *Eileen*, Max Gordon has so much confidence in its pulling power at the low top that he's spending \$400 or more on it for a three-week stand at the Ritz. It has to move out of the Beck, and three weeks later will go into the Forrest. The production has to be cut down to fit into the Ritz, but Gordon is cutting it rather than miss the intervening three weeks. . . . John Murray Anderson is definitely set to do a show on his own in the spring—at least as definitely as possible these days. First come his chores with the *Follies*, which is to be presented by a strange triumvirate—the Shuberts, Al Bloomingdale and Lou Walters. The last-named, the night club impresario, is satisfying a long-standing yen by breaking into legit. . . . Timing: Mary Rolfe, the actress, is married to actor Lyle Bettger. Their baby came during the summer, just four weeks before Miss Rolfe was called upon to read for the role of the wistful little heroine of *The Eve of St. Mark*, a role she's currently playing.

OLSEN AND JOHNSON celebrate their fourth straight year at the Winter Garden Saturday (28). They hit there first when *Hellzapoppin* moved from the 46th Street Theater and have been there ever since, with the second edition of *Hellzapoppin* and now with *Sons o' Fun*, which has its first birthday early next month. Can you remember way back to the dim, dead days when the critics called *Hellzapoppin* a flop show? . . . Sherling Oliver, who used to write a legit column for *The Billboard*, scored a personal triumph in support of Katharine Hepburn in the Theater Guild's *Without Love* and was immediately set for the film version—and a week later was inducted into the army. . . . Selma Warlick has quit the W. Colston Leight Lecture Bureau to become press agent for Town Hall, Inc. . . . Square dances are getting more and more popular in the metropolis, with even Zeke Manners's hillbilly air program adding one. Farmer George Bedell, who calls the dances at the Hotel Sheraton, comes all the way in from his dairy farm in Fairless, Vt., every Wednesday to perform his chore at the hotel. . . . Earl Wilson, new night club editor of *The Post*, is taking the town and the trade for a ribbing. He bills himself, for example, as Saloon Editor.

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AGVA To Revamp N. Y. Local; Still Seeking New Nat'l Sec'y; Pushes Out-Town Cafe Demands

NEW YORK, Nov. 21.—Thoro house-cleaning of the New York local of the American Guild of Variety Artists is imminent. Local, which has mainly been functioning on paper the past two years and is described as "inefficient and ineffectual" in Walter N. Greaza's recent report to the Associated Actors and Artistes of America, is slated for a top-to-bottom overhauling when a successor to Greaza is named after December 1. On that date Greaza will return to Equity to resume his duties as assistant executive secretary. For the past six months he has been on loan to AGVA in an attempt to help the night club-vaude performers' union straighten out its affairs.

New York local, which is almost a secret to local performers except for its attempts to collect dues, should be a powerful local, in the opinion of one Four A executive, who accuses it of lack of leadership, gross errors in judgment and complete absence of democratic spirit and contact with performers in the field.

Good deal of this criticism has also been leveled at the national office of AGVA, which has allowed the New York local to sink to its present level.

Present personnel of the New York local consists of a national representative and five organizers.

NEW YORK, Nov. 21.—Without the fanfare of the Midwest conference of AGVA executive secretaries in Cincinnati last August, AGVA's local officials will meet again in Chicago December 2 to recommend a successor to Walter Greaza.

Recommendations coming from that body will not be binding on the Associated Actors and Artistes of America. Four A's, in attempting to pick someone to handle the job, has repeatedly stated that there isn't any local secretary currently in the set-up who could handle the top job.

The execs are also going to take up a lot of things, including the progress that has been made since the Cincy conference, if any.

PHILADELPHIA, Nov. 21.—Strained relation between Entertainment Managers' Association and local AGVA has been patched up. Trouble started when AGVA upped salary scale by 10 per cent and classified the various niteries. AGVA pointed out the raise was effected before the government salary freeze and that agents were apprised of the increase last September.

Meeting between Dick Mayo, of AGVA, and an EMA committee and its off- (See AGVA to Revamp on page 17)

AGVA Secs Meet With Henie Cast; Deadline Is Set

INDIANAPOLIS, Nov. 21.—Jack Irving and Bob Edwards, secretaries of the Chicago and Cincinnati AGVA locals, respectively, met with cast members of the Arthur Wirtz-Sonja Henie ice revue, which is slated to open at the Coliseum here next Thursday (26) for an 11-day run, at the Washington Hotel here Thursday (19), to explain their side of the Wirtz-AGVA controversy over a closed-shop agreement.

Following the meeting, Irving and Edwards announced that 90 per cent of the ice's cast were either members of the American Guild of Variety Artists or Screen Actors' Guild, and that most of those at the meeting indicated that they will walk out unless Wirtz signs the AGVA closed-shop agreement by next Tuesday (24), the deadline.

According to the AGVA executives, some of the SAG members present were perturbed over SAG's thoughts in the matter. As a result, a call was put thru to Kenneth Thompson, executive secretary of the SAG, who, according to Irving and Edwards, assured SAG members present that their organization was behind the AGVA in the Wirtz case.

The closed-shop agreement demanded by the AGVA calls for a \$75-a-week minimum for line skaters (\$45 a week for rehearsals) and \$125 minimum per week for principals, under a pay-or-play contract. Agreement also calls for a registered nurse to be in attendance for the benefit of the skaters at all rehearsals and performances. An unemployment compensation set-up is also demanded.

Irving and Edwards say they will ask Wirtz to sign the agreement in front of the cast.

Lamb-Yocum for Franklin

NEW YORK, Nov. 21.—For the first time in many years, the Ben Franklin Hotel, Philadelphia, is booking a show not bought from Music Corporation of America when the Lamb-Yocum ice show starts there November 26, set thru Frederick Bros.

This is the first time that a blades show on real ice will play a Philly night spot. A muck ice show held forth at Carroll's two years ago.

The Lamb-Yocum show carries eight people, headed by Betty Wharton, and carries its own refrigeration unit.

"Eve" Weak on Coast

SAN FRANCISCO, Nov. 21.—Adamant Eve had no pulling power here; it grossed only \$7,000 and \$5,000, respectively, in a two-week stay at the Curran. Next attraction is *The Student Prince*, with Everett Marshall, opening November 29.

Doubling, War Style

CINCINNATI, Nov. 21.—Al Buckler, president of the local branch of the American Guild of Variety Artists, has become a foreman on a government construction project here. He still continues as an AGVA official.

"Army" Huge 55C In Baltimore

BALTIMORE, Nov. 21.—The largest take for a single performance in the long history of Ford's Theater here was registered the opening night of the week's stand of *This Is the Army*. It totaled \$10,800. The house was packed, with some 40 or 50 standees. Admission for the opening night was \$11 top down to \$2.21.

The show was a complete sell-out for its entire week; in fact, all seats had been sold in two days of ticket selling several days before the opening.

The gross for the week was approximately \$55,000. More could have been taken in from standees, but the number at each of the eight performances was limited. Prices other than the opening night were \$4.40 top, ranging down to \$1.10.

"Wine-Women" Cast Finally Gets 2-Day Pay From Shuberts

NEW YORK, Nov. 21.—Izzy Herk, lone producer of *Wine, Women and Song* since the Shuberts stepped out of the picture, is paying off his \$3,800 weekly talent pay roll on a per-day basis to the American Guild of Variety Artists.

New arrangement was put into effect when the Shuberts pulled out, due to the arrest of Herk, Sam Funt and Herman Shapiro for allegedly presenting an "immoral and indecent" show. Shuberts also withdrew their bond guaranteeing salaries.

Herk told AGVA, according to Emil Lowe, AGVA organizer in charge of the show, that he was in no position to post a week's bond, but would pay salaries daily before the curtain went up. Because of the transfer of contracts from Shuberts to Herk, all performers were not paid for two days until Thursday (19), when the Shuberts paid off.

Last week, when the new payoff system was put into effect, stagehands and musicians held up the curtain for 20 minutes until they were paid for the two-day lapse.

Pitt Gloomy On Rationing

PITTSBURGH, Nov. 21.—Entertainment spots here fear drastic curtailment of patronage, particularly in downtown area, as result of gas rationing. Cut to three gallons per auto, announced this week to be effective December 1, would eliminate most pleasure drivers. Majority of customers come from residential neighborhoods and suburbs. Anticipated increase in crowds on busses and trolleys, with 24-hour working schedules in war production plants, is expected to discourage many folks who'd like to hie to a theater or night club.

One move announced in attempt to bolster Sunday trade at Stanley, city's lone vaudeville-film house, where stage-shows are banned on Sundays due to State blue law, is beginning of booking of Loew's Penn picture into Stanley for Sundays only. Penn gets choice of first-run film in booking pool deal with Warner Brothers in return for staying away from stage bills. Arrangement has been in effect for many years. Lately Sunday trade at the Stanley, always slow, has dropped even lower. Penn picture into Stanley is expected to help, since Penn usually is jammed all day and night Sunday.

Business in general has slumped past few weeks, excepting Saturdays, in all lines of amusement. Most entertainment men seem to be resigning themselves to decreased grosses in future.

Personnel problem, more and more acute due to armed forces and war production jobs, is causing some operators to consider closing for duration. Some theaters are without assistant managers, others are trying to train women assistants, inveigling them from retailing, especially chain stores.

"Home of Showfolk" Rates Reasonable HOTEL HAVLIN CINCINNATI, O. Corner Vine St. & Opera Place Phone Main 6780

HUMAN HAIR \$4.00 • WANTED • \$2.00 Per Lb. Cut From Heads Only (No Combs). 25¢ paid for every ounce. Switches or Transformations, 25¢ for every two ounces. 10 inches or longer—any color. Send parcel insured to get money by return mail. ARRANJAY'S WIG COMPANY 34 W. 20th St. (Chel. 3-8341) New York, N. Y.

TICKETS SPECIAL PRINTED ROLL TICKETS 10,000..\$ 7.15 OR FOLDED MACHINE TICKETS. 100,000..\$22.00 RESERVED SEAT COUPON TICKETS GIFT AND THRIFT BOOKS, SEASON BOOKS AND PASSES STOCK TICKETS FOR IMMEDIATE SHIPMENT Write for Samples and Prices New York Office—1545 Broadway, Circle 6-5890. NATIONAL TICKET CO. SHAMOKIN, PA.

TRAIN WRECK DETOUR CHARLES A. LENZ "THE SHOWMAN'S INSURANCE MAN" 4738 INSURANCE EXCHANGE CHICAGO

WESTERN UNION REMEMBER THAT YOU CAN CALL WESTERN UNION FROM HOME OR OFFICE AND HAVE YOUR TELEGRAMS CHARGED TO YOUR TELEPHONE BILL.

STOCK TICKETS "We Have Just Begun To Fight"—John Paul Jones TICKETS of any description. Put up in rolls, strips or books. Orders given our immediate attention. THE TOLEDO TICKET COMPANY TOLEDO (Ticket City), OHIO SPECIAL PRINTED Cash With Order PRICES Roll or Machine 10,000 \$ 7.15 30,000 10.45 50,000 13.75 100,000 22.00 500,000 88.00 1,000,000 170.50 Double Coupons, Double Price.

Anglo-American Air Ties Aid Unity; Plenty Now, More Set

NEW YORK, Nov. 21.—Growing intimacy between radio people here and in Britain and a closer study of each other's problems in technical, writing, direction and production fields are said by BBC officials to be one of the most important developments in wartime radio. The enormous number of Americans traveling to Great Britain as representatives of American broadcasting interests and the return visits of British broadcasting officials have resulted in an exchange of programs, ideas and materials previously unprecedented.

Latest development is sending of large number of recordings of American programs to be broadcast to troops abroad and also recordings of feature material to be rebroadcast for British home audiences. This, together with the sending of program material from Britain to America to be put together for American broadcast purposes and the sending of program material from American to Britain for the same use, has become a common practice since the war.

The extension of Norman Corwin's CBS series of programs from Britain, *An American in England*, beginning December 1, will be recorded for British radio audiences. The five broadcasts in the series will be followed by a series of exchange broadcasts from England to be

rebroadcast on American stations.

At present BBC broadcasts on short-wave are heard in the U. S. and Canada seven and a half hours daily and include programs of news, music and variety. Included in these are many news and feature programs rebroadcast from the BBC lines directly on local stations. Blue network carries *Britain to America* each Sunday, which portrays wartime Britons in and out of uniform and presents outstanding British performers like Leslie Howard, Leslie Banks, John Gielgud and Beatrice Lillie. On Mutual stations are *Stars and Stripes in Britain*, which supplies entertainment from AEF centers; *American Eagle Club*, *Radio Newsreel* and *Answering You*.

Elgin Sets Holiday Shows for Soldiers

NEW YORK, Nov. 21.—Elgin Watch Company will sponsor two-hour holiday programs over the full CBS net from 4 to 6 p.m. on Thanksgiving and Christmas.

Planned as a holiday get-together for men in uniform and their families, Don Ameche will emcee both shows. Names will continue to be assembled up to broadcast time and include to date Elsie Janis, Judy Canova, Edgar Bergen, Bill Goodwin, Joe Iturbi, Dale Evans, Gene Krupa, Lou Silvers, Ginny Simms, Walter Pidgeon, Red Skelton, Alan Jones, Harriet Hilliard, the Golden Gate Quartet and Spike Jones.

A typical "service mother" will send greetings to the men in service. The two shows will be shortwaved to the fighting fronts over Columbia's facilities. J. Walter Thompson handles the account.

New WOR Studios

NEW YORK, Nov. 21.—The new WOR recording studios, offering the latest in acoustical properties, lighting installations and recording facilities, were completed last week. Located on the 18th floor of 1440 Broadway, they are ultra-modern in design. Walls were built with obtuse angles to control reverberation and help eliminate reflections.

Two Scully Recording Lathes are located in each of the two recording rooms. An audition room is centrally located.

Fourteen channels are available at all times, 10 of them located in the reference recording room. Dubbing equipment is installed in a specially designed room isolated from the rest of the studios.

Studios were introduced to the press at a luncheon Thursday.

Tobacco-Radio House Organ

CHICAGO, Nov. 21.—Brown & Williamson Tobacco Corporation, whose radio programs include Tommy Dorsey, Red Skelton, *People Are Funny*, *Plantation Party*, *Dick Joy and the News* and *Pipe Dreams*, has started publication of a house organ titled *B. & W. Radio News* as a medium of expression between the company, its advertising agency, the B. & W. sales force and their customers. Monte Randall, of the Russell M. Seeds Company public relations department, is editor.

WRAL Staff Changes

RALEIGH, N. C., Nov. 21.—Ray Reeves, of WRAL here has been promoted from sports director to program director, succeeding Margaret Early, now working for Blue in New York. Frances Batson, formerly with WFBC in Greenville and WFNC in Fayetteville, has been added to WRAL's staff as director of women's activity and continuity. Erle Stapleton, former State director of WPA music projects, is now director of music and production at WRAL.

Dreicer's Propaganda O. O.

NEW YORK, Nov. 21.—Maurice O. Dreicer, veteran radio commentator, begins *The Propaganda Front*, weekly review of the propaganda output of the United Nations and the Axis, at 4:30 p.m. Wednesday, December 2, on WBNX. Dreicer claims program is only one periodically analyzing war propaganda.

Is She an Incipient WAAC?

NEW YORK, Nov. 21.—An early-rising radio fan was named Champion Seat Warmer at a special ceremony last week on NBC's daily morning show, *Everything Goes*. Because she attended the show 17 consecutive times the cast presented her with gifts, including leather preserver to use on the one seat which she occupied for the 17 shows. This beats the record of the man who, after attending the same show for 11 days in a row and being presented with a special breakfast on the air, was inducted into the army.

NBC, CBS To Appeal Decision

NEW YORK, Nov. 21.—NBC and CBS will take their fight against the FCC to the U. S. Supreme Court following a special statutory court ruling Monday (16) in New York on the legality of the FCC ruling affecting network operations. The opinion stated that the FCC had the right to pass the disputed regulations and had not abused that power by arbitrary or capricious actions.

Statement was made by NBC that immediate steps would be taken to perfect an appeal to the highest tribunal. In a statement from CBS, William Paley, president, said that the case would be brought before the Supreme Court, as "any enforcement of the proposed FCC rules would seriously jeopardize the vital role which network broadcasting is playing in the war effort, and we will vigorously defend our right to continue the nationwide service which we are rendering."

War Worker Shows Draw Sponsorship

DETROIT, Nov. 21.—Move of WJR to go on a 24-hour schedule three weeks ago, in order to attract war workers and others keeping early-morning hours, has already been proved a good commercial proposition.

Contract was signed this week for 35 weekly sponsored newscasts to run between midnight and 5 a.m. by the Cunningham-Economical Drug chain. Programs will be spotted every hour and will run five minutes at a time. Rest of the new programs will normally be transcriptions and late network stuff fed in.

More Philly Live Shows

PHILADELPHIA, Nov. 21.—Two sponsors on WIP, heavy users of spot announcements the last two years, have increased their radio ad budgets to include live talent and for the first time branch out with quarter-hour shows across the board. Sponsors are Chunk-E-Nut Peanut Butter and the Kahn & Rosenau furniture store, both handled by the Frank Wellman Advertising Agency. Jack O'Reilly and Judy Powell, local freelance performers placed by the agency, are handling both shows. Peanut butter firm is bankrolling *On Wings of Song* and furniture house taking *From Then 'Til Now*.

Wellman agency also has the two performer's handling three other accounts on WIP, upping their daily routine of broadcasts over the station to five shows a day, six days a week. Besides the WIP broadcasts, team has several commercials on two other local stations, making them the busiest performers on local radio.

WLW Personnel Realignment

CINCINNATI, Nov. 21.—Personnel realignment at WLW-WSAI here, effective this week, gives Walter A. Callahan general managership of WSAI, succeeding Archie Grinolds, who leaves to join the WLW sales office in New York. E. K. Bauer, business manager for the stations, has been appointed administrative assistant to James D. Shouse and Robert E. Dunville, vice-president and general sales manager respectively. Employees of the two stations staged a surprise luncheon at Netherland-Plaza Hotel here Wednesday to honor Shouse in celebration of his fifth anniversary with the Crosley organization.

Why Not Good Corn?

By EUGENE BURR

RADIO serials have received more beatings than a veteran stumble-bum, yet they go merrily along, pulling listeners to the loud-speakers day after day. Occasionally those responsible for the daily doses of tripe and terror take time out to answer their critics or excuse themselves; but for the most part their answer is that most cogent of all radio languages, the profit sheet. The serials make money, so they must be all right.

The latest sock at the soap operas comes in the form of a report emphasizing the fact; that they are losing some of their vast army of listeners and pointing out, with more profundity than common sense, that the shows were products of the depression era, and that their tears and treacle are outmoded in a world at war. The report also claims that soap operas are the descendants of the old dime novel; and that the dime novel, a virile smear of red blood upon the face of a roistering era, fulfilled a function, just as the tears and saccharine of the serials served a nation busily engaged in justifying itself for the debacle of the depression. But tastes have again changed, it is claimed.

Such statements seem almost as tripe-filled as the serials themselves. Loss of listeners can just as easily come from surface conditions as from a change in national psychology—as the national psychology were anything but basic human nature the world over—and as the human nature ever changed. Naturally listeners have been lost. Women are in war plants; kids are collecting scrap; men are in the army. That proves nothing about their reaction to the programs.

As for the difference between red-blooded potboilers and the bedraggled honeysuckle of the airwaves, dime novels appealed primarily to boys—the same boys who avidly follow the adventures of Superman in the horrible "comic" booklets that have usurped dime novels' place. The audiences who listen to sentimental soap operas today correspond, not to those who once doted on Deadeye Dick, but to those who mopped up the bilge of the *Elsie Books*.

Such listeners may not have time to listen now; their thoughts may even be taken up by problems far afield from the love-line adventures of the airwave heroines. But, once the world cataclysm passes, they'll come right back, clamoring for the same old diet, no matter what outward form it then happens to take.

The devourers of cheapness always remain the same. And so do their tastes.

IT'S SOMETHING of this sort that provides purveyors of etherized sweetness and blight with their stock answer to the usual run of critics. The average poke takes the form of an announcement that radio serials are just so much corn—thick slices of predigested hokum served up on the platter of an advertising budget. And the usual answer is that the serials are built to appeal to a certain type of listener, a listener who demands primitive entertainment obviously presented. In other words, the serials have to be corny and hoke-filled in order to do their jobs.

Nobody in his senses would dispute that. Radio, unfortunately for itself and its pretensions to acceptance as an incipient art, is built up not on achievement but on profit-and-loss sheets. It must appeal, not to the best listeners, but to the most listeners. And it would take a combination of Don Quixote and Simple Simon to deny that such an appeal must always be based on the lowest common denominator.

The usual attack falls down in another direction, tho, too. It calmly assumes that there is something wrong or deplorable or unsavory about hoke. This is balderdash. Anything in the entertainment field—and anything in the field of the arts, too, for that matter—must necessarily depend primarily upon effect. Hoke can often achieve terrific effects—when it's properly used. *Hamlet* is one of the hokiest plays ever written—as you'll agree if you stop to examine it—yet it's a pretty good play, too.

BUT—and here's the rub—tho no one can deny that the serials have to be corny and that corn in itself is no badge of infamy, there are various grades and varieties of corn. That's something the boys don't seem able to understand. They dish it out on silver salvers; but (See *Why Not Good Corn?* on page 8)

And Gal Listeners?

FORT WORTH, Nov. 21.—Gene Arnold's new radio show being heard on WBAP is on the air with a girl producer, Florine Pearson; a girl engineer, Kay Hamilton; girl announcer, Geraldine Wright, and Mrs. Ted Graves, organist.

Advertisers Agencies Stations

Plenty Philly Agency Changes

PHILADELPHIA, Nov. 21.—Advertisers going on the inactive list because of priorities and other war conditions have created a heavy turn-over in the advertising agency field. Past weeks have seen several established agencies folding, others tightening personnel resources and several new agencies entering the field.

Wesley A. Gilman and Paul L. Lewis, both of whom have been vice-presidents of N. W. Ayer & Son since 1929, left to organize their own agency, Lewis & Gilman. Also took from Ayer's H. G. McCoy, in charge of the publicity office, and Donald A. Lang, also of that department, along with James B. Mackenzie, formerly president of Fox & Mackenzie Agency here.

With the folding of Carter-Thomson Agency, Lawrence I. Everling, one of the first agency radio directors here, has opened his own agency under his own name. Russell K. Carter has joined Gray & Rogers as account exec, and Stuart R. M. Thomas has become advertising manager of John Middleton, Inc., local tobacco concern.

C. M. Rohrabough, radio chief for Ward Wheelock Company, has joined Arthur Kudner Agency, New York, in an executive capacity. Eugene J. Cogan came in from Paris & Peart, New York, to fill the post. N. W. Ayer here has lost Gordon E. Page to Lennen & Mitchell, New York agency; Melville H. Smith Jr., who became account exec with James G. Lamb here; Randolph Peters to Gray & Rogers here; Henry Belleville, who joins the rewrite staff of *The Philadelphia Record*, and Robert Stinson to the U. S. Marines.

Scott Faron, account exec of Ward Wheelock, has joined *The Saturday Evening Post* as manager of publicity. Ivey & Ellington loses Kennard G. Keen Jr. to James G. Lamb agency here, with production chief John Wolcott into the army and William Sheehy and William Morris into the navy. Other changes bring Leon H. Greenhouse to Benjamin Eshleman as radio head and account execs. Nan M. Collins and George F. Davis to Roland G. E. Ullman and Atkin-Kynett respectively.

NEW YORK

GERTRUDE BERG celebrates her 14th year on the air with *The Goldbergs* this week. Starting November 30, 1929, on NBC, the show is now heard over 59 CBS stations, Monday thru Friday, for Procter & Gamble. . . . Harvey Harding, organist on the *Story of Mary Marlin*, leaves for the navy next month. . . . Don Bernard, former director of *Cheers From the Camps*, leaves for Hollywood to direct the West Coast's half of the U. S. Treasury program to be heard on the Blue Network from 8:30 to 9:30 p.m., starting November 28. . . . Isabel Olmstead, of the radio copy department of Compton Advertising, Inc., has been made head of the company's casting office. . . . Harry Trenner, sales manager of WNBC, Binghamton, has joined Mutual's sales staff in New York. George Maitland Chambers, member of staff of *Barron's*, financial weekly, also joins Mutual sales staff, replacing John Mitchell, who has left for the coast guard. . . . Harry Wismer will give the play-by-play description of the New Year's Day Sugar Bowl game over the Blue network, sponsored by Gillette. . . . Charles Underhill, assistant head of radio at Batten, Barton, Durstine & Osborn, is leaving shortly for the navy, with Carol Newton stepping into his job. Grace Norton, Hollywood scripter, has joined the agency's radio script department. . . . Peter Lorre has been signed to appear on three episodes of *Inner Sanctum* on Blue, starting November 29. Frank Berrins appears for his roles in *The Thin Man*, *Bondwagon* and *Inner Sanctum* in an army uniform. He's stationed at Grand Central Palace and gets time off to appear on the shows. . . . To begin some time near the first of the year, Westinghouse will sponsor a Sunday afternoon show with John Charles Thomas, John Nesbitt and concert ork. Time is tentatively 2:30 to 3 on NBC. Young & Rubicam handles the account.

Stanley Richards has joined the David Lowe radio office. . . . Betty Frear, assistant to Jack Banner, head of publicity at WNEW, is resigning next week to join her husband, who is stationed with the army in Miami.

New business for WLIB this week includes 70 spot announcements a week for a period of 13 weeks for Barney's Clothes, thru Emil Mogul Company; 42 spots a week plus a 15-minute program for 13 weeks for Sachs Furniture, and 15 spots a week for 13 weeks for Vita-Man.

CHICAGO:

NEW business announced by WIND includes Gruen Watch Company, thru McCann-Erickson, 14 announcements a week for 52 weeks; E. J. Brach & Sons (candy), thru U. S. Advertising Corporation, five announcements a week for 13 weeks; Gary (Ind.) Merchants' Bureau, direct, 60 announcements, and Esquire-Coronet Company, thru Schwimmer & Scott, 36 announcements. . . . Northern Mutual Casualty Insurance Company has taken sponsorship of the news broadcast of Harlan Eugene Read, heard on WBBM from the American Aircraft Institute. . . . Operators at the WLS transmitter location now raise and lower the flag with the playing of *The Colors*. . . . The Olson Rug Company is now sponsoring WJJD's *Concert Hall* programs, which are being increased to seven full one-hour broadcasts a week. Order placed thru Presba, Fellers & Presba.

Jerome Neer is the newest addition to

Speed

WASHINGTON, Nov. 21.—Radio division of the Treasury Department pulled a quick change on War Bond announcements last Monday (9) after the news broke of the U. S. invasion of Northern Africa.

Idea was discussed with Treasury heads at 10 a.m., written at 10:30, approved by the Office of War Information at 10:45 and was heard on the air 12 noon.

"Janie" To Be Etherized

NEW YORK, Nov. 21.—An ether dramatization of *Janie*, Brock Pemberton's Broadway comedy, will be written by Josephine Bentham and Herschel Williams, authors of the play. Gwen Anderson, Claire Foley, Frank Amy, Nancy Cushman, Grant Mills, Kenneth Tobey, Howard St. John and Blaine Filmore will play their stage roles in the serial. Outstanding radio show taken from a play is *The Aldrich Family*, which came out of the George Abbott show *What a Life!*

the news and special events department of NBC, succeeding John R. Fahey, who resigned to enter military service. . . . WMAQ added a new series of public service programs Monday (23). *Elizabeth Hart Presents* will be heard Mondays, Wednesdays and Fridays, and *All Out for Victory* Tuesdays and Thursdays, both at 12-12:15 p.m. . . . Renewal contracts reported by WMAQ are Peter Paul, Inc. (candy and gum), thru Platt Forbes, Inc., news show, thrice weekly, for 13 weeks, and McKesson & Robbins, thru the Tarcher Agency, news program Mondays, Wednesdays and Fridays, for 13 weeks. Norman Barry is heard on both shows. Spot announcement business included E. J. Brach & Son, thru U. S. Advertising Corp., 52 one-minute announcements, transcribed, for 13 weeks, and *Coronet* magazine, thru Schwimmer & Scott, 16 one-minute transcribed announcements.

PHILADELPHIA:

JOE O'BYRNE returns his *Hunting and Fishing Club* sports show to KYW. . . . John Falkner Arndt Agency adds the George B. Evans Laboratories to its account list and places a spot series on WFIL. Also adds the National Drug Company, with Adrian Bauer adding the Hotel Adelphi here to its account list. . . . Bill Smith, former WHAT announcer, in the air corps. . . . Louis Gross, WPEN announcer in an earlier year, joins the staff of WHAT. . . . Herb Dubrow, leaving his announcing post at WBAB, Atlantic City, returns to his first love as nitery performer at Jack Lynch's Walton Roof here.

Radio Talent New York

By JERRY LESSER

THE \$25,000 wage ceiling is already making itself felt in radio. KATE SMITH announces that she plans to use talented radio actors instead of name stars on most of the dramatic portions of her program. KATE and TED COLLINS have always used the cream of radio's acting crop in supporting roles, so they know their talent and won't have to experiment. *The Kate Smith Hour* has been the starting point of many a successful radio and stage career and no doubt will launch some new stars under the new system. Other programs that have adhered to the policy of giving good but unknown actors a break are *Theater of Today*, *Death Valley Days*, *Manhattan at Midnight*, *The Shadow* and all of ARCH OBOLER'S programs. . . . Smart producers who are building new programs should follow the lead of AGNES GREW, who not only used radio actors exclusively on her new program, but scouted the writing field thoroly and interviewed a host of unknown writers, from whom she selected a few who showed the most promise for the writing assignments on her show. Maybe this wage ceiling business will have its good side too.

CHARLES MICHELSON, sound effects transcription man, spent last week at the Curtis-Wright plant in Ohio recording the newest airplane sounds for radio dramas. . . . Was nice hearing RENA CRAIG on *That Brewster Boy* from Chicago the other night. RENA was known as one of the best actresses in New York when she worked on programs originating here. . . . Guest sleuths on *Ellery Queen* November 28 will be BERNARD GEIS and one of his cover girls. Drama is called *The Adventure of the Dead Man's Chest* and has a special Thanksgiving Day message. . . . The JOHN HEISMAN trophy for 1942's outstanding football player will be presented on WOR-Mutual December 8. . . . Staff Sergeant JOHN ANSPACKER, former

WOR publicist, gained national fame for that press story he wrote on the African front.

RADIO has certainly become nutrition-conscious since we entered the war. Each network has a number of programs designed to enlighten the public on the subject of vitamins and how to keep healthy in spite of ration books. Mighty helpful information in these times. . . . JAMES MONKS, of *The Eve of St. Mark* cast, is now appearing on *Light of the World*, *Our Gal Sunday*, *Readers' Digest* and *Manhattan at Midnight*.

A WORD about announcers and commentators: LARRY ELLIOTT, radio's No. 1 bond salesman, will announce the new Treasury Department program which begins on WJZ-Blue November 28. ELLIOTT has announced all Treasury programs since the department began using radio for its bond drives. . . . Actor LON CLARK gets a stab at the announcing business this week on BOB HAWK'S *Thanks to the Yanks*. . . . TOM SLATER is the new emcee and announcer on *Go Get It*. . . . UPTON CLOSE, Far East authority, started a new series on Mutual last Sunday. . . . Don Hancock will join the Gracie Fields' tour to the coast, and will stay there to do a picture with her.

JEAN DICKENSON, lovely soprano of *American Album of Familiar Music*, is set for the lead in *Robin Hood* at the Paper Mill playhouse in New Jersey. . . . HELMO RUSS, organist at the Capitol Theater, is now doing a nightly piano program on WEVD. . . . The government launched America's *Women at War* week by presenting a half-hour drama on CBS November 22. Production was under direction of WILLIAM BACHER and featured GRACIE FIELDS, DOROTHY MAYNOR, the FREDERIC MARCHES and a closing address by MRS. HENRY MORGENTHAU.

Chicago

By NAT GREEN

DOROTHY KIRSTEN, protegee of Grace Moore and now with the Chicago City Opera Company, will be guest star on the *Carnation Contented* program December 7, taking the place of JOSEPHINE ANTOINE, who will be in New York filling an engagement at the Metropolitan. . . . The item in last week's issue concerning KAY ASHTON-STEVENS'S interview with the author of *Continuous Performance* credited the authorship of the book to Mrs. John Balaban. Mrs. A. J. Balaban is the author. The book has received excellent notices. . . . The WLS *Bunkhouse Jamboe*, heard from 3 to 5 a.m., Mondays thru Saturdays, is proving popular with war workers, servicemen, cafe operators and others who are active during the early-morning hours. Show is conducted by Jerry Campbell, WLS staff announcer. . . . Altho the local racing season has closed, WAIT has made a contract with CLEM MCCARTHY, sports announcer, to continue his afternoon appearances on the station to bring news from tracks all over the country. McCarthy is now one of the top attractions on WAIT'S

new afternoon show, *The Victory Spotlight*, with TOM MOORE as emcee. . . . *Sports in the Service*, an interview program with EDDIE DUNN, will make its bow on WBBM Saturday (28), 9:15-9:30 a.m. Program will visit various service camps and bring to the mike prominent sports personalities now with the armed forces.

VIRGINIA CLARK'S WPB husband is due home from Washington to spend Thanksgiving. . . . MARY PAXTON of *Wishing Well* and MURIEL BREMNER of *The Romance of Helen Trent* are both expecting the stork between the Thanksgiving and Christmas holidays. CLIFF JOHNSON has taken over Mary's *Wishing Well* assignment temporarily. . . . DICK POST is substituting for "JOLLY JOE" in reading the comics on the WBBM morning program. Jolly Joe Kelly is suffering from laryngitis. . . . ALVIN J. STENKOPF, news analyst, has just been signed by WBBM and, starting Tuesday (24), he will be heard at 10-10:15 p.m. Tuesdays, Thursdays and Saturdays, sponsored by Barbasol.

Hollywood

By SAM ABBOTT

JACK MATHER, who plays character parts on CBS shows, is serving as a government milker, putting in four hours each morning at a local dairy farm. . . . A special recording on *Silent Night* has been made by Bing Crosby, the Music Makers and John Scott Trotter's orchestra for the Co-Ordinator of Interamerican Affairs for transmission to the Latin American peoples during the yule season. . . . BILLIE BURKE is scheduled for her ninth guest appearance on Rudy Vallee program. . . . JOHN NELSON, announcer on *Breakfast at Sardi's*, has been sworn in as an ensign in the navy. Successor yet to be named. . . . DICK JOY has taken over the announcer spot on *Those We Love* over KNX. It was

his fourth new assignment within a month, the others being the Nelson Eddy program and morning and afternoon newscasts. . . . GORDON BURKE, KHJ newsman, has earned "commentator rating" thru a series he presented while stationed at KGMB, Honolulu, and has been added to the list of KHJ commentators. He has a weekly series of comments on Thursday. . . . PAUL MASTERSON and Bill Stokey have left the Blue for the armed forces. Masterson is in the air corps at Victorville, Calif. Stokey is succeeded by Bill Walker, who joined the Blue's Hollywood staff October 14 as a page; he previously worked on a Texas station, where he announced, sang and played dramatic roles.

Program Reviews

EWT Unless Otherwise Indicated

"Navy Bulletin Board"

Reviewed Saturday, 3:30-4:30 p.m., PWT. Style—Popular music. Sponsor—For the Navy Dept. Station—KHJ (Los Angeles) and Mutual-Don Lee (except New York).

While *Navy Bulletin Board* is in the interest of navy enlistments, it is one of those generous moves of a band leader, Jimmy Dorsey, who digs into his jeans for the overtime. It is a move that is unheralded except to a few in the know, as Dorsey receives no financial credit.

Show features the music of Jimmy Dorsey and the vocalizing of Helen O'Connell and Bob Eberly. It is, except for announcements by Bill Haworth, the same as a remote from a ballroom. Dorsey welcomes his listeners to the show, but outside of that the saxophonist tends strictly to leading his outfit.

Bulletin Board is aimed at the younger fellows. Since there is no better way of getting their ear than a Jimmy Dorsey program, this show serves its purpose well.

Produced by Dave Young, show is written by Dave Dexter, of Dorsey's staff. Not only is Dorsey doing a bang-up job of turning out fine music, but he's also doing a terrific job of putting the navy's message forward. *Sam Abbott.*

"Suspense"

Reviewed Tuesday, 9:30-10 p.m. Style—Mystery. Sustaining on WABC (New York) and Columbia Broadcasting System.

Menace in Wax was the latest opus in Columbia's mystery series which began its new season several weeks ago. John Dickson Carr, prolific writer of hair-raising novels, pens the series, which is directed by John Dietz and produced by William Spier.

Program caught started as a promising thriller set in a London wax-works during an air-raid, but petered out into an unimaginative spy hunt, with a newspaperman and an unnecessary girl reporter leading the action.

The music and the introduction set up the desired mood of suspense, and the opening episode in the wax museum was spooky enough to chill the most unsusceptible listener. Newspaperman arrives on the scene and discovers that the cards in the hands of the wax gambling group offer a code for enemy agents and that a factory in a forest outside London is to be bombed that evening. With the help of a girl who is added for comedy interest but who helps only to detract from the atmosphere of "mystery, intrigue and dangerous adventure" which the show hopes to evoke, the plot is thwarted and the factory in the moonlight remains unharmed.

Show is in same vein as other strictly scare stuff on the air, with menacing-voiced announcer and deep rumbles of music, supplied by Bernard Herman, attempting to haunt you into listening. *M. R.*

"Wings of Victory"

Reviewed Thursday, 10:15-10:45 p.m. Style—Dramatic series. Sustaining on WJZ (New York) and Blue Network.

New Blue Network series is another of the slambang adventure type, portraying the blazing exploits of our fighting forces, this time the men who have been decorated for valor in combat in the army air force. Series originates from Hollywood and is written, produced and enacted by personnel of the West Coast Air Force Training Command at Santa Ana, Calif.

Installment heard began with soldier ork and chorus doing a medley of songs of the last war, followed by recruiting plug for the army. Then two authentic

episodes showing the human interest side of this war's battle heroes were dramatized. With a minimum of jarring noise, a true account is given of an air battle over Guadalcanal during which a flier addresses his plane as a tough little tramp and talks to it in endearing terms throughout the battle. A bombardier in the Egyptian battle who considers the flight a mathematical problem is the subject for the second tale.

The opening musical number and the two plays had nothing connecting them, and the impression given was more of a variety show than of an integrated dramatic picture.

Show is put on by former writers and radio people now in service. Frederic Hazlett, short-story writer and novelist, now an army officer, does the scripts; Capt. Mel Ruick, former radio announcer, is the narrator; Major Eddie Dunstedter supervises the music, and Lieut. Robert B. Sinclair is co-producer. *M. R.*

"Meet Admiral Downs"

Reviewed Saturday, 10-10:15 a.m. Style—Informal discussion. Sustaining on WLS (Chicago) and NBC.

A new patriotic program designed to bring about a better understanding of the navy. It originates at Great Lakes Naval Training Station, Great Lakes, Ill., where tens of thousands of recruits are being trained. Rear Admiral John Downs, of the Ninth Naval District, is the commentator, and the program is produced by Al Boyd. Altho announced as a question and answer program, the first broadcast confined itself to the reading of letters from mothers and wives having sons or husbands in the navy, and comment on the letters by Admiral Downs.

Doubtless will be of interest to the thousands of women who have sons, husbands and sweethearts in the service, as it aims to give a cheerful picture of the service and to build up the patriotic spirit. A letter-writing contest to pick the typical navy mother was announced. The woman chosen will spend a week at Great Lakes and report to other mothers what she observes there. *Nat Green.*

"Spilling the Beans"

Reviewed Tuesday, 5-5:10 p.m. Style—News comment. Sustaining on WORL (Boston).

Despite the overabundance of news commentators, Joe Dineen comes thru with a short, breezy and most informative news analysis that is easily followed. He gives a 10-minute analysis of the topics of the day and the effect they will have on the future. He tells about local names in the news, thus bringing in a local tie-in.

Dineen is author of several books and writes a daily column, *Spilling the Beans*, in *The Boston Globe*. He has a wide following and will not have any trouble in getting a sponsor. This station grinds transcriptions and records all day, this spot being one of its highlights.

On show caught Dineen missed plenty of words, but after a time he should catch on and not have any difficulty. *Harry Poole.*

"Furlough Fun"

Reviewed Monday, 7:30-8 p.m. Style—Variety. Sponsor—Gilmore Oil Company. Agency—Ruthrauff & Ryan. Station—KFI (Los Angeles) and Pacific NBC.

Gilmore Old has been fooling around with servicemen participation programs for quite a few weeks, but this is the first time the sponsor has gleaned some good names for a bang-up show. Gilmore's effort to entertain and also put money in the soldier's pockets is outstanding in view of the fact that the company has taken this program on the eve of gas rationing on the Pacific Coast.

With Vern Smith announcing and Beryl Wallace, of the Earl Carroll show, emceeing, Gilmore presents that corny outfit, Spike Jones and His City Slickers. With Jones's outfit on hand, show is assured of a good audience. There are tricks such as buying things people don't want, such as false teeth for \$40, and any other white elephant one may have.

In addition to this, the servicemen get shots at good cash prizes, with the consolation of \$10 going to the one who does the worst job on the quiz but who sings *Rock-a-Bye Baby* in baby talk while done up in ribbons, etc.

George Riley is well spotted with his bits of comedy, but the show is definitely Spike Jones's with his rendition of *Pass the Biscuits*, *Mrandy* and *Der Fuehrer's Face*. At the halfway mark a soldier's request, this time *One Dozen Roses*, sung by the composer, Country Washburne, tuba, was recorded and sent to the soldier's sweetheart. Since Washburne does this song on City Slicker appearances, he turned in his high standard job on it.

Miss Wallace is a capable emcee, and Riley's comedy is an asset to the show. Commercials, not flowery or lengthy, are sung effectively by Del Porter and Carl Grayson of the Slickers.

Furlough Fun is good comedy with corn or corn with good comedy. Either way is correct. Show caught was smooth for an opener. *Gertrude Ostling.*

"Little Variety Show"

Reviewed Tuesday, 10:15-10:30 a.m. PWT. Style—Variety. Sustaining over KECA (Los Angeles) and the Pacific Blue.

Andy Mansfield and Virginia Lee are well known in the Los Angeles area for their years of broadcasting over local stations. Their show now gets more coverage with its releasing over the Pacific Blue Monday thru Friday at a mid-morning hour.

Mansfield starts the program with his chatter, and then Miss Lee joins him for a bit of nonsense, such as taking each letter of the alphabet as a cue to build a line with which the second line must rhyme. Miss Lee turns in a fair bit of warbling, but her singing is more on the conversational side.

The program is aimed at the housewife, who by this time of the morning has finished dishing out the gossip over the back fence. For the usual night listener, the material wouldn't get to first base.

Duo has definite style, tho, and for those not too choppy the show is adequate. *Sam Abbott.*

"Gold Links"

Reviewed Monday, 10-11 p.m. Style—Musical. Sponsor—Amado Trinidad. Station—RHC (Cadena Azul), Havana.

Present trend of war programs, with the rattle of guns, the beating of drums, the humming of planes, is definitely missing in this, the latest war program to hit the air-waves in this territory.

Feature of this broadcast is that commercials are presented only at the opening of the program and at its close, so that announcer does not break the continuity of presentation with his message.

Program gets under way with the first strains of *America*, played by Antonio Matas on the organ. Trinidad's presentation is a beautiful one. Gonzalo Rolg, his orchestra, and Jose Fernandez, tenor, offer *Valencia*. Fernandez has an excellent voice.

Guest on show caught was Iris Burquet, soprano, who did opera and operetta melodies, including a *Traviata* aria and a Strauss waltz.

A good show. *David C Coupau.*

"Musical Comedy Encores"

Reviewed Monday, 6:15-6:45 p.m. Style—Music. Station—WHTT (Hartford).

Eddie M. Brainerd, formerly connected with local amateur theatrical groups, writes and produces this new daily program. Show features commercials and recorded music.

Bob Avery, of the WHTT announcers' staff, handles the announcing end. Has a nice voice.

Because Brainerd has made a name for himself in Hartford showbiz, radio listeners are inclined to listen to his program. At one time he wrote radio column in *The Hartford Times*. *Allen M. Widem.*

Program Comment

After 20 months on New York Indies, *Platterbrains* is still a fast-moving, brain-teasing jive quiz, with guests and board of experts taking cracks at naming tunes, arrangers, soloists, etc., on disks played. Show is heard Saturday evening, 7 to

Blue and 20th Battle Over Tierney "Cigar"

HOLLYWOOD, Nov. 21.—Don E. Gilman, vice-president of the Blue Network, this week answered 20th Century-Fox's complaint that Jimmie Fidler had gone overboard on a recent broadcast when he is alleged to have said that Gene Tierney was a cigar smoker. In view of the complaint, the studio has banned the appearances of its stars on the net until "something has been done about the incident." Studio claims that more than 400 letters were received relative to the star's asserted habit.

While the chain has nothing to do with the Fidler broadcast, sponsored by Arrid, the studio's complaint was leveled at the network. Gilman answered the studio Monday by admitting that it was Blue's business to take care of its programs and personalities, adding that Fidler had come to the Blue with the declaration that he would be co-operative.

Fidler intended the quip as a gag, it was said. An explanation to this effect has been offered the movie studio. While Blue has power to cancel Fidler's broadcast under a "nuisance clause," Gilman said that he did not believe there was ground for such action in this case.

Fidler, Gilman said, has a large following, and a listener audience of 8,000,000 has been rated for him by the Hooper survey.

WHY NOT GOOD CORN?

(Continued from page 6)

they dish out the lowest grade.

Certainly no intelligent adult could possibly defend the pap that pours everlastingly over the airwaves. Despite the fact that hordes of morons listen avidly from day to day, and even get to consider the serials' characters as real people, the shows themselves are deplorable.

That, however, is not because they're corny, but because the quality of the corn is fantastically and ridiculously bad. They could remain as hoke-filled as ever; but, if they knew how to present effective hoke, they could retain the overwhelming bulk of their present listeners and yet become excellent entertainment. A few of them have done it—*Vic and Sade*, as a single example. But in the huge majority of cases their perpetrators, filled with the idea of husking corn for the yokels, and self-consciously writing down to their listeners, have entirely forgotten that corn can still be flavorsome. Or else they're incompetents who couldn't present effective hoke if they wanted to.

The fault with the serials is not that they're hoke-filled, not that they fail to mirror trends. It's merely that they're so stupidly built and presented. Their present devotees wouldn't run screaming into the night if the acting were turned into a semblance of competent performing; they wouldn't be alienated if the direction showed vague traces of common sense, power or knowledge of theatrical effect; they wouldn't dial away if the authors displayed a trace of intelligence in the writing of their hoke-filled plots. Intelligent rather than stupid use of hoke would create greater interest even among present listeners.

The serials don't need radical changes in form or even content. They merely need competence in their presentation. The trouble isn't that they present unadulterated corn; it's that they presented so mildewed and cheap a grade of it.

7:30, on WMCA, sponsored by Crawford Clothes. Swing critic Leonard Feather throws the questions, and on show caught guests were Joe Sullivan and Cootie Williams; board of experts included George Simon, Barry Ulanov and Bob Bach. Questions sent in by listeners are varied, and just enough of each record is played to give the experts and guests a hint at the answer.

Show is paced well, minimum of time being allotted for answers, with emphasis on getting as many records into the half hour as possible. Show should draw a large in-the-groove audience who want to add to their store of swing music knowledge as well as test their musical IQ along with the professional swing masters.

Don Phillips handles the commercials informally, getting them into the mood of the show—even to the extent of giving one plug in double-talk. *M. R.*

Burrell's
ESTABLISHED 1898
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building
125 Barclay St., New York, N. Y.
BARCLAY 7-5371

Out-of-Town Openings

"The Great Big Doorstep"

(Colonial Theater)

BOSTON

A comedy by Frances Goodrich and Albert Hackett, from the novel of E. P. O'Donnell. Staged by Herman Shumlin. Setting by Howard Bay. Cast includes Joy Geffen, Jeanne Perkins Smith, Dorothy Gish, Dickie Monahan, Gerald Matthews, Jack Manning, John Morny, Louis Calhern, Nat Burns, Ralph Bell, Clay Clement, Morton Stevens and Robert Crowley.

Play deals with a family of impoverished Cajuns, the Crochets, and their attempts to get a house to go with their beautiful doorsteps, which have been fished out of the Mississippi. Cajuns are descendants of the Acadians who were driven out of Nova Scotia.

Play is set in the swamplands of Louisiana, where father Crochet has settled in a dilapidated shack where his brood of six attempts to live. Father Crochet has earned the title of Commodore, having once been a pilot on the river. He now is a lazy, dreamy ditch-digger who gorges his stomach but never has enough to feed his family.

The oldest boy, Arthur, fishes out of the river a great big set of doorsteps, and the Commodore gets the sudden idea that he should get a house to go with them. The rest of the play is devoted to his frustrated attempts to raise the huge sum of \$60, which will buy a neighbor's house due to be seized for non-payment of taxes.

The Commodore's spirit rises and falls as he comes close to getting the money. A Texan who is in love with Topal offers to lend him the money, but lands in the hospital. His brother, who is a river pilot, gives him a check, but it proves to be worthless.

Meanwhile his wife has a troublesome time in keeping the family together. Arthur has left the house, and Topal has gone to New Orleans to work in a 10-cent store. Evvie, the younger daughter, dreams both of romance and of entering a convent, and astounds the mother with her various statements.

Finally the swamp lilies, which mother Crochet has stealthily planted, save the day. A florist from New Orleans has been sent by Arthur to see the lilies, and buys the lot. He gives them enough money to pay their debts, buy the house to go with their doorsteps and regain their social standing.

Louis Calhern has the time of his life as the boastful, useless Commodore, always ready to eat but never to work. He opens up a new career with this portrayal. Dorothy Gish, as mother Crochet, never seems to fit into the picture. Her serious moments are much better than her comedy scenes. She had considerable trouble with the Cajun dialect.

The play will serve as a showcase for Joy Geffen; her portrayal of Evvie Crochet is fresh and very appealing. Jeanne Perkins Smith, as sullen Topal, does well, too.

The play reproduces the novel's characters, but the situations do not come alive, and the play never gathers any great momentum. The various situations are funny, but you wait for climaxes that never come. The characters and their actions will cause considerable talk, but as a play it will not cause any great furor. *Harry Poole.*

"Yankee Point"

The Playhouse

WILMINGTON, DEL.

Presented by Edward Choate and Marie Louise Elkins in association with John Cromwell. Play by Gladys Hurlbut. Staged by John Cromwell and designed by Frederick Fox. Cast: Elizabeth Patterson, Dorothy Gilchrist, Dean Jagger, Edna Best, James Todd, Ann Dere, Doray Sayers, Donald McClelland, John Forsythe, K. T. Stevens, Arthur Aylsworth and Richard Rudl.

For the play of the season most likely to give you a permanent "let-down feeling" we nominate *Yankee Point*, which was presented to tolerable audiences at its Friday and Saturday premiere (with Saturday matinee) at the Playhouse. Not that *Yankee Point* failed to have a lot of stuff in it; only that after the production was over one was left with

the feeling that there really wasn't much in life that was worth living for.

So far as the title is concerned it is merely a geographic location. The play seemed to have no "point"; it pointed out no moral and, beginning nowhere in particular, ended at exactly the same point. There is practically no plot—just a collection of "hunks of life" in a present-day setting—and you just took it or left it, as you liked.

Yankee Point is the story of a handsome, graying professor who is about to enter the war as a captain, but who chafes for action. He was in the last fight and doesn't like the idea of being an armchair officer. His wife is the works at the observation post of this tiny New England coastal town, assisted by a determined maiden lady who knows how to handle a revolver. One of the wife's main concerns is her younger daughter, who is about to become engaged, over long-distance, to Butch, her boy friend, who is in the service. Into this potpourri the author has set down Miz Bekins, a lovable old crochety nurse, aged circa 84 years, who is on the point of passing away, but who is suddenly revived by all the military activity which the war engenders.

The captain-to-be, when he came back from the first World War, told his daughter how bad war was; but she sees everything in a different light after a heart-to-heart talk with Dad. Meantime, the professor's wife and her family, plus the maiden lady spotter, catch a spy and turn him over to the coast guard.

After all this comes the final act in which the American coast line is attacked. The graying professor, in his new army uniform, rushes out of the house, the bombardment begins and you get the idea of what it means to be in a house with a blackout on and the enemy supposed to be attacking our shores—and then the play ends—just like that! You get the impression, however, that the American spirit (coming in direct line of descent from our forefathers, the Pilgrims) is still with us and that, if there were a fourth act, you'd see the graying professor back as a general, the

BROADWAY RUNS		
	Performances to Nov. 21 Inclusive.	
	Dramatic	Opened Perf.
Angel Street (Golden)	Dec. 5	408
Arsenic and Old Lace (Fulton)	Jan. 10, '41	770
Blithe Spirit (Booth)	Nov. 5, '41	422
Claudia (return) (St. James)	May 24	208
Damask Check, The (Playhouse)	Oct. 22	30
Eye of St. Mark, The (Cort)	Oct. 7	54
Janie (Henry Miller's)	Sept. 10	84
Junior Miss (Lyceum)	Nov. 18, '41	415
Life With Father (Empire)	Nov. 8, '39	1262
Mr. Sycamore (Gold)	Nov. 13	11
My Sister Eileen (Biltmore)	Dec. 26, '40	786
Native Son (return) (Majestic)	Oct. 23	35
Skin of Our Teeth, The (Plymouth)	Nov. 18	6
Strip for Action (National)	Sept. 30	62
Uncle Harry (Broadhurst)	May 20	206
Without Love (St. James)	Nov. 10	15
Musical Comedy		
Beat the Band (46th St.)	Oct. 14	46
By Jupiter (Shubert)	June 8	198
Count Me In (Barrymore)	Oct. 8	52
Let's Face It (return) (Imperial)	Aug. 17	112
Once Over Lightly (Alvin)	Nov. 19	4
Rosalinda (44th St.)	Oct. 28	30
Sons o' Fun (Winter Garden)	Dec. 1	408
Star and Garter (Music Box)	June 24	174

enemy soundly whipped, and the family reunited.

Some standard business is done by Elizabeth Patterson, as Miz, and the proper juvenility is given her part by Dorothy Gilchrist. Dean Jagger looks his handsome best and turns in a credible performance, as does Edna Best, except that she is "veddy, veddy English" in her role of a Yankee mother whose forebears landed on Plymouth Rock. James Todd does a good job as Dr. Nickerson, while Ann Dere is a perfect maiden lady in her "spotter" role of Miss Higgins.

Perhaps the most colorful performance was turned in by Arthur Aylsworth as Uncle Pete. K. T. Stevens was the older daughter and turned in a good proportion of tears and temper.

W. Austin Brodie.

New Plays on Broadway

Reviewed by Eugene Burr

PLYMOUTH

Beginning Wednesday Evening, Nov. 18, 1942

THE SKIN OF OUR TEETH

A comedy by Thornton Wilder, starring Tallulah Bankhead, Fredric March and Florence Eldridge. Directed by Elia Kazan. Settings designed by Albert Johnson and executed by Studio Alliance, Inc. Costumes designed by Mary Percy Schenck and executed by Brooks Costume Company. Press agents, Richard Maney and Ted Goldsmith. Stage manager, B. D. Kranz. Assistant stage managers, Stephen Cole and Stanley Prager. Presented by Michael Myerberg.

Announcer Morton DaCosta
 Sabina Tallulah Bankhead
 Mr. Fitzpatrick E. G. Marshall
 Mrs. Antrobus Florence Eldridge
 Dinosaur Remo Buffano
 Mammoth Andrew Ratousheff
 Telegraph Boy Dickie Van Patten
 Gladys Frances Hefflin
 Henry Montgomery Clift
 Mr. Antrobus Fredric March
 Doctor Arthur Griffin
 Professor Ralph Kellard
 Judge Joseph Smiley
 Homer Ralph Cullinan
 Miss E. Muse Edith Faversham
 Miss T. Muse Emily Lorraine
 Miss M. Muse Eva Mudge Nelson
 Usher Stanley Prager
 Usher Harry Clark
 Drum Majorettes Elizabeth Scott,
 Patricia Riordan

Fortune Teller Florence Reed
 Chair Pusher Earl Sydnor
 Chair Pusher Carroll Clark
 Conveener Stanley Weede
 Conveener Seumas Flynn
 Conveener Aubrey Fassett
 Conveener Stanley Prager
 Conveener Harry Clark
 Conveener Stephan Cole
 Broadcast Official Morton DaCosta
 Defeated Candidate Joseph Smiley
 Mr. Tremayne Ralph Kellard
 Hester Eulabelle Moore
 Ivy Viola Dean
 Fred Bailey Stanley Prager

ACT I—Home, Excelsior, New Jersey. ACT II—Atlantic City Boardwalk. ACT III—Home, Excelsior, New Jersey.

Some years ago Thornton Wilder wrote *Our Town*, which, because of its stupid and reasonless eschewal of scenery, its muddled imagery and pretentiously saccharine jumble of pseudo philosophy, was hailed by faddists and mental poseurs as a dramaturgical outpost. Then came Saroyan, who managed to prove himself even less competent than Mr. Wilder and

so assumed the spotlight, going even further into the realm of the willfully muddled and inane—and it's beginning to look as tho Mr. Wilder were piqued. At any rate, the latest Wilder play, *The Skin of Our Teeth*, which was presented Wednesday night by Michael Myerberg at the Plymouth Theater, seems an attempt to out-Saroyan Saroyan. That appears a pointless and impossible task, but Mr. Wilder is the man to try it—and to do it.

The result is as ridiculously ineffective a mess as has ever insulted an audience. It is a determined proclamation and exhibition of unbelievable vapidity and incompetence—but that, almost certainly, will not prevent the poseurs from hailing it as a milepost in the theater's advance. It does hold a certain amount of interest—the same sort held by a five-legged calf—but it belongs not on a stage, but in a glass case.

It tells of the Antrobus family, which, in Mr. Wilder's juvenile and addled symbolism, seems to stand for the common man. There is father, who invents things and struggles to support his family and overcomes obstacle after obstacle in the hope of eventually building a better world. There is Mama, who has a fierce love for her children, looks contemptuously at her husband's aspirations, is a good housekeeper but really a brutally bad wife, and suddenly becomes simply wonderful in the end. The children are Gladys, who romps around as a little girl for two acts and then emerges as the mother of a baby, and Henry, whose other name is Cain. He has killed his brother and always wants to hurt people and eventually becomes a general and returns home after a war to announce that he hates everybody. Also in the household is Sabina, the maid, who used to rule the roost by giving sincere inspiration to Mr. Antrobus, who is evidently intended to represent the disturbing influence of sex, who steps out of her role occasionally to say that she doesn't understand the play, and who emerges as the only sympathetic and pleasant character in the lot. They all live in a small New Jersey town, and the play tells of how they overcome one difficulty after another.

The first act has the glaciers sliding (See *NEW PLAYS* on page 10)

Balto Big 155G In Two Months

BALTIMORE, Nov. 21.—Ford's Theater, only legit house here, is having a remarkable season, with indications from results to date, that it will top last season, which was best in 20 years. It has grossed a splendid \$155,000 for the first two months of current season, with second month topping first by some \$35,000.

During the first nine weeks plays have been presented, making the average approximately \$20,000.

Three of the plays grossed better than the approximately \$20,000 weekly average, while three of the remaining five grossed under \$11,000.

Opening play, September 7, *Private Lives*, starring Ruth Chatterton and Ralph Forbes, grossed \$7,000; *Vivie* (September 14), starring Jose Ferrer and Uta Hagen, \$6,500; *Priorities of 1942*, starring Phil Baker and others (September 21), \$25,000; *My Sister Eileen*, return engagement at popular prices, starring Betty Furness, \$11,000 (September 28).

First October bill (October 5), *Guest in the House*, starring Nancy Kelly, grossed \$9,400; *The Merry Widow*, starring Muriel Angelus (October 12), \$11,200; *The Skin of Our Teeth*, starring Tallulah Bankhead, Fredric March and Florence Eldridge (October 19), \$21,000.

Lady in the Dark, starring Gertrude Lawrence (October 27-November 7), a total gross of \$64,000 for two weeks.

"Homecoming" Is Tried Out At Provincetown Playhouse

NEW YORK, Nov. 21.—*Homecoming*, a comedy by Edward Peyton Harris, opened Monday evening (18) at the Provincetown Playhouse as the first of a series of presentations by a group of playwrights organized under the title of New Plays, Inc. Staged by Harris and Augustin Duncan, its star, show will have a two-week run, after which other members' works will be led to slaughter at the hands of New York dailies' drama critics. *Homecoming* was a field day for the whole bunch of them, and if it in any way foretells what is to come, it looks as tho the O'Neill miracle won't be repeated this season.

The time of *Homecoming* is the close of the present war. It is the story of Nate Eborn, father of a poor white North Carolina family, who, fancying himself a prophet, sees visions of another deluge and builds and stocks an ark for himself and his family. His wife and three sons, together with the boys' respective fiancées, are somewhat ashamed of Nate's doings. He refuses to go to regular church, has taken to muttering Bible quotations—and the neighbors are beginning to talk about that thing he's building. By the end of the first act, the water is up to the ankles.

For 40 days and 40 nights Nate, his wife and their sons and daughters-in-law (couples were married by Nate, as captain of the ark) are tossed about in the homemade craft, with nothing more than boredom, calluses and two snakes to contend with. Then the food gives out and the vain and sinning children of Nate begin to ask why? They try to pray, but don't know how. Desperate, they decide to confess their sins. But repentance is only half-hearted and gives them a chance to blame one another for their plight. With a sudden jolt, the flood subsides and the ark is grounded on a high hill. The Eborns find themselves the only people left on earth, with a whole new world theirs to build. But the children have brought their vanity, lust, greed and selfishness with them to form the warp of their new civilization. "The Lord," says Nate, "has to wipe out the world every 100,000 years or so and start over again."

The theme is a heroic conceit and demands proper stage facilities and powerful, unmuddled writing to be effective. Mr. Harris's parable, tho obvious and almost trite in its symbolism, is confused and vague in its attempts to carry thru the allegory. The crude stage mechanics of the Playhouse make it hard for mere actors to convey the illusion of a boat rocking, a sudden jolt when the ark starts to float and again when it is moored to land or the surging tide of the water without. The sight of supposed adults cavorting foolishly in a vain attempt to simulate praying, petulantly complaining of their hunger the moment the food gives out and childishly accusing one another of having committed the unpardonable sin is almost ludicrous on the stage. In sum, when *Homecoming* (See *"HOME-COMING"* on page 10)

"Army" Takes Hub Too; Others Okay

BOSTON, Nov. 21.—Boston's high gross figures were cracked wide open with the coming of Irving Berlin's *This Is the Army*. Tickets were gone long before the show hit town.

Ducats were placed on sale Thursday (5), and box office was to open at 10 o'clock. Lines forming in the Boston Opera House area caused such a congestion that local police had to be called to restore order. Military police were assigned to the area, and they remained on duty for run of show. Box office was to close at 9 that night, but the office staff decided to remain open till all those who had endured the cold had purchased tickets.

Officials figures were not available, but it is estimated that for its two-week run the show will gross \$120,000. The Boston Opera House seats 2,940, and the prices are \$1.10 to \$3.85. On opening night admish was from \$1.10 to \$11.

Regular legit attractions in town did fair business. *Junior Miss*, in its fourth week at the Wilbur, grossed a good \$12,000 for week ended November 14. It is expected to do around \$11,000 for week ending tonight.

Angel Street, at the Plymouth (1,150), grossed a fair \$9,500 for its second week (14). Business was better for the week ending tonight, with box-office figure set at \$10,500.

The Great Big Doorstep, for six days ended Wednesday (18) at the Colonial (1,643), grossed a good \$15,000.

"Lightly" 2G in Bridgeport

BRIDGEPORT, Conn., Nov. 21.—*Once Over Lightly*, making its bow here at the Klein Memorial November 15 for matinee and evening performances, grossed a fair \$1,982.50. Prices were scaled to a \$1.65 top for matinee and \$2.75 at night. Prior to the raising of the curtain, Saul Collin, producer, was served with notice that copyright infringement action is being started against him by George Holland, of Boston, who claims to have copyrighted the title of the show.

"HOME-COMING"

(Continued from page 9)

Isn't just dull or incredible, it's apt to be funny, but not in the way the author intended.

Augustin Duncan is genuinely sincere in the role of Nate, lending whatever credibility there is to the play. Georgia Simmons is a hardworking, sensible wife

who can toss Southern dialect around with authority, and Andrea Duncan gives a convincing performance as a vain and vapid daughter-in-law. Others in the cast, Margherita Sargent, Robert Berger, Elena Karam, Thurman Jackson, Scott Cooley and Immanuel Duval, are just fair. Shirley Frohlich.

NEW PLAYS

(Continued from page 9)

toward them. Mr. Antrobus invites in a motley collection of poets, philosophers and muses to keep warm—indicating, evidently, how the common man keeps alive the light of culture—and then decides to give up because Henry insists on murdering people. But he keeps on anyhow, and throws another log on the fire to keep the glaciers away. In the second act, Mr. Antrobus has been elected president of the Order of Mammals, Human Division, at an Atlantic City convention. He begins to envision some sort of fuller and freer life with Sabina, who has just won a beauty contest, when the rains come and, tho he doesn't really want to, he decides to keep on trying and ships his entire family on an ark. In the third act a war has just been finished and Mr. Antrobus, who has been in it, feels dead in his soul as he surveys the ruins of his home. But he decides to keep on going anyhow, and the house is rebuilt and Sabina tells the customers they can go home, after rereading the first lines of the play—a brilliant and profound piece of symbolism that indicates with superhuman subtlety that it all happens over and over again.

This hodgepodge is presented to the accompaniment of excursions into the aisles, plants in the audience, asides, breaks in the continuity and, at one point, the appearance of the stage manager to announce that some cast members have been taken ill, volunteers will have to substitute, and the act will have to start over again. This seems to be Mr. Wilder's way of managing to round out a full evening of "entertainment."

The chief trouble is that it's all so easy to do. You get a general outline of what you want to say (a very vague and muddled outline will obviously do) and then you slap down—or stop down—whatever comes into your head. The result will be labeled profound by drama critics and other self-conscious incompetents.

Mr. Myerberg, however, has provided a brilliant cast which, under the capable and remarkably inventive direction of Ella Kazan, brings as much verve as possible to the proceedings. Leader in this commendable effort is Tallulah Bankhead as Sabina. Miss Bankhead has never been hailed as a new Duse in this precinct, but in her present appearance she's terrific. Displaying irresistible

ability as a farce comedienne, she holds the play together as best she can, injects rollicking life whenever possible, and even manages to make some of Mr. Wilder's lines sound amusing. Fredric March is finely sincere but rather pitifully snowed under as Mr. Antrobus, and Florence Eldridge is called upon to veer from shrew to helpmate and back again as his wife—all of which she achieves most capably. Frances Heilin is given little chance as Gladys, and Montgomery Clift, as Henry-Cain, does excellently except for the accent that he seems to have inherited from Alfred Lunt. Florence Reed, in the small role of a fortune teller, does some of the finest work in her long career.

But no amount of acting ability can compensate for the puerile maunderings of the playwright. This sort of hysterical stupidity is expected and accepted in wartime, a fact that adds considerably to the horrors of war. Last time we had the gibberish of Gertrude Stein, hailed as great new art by the silly little connoisseurs. This time we have *The Skin of Our Teeth*. Next time we'll get something else that will be just as inane and frantically worthless—but at least we can get nothing worse. There's some sorry comfort in that.

GUILD

Beginning Friday Evening, November 13, 1942

MR. SYCAMORE

A play by Ketti Frings, based on a story by Robert Ayre. Directed by Lester Vall. Settings designed by Samuel Leve and built and painted by Cleon Throckmorton. Company manager, Max A. Meyer. Press agent, Joseph Heidt. Associate press agent, Ben Kornzweig. Stage manager, Elaine Anderson. Presented by the Theater Guild, Inc.

- Tom Burton Harry Townes
 - Ned Fish Harry Sheppard
 - John Gwilt Stuart Erwin
 - Myrtle Staines Leona Powers
 - Abner Coote John Philliber
 - Estelle Benlow Enid Markey
 - Julie Fish Louise McBride
 - Albert Fernfield Buddy Swan
 - Mr. Fernfield Walter Appller
 - Fletcher Pingpank Franklyn Fox
 - Reverend Dr. Doody Russell Collins
 - Jane Gwilt Lillian Gish
 - Fred Staines Otto Hulett
 - First Milkman Ernest Theiss
 - Second Milkman Kenneth Hayden
 - Third Milkman Rupert Pole
 - Mr. Oikle Albert Bergh
 - Emily Mary Heckart
 - Mr. Hammond Jed Dooley
 - Daisy Staines Pearl Herzog
 - Mr. Hoop Ray J. Largay
 - Mr. Fink Harry Bellaver
- PEOPLE OF SMEED: Peggy Opdycke, Helen Brown, Albert Vees and the Korallites: Kenneth Hayden, Rupert Pole, Mary Heckart, Ernest Theiss, Barbara Dale, Louise McBride.
- The Place: Smeed, a Small Town. The Time: Any Time.
- 1—A Street. 2—Reverend Dr. Doody's Study. 3—John's Back Yard. 4—The Same. 5—John's Back Yard. 6—Outside the Church. 7—John's Back Yard. 8—The Same.

The season, floundering along in a slough of dramaturgic ineptitude, finally got its feet upon firm ground last Friday night when the Theater Guild presented *Mr. Sycamore* at its name house. The play, written by the quaintly named Ketti Frings from a story by Robert Ayre, is no mountain of playwrighting achievement; but it is a gentle rise of intelligence, charm, beauty and fantasy that brings us safely out of the mud-flats.

The drama's chief fault is that its fantasy, along with its expressions of underlying philosophy, are spread far too thin. It stretches the materials of one act over two, and so tends to become repetitious and occasionally stale. And its theme is so fine and lovely and sorely needed that it could easily have had a fuller and more comprehensive statement than the simple and scattered one that Miss Frings gives it.

The tale is of a postman, John Gwilt, sick of his eternal round of deliveries and errands—a round that, in one way or another, circumscribes the lives of almost all men. Tho happily married, he blunders into a friendship with the wistful and frustrated lady librarian, and thru her is introduced to the works of the philosophers. Thru them, in turn, he is introduced to a belief in the sovereignty of mind and will. Also, he develops a love for—and adulation of—trees. Trees, calm and peaceful, stretch up toward heaven in eternal and serene aspiration; and trees, unlike men, are forever at peace.

One day he makes the rounds less thoroly than usual, and that night he tells his wife that he is going to plant himself in their little garden and will himself into a tree. She is horrified at first, ruhing pell-mell to the local minister, whose infinitesimal conception of God allows him to see only sacrifice in

the attempt. John, however, is undeterred; he confidently plants himself—and his wife, seeing how much he wants it, seeing that he will be with her still as a tree in the garden, eventually comes around to his point of view.

For a day or so John endures the unmerciful kidding of neighbors and the exploitation of business-minded citizens who turn him into a sort of side show, until a policeman has to be told off to guard him as he stands with his feet firmly planted in the earth. Nothing happens, and John and his wife worry about it; finally he figures that perhaps it's because he hasn't decided precisely what variety of tree he wants to be. As he dozes off perpendicularly that night, the policeman murmurs, "Goodnight, Mr. Sycamore—or whatever you are." And that settles things.

Previously, however, John has almost abandoned his experiment. He figures that, if he becomes a tree, his wife will be free to marry the childhood sweetheart who still pursues her, and jealousy prompts him to remove his feet from the earth. He picks up a newspaper and reads part of the front page, detailing the activities of human beings—and immediately returns to his hole and his incipient treehood.

The policeman inadvertently turns him into a sycamore. The next day his feet have taken root and his fingers boast tiny, fresh leaves. The local preacher, horrified, sees defiance of his own tiny god, and hurries around to announce that it is all a punishment and that John will remain half tree and half human for the rest of his life. This worries John a little, but not much; he knows that the true God is no such parochial and tyrannical meddler as that. And in the next scene, some time later, he is a huge and spreading sycamore, under which his wife sits at peace. It is a lovely and grievously needed thesis, a charming and ingratiating tale. And it provides a generally delightful evening in the theater.

But it hardly presents enough material, either of thought or story, for a full-length play. Miss Frings seems to lack the inventiveness and the fancy to elaborate on her basic story idea, and also the thoughtfulness to bring full effect to the philosophic basis. She has left her play slight but charming—yet very definitely head and shoulders above anything else we have had so far this season.

And the Guild has done nobly in casting it. Enticing Stuart Erwin from films for the leading role was a stroke of genius; Mr. Erwin, always a sincere, honest and quietly effective player, turns in probably the best job he has ever done. Never sacrificing honesty and humanity for momentary effect, he creates a warm, rich characterization, a splendid acting job. And he is excellently aided by Lillian Gish who, as his wife, offers charm and gentle dignity that complement Mr. Erwin's playing perfectly. Also very much on the credit side are Enid Markey as the librarian, Otto Hulett as a scoffing neighbor, Leona Powers as the neighbor's wife, Harry Sheppard as one of the townsmen, and various others. Russell Collins is a bit too obviously unctuous as the minister.

Lester Vall has directed sympathetically and with a beauty of quiet effect that allow the gentle fantasy to bloom into a lovely tho pale theatrical flower. Or should I say tree?

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Gov't Expected To Ease 25G Salary Ruling

NEW YORK, Nov. 21.—The order, expected to come thru in about 10 days, permitting all normal expense deductions in connection with the government's \$25,000 salary top ruling, is seen as easing the worries of vaude on this problem.

The change in the original freezing order has already been made by the Salary Stabilization Unit of the Bureau of Internal Revenue and is now awaiting the approval of Secretary of Treasury Henry Morganthau, which is expected within 10 days.

Under this provision all normal agency, publicity and advertising expenditures will be allowed and, for the first time since the order was promulgated, agency execs are heaving a huge sigh of relief. Under the original order, agency commissions had to come from the performer's 25G net salary.

CHICAGO, Nov. 21.—Big names who have already earned as much and more money than they did in 1941 are turning down personal appearance offers from local combo houses to conform with the \$25,000 salary limitation edict. Attractions set weeks ago will make the dates, but those pencilled in within the last fortnight are pulling out.

Ethel Waters canceled her December 18 week at the Oriental, preferring to lay off on the West Coast. She will probably come in after the first of the year, however. The search for a suitable substitute is bringing turndowns due to the wage freeze.

The Chicago Theater, in order to protect itself against paying out money to performers who have already reached the 1942 limit, is requesting the names to sign affidavits that they can still legally collect their salaries. Glen Gray signed the form the other week before receiving his check.

NEW YORK, Nov. 21.—Reports of names and name bands avoiding vaude dates until the 25G ruling is modified, continue.

Harry James's band, for example, has accepted only one vaude date for 1943 (the Paramount, New York), altho it could sign a whole season's route in advance if it wished.

GAC Gets Book-Cad

DETROIT, Nov. 21.—General Amusement Corporation has started booking the Book-Cadillac Hotel here with the current show which opened October 29.

GAC won the booking assignment when Fay Thomas became manager of the hotel. Thomas recently left the Roosevelt Hotel, New Orleans, and was manager of the Hotel New Yorker, New York, before that.

Balto El Patio Expands

BALTIMORE, Nov. 21.—Extensive improvements and enlargement are being effected at El Patio, nitero, which will seat an additional 100 patrons.

Detroit Wants Amateurs

DETROIT, Nov. 21.—Amateur nights, which have been practically nil in local night spots for a long time, are apparently being urged by the public again. Latest expression is in the form of "letters to the editor" in local newspapers, possibly from would-be stars, or from patrons eager to see the amateurs or managers seeking lower-priced shows.

Loss of regular acts to the services is cited as one reason for putting new amateur flesh in their place. Typical was the letter in Wednesday's issue of *The Detroit News* in which "R. L. M." wrote that:

"So many of our professional entertainers have enlisted or been absorbed into our armed forces, I believe this would be a good time to give the many amateurs an opportunity to show what they can do. Local night clubs could set aside one night each week as Amateur Night, when future stellar lights in the theatrical firmament could display their talent."

Building Ships Now

NEW YORK, Nov. 21.—The ship-building industry is providing employment for a considerable number of theatrical people at salaries sometimes in excess of their earnings in the profession. Jack Howard, a former vaude singer now superintendent of police at the New Jersey Shipbuilding Corporation, Barber, N. J., says some of the guards in that plant have made as high as \$107. Thirty-two former show people now work at the plant.

Theatrical people now under Howard include Clarence Lutz, formerly of NVA; John Haynes, legit actor; Matt Kennedy, burly straight man; Bert Reed, songwriter and former arranger with Witmark and Remick, who plays piano for the employees; Burns O'Sullivan, former Keith manager, and Jack Davis.

More Women Hired For Theater Jobs

CLEVELAND, Nov. 21.—First appointment of a woman to a managerial position in any RKO theater is announced by Sol A. Schwartz, Western zone manager, regarding promotion of Freda Caplane as assistant manager of Keith's 105th Street Theater.

BRIDGEPORT, Conn., Nov. 21.—The inevitable: Bridgeport's largest theater, the Loew-Poll-Palace, has replaced the doorman with a door-lady, Shirley Lynch, promoted from usherette.

High wages paid in the many defense factories here is a contributing factor for the male shortage in local theaters.

MINNEAPOLIS, Nov. 21.—Confronted with the growing problem of not being able to find young men ushers, William Sears, manager of the Orpheum Theater, vaudefilm house here, has hired girls. Present staff includes nine femmes and three young men.

WAACS Into Walton But Lynch Remains

PHILADELPHIA, Nov. 21.—Three floors of the Hotel Walton were taken over by the WAACS last week. By next March, 650 are expected to be lodged there. Joseph F. McArdle, manager of the hotel, denied, however, that the army plans to take over the entire hotel. The hostelry's top floor houses Jack Lynch's Walton Roof nitero, town's ace supper club.

Benjamin Franklin, where after-dark goings-on are featured in the Garden Terrace, is the only other hostelry in town housing the military.

BILOXI, Miss., Nov. 21.—The Embassy Club opened October 29 under the management of Ben and Jack Paley, on Highway 90, near Mississippi City. Location was formerly a large home. Estratto Trio moves in from Carter's, at Cleveland, O.

Talent Scarce and Biz Fine; Chicago Clubs Extending Runs

CHICAGO, Nov. 21.—Hotels and cafes are extending the runs of their shows due to the scarcity of good talent. At the same time, despite the unprecedented extensions, business is big, in some spots the best in years.

The Palmer House is continuing to roll up attendance and gross records with its revue featuring Griff Williams band and the Hartmans. Entire package stays for 16 weeks. The second month of the run, ended November 11, topped the first month's record attendance of 17,184 patrons.

The Sherman Hotel is continuing to do consistently big business in the Panther Room. Alvino Rey and the King Sisters, current tenants, established a new attendance record last Saturday (14). While bands still come and go every four weeks, the same floorshow is in its third month.

Colosimo's has extended the run of the Ralph Cook screwball unit twice and, unless the pending gas rationing rule makes serious inroads into the spot's business, the revue will continue thru the

Shortage of Name Orks, 25G Ceiling Damper on Film Names Aid Return of Big Vaude Units

NEW YORK, Nov. 21.—The bigger vaude units, which have been out of vogue the past few years due to name bands hogging vaude bookings, are due for a comeback. The withdrawal of many name band leaders due to the draft, the decreasing number of movie and radio names willing to pick up vaude dates due to the 25G ceiling rule, and the USO's attracting many vaude units are factors that make vaude unit producers feel this will be a good season for them. The possibility that double features may give way to single features due to war priorities on negative film is also an encouragement for vaude units.

Alex Gerber, veteran unit producer who has not put out a unit for three seasons, for example, is putting out a big girlie unit, *Stage Door Follies*, because he is convinced conditions are favorable this season. He is lining up Smith and Dale (no draft problems here), Fritz and Jean Hubert, Jack Guilford, Yola Gall, George Gifford and 16 Toni Mendez Girls, and

hopes to be ready for a late December opening. William Morris Agency is setting the tour, and will probably ask for \$6,000 a week for the unit.

Billy Rose's *Diamond Horseshoe Revue* unit is getting \$8,500 a week and percentage; Harry Howard's unit has been getting \$6,500 a week and up, and Earl Carroll's *Vanities* unit usually gets around \$8,000, as does George White's *Scandals* unit.

Another angle encouraging unit producers is the possibility that they can sell their unit to the USO after playing out regular vaude time, altho the USO salary would probably necessitate revamping the show somewhat.

The transportation problem is not as severe with the big units as with the small ones, because the bigger units can afford to make the jumps by rail. The many \$800-to-\$1,000 a week units playing the South and the rural districts and making the jumps by car and bus are the ones that are finding it increasingly difficult to keep going.

The 25G salary ceiling rule, which is expected to keep out of vaude the top film and radio names, will necessitate the vaude units building their box-office power around a tricky exploitation title (such as *Funsafire*) or an established producer name (such as Billy Rose, George White and Earl Carroll), rather than on a name act.

Baltimore Clubs Add Performances

BALTIMORE, Nov. 21.—In order to take care of capacity crowds, many local spots have added floorshows week-ends, with three shows for Saturday night, and matinees Sunday. A few of the heavily patronized spots also offer an extra show Monday nights.

This has been made possible by great influx of defense workers.

Kemp Units Hit Hard by Gas Rule

CHARLOTTE, N. C., Nov. 21.—Managers of unit shows playing Kemp houses in the South are in a lather over the gas rationing situation in the territory, which has most of the ops threatening to quit the road.

While fall business in the Southern houses has been quite satisfactory to date, it's getting enough gas to make the jumps that has the managers bordering on mania. As one manager states, one has to practically beg enough of the precious fluid to get from town to town. As a result, several of the unit nabobs are scouting around for stock dates for the duration. And if the situation isn't remedied, the Kemp circuit will soon find its unit ranks badly depleted.

Taylor 'Hip' on Kemp Time

ROANOKE, Va., Nov. 21.—Frank Taylor's *Hip, Hip Hooray*, under management of Max Gallin, opened on the Kemp Time at the Roanoke Theater here November 11. Acts include Al Tint, Dalno and Lucy, the Three Tones, Blaire and Barnett, Eddie (Superman) Polo, Ernie Palmquist, Paula Ruparr, and a five-piece ork. There is no line.

Oklahoma City Gets Vaude

OKLAHOMA CITY, Nov. 21.—Warner Theater here resumed with vaude this week. Freddie Lewis is producing, with bookings thru the Bernice Hawley Theatrical Agency. House maintains an eight-girl line.

Broadway Crowd Chips In To Help Stein Kids

NEW YORK, Nov. 21.—The common impression that Broadway is a tough street that doesn't give a second thought to the misfortunes of the less prominent showfolk was proved wrong again recently.

Bill Stein (not to be confused with MCA's executive) was a salesman for James Kollar photo studios and had been a night club agent for a short time last year. Jack Mandel, agent, received a phone call the morning of November 3 from Stein's 16-year-old son, Billy, that his dad had been found dead. Billy and his younger brother, 13, had no means for arranging the funeral. And so Mandel and his partner, Senia Gamsa, got together with Danny Frankel, of a rival photo studio (Bruno), and they began soliciting friends of Stein for contributions for the burial.

In a couple of days they had collected a total of \$717.22, receiving \$100 from Leon & Eddie's; \$35 from Murray Korman, for whom Stein once had worked; \$25 each from Jack Brandon, Bruno of Hollywood, General Amusement Corporation, the Latin Quarter, Ethel Shutta, Abe Wasser and Dave Wolper, and lesser sums from 70 other people and groups in the theatrical district.

With the \$717.22, the informal committee of three paid for the burial, cleared Stein's old debts, bought clothes for the two youngsters, and is giving the balance to the kids.

AGVA Arrives

NEW YORK, Nov. 21.—Self-kidding union gags in vaude have mainly been confined to the stagehands' and musicians' unions.

Cully Richards, comic at Loew's State, pulled a switch while telling a gag, saying "Swear to God and hope to lose my AGVA card."

Night Club Reviews

Versailles, New York

Talent policy: Show and dance band; Latin band; production floorshows at 9:30, 12:30 and 2, staged by Marjery Fielding. Management: Nick D. Prounts and Arnold G. Rossfield, operators; Leonard MacBain, publicity. Prices: \$2.50 minimum except Saturday, holidays and holiday eves, \$3.50.

Opening originally as *Life Without Men*, the revue here has been revamped several times since and is now called *Winter in New York*. The all-girl idea has been dropped and the show is now more conventional and, unfortunately, not particularly exciting despite the fancy costumes (designed by Ladislav Czettel and executed by Helene Pons).

The revue is the last for Miss Fielding for the season at this spot (George Hale will do the next show opening December 17). It is a pretentious show, as Miss Fielding's creations usually are, but it glitters without exciting. The six show girls (Mary Lou Bentley, Rose Teed, Ginni Williams, Sunny Ainsworth, Bea Bailey, Cell Day) are beauties, and carry their clothes well, of course. Parading across the miniature stage, behind the bandstand, helps sell the costumes fully. When the girls sing they can't be heard, which, of course, might be a fortunate thing for patrons. Cyrel Rodney, pretty, brunet soprano, does a fair operatic aria and then sings *Streamlined Chariot*, a much better selection for her. A trained voice, but could use more showmanship. Gloria Gilbert gives the show

its first punch. Her spinning-top toe whirling is still a strong novelty.

Brunet, attractive Carolyn Marsh is spotted for two numbers, *I've Got a Kiss for a Soldier* and *This Is a New Day*, revealing a deep, throaty, torchy voice, and does two other numbers in the midnight show, *Life Without Men* and the WAAC tune. In her 10th week here. Mary Kaye and Naldi, who recently replaced Maurice and Cordoba here, did three numbers (waltz, paso doble and *Begin the Beguine*) and one encore, to Debussy's *Girl of the Flaxen Hair*, but were handicapped by uncertain accompaniment of the Ben Cutler band. (It seems the band had three substitutes that night.) They leave next week (to go into the Roxy Theater December 9) and are being succeeded here by the Barrys, who closed November 21 in *Count Me In*.

Lois Bannerman, blond, is spotted for a harp solo in the *Chariot* number. She plays well.

Cutler's band of seven men (Cutler toots sax and doubles on fiddle) played the show, and not well at all. Panchito's band is still as peachy as ever for the Latin dance incentives. Paul Denis.

606 Club, Chicago

Talent policy: Shows at 10, 12, 2 and 4 (and at 5 a.m. Saturdays); show and dance band; intermission trio. Management: Mr. and Mrs. Lou Nathan, managers; Whitey Fields, host; Marty Whyte, booker. Prices: Minimum \$1.50 (ringside tables) and \$1 per show; drinks from 50 cents (food not served).

The act shortage is proving a particularly bad headache for this spot, which has a national reputation for presenting long and good risqué shows. Suitable talent is scarce, and acts available want top money.

As the current show stands, the lineup is not as strong as previous bills, but is still a good buy for those who like plenty of strips in one sitting. A great asset to the revue is Paul Mall, emcee and entertainer of the old school, who can tie together acts with skill. As a song man he is fine too, bringing in oldies and pops with a Jolson-Lewis style of delivery. Strips lack talent, and a good emcee is highly important to this show.

Disrobing department features Suzanne Shaw, Juanita, Florenza and Romaine (latter was missing at show caught). Their parading is similar, and only difference is in costuming and appearance. Single dancers include Vera Allen (she, too, was out of show caught), in character numbers, and Billie Beck, tall brunette, who offers a slow contortion number with a fast acro finish. Good specialty.

Two teams take up an early and late spot in the hour show: Jackson and Nedra, fast veteran tap team, who did well with a couple of rhythm routines, and Jon and Inga Borg who scored with a strong adagio. Girl has a lovely figure and both make a good appearance.

Geri Travers, swing songstress, stayed on for three numbers, but reception was weak. Her delivery lacks force.

The Bobettes, four-girl line, open with a Gypsy tambourine bit and wind up the show with a waltz and acro specialty. Both nicely staged. Dolly Sterling, rough and ready interpreter of off-colored songs, is still around. She is liked by visitors who don't see her too often. Sol Lake's band (4) and the Tripoli Trio provide the music. Sam Honigberg.

Carroll's Cafe, Philadelphia

Talent policy: Show and dance band; floorshows at 8, 11 and 1. Management: Stanley Carroll, proprietor; Jerry Kabot, manager; Tony Phillips, booker; Milt Shapiro, press agent. Prices: Dinners from \$1.25, drinks from 45 cents; minimum \$1 weekdays, \$1.50 Saturday and holidays; no cover.

This downtown supper club, after a season that featured the strips and crazy-show units, has settled down to stellar floor entertainment. Plenty of show and plenty good all the way.

The Whacky Watson Sisters, youthful team of two, start off with jitterbug antics. Display plenty of zest and are pleasant on the eyes as well. Go thru the evolution of the j-bug steps. Well received, but with less of song spots and more hoofing would register even bigger. The five stage set, Jerri Kruger is on next for song swingology. Coupled with her tall looks and sock chanting style, turn is loaded with dynamite. Warm's 'em up with *Idaho*, then into *Ladies and*

Gentlemen, That's Love and a *This Is the Army*. Carries on with a parody on *I Met Her on Monday*, *Pig-Foot Pete* and finally a special swing song to end all swing songs.

Alan Stone, comedy emcee using soldier-draftee gags, sells himself from scratch with a devastating take on Richman. Then into a series of inane impressions from a typewriter to a mobster. Carries on big with impersonations of Durante and finally the mad Russian. Gives show a heavy comedy punch. The Three Hearts, trio of youthful fems, on for sprightly precision and challenge rhythm taps. A fine dance flash. The Three Radio Aces, in closing spot, give the show a sock finish with their song stories, strong on the comedy side, displaying fine voices. Start with *What Does the Public Want*, then into their familiar Harlem revival meeting and finally a timely and hilarious *Victory Suit Song*. Do their song satire of radio programs for a rousing recall.

Charlie Gaines, septa combo of seven, still on for show and dance music, rating big in both.

Business good when caught at early Friday supper show.

Maurie Orodener.

Cafe Life, New York

Talent policy: Show and dance band; trio relief; floorshows at 8:15, 12 and 2:30 (closed Mondays). Management: Oscar Schirmerman, owner; Marcel, maitre d'hotel; Dorothy Kay, publicity. Prices: Dinner from \$2.50; minimum \$2.50 except Saturday, \$3.

Another new East Side club, and one that has a good chance to catch on. Operator is Oscar Schirmerman, whose background goes back to Rector's and more recently to Cafe Society Uptown, and who ought to pick up some of Cafe Society's trade. On the site of the Kit Kat Club, which for years had used Negro talent, the new club has been completely redecorated. New decor is silver gray boudoir walls and red dots, plus mirrors and totem poles. The bandstand is a shell affair, and in fact the entire room is comfy and restful.

The entertainment stresses novelty and swing music. The band is composed of four Negroes and two whites, fronted by a white, Roger Kaye. The men are Bill Clifton, Sid Weiss, Art Ryerson, Jack Parker, Bill Coleman and Lem Davis. Most of them have been with name bands, and they play strong but not exceptional swing music. They will obviously smooth out with more playing.

The Leonard Ware Trio is a novelty Negro musical combo that plays relief music and has a spot in the floorshow. Ware is a fine electric guitarist, and has Luther Henderson Jr., a Ghandi-like fellow, at the piano, and Stanford Harwood at string bass. In the show they did a group of originals, adding their own vocal harmonizing. Did *Ting-a-Ling*, *A Slip of the Lip* and *Bumble Bee*. All are novelty tunes with catchy lyrics, and the boys vocalized in thoroughly pleasing style. A lot of possibilities in this trio.

After the Ware Trio opened the floorshow, Una Mae Carlisle's slinging and piano held fair attention. She is an attractive light-colored girl who plays a swifty piano and sings in languid, tired fashion, slurring the lyrics and squinting and posing at the piano. She reminds one of Hazel Scott, except that Hazel is dynamic and Una Mae is in the dreamy vein. When Don Tannen bounced into view, he had to work hard to pick up the audience. Starting with a slow George Arliss bit (good physical resemblance but poor voice and talk material), he hit his stride with his ventriloquial comedy and then had 'em laughing loud with his zany baritone routines. Has the makings of a first-rate comedian.

Show could use another act. Oscar next week will open the club Sundays for 4-to-6 tea dansants and also put on 6, 9 and midnight performances. Food and service, excellent.

Paul Denis.

Montmartre, Havana

Talent policy: Dance and show band; shows at 11:30 and 1. Management: Mario R. Herrera, managing director; Frank, maitre d'hotel. Prices: Dinner from \$1.75; cocktails from 45 cents. Minimum \$2 daily; Saturday \$3.

A new intimate and distinctive night

club, not yet a month old, but doing fine. Dining room seats 500; decorated in modernistic style, with indirect lighting in red, green and blue.

Show is fast, well produced and smartly presented. Vella Martinez and orchestra provide marvelous backing. Miss Vella introduces the star of the show and tells dialect stories to nice applause.

The Havana Casino band; Reinaldo Henriquez, Cuban singer, and Antonio Mata, on the Hammond and Novachord, are highlights. A top Spanish dancer, Rosita Segovia, is playing her first night club engagement here, coming from concerts in South America. She dances with an exquisite refinement, quite removed from the usual Spanish. Her castanet playing attains the status of a fine art, elusive, of infinite moods.

Food, service and drinks, excellent as usual. David C. Coupau.

Lincoln Hotel, Blue Room, New York

Talent policy: Dance band. Management: Mrs. Maria Kramer, owner; John Horgan, hotel manager; Emmett Courtff, publicity. Prices: \$1 cover after 10 p.m.

The trumpet king and the hottest band name of the season, Harry James, is winding up his current engagement here December 3, being due on the MGM lot three days later to do *Best Foot Forward*. Business has been truly terrific here since James returned to play out all but four weeks of his option on his last date here.

The jitterbugs are hugging the chairs nightly and mooning around the bandstand when not cutting a rug on the jam-packed floor. The kids are even blocking the entrance to the Blue Room and also hanging around the Blue Room's staircase to the Ladies' Room (which they can enter from the outside lobby mezzanine).

The band is now seven strings, four trumpets, four rhythm, five reeds and three trombones, with another trumpet man (Jimmy Campbell) joining next and a new man slated to replace Jean Orloff (who joins the navy) in the fiddle section. The band is versatile, hitting it out like a machine gun on the swing numbers, and then going blue and sentimental on the sugary ballads. For the devotees of dance music, this is the dream band. James's trumpet, of course, is out of the world, and vocalist Helen Forrest comes thru nicely as usual.

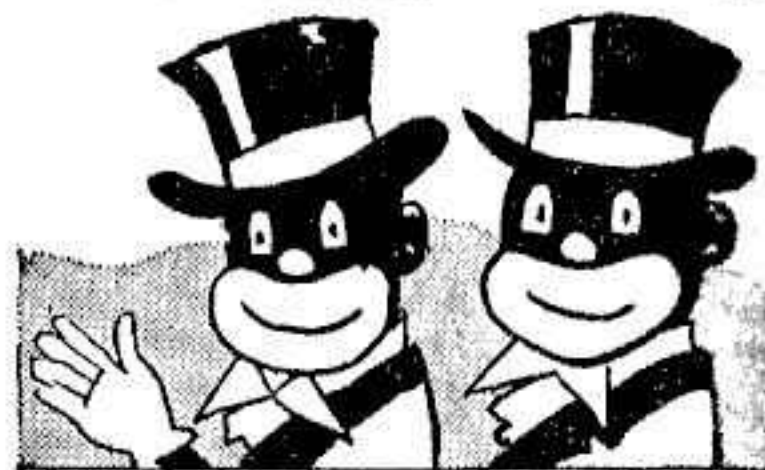
James returns to New York to play the Paramount Theater in March, returning to the Blue Room here in the fall and set for the Astor Hotel for spring.

Mitchell Ayres's band follows James into the Blue Room. Paul Denis.

Village Vanguard, New York

Talent policy: Floorshows at 10, 12 and 2; dance trio; lull pianist. Management: Max Gordon, operator; Jay Russell, press agent. Prices: After 10 p.m., \$1 minimum weekdays and \$1.50 week-ends.

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Season's Greetings

Currently (Return-Date)

HOTEL SEELBACH, Louisville, Ky.

Thanks to Ruth Best

Organ - Vocals - Accordion - Novelties

Village maintains its policy of "different" entertainment with invariably good results. One of the newcomers is Irwin Corey, who impresses in the same tradition as Zero Mostel, who also started in a Village spot and is now cracking down \$2,000 on the MGM lot. Richard Dyer-Bennett and Laura Duncan are the other acts on the bill.

Most serious defect in Corey is his lack of showmanship. His material is aimed at the stray intellectuals coming here, and impresses as both clever and different. Delivery is okay. His bit on an aged, absent-minded scholar delivering

a discourse on jazz is hilarious. His pantomiming of a baritone aria from *The Barber of Seville* to accompaniment of a phonograph record was also well done.

Dyer-Bennett registers with his old ballads, accompanying himself on a lute. Laura Duncan, a coffee-colored diva, displays nice warm pipes with pop tunes.

Eddie Heywood's trio (piano, clary and drums) produces more music than seems possible from a three-man gang. Does nicely. Don Fry, lull box-pounder, does his stint excellently. *Joe Cohen.*

Blackhawk Cafe, Chicago

Talent policy: Dance band; shows at 8:30 and 11:30. Management: Otto Roth, owner; Don Roth, manager. Prices: Minimum \$1 (\$2 Saturdays).

Manager Roth will tell you that it's the personality fronting the band that is important these days, with the quality of the band taking second place. So the spot known to band fans for many years is doubly fortunate these days; it has a box-office name in Chico Marx and a fine aggregation in his band which gets its musical cues behind the spotlight from Ben Pollock, the former band leader who a decade ago was a name in his own right here. Business has been slightly terrific since Chico's opening several weeks ago, which accounts for his holdover thru January 25.

Chico is smart in impersonating his Italian character known to his screen fans who turn out to see him in the flesh. He is amusingly informal as emcee, host, banana-eating leader and in his trick piano act, which is the closing high spot of each floorshow.

The band scores with solid arrangements, staying on the midway course between sweet and swing. The music has rhythm, precision and plenty of volume.

Vocally, the band has a couple of winners in Skip Nelson, former Glenn Miller warbler, who takes care of the ballads with polish, and Mel Torme, kid newcomer who displays fine showmanship delivering spirituals. Torme will be heard from. Kim Kimberly, blond sexy vocalist, makes a striking appearance and has a fair enough voice for pop tunes.

New outside acts who succeeded the Albins and Woody and Betty include the Ambassadors, Harry Green and Toy and Wing. Formerly a trio, the Ambassadors are now doing a double, one of the girls having left the business. Still rough in spots because of the change, the girls are good on novelty afro tricks and in short time should polish up the rough edges. Green is a young and still inexperienced harmonica player. Should pay more attention to the customers and to the selection of the tunes.

Toy and Wing, Chinese dance team, were not on hand when this show was caught, having opened two days later (November 20).

Harry Sopp, of the sax section, is the alternate leader, handling the show music. Band specialties augment each floor bill. Chico works the floor piano atop a revolving platform, affording a full view of his entertaining keyboard musings. *Sam Honigberg.*

PHILLIPS CLARIFIES CSI

(Continued from page 4)
Ham Morris Agency in this connection in acknowledgment of a generous contribution; I made no reference to Mr. Singer and Mr. Murrell specifically or to any other agent, altho some had likewise contributed from time to time.

USO-Camp Shows is indebted to many of the agents, not only for their assistance in the normal course of furnishing acts, but beyond that for the many hours which they have donated to assisting in getting together and taking out volunteer shows which have rounded out the CSI program in this area. That the theatrical agent is entitled to compensation for the regular service which he renders USO-Camp Shows is indicated by our recognition in the contract of the function which he performs.

Finally, in the box accompanying the article, the reference to artists desiring to take matters into their own hands could, unfortunately, be interpreted to mean that CSI advocates this procedure. I would like to make it clear that CSI takes no position in the matter. As

trustee for public funds, it has established auditions so that both those represented by agents and those not so represented may have an opportunity to try out. No preference is accorded either, and both are welcome at all times.

Yours very truly,
LAWRENCE PHILLIPS,
Executive Vice-President,
USO-Camp Shows, Inc.

(Editor's Note: The story to which Mr. Phillips refers was thoroughly checked with Camp Shows, Inc., before it was run. With regard to the statement on commissions, Mr. Phillips did not quote, infer or issue a warning to acts not to pay more than 5 per cent commissions as stipulated in the standard contract. The Billboard did, because we have received complaints from some performers working for Camp Shows that agents stick them for more than 5 per cent. The performers who complained have not done so publicly because of future relations they must maintain with the same agents. The Billboard brought this out in the open in the hope the publicity would minimize if not eliminate 10 per cent commissions on CSI dates.)

USO CAMP CASTS SET

(Continued from page 4)

Jean, Jack and Judy; Vanessi, Alan Leroy, Ben Yost's Midshipmen (7).

UNIT 59, **HELLZAPOPPIN:** Milton Douglas and Company, Shayner, Armstrong, Jack Leonard, Lester Allen, Ben Dova, Roxyettes (16).

Concert

Red Circuit

UNIT 55, **AMERICAN LITTLE SYMPHONY ORCHESTRA:** Robert Zeller, conductor; Elen Langone, mezzo-soprano.

UNIT 60, **FISK JUBILEE SINGERS.**

White Circuit

UNIT 79, **CAVALCADE OF MUSIC:** Phyllis Olivia, Signe Sandstrom, Cynthia Earl, Mary Gale Hafford, Sigurd Rascher, Godfrey Ludlow, Sergie Radansky.

UNIT 84, **MANHATTAN MUSIC MASTERS:** Agnes Davis, Byrd Elliot, Garfield Swift, Howard Kubik, Rosa Rolland.

The following performers comprise the 36 tab units on the Blue circuit. Because of the unusual places these performers are to play in, War Department does not feel it advisable to publicize unit numbers. Performers include:

Peggy Alexander, Mildred Anderson, Marvella Andre, Joe Arena.

Pennie Beaumont, Brucetta, Helene Bertelle, Wally Boag, Warren Boden and Father, Miles Bell and Company, Gertrude Briefer, Jimmy Burns, Professor Backward, Bertay Sisters, Harriet Brent, Carol Blake.

Ray Conlin.
Wilfred Du Bois, Birdie Dean, Mitchell Davidson, Larry Daniels, Mary Dooley, Charlo Day, Edith Rogers Dahl, Diero, La Verne Dell, Bill Dornfield.

Doc Ewing.
Lew Fenward, Jack Feidel.
Penny Gill, Edwin Georges, Bobby Gilbert, Gifford and Pearl.

Hoo-Shee, Evelyn Hamilton, Bobby Uke Henshaw, Elsie Hartley, Hank and Luke.

Dorothy Iles.
Gloria Jerome, Miss Jay, Bruce Jordan, Adelaide Joy, Polly Jenkins and Musical Plowboys.

Olya Klem, Ruth King, Peter Kova, Kismet, Phil Kaye, William Kelner, Sugar Kane.

Guy Lauren and Ginger, Paul Le Paul, Ben Lewis, Richard Lane, Jerry Lawton, Pat Lane, Helen Lewis.

Eddie Mills, Kathie Miller, Lee Marmer, Paw Merriman, Mercedes and Mille., Maxine Martin, Marcus Sisters, Jack McCoy, Frances McCoy.
Arthur Nelson, Gloria NyGard.

Del Obrel.
Tim Paully, Phil and Alice, Petri, Jad Paul and Dianna Lynn.

Lucille and Eddie Robert, Valarie Ross, Theresa Rudolph, Sid Raymond, Glen Read, Dolly Reckless, Arthur Repettis, Romayne, Billy Rector Trio.

Eddie Stanley, Larry Starch, Christine Street, Eleanor Sherry, Helene Stanton, Hank Sieman, Jack Snyder.

Tommy Trent, Al Tucker, Flo Ann Turk, Bill Talent.

Vantine and Cazan, Carla Van Der Veer.

Katherine Westfield, Carol Winters, Joe Wong, Irys Wayne.
Princess Yvonne.
Jack Zero.

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He's Even Got the Critics "Woo Wooing"

He's been breaking records in Clubs, Hotels and Theatres from coast to coast.



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Police Close Up Des Moines Tab; Losers in Philly

DES MOINES, Nov. 21.—A tab show which included several strip acts was forced to close under police orders November 15 after showing at the Casino Theater here for more than a month.

The police vice chief ordered the show discontinued because "the girls in the strip tease act took off too much and the language of the comedians was vulgar." The current show, *A Night in a Turkish Harem*, failed to go on with a Saturday midnight show after the police officer attended an earlier show. Refunds were given the patrons.

The cast included Nudine, Lee Ford, Bonnie Allen, Giner Brisson, Boob Brooks and Jo-Jo Jordan.

The show was the first stage production in a local theater in recent years and likewise the first burlesque in the last 10 years.

PHILADELPHIA, Nov. 21.—Jules Arliss, manager of Izzy Hirst's Troc Theater, and three girl performers were acquitted by a jury Tuesday (17) of charges of giving an indecent performance last April. All were arrested during a police drive at that time. The jury of 10 men and two women before Judge Oliver in the local courts deliberated for less than 20 minutes. The girls acquitted were Marie Cord, Carol King and Patsy Ann, all of whom denied that their dances were obscene.

Oriental Rejects Take-Over Offer

CHICAGO, Nov. 21.—A meeting between the Iroquois Management Company, operators of the Oriental Theater here, and E. L. Alpersen, general manager of the RKO theater circuit, over the sale of the operating interest of the house, ended in a deadlock here Saturday (14). Harold Costello, of Iroquois, states that the money offer made by RKO was turned down. He added that while no definite meetings have been set for the future, the deal may come up again when the theater's bondholders' committee meets in 60 days. Costello did not reveal the sum involved.

RKO operates the Palace here, once a vaude house and now on a film policy. Oriental has been doing well this season with a popular-priced combo policy. It has a picture problem, however, able to buy only sluff-offs. What RKO intends to do with the Oriental if the deal goes thru was not made clear.

Tab Show for Denver

DENVER, Nov. 21.—Zaza Theater, a 400-seater, has been renamed the Kiva and has reopened with a 10-people tab show policy, plus films. Evening business is fairly strong, but matinees are n. g., as most of the population is now busily engaged during the day. Snyder and Lambert operate the house.

Manly Lambert directs the chorus. Three shows daily.

War Makes New Jobs

NEW YORK, Nov. 21.—Among firms which, in connection with the army and navy E awards, are presenting talent at the ceremonies, is the General Cable Company, Perth Amboy, N. J., which has booked Lucille Manners and John B. Kennedy thru the National Concert & Artists Corporation.

CHORUS GIRLS—\$35.00

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NEW YORK

Burlesque Notes

NEW YORK

MARGARET HASTINGS, who was a prim with Dave Sidman's *Wine, Women and Song* on the Columbia wheel, is celebrating her third successive year as general entertainer at the City Dump nitery here. Received recently a citation from the USO and from the Red Cross. . . . BILLY LEWIS, comic, held over at the Roxy, Montreal. . . . VILMA JOSZY opened at the Star, Brooklyn, November 12. . . . BILLY MIFFLIN, ex-burly comic, now with a civilian defense unit in town. . . . JEAN SKEE, showgirl, moved from the Hudson, Union City, to the Star, Brooklyn, and Ann Withers from the Star to the Central. . . . BOB GARNEY back at Carroll's, Philadelphia. . . . MARJORIE ROYE gifted a Canadian wolf fur coat. . . . DAVE BELL, former Republic manager, mourning the loss of his dad.

SALLY KEITH has returned to the Crawford House, Boston. . . . PRIVATE LEW (BLACK) SLAVIN, former comic, transferred from Miami to Lowry Field, Calif., where he is studying photography in Barracks 671 with 3d T. S. S. . . . MARGIE GILMORE, Grace Jones and Nancy Perlin sent by Louis Albert to Ben Bernard, Boston, for latter's chorine quota. Albert also shipped Betty Eisenberg, Anna Marrero and four other Latin-type girls to Rose Gordon at the Gayety, Norfolk. . . . HARRY NISENSHAL, drummer in the Star, Brooklyn, ork, celebrated a silver wedding anniversary November 13. . . . LENORA VALDEZ, doubling between the front line and Spanish dance specialties at the Star, Brooklyn, now taking up other Latin routines. . . . HARRY KANE, former vocalist, now a private with Casual Detachment, Fort Slocum, New Rochelle, N. Y.

ANN CORIO'S first film for Monogram to be labeled *Sarong Girl*. . . . JERRY ADLER, former part operator of the Star, Brooklyn, was recently inducted at Camp Upton, L. I. . . . HELEN BARRY new showgirl at the Hartford, Hartford, where producer Jimmy Ailerton calls his front line the Lucky Girls. . . . JAI LETA, teamed with Al Samuels in *Gags and Gals* unit, celebrated a birthday November 18 while at the James Theater, Newport News, Va., which is the same house where she enjoyed a birthday last year. . . . HARRY JACKSON, former straight man, now managing a pic theater in Pueblo, Colo., while Dorothy Sevier, of Jackson and Sevier, is busy with USO work in the same town. . . . RENEE, featured on the Hirst and Midwest circuits, has a brother, Alek Miseres, recently promoted to staff seagant at Fort Bragg, N. C.

GEORGE YOUNG, operator of the Roxy, Cleveland, who was instrumental in the teaming up of Bud Abbott and Lou Costello, has "found" another comic in burly, Joe DeRita, who is Hollywood-bound to team with Rags Ragland. Will work in MGM *G-String Murder*, that will feature Barbara Stanwyck. . . . BILLY HAGAN is co-featured with Renee in a Hirst unit that has for other principals Merrill Sevier, Billy Walsh and Bea White, Danny Lewis, Don Camp, Billy and Mary Hill, dancers; Bobby Carr (formerly Carbone) and Company, Carol (Betty Smith) King and Slim Thomas. . . . HARRY STRATTON, Walter Owens and Porky Downard are the stock comics at the Liberty, San Francisco. Other principals are Ted Blair, Jim Morgan, Irene Cornell, Elaine Nelson, Bee Brenda, Betty McNeal, Janet Mann, Chloe, Sharon Rhodes and Evelyn Williams. Number producer is Val DeVal. UNO.

Review

Hartford, Hartford

(Reviewed Friday Evening, November 13)

Show features Lana Barri, with Billy Wilde, Harry Meyers, Yankee Doodle Sweethearts, Twin Tones, Dick Millard, Louise Rogers, Stanley Simmonds and Parker Gee, Joyce Breazelle.

Billy Wilde nearly steals the show with his one-man-band act. He uses two table knives as drumsticks and some china as a set of trap drums, proceeding to turn the plates and other equipment into powder before he's thru. All done very finely, plus a clever line of gags.

Twin Tones, bass viol and a guitar, present comedy-music. Lana Barri is star of this week's show.

City, State, Club Owners All Want That Raid Money

MIAMI, Nov. 21.—An aftermath of the sensational raid by police on Slapsie Maxie's Prolics Club, January, 1940, is a decision by the State Supreme Court affirming a decision by Judge Paul D. Barns of Circuit Court.

At the time of the raid, police confiscated about \$27,000, and city authorities claimed the cash. Judge Barns ruled the city could not forfeit about \$23,021 which remains of the original sum. The State also seeks forfeiture of the sum, and the club's operators, Sam Miller and George Sherman, demand its return. Equipment taken in the raid cost \$15,000.

This is the second decision by the higher court for the club operators, so it is expected the State will continue the litigation. At the time of the raid, 48 gamblers paid more than \$3,000 in fines, which went into the city treasury.

Detroit House Tries Radio Acts on Stage

DETROIT, Nov. 21.—Krim Theater, which started week-end stageshows with Tim Doolittle and His Gang, will continue to feature radio names, according to Manager Sol Krim.

Latest novelty in radio appearances is slated to be a joint number for two well-known local commentators—Jack Pickering, who does a human-interest-philosophical column on *The Detroit Times* as well as a weekly radio hour, and Larry Gentile, who does the *Dawn Patrol* on CKLW. Idea is to have some fast, smart talk by the pair.

House is about a year old and has tried several types of straight film policies. Vaude is being booked direct by Sol and Mack Krim, who run the theater. Bill Green, former p. a. for Rubinoff, handles publicity.

Gayety Up 100 Pct., Globe 50, in Balto

BALTIMORE, Nov. 21.—Business at Gayety, burly house, the first two months is better than double that of the corresponding period last year, according to Hon Nickels, Gayety manager. Gus Flaig, veteran production manager, is responsible for the better shows offered, and Dorothy Bell for the numbers presented. Lois De Fee went big with crowd last week.

All vaude acts go over well, and Nickels says he aims to have several in each week's bill.

A gain of upward of 50 per cent has been recorded this season by the Globe, burlesque and movie house, according to Sam Fishbaum, manager. Best attendance is for night shows, week-end matinees and week-end night shows.

Comics go over well, with Miles Murphy, veteran of more than 30 years, headliner. Assisting him are Walter Budd and Abe Dore.

Fishbaum says that while strips and chorus were not as easily obtained as formerly, he has managed to secure enough to compete bill. Comics, he said, particularly Murphy, are factors in rounding out the stage bill. Occasionally variety acts are offered. Recently acts were included for 10 weeks.

Fishbaum said the big influx of war workers in city is a factor in business gains.

Outlook, he said, is good for coming months.

Went over big. A stripper who has plenty of looks. Louise Rogers does vocal solos. Has nice-sounding voice. Also does straights for the comics. Harry Meyers, comic, got plenty of laughs with his line of gags.

Stanley Simmonds, vocalist, and straight man, Parker Gee gave customers some more laughs. Joyce Breazelle, aero dancer, drew plenty of applause with her veil ballet.

Finale was a *Tribute to Russia*, which pleased. In ensemble are the Allatinettes and the Lucky Girls. Costumes look great. Allen M. Widem.

Magic

By BILL SACHS

LUCILLE AND EDDIE ROBERTS, magical-mentalists, slated to return to the Rainbow Room in Rockefeller Center, New York, in December, will have to forego the engagement due to their heading a USO unit playing Southern army camps. They expect to be assigned to overseas duty soon. Eddy is doubling as unit manager. . . . MILBOURNE CHRISTOPHER opened November 13 at the Alpine Hotel, McKeesport, Pa., moving in from Club Royale, Detroit. . . . DAI VERNON, one of magicdom's keenest manipulators, has opened a magic shop on Broadway. . . . ROY BENSON is turning in a swell job with his magic and chatter at Glenn Schmidt's Glenn Rendezvous, Newport, Ky., where he opened Friday (20) for a two-weeker, set by Miles Ingalls, New York. . . . BILLY MONROE, magic and vent, has just concluded a fortnight's stand at Webb's Patio, St. Petersburg, Fla. . . . THE GREAT LESTER, filling a one-nighter at the Paramount Theater, Newport, R. I., November 11, journeyed to the U. S. Naval Training Station there that night to play before a sailor audience that filled one of the largest drill halls at the station. . . . RHODE ISLAND RING, IBM, entertained patients at the R. I. State Tuberculosis Sanitarium at Wallum Lake, R. I., November 13. John Davison, Everett Ingram, William Wallace, Bill Baker and Eugene Desrosiers displayed their nifties. . . . VANTINE AND CAZAN finished their swing on the Loew Time at Pay's, Providence, last week and hopped into New York, from whence they started Monday (23) on a U. S. Camp Show tour that will carry them thru most of the winter. During their stay in Providence, IBM Ring, No. 44, staged a party in their honor, and later the group attended the theater in a body where they presented Cazán with a bouquet. Cazán was a feature on the Hobby Lobby radio show last Saturday night (21). . . . BLACKSTONE pulled a heap of fine newspaper stuff during his engagement in Atlanta last week, both *The Constitution* and *Journal* coming thru with solid yarns and pictures, one of which landed smack-dab on the front page. Blackstone and his company of 16 Monday (23) began a 22-week tour of army camps for the USO.

Chicago Clubs Meet

CHICAGO, Nov. 21.—The local cafe owners' organization is meeting Monday (23) at the Sherman to discuss ways and means of combating new wartime problems, as well as to take up matters involving American Guild of Variety Artists. Dave Branower, chairman of the executive board of the Illinois Cafe and Cocktail Lounge Owners' Association, states that the org has been successful in reaching "amiable settlements with the various unions."

AL (PUGIE) WEINER, concession manager at the Gayety, Cincinnati, with the aid of "Beef" Zobel, Earl Marlow and the house line girls, tossed a farewell party Sunday (23) for Leonard Badgalupo, candy butcher, who is entering the army.



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CLOUDS OF SMOKE

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M. C. REGAN LABORATORY, Calton, N. J.

MERRY XMAS
AND
HAPPY NEW YEAR
FROM
HARRY H. LIND
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Vaudefilm Grosses

Few Pre-Thanksgiving Turkeys on B'way; Herman-'Morocco' Whams Para; Roxy Big

NEW YORK.—Broadway is booming again, being hyped by the huge week-end crowds. The Paramount and Roxy showed greatest strength, while the Strand seems to be holding on to its current bill a bit longer than is warranted by the gross.

The Paramount (3,664 seats; \$41,981 house average), going into the second stand of Woody Herman, Hazel Scott and *Road to Morocco*, is heading for a huge \$75,000, after getting a record-breaking \$89,000 opening week. This beats the previous record holder, Skinnay Ennis and *Holiday Inn*, by about \$3,000 for the week. Management still hasn't fully committed itself to this bill running seven weeks, but the decision is expected momentarily.

The Strand (2,758 seats; \$30,913 house average) is winding up the present bill with Phil Spitalny and *George Washington Slept Here* in favor of Glen Gray's ork and *Gentleman Jim*, which open Thanksgiving Day. The last six days of the present bill are expected to draw \$20,000. Last week, the third of the lay-out, brought \$29,750, while previous sessions got \$41,000 and \$46,000.

The Roxy (5,835 seats; \$38,789 house average) is riding high with *Springtime in the Rockies*, anticipating a sprightly \$58,000 for the second session. Stage bill includes Ray Scott's quintet and Jack Durant. First week returned \$70,000.

The Music Hall (6,200 seats; \$84,000 house average), entering the second

McIntyre, Miller Singers' Hefty 18G

NEWARK.—Hal McIntyre and the Glenn Miller Singers catapulted the Adams Theater (1,950 seats) into a hefty \$18,000 for week ended Wednesday (18), which is far above the house par. Pic was *A Night in New Orleans*.

Last week Bobby Byrne band and Beatrice Kay, along with film, *Molney*, drew a mediocre \$14,500.

Ted Lewis ork in this week.

Lewis Off in Prov.; Fay's Normal \$6,000

PROVIDENCE.—Ted Lewis and band failed to attract the customary jitterbug patronage to the Met last week-end, and three-day engagement grossed only about \$6,000.

Fay's for week ended November 12 did a normal \$6,000 with Vantine and Cazan, Gautier's Steeplechase, Nancy and Michael, Arken and Roberts, Don Zelaya, Marlon Burroughs and Dorothy Young.

Bowes Unit Good

BALTIMORE.—Hippodrome bill, headlined by Major Bowes *All-Star Revue of 1942*, grossed a good \$17,200 week ended November 5. Also on stage bill was Rajah Rabold, mentalist.

Andrews Sisters Gross Almost 95G in Two Chi Weeks; Count Basie, Fine 21G

CHICAGO.—The week ended November 19 had the benefit of a Friday (13) school holiday, which contributed to the big week-end business, as well as two strong flesh attractions which rolled up hefty figures in both Loop combo temples.

Chicago (4,000 seats; \$32,000 house average) had the Andrews Sisters, Will Osborne and band, Wesson Brothers, and Jerry and Turk for its second and final lap, week of November 30, taking in a good \$40,000. Holdover of the picture, *The Forest Rangers*, kept the figure down. Fortnight's total of \$94,600, however, is the best for the Andrews girls in a local house to date.

Week of November 20 Chicago opened to crowds with Billy Rose's *Diamond Horseshoe Revue*, featuring Gilda Gray, Charles King and Aunt Jemima. Rose has a

stanza of *Once Upon a Honeymoon*, with stagershow including Paul Haakon, is likely to get about \$89,000 after opening with a fine \$96,000.

Loew's State (3,327 seats; \$20,500 house average), now has Yvette, Johnny Downs, Cully Richards and Ben Beri and film *Wake Island*, and is expecting a fine \$30,000. Last week, with Mary Brian and Jay C. Flippen on stage, plus *Cairo*, brought \$20,000.

Colored Names Slip in Detroit

DETROIT.—After a near-record week with Earl Hines, hitting around \$16,000, business at the Paradise Theater (2,000 seats; house average, \$11,000) slumped off, Jay McShann and orchestra plus Buck and Bubbles dropping to \$10,500.

Adverse weather conditions, with prolonged rainstorms, kept trade down again despite a strong double bill that featured Bill Robinson and Noble Sissle's orchestra. Business for this combination was slightly above house average.

De Wolfe Unit Okay

TALLAHASSEE, Fla.—Linton De Wolfe's *Miami Nights* revue, now in its fifth week on road, played the State Theater (1,061 seats) November 16. First show played to a small house, second to rapidly filling seats, and final performance to an almost packed theater.

De Wolfe seemed highly pleased with season's business, declaring it far exceeds that of last season. The unit, coming here from Jacksonville after having started in Virginia, is traveling westward and will end the season in Alabama.

Admission was 40, 22 and 9 cents. Picture was *That Other Woman*.

Madriguera Good

BALTIMORE.—Hippodrome Theater grossed a good \$15,000, with stage bill headlined by Enric Madriguera and orchestra, in his first appearance, week ended November 12 here.

Pic, *The Navy Comes Thru*.

Faith Bacon Neat

LOS ANGELES.—A variety bill which had Faith Bacon in headline place ran up a neat \$15,000 at the Orpheum. Gross is considered good in the face of conditions.

House seats 2,200 and charges 55 cents tops. House average, \$6,500.

Vaude Bill Okay

SPOKANE.—Laymon and Jerry, Burton and Kaye, Audrey Dennison, Harrison and Carroll, and Charles Tiffany drew good patronage at the Post Street week-end of November 6-8. *The Corsican Brothers* and *All-America Co-Ed* were on screen.

well-ballyhooed name and the date should make some money for both the house and the producer. Unit is in on an \$8,500 guarantee. Screen has *Flying Tigers*, first Republic picture ever to play this key theater.

Oriental (3,200 seats; \$18,000 house average) had another big week, ended November 19, with Count Basie and an all-colored unit. Pic was of no help. This was the Count's second date here in eight months, and his fans approved to the tune of \$21,000. During his February 27 week stay he rolled up \$19,500. Oriental had another good opening Friday (20) with Charlie Barnet's band co-starred with Mitzi Green. On screen, first Loop run of *Laugh Your Blues Away*, with Jinx Falkenburg and Bert Gordon.

Scarcity of Top Names Hurts Pitts.

PITTSBURGH.—Scarcity of top name acts, plus slump that is temporarily affecting all theaters, has dropped Stanley vaudefilm grosses below summer figures.

Best take of past six weeks was \$22,000 first week of October for Ink Spots with Lucky Millinder, altho gross was under former tolls of the Ink Spots. Picture was *Tish* (MGM).

Billy Rose's *Diamond Horseshoe* unit following week drew next highest box office, \$19,000, with *Cairo* (MGM). Sub-average \$18,000 was draw of combo of Glen Gray band, Dixie Dunbar and Pat Henning, week of October 16, expected to take more. On screen was *You Can't Escape Forever* (WB).

Week of October 23, Blue Barron's band, with Lathrop and Lee, and Cookie Bowers, managed \$17,000. Flicker was *Eyes in the Night* (MGM). For Frankie Masters' orchestra, Stanley moved to \$18,000, with *The Glass Key* (Para.).

First week of November gained the normal \$18,500, with line-up of Tommy Tucker's ork and Jack Carson. Film was *The Magnificent Ambersons* (RKO).

Cold Hurts Buffalo; Bob Crosby \$19,700

BUFFALO.—Cold spell the past week cut grosses from the lofty heights attained in recent months. However, business is still doing plenty okay.

The Buffalo (seating capacity, 3,500; house average, \$12,500 for straight pic) hung up \$19,750 week ended November 19, somewhat below expectations, with Bob Crosby and band. Pic was *The War Against Mrs. Hadley*. Band featured the Bobcats, Eddie Miller, Bog Haggart, Jess Stacy, Yank Laussen, Nappy Lamare and the All-American Four. Vaude acts were Billy Rayes, Ray and Trent, and Evelyn Farney.

Current week drops vaude in favor of double pic, *Iceland* and *Manila Calling*. Should gross around \$15,000.

Tucker Okay 20G

PITTSBURGH.—Tommy Tucker, heading the bill at the Stanley Theater (3,789 seats), wound up the week November 12 with an okay \$20,000. Bill included Jack Carson and Sybil Bowan, with *Magnificent Ambersons* on the screen.

Frankie Masters ork and *Glass Key* got around \$18,000 week ended November 5.

McGowan-Mack Big

VANCOUVER, B. C.—McGowan and Mack *International Ice Revue* turned in a gross of \$9,200 for six days at the Beacon Theater here week ago last. Figure is strong.

Pastor Ork \$10,300

DAYTON, O.—Tony Pastor and band hung up a gross of \$10,300 at the Colonial Theater week of November 13.

L. A. Orph Neat 14G

LOS ANGELES.—A variety bill which included Norvell, mentalist; the Taylor Maids, Virginia Austin, Glen Pope and Phyllis Colt turned in a neat \$14,000 at the Orpheum week ended Tuesday (17). Pic was *Here We Go Again*.

Figure was considered good in the face of conditions. House seats 2,200; house average is \$6,500 at 55-cent top.

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Oriental, Chicago

(Reviewed Friday Afternoon, Nov. 20)

One of the best stage bands here in months is dishing out entertainment that is loaded with vim and vigor. Band in case belongs to Charlie Barnett, who is fronting the best swing aggregation he has ever had. His company of 15 musicians includes three Negroes (piano and two trumpets) who are specialists in their trade.

Boys form a triangular shape on the bandstand and benefit from some striking lighting effects that tend to heighten interest in their work. It is jump music all the way, but the type that is played by excellent musicians and arranged by men who know the swing field. Barnett tools a couple of saxes and clarinet with ease and clarity and plays frequently. Also doubles as emcee, doing a pleasing job. Among his white musicians coming to the front is Chubby Jackson, gum-chewing bass slapper, who knocks out a hot solo in good hep-cat style.

Featured vocalist is Nita Bradley, a pretty brunette draped in green, whose lively personality and voice fit the style of the band. She sold *Mr. Five by Five, This Is the Army*, and was handclapped back for *Wonder When My Baby's Coming Home?*

The feature of the three outside acts is Mitz Green, blonde and mature, who did not fare too strongly at second show opening day. The material is grown-up all right, but not the best for her personality, whose forte is still character impressions. And, too, her get-up (the artificially blond Grecian hair-do, in particular) clashes with her natural, sincere delivery. Brings herself up to date with *What Do You Think I Am?*, reveals a pretty good singing voice in *Sergeant, Won't You Let Me Speak to Private Jones?*, and closes with Hepburn and Garbo emoting to *Beat Me, Daddy*.

Carroll and Dietrich, youthful couple working puppets, present a clever novelty, cleverly titled *Toys in Technicolor*. Most of their dolls are costumed in radium-treated outfits, including a conga team, Negro dancer, skeleton, and ice skater. Boy closes the act manipulating four dancing sailors whose unison work, while lacking variety, is a novel sight.

Frank and Jean Hubert still make their two drunks funny, with their pantomimic sessions of falls, slaps and horseplay. When Jean reveals her blond locks of hair at bow time, she still gets a big hand from customers who believe she is a male.

Business okay end of second show opening day. On screen, first run of *Laugh Your Blues Away*, with Jinx Falkenburg and Bert Gordon. *Sam Honigberg.*

Hippodrome, Baltimore

(Reviewed Wednesday Evening, Nov. 18)

Broadway Merry-Go-Round is a fast-moving revue of mirth and melody, with Al Bernie, mimic, doing the emceeing in addition to his own offerings. Has a good line of comedy patter, much of it new and sparkling. He works thruout the show. One of his best impersonations is that of the Ink Spots singing *We Three*. His song, *Everything Happens to Me*, provokes much laughter and applause.

Eddie Shayne and Charlotte Armstrong open show with excellent dance routines, including comedy and acrobatic numbers that win sound applause.

Jeanne Brideson, attractive, petite

Vaudeville Reviews

brunette in a costume of gold and lace, proves a skillful violinist. Offers three selections, including *Begin the Beguine* and a lively and enchanting Roumanian folk tune arranged by Jascha Heifetz.

Rotund Watson Sisters, Fanny and Kitty, presents a hilarious comedy act. These two wacks, dressed in appropriate military uniforms, brought peals of laughter and applause with their comedy efforts. Fanny, the more rotund of the two, got a big hand by demonstrating her nimbleness in a dance offering.

Three Murphy Sisters, charming songstresses, scored a solid hit with their harmony vocalizing. Offerings included several of the more popular tunes, among them *White Christmas*.

Hippodrome orchestra continues under direction of Police Iula. Pic, *Seven Days' Leave*. Capacity house when caught. *John F. Ignace.*

State, New York

(Reviewed Thursday Evening, Nov. 19)

This week's bill is for the most part lively and pleasant. Curtain-raiser is the Whirlwinds, two men and a girl skating act, who do standard fast skating on a raised platform, and heighten the laughs with two girl plants. Reception was strong.

Johnny Downs, from pictures, is a neat performer with a load of personality. Starts out with a song, *Aloha Loudoun*, rug-cutter style, then breaks out with a picture of his baby on an oversized handkerchief. Follows with *In the Middle of a Kiss* and a hot soft-shoe shuffle. Offers a spirited performance and has ingratiating manner.

Arlene Harris, who does a "human chatterbox" routine on radio, repeats it here with a gossip telephone routine with excellent delivery, but it doesn't add up to much. Material is based on feminine cattiness, which drew a few laughs, but nothing outstanding.

Some comedy juggling by Ben Beri provides the first show-stopper of the evening. Beri is a natural, with plenty of humor in his face and enough tricks to have the audience eating out of his hands. Most of the juggling is done with trick props.

Yvette, who came into national prominence in the past two years as a French singer, has shelved her Parisian accent and is doing straight pops. Gal, very strong on looks and figure, opens well with an offstage voice. Sings *I Ain't Got a Dime to My Name, There'll Never Be Another You* and *Praise the Lord and Pass the Ammunition*, the latter in a corking blues-spiritual arrangement. Encore was *White Christmas*, with some wonderfully effective staging (dark house and a white spot). A show-stopper. Has keen showmanship.

Gully Richards, night club comic, emcees to a cold reception. He has not routined his material for vaude. Humor is typically brash night club comedy. Spot with Joe Oakie (unbilled) set the pace for terrific laughs, which was solely due to Oakie's appearance and Richards' insults about it. Oakie, a very funny guy, did an imitation of Al Jolson that turned out to be the laugh spot of the show.

Closer is Whitey's Dancing Maniacs,

colored dancing jitterbugs (four boys and four girls), who are on and off in a flash.

Ruby Zwerling's hep cats back the show from the stage.

Pic, *Wake Island*.

Biz, heavy.

Sol Zatt.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, November 11)

Show is headlined by Norvell, mentalist, with the Taylor Maids, Virginia Austin, Glen Pope, Phyllis Colt and Al Lyons's pit ork. Lyons emcees and does his usual good job.

Opening with *Anchors Aweigh*, show gets off to a good start, with Lyons bringing on three lookers with good voices for a series of pop tunes, with Buddy Moran, drummer, getting a laugh for his Hitler gag. Virginia Austin, puppeteer, scored high with her Tippo, clown doll, and followed this with sock manipulation of three dolls of various sizes. Tippo is outstanding. Good act.

Glen Pope, magic, assisted by Ann, made a bird in a cage disappear without using scarf; also pulled cigarettes out of the air. His best is the Chinese sticks with tassels. He wound up with a flirtation bit, producing a paper bonnet for Ann. Pope's banter is good here.

Phyllis Colt, vocalist, got a good reception for her *When the Lights Go On Again, White Christmas* and *Tonight's My Night With Baby*. A looker, youthful, and with good voice, she sells the faster tempos well.

Norvell, a personable chap with a Kaltenborn voice, answered questions according to birthdays, following his prediction that the war would end for Hitler in 1943 and Tojo in 1944. The act went big.

Pic, *Here We Go Again*.

Sam Abbott.

Post Street, Spokane

(Reviewed Sunday Evening, Nov. 15)

Not as strong on talent or as well balanced as recent Bert Levy bookings, show is headlined by the Three Hot-tentots, dusky speed merchants of tap, who scorch the boards with fast routines and present a colorful spectacle in their bright red trousers and blue jackets. Score with upside-down taps against wall and sitting-down footwork. Comedy by-play helps act.

Droopy Drawers Swivelpuss, as Emily Darrell calls her Boston terrier, is the hit of the show in his pink panties, baby shoes and straw hat. Kiddies giggle themselves silly at the dog trying to get around with the shoes on his hind feet. Crowd is cold to Emily's jokes, but take to her army girl patriotic numbers.

Bob Clark, young magician of promise, does smooth palming of cigarettes and pipes, but his ball palming doesn't always succeed in hiding the ball.

Edwards and Laughton, tap team, are rewarded with laughs for their *Impressions of a Peak at Your Family Album*.

Maraya's husky warbling of pop tunes is just so-so.

Sid McNutt's band in pit. *Jungle Book* on screen. *Wafford Conrad.*

which brings on Rita DeVere for a contortion dance, with some difficult backbends getting her a good hand. Meroff introduces Jack Gwynne in an interlude of gagging, then leaves stage to the magician for his standard act, considerably shortened for unit purposes. Gwynne, always a good showman, proves so in doing a rabbit production and vanish, egg bag, dove-pan production of bantam hen and vanish in flipover box. Ann Gwynne assists him in a sword-box illusion, followed by silk production ending in his "trade-mark" production of a stack of goldfish bowls.

Sophie Parker, bigger than Kate Smith warbles *I Want To Be a Cowboy's Sweetheart* and a swing *Darling Nellie Gray*. Could have gone another encore.

Prof. Cheer, xylophone-headed stooge for a long time with El Cleve (and who is a hard-working stooge in this unit), did his musical saw, breakaway accordion and his unique specialty, with Meroff handling the mallets for the temple-tapping bit.

Memories of Joe Cook revived in next bit—a 10-person "musical instrument," as screwy as any invention Rube Goldberg ever dreamed up. Whitey Roberts does his stock vaude turn, including rope-skipping dance and plate juggling. Bringing kid from audience as a pupil for juggling lesson resulted in plenty laughs. An interlude of gagging between Meroff, giant Bob Kline, midget Charlie



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Reviews of Units

"Funzafire"

(Reviewed October 29, E. M. Loew's Capitol, Pawtucket, R. I.)

For the fourth annual edition of his *Funzafire* unit Benny Meroff has surrounded himself with six vaude turns and an assortment of stooges which add up into an hour of mad fun. A capacity family audience ate up the show when caught.

Curtain rises on a specially designed drape set, in keeping with the unit's motif of pandemonium. Meroff's 11-piece band on stage thruout (band was short two men, who entered service day before Pawtucket opening). *Helzapoppin*-esque opening brings on entire troupe with no rhyme or reason—giant chases midget, magician throws girl into large cabinet and midget steps out of same, stooges run up theater aisles, women scream, tumblers tumble, etc. Then 10 male stooges line up across stage for gag introduction of Meroff.

Leader indulges in a bit of gagging before putting band into *Pennsylvania Polka*, done plenty brassy. McLaughlin trio, girl tumblers, next in an acro dance

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Marieno, Steve Marieno (who does some great head spins) and Al DeVito precedes specialty by Ross Wyse Jr. and June Mann, their standard vaude turn slightly short but still plenty funny.

A mad circus finale brings down the curtain on baton wielding, somersaulting girls, jugglers, snake charmers, stoges in animal skins and what have you, while the band plays *The Billboard March*.

It's the best Meroff's offered since hitting on the *Funzaire* formula.

Charles A. RossKam.

"Beauties on Parade"

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

Dan Fitch has a line of cuties which are pleasing to the eye, are nicely costumed and they can dance. However, the top act was genial Slim Williams with his old-time colored minstrel act. Williams, who specializes in a Darktown sermon, knows all the gags. The customers were with him all the way. Maria Zarlinton gave a rather startling exhibition of juggling lighted torches. Juggling and jiggling. The torch routine put her over. Herb Camp uses a fiddle and a rubber glove to produce eerie sounds. An acrobatic team, the Three Wells, have an interesting act, but, because they had nothing unusual to offer, fall short.

Marjorie Rice does a double-jointed dance. Inez O'Mera and Norma Seiders do a bumps number. Charles Fuller has a good voice and sings old favorites. His *Old Man River* brought down the house.

Dan Fitch has achieved a well-rounded show. It's not too hot to shock the general public, but it'll suit the soldiers on leave, too.

Ban Eddington.

"Miami Nights"

(Reviewed at the National Theater, Richmond, Monday, November 2)

An amazing dog act opens the show after, of course, the 16 Miamiettes, cutely costumed and well drilled, welcome the audience. The dogs are well trained and, with their fast-talking master, go thru a routine of animal agility and expert timing. There's one little pup that stands on his front paws, hangs by one paw and does enough tumbles to make anybody dizzy.

After this speedy beginning the show slows down and, in some instances, almost stops. Teresa, billed for "an all-revealing dance of emotion," displays some revealing femininity but offers a tap dance for an anti-climax. Grandma Perkins, with the aid of a stooge, manages to draw a few chuckles as yesteryear is compared with today. The Seranos, a Latin American dance team, do a conga and other Latin numbers. Show is brought to life by the 16 Miamiettes, who in the *Parade of Nations* give their conception of what ladies might wear if clothes are rationed.

A clever act is the Seror Twins, who combine a bit of everything, including the old mirror pantomime, an eccentric

dance and some fancy tumbling. The Benito Brothers and Rita, acrobatic team, display interesting antics as they combine serious acrobatics with comedy shoulder stands.

On the screen, *Ill Neighbor*.

Ban Eddington.

AGVA TO REVAMP

(Continued from page 5)

shoot, Cabaret Bookers' Association, led to a reclassification of some spots, upholding of new union scale and tightening of contract supervision. In order to stop acts from double bookings on club dates, resulting in a booker being left in the hole at the last minute, AGVA has agreed to clear all club date contracts.

AGVA also working out the same checking system for nitery bookers, who have been beefing that acts are behind in commissions. New agreement with the agents virtually makes the town, for club dates and niteries, a closed shop for AGVA.

CHICAGO, Nov. 21.—AGVA is conducting a drive among local clubs to limit the number of nightly shows to three. Only late spots have been scheduling more than three.

AGVA is demanding pro rata money for all performances over three. The 606 Club is doing four a night and five Saturdays. Helsing's Vodvil Lounge is on a four-a-night policy. 606 Club has been pointing out that its acts appear in only one brief spot in the show, and that it must do four shows because of its late business. Helsing's is a cocktail lounge and its shows run only 30 to 40 minutes.

HOLLYWOOD, Nov. 21.—A six-day week for niteries following December 14 is announced by Florine Bales, executive secretary of the Los Angeles local of AGVA.

Niteries, in many instances, have announced they will close one night a week. Musicians' union announced some weeks ago that bands were on a six-day week.

PITTSBURGH, Nov. 21.—Another casualty of war, accentuated by legal angles. Several months ago agent Nat Nazzarro Jr. conceived idea of forming show troupe of AGVA members to showcase district talent while securing work for home-towners. Prosperity in industrial towns and success of live presentations stimulated hopes for idea's potentiality.

However, seems that rep of State Department of Labor and Industry misunderstood that union was thinking of booking troupe, too, and inquired whether AGVA was going into agency business. Inquiry from Commonwealth, plus growing scarcity of talent due to war industry and armed forces inroads, and anticipated travel troubles due to gas rationing combined to nip Nazzarro's plan.

GLAMOUR AT L&E

(Continued from page 3)

shows a night, resolution pointed out that chorus girls receive \$1.50 a performance.

Leon and Eddie stick to their stand that their offer of a 20 per cent increase, above the \$30 and \$50 minimums in effect during the term of the B contract, is equitable and that they have always been willing to discuss the matter.

Cagney revealed that Wednesday night (18) he; Kenneth Thomson, executive secretary of Screen Actors' Guild; Adolphe Menjou, Frank McHugh and Allen Jenkins conferred at the Hotel Chatham with Leon Enken, Eddie Davis, and Moses Polakoff, attorney for the club, but that nothing satisfactory resulted.

Tibbett, speaking to the press, said that the name actors taking up the cudgels is "strictly a humanitarian proposition" and that "acts playing Leon and Eddie's should be paid minimums that will correspond to like clubs, and minimums that will afford those performers decent living conditions."

Leon and Eddie's has stated that since few of the performers have walked out, it's an indication that the actors are satisfied, and "they're trying to use us as guinea pigs to raise many places to Class A all over the city."

Others who attended the Thursday meeting as committee members include Ray Bolger, George Kelly, Joe E. Lewis, McHugh, Selena Royle, Benay Venuta, Walter Greaza, James Sauter, Benny Baker, Jerry Lester, Thomson and Florence Marson. Ex-Mayor Jimmy Walker attended as an "interested observer."

Mosque, Newark, Tries 2-a-Day; Good Show, But Prices Too High

NEWARK, Nov. 21.—The 3,400-seat Mosque Theater, long unable to find a suitable policy, is making another stage-show try with two-a-day vaude. The opening attraction Thursday was the A. B. Marcus unit, augmented by Frank Sinatra, Senor Wences, Murrah Sisters and Harry Savoy. This show is skedded for 10 days, with the Marcus unit holding over another week with a change of principals.

Despite the generally satisfying nature of the show, the management seems to have erred in the price policy, which calls for 55 cents to \$2.20 evenings and a matinee top of \$1.65. More good will from the townspeople was obtained by advertising a \$1.50 maximum in the local papers. It is problematical if the local citizens will go for that kind of nick, even if the town is enjoying prosperity because of war orders.

Even with the major emphasis on vaude, the house is still taking other attractions, the opera, *Rigoletto*, being scheduled for Sunday (22) and Marion Anderson booked for a recital.

Thursday's evening show constituted little more than a dress rehearsal, as the rough spots were fairly evident. Major offenders were the ork and light and sound crews, all of which missed cues, which upset the performers and ruined some of the gags and bits. In fact, Wences had to stop his act momentarily to signal the backstage crew to rid the mike of a disconcerting hum, and Harry Savoy was as mad as any performer could be because of the fumbling ork miscues when he wound up the second part of his turn.

The routining could be improved, with Sinatra taking next to closing, Savoy switching to Sinatra's spot, and a little less of the line work of 10 ponies and six

showies, which slowed up the show considerably. The routines were corny, using hackneyed Tahitian, Indian and Oriental motifs.

Sinatra was responsible for a major part of the draw, which was evident from the reception he got. The former Tommy Dorsey vocalist drew three encores and could have stayed on indefinitely. Wences impressed with the smoothness of his clever turn, despite the aforementioned difficulties. The Murrah Sisters were a strong click with their songs and comedy. Savoy got the house where he wanted it with his double-talk and comedy during the first part of his turn, but failed to get similar response during the second act because of the miscues.

The Marcus unit, despite the antiquated routines, carries a strong set of acts, topped by the Beehee Rubyat troupe, as fast an Arab act as there is. Harold Boyd and Company (3), in sailor garb, present a laugh-getting knockabout stint. Latasha and Laurence got over some fine acro-ballroom routines. Leon Miller gets across with his comedy dance impressions. Rosemarie Farrow does a tasteful bit of ballet. The Libonattis (3) play xylophones and get over some okay taps. Kirk and Clayton are another tap team that impressed. Mary Agnes Mayer does a picturesque butterfly impression with yards of drupe extended from her arms. Grace Doro mimes various types of pianists. Unit singers, Bob White, Ruth Durrell and Norma Jean Beck are below the standard of the other acts.

Entire show runs three hours, including a 15-minute intermission.

There are no films on the bill. House was about three-quarters full.

Joe Cohen.

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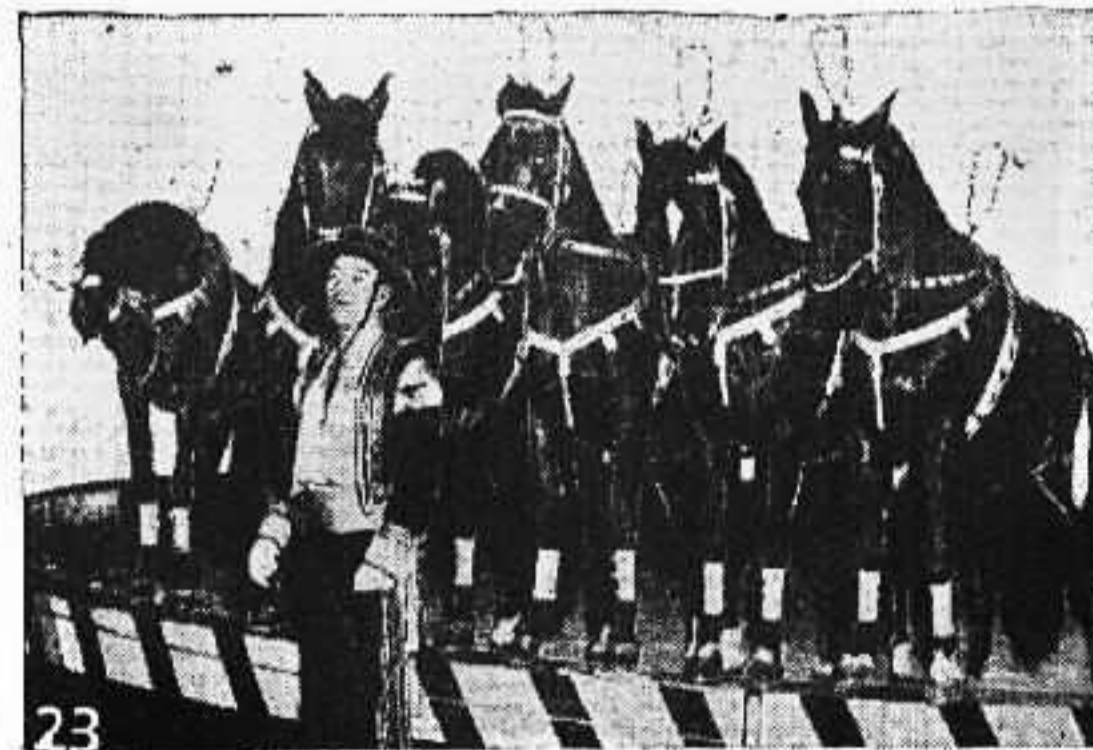
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(Routes are for current week when no dates are given)

A

Acromaniacs (Paramount) NYC, t.
 Aka, Dorothy (Flamingo) Chi, nc.
 Allen Sisters (Queen Mary) NYC, re.
 Ambassadors, The (Blackhawk) Chi, re.
 Ames & Arno (Palace) Cleveland, t.
 Ammons & Johnson (Cafe Society Downtown) NYC, nc.
 Anderson, Dolores (Old Roumanian) NYC, re.
 Andrews, Johnny (George Washington) NYC, h.
 Armando & Lita (Latin Quarter) NYC, nc.
 Arren & Broderick (Orpheum) Des Moines, t.
 (Orpheum) Omaha 27-Dec. 3, t.
 Aunt Jemima (Chicago) Chi, t.

B

Baird, Bill (Ruban Bleu) NYC, nc.
 Baldwin & Bristol (Brass Rail) Southwick, Mass., nc; (Rex) Lowell 29-Dec. 11, nc.
 Barry, Dave (Palace) Columbus, O., t.
 Bass, Marion (Music Hall) NYC, t.
 Beaucaire, Pierre (Louise's Monte Carlo) NYC, nc.
 Bedell, George (Sheraton) NYC, h.
 Bell, Tommy & Sergeant A. Flat (Louise's Monte Carlo) NYC, nc.
 Belling, Clem (Iceland) NYC, re.
 Belmont Bros. (Patlo) Cincinnati, nc.
 Benson, Roy (Glenn Rendezvous) Newport, Ky., nc.
 Berni, Mario (Music Hall) NYC, t.
 Berry, Connie (Cafe Society Downtown) NYC, nc.

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Blackstone, Nan (Casanova) Detroit, nc.
 Blanc, Muriel (Chin's) NYC, re.
 Bond, Gertrude (Louise's Monte Carlo) NYC, nc.
 Blondell Sisters (Hi-Hat) St. Louis, nc.
 Bourne, Charlie (Park Central) NYC, h.
 Bouvier, Yvonne (Mon Patee) NYC, nc.
 Bowan, Sybil (Capitol) Washington, t.
 Bricktop (Cerutti's) NYC, nc.
 Britton, Ginger (51 Club) NYC, nc.
 Broadway Jones Trio (Queen Mary) NYC, re.
 Broderick, George & Ellen (Greenwich Village Inn) NYC, nc.
 Bromley, Bob (Hi Hat) St. Louis, nc.
 Brown, Evans (Lafayette) Clinton, Ia., h.
 Bryant, Pauline (Leon & Eddie's) NYC, nc.
 Burns Twins & Evelyn (Nicollet) Minneapolis, h.
 Burton's Dogs (Kin Wa Low) Toledo, O., nc.

C

Cadmus, Bill (Dubonnet) Newark, N. J., nc.
 Callahan Sisters (Chez Patee) Chi, nc.
 Capella & Patricia (Hurricane) NYC, nc.
 Carlisle, Una Mae (Cafe Life) NYC, nc.
 Carmelita (Le Coq Rouge) NYC, nc.
 Carter & Kathie (La Conga) NYC, nc.
 Carr, Billy (Flamingo) Chi, nc.
 Carroll & Dietrich (Oriental) Chi, t.
 Cartwright, Helen (Versailles) NYC, nc.
 Casanova, Don (Havana-Madrid) NYC, nc.
 Cerney, Charles & Katherine (Greenwich Village Inn) NYC, nc.
 Chernoy, Guy (Bronco Room) Cheyenne, Wyo., nc.
 Chittison, Herman, Trio (Ruban Bleu) NYC, nc.
 Chocolates, Three (Famous Door) NYC, nc.
 Claire, Ted (Tower) Kansas City, Mo., t.
 Clark, Coleman, & Co. (Earl Carroll's Theater) Hollywood, re.
 Clark, Buddy (Colonial) Dayton, O., t.
 Colby, Marion (Glenn Rendezvous) Newport, Ky., nc.
 Cole, Cozy (Roxy) NYC, t.
 Collette & Barry (Glenn Rendezvous) Newport, Ky., nc.
 Collier, Dana (Brevoort) NYC, h.
 Collins & Bailey (Music Box Club) San Francisco, Nov. 16-Dec. 3, nc.
 Columbus & Carroll (Capitol) Washington, t.
 Cortez, Florez (Gibson) Cincinnati, h.
 Costello, Billy, & Helene Carroll (Mainliner) Des Moines, nc.
 Costello, George (Place Elegante) NYC, nc.
 Costello, Roberta (White Swan) Canton, O., nc.
 Costello, Tony (Howdy Revue) NYC, nc.
 Cousin, Ida (Leon & Eddie's) NYC, nc.
 Covarro, Nico (Bal Tabarin) NYC, nc.
 Coy, Johnny (Copacabana) NYC, nc.
 Cressonians, The (Roxy) NYC, t.
 Cross & Dunn (Capitol) Washington, t.

D

Dale, Stephanie (Flamingo) Chi, nc.
 Daro & Corda (Park Central) NYC, h.
 Davidoff, Yasha (Casino Russe) NYC, nc.
 Daye, Ruth (Latin Quarter) Chi, nc.
 DeFay, Arleen (Sawdust Trail) NYC, nc.
 Del Carmen, Dolores (St. Moritz) NYC, h.
 Delahanty Sisters (Dude Ranch) North Long Beach, Calif., 16-28, nc.
 Delta Rhythm Boys (Ruban Bleu) NYC, nc.
 Dennis & Sayers (Swansea) Swansea, Mass., h.
 De Sol, Rayilo (Havana-Madrid) NYC, nc.
 DeSylva Twins (El Patio) Mexico City, re.
 Dion, Valerie (Cafe Maxim) NYC, nc.
 Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.
 Donahue, Walter (Village Barn) NYC, nc.
 Dorita & Velerio (El Chico) NYC, nc.
 Douglas, Roy (Hi Hat) Bayonne, N. J., 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.
 NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Douglas & Dolan (Bradley's Inn) Long Island City, N. Y., nc.
 Downey, Morton (Savoy-Plaza) NYC, h.
 Downs, Johnny (State) NYC, t.
 D'Roy, Phil, & Co. (Helsing's Vodvil Lounge) Chi, nc.
 Drake, Robert (Hopkins' Rathskeller) Phila, nc.

Hayden, Tommy (Wivl) NYC, re.
 Henning, Pat (Paramount) NYC, t.
 Herrera, Sarita (El Chico) NYC, nc.
 Hibbert, Bird & LaRue (Troadero) Evansville, Ind., nc.
 Hines, Baby (Cafe Society Downtown) NYC, nc.
 Holman, Libby (La Vie Parisienne) NYC, nc.
 Horne, Lena (Savoy-Plaza) NYC, h.
 Hoyt, Kathryn (Village Barn) NYC, nc.
 Hubert, Frank & Jean (Oriental) Chi, t.
 Hunt, Les, & Juliet (Hollenden) Cleveland, h.

Iaen, Lellani (Lexington) NYC, h.
 Inca Indian Trio (El Chico) NYC, nc.
 Inge, Adele (New Yorker) NYC, h.
 Ink Spots (Central) Passaic, N. J., t.

Jagger, Kenny (Leland) Richmond, Ind., h.
 Jeanne, Myra (Shangri-la) Phila 18-Dec. 1, nc.

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Duffield Sisters (Helsing's Vodvil Lounge) Chi, c.
 Duffy, Kathryn, Dancers & Revue (Henry Grady) Atlanta, h.
 Duncan, Jackie (Clark's Oasis) Buffalo, nc.
 Durant, Jack (Roxy) NYC, t.
 Duval, Janine (Leon & Eddie's) NYC, nc.

E

Easton, Bob (Hippodrome) Baltimore, Nov. 19-Dec. 9, t.
 Ellis, Peggy Anne (Bertolotti's) NYC, nc.
 Emerson, Hope (Sheraton) NYC, h.
 English, Ray (Shangri-la) Phila, nc.
 Evans, Bob (Beverly Hills) Newport, Ky., cc.

F

Faust, Johnny (Village Barn) NYC, nc.
 Farrell, Bill (Place Elegante) NYC, nc.
 Fears, Peggy (Royal Casino) NYC, nc.
 Fernandez, Jose (Havana-Madrid) NYC, nc.
 Fields, Jackie (51 Club) NYC, nc.
 Fields, Benny (Greenwich Village Inn) NYC, nc.
 Field's, Robert (Leon & Eddie's) NYC, nc.
 Fisher's, Bob, Flyers (Shrine Circus) Davenport, Ia., 23-28.
 Foster, Phil (Queens Terrace) Woodside, L. I., N. Y., nc.
 Frakson (Waldorf-Astoria) NYC, h.
 Francis, Jeanne, & Jerry Grey (Florentine Gardens) Hollywood, nc.
 Freeman, George (Pelham Heath) Bronx, NYC, nc.
 Froos, Betty (Cafe Maxim) NYC, nc.
 Froos, Sylvia (Nicollet) Minneapolis, nc.
 Funzafire Unit (Stanley) Pittsburgh, t.

G

Gainsworth, Marjorie (Sheraton) NYC, h.
 Galante & Leonarda (Benjamin Franklin) Phila, h.
 Galvin, Gil (Latin Quarter) NYC, nc.
 Gardner, Grant (Rex Grille) Worcester, Mass., nc.
 Gaylord, Cayle (Holiday Inn) Flushing, N. Y., nc.
 Gerardos, The (Walton) Phila, h.
 Gerty, Julia (Sawdust Trail) NYC, nc.
 Gilbert, Gloria (Versailles) NYC, nc.
 Glamour Boys (Sawdust Trail) NYC, nc.
 Glover & LaMac (Sheraton) NYC, h.
 Gordon's, Al, Dogs (Palace) Cleveland, t.
 Gray, Gary (York Grill) Pittsburgh, nc.
 Gray, Gilda (Chicago) Chi, t.
 Green, Jackie (51 Club) NYC, nc.
 Green, Mitzie (Oriental) Chi, t.

H

Haakon, Paul (Music Hall) NYC, t.
 Habb & Denton (George's) Coshocton, O., nc.
 Hall, Linda (Sawdust Trail) NYC, nc.
 Halliday, Hildogarde (Spivy's Roof) NYC, nc.
 Hannon, Bob (Roxy) NYC, t.
 Harris, Arlene (State) NYC, t.
 Harris, Claire & Shannon (Beverly Hills) Newport, Ky., cc.
 Harvey, Kathryn (Village Barn) NYC, nc.

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Jericho Quintet (Cafe Society Downtown) NYC, nc.
 Johnson, Judith, & Co. (New Frankfort, Ky., 26-28, t; (Ran-Roy) Greenup, Dec. 1, t; (Elkhorn) Praise 2-3, t; Henry Clay 4 t.

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Jones, Dick (Flamingo) Chi, nc.
 Jose & Paguia (Town Ranch) Seattle, nc; (Clover) Portland 30-Dec. 12, nc.

K

Kahler, Jerry (Seneca) Chi, h.
 Kaye, Jane (506 Club) Chi, nc.
 Keating, Fred (Spivy's Roof) NYC, nc.
 Kemp, Lee (Flamingo) Chi, nc.
 Kennedy, Bob (Hurricane) NYC, nc.
 Kent, Lenny (Famous Door) NYC, nc.
 Keyboard Kites (Sawdust Trail) NYC, nc.
 Kim (Happy Hour) Minneapolis, nc.
 Kimball, Dude (Flagship) Union, N. J., nc.
 King, Charlie (Chicago) Chi, t.
 Kingsley, Myra (1-2-3 Club) NYC, nc.
 Kirk, Bob (Palmer House) Chi, h.
 Knight Sisters (Colonial) Dayton, O., t.
 Korda, Nina (Benjamin Franklin) Phila, h.
 Kramer, Fatty (Pelham Heath) Bronx, NYC, nc.

L

La Belle Alexia (Casino Russe) NYC, nc.
 La Franconi, Terri (Havana-Madrid) NYC, nc.
 LaMarrs, The (Happy Hour) Minneapolis, nc.
 LaMaire, Jack (Happy Hour) Minneapolis, nc.
 Land, Ruth (Fensgate) Boston, h.
 Lane, Lovey (Ubangi) NYC, nc.
 Lane & Small (885 Club) Chi, nc.
 Lang & Lee (Auditorium) Kansas City, Mo.
 Laurie, Herbert (Mon Patee) NYC, nc.
 LaVernes, Four (Colosimo's) Chi, nc.
 LaVola, Don, & Carlotta (LeRoy's Rondevue) Salt Lake City, Utah, nc.
 Lee, Bob (Wivl) NYC, re.
 Leon, Georges, Dancers (Martin) Dothan, Ala., 25, t; (Lyric) Mobile 26-28, t; (Ritz) Marianna, Fla., Dec. 1, t.
 Lester, Ann (Butler's) NYC, nc.
 Lester, Jerry (Royal Casino) NYC, nc.
 Lewen, Cecile (Chicago) Chi, t.
 Lewis, Joe E. (Copacabana) NYC, nc.

Lewis, Ralph (21-Club) Baltimore, nc.
 Lt. Bernie (Oasis) Baltimore, c.
 Lloyd, George (Mon Patee) NYC, nc.
 Lloyd & Willis (Continental) Chesapeake, O., nc.
 Loke, Kea (Lexington) NYC, h.
 Lombardo, Tony (Indiana) Fort Wayne, Ind., h.
 Lord, Carol (Flamingo) Chi, nc.
 Louis, Don, & Salo (Ray-Ott) Niagara Falls, N. Y., nc.
 Lucas, Nick (Miami) Staten Island, N. Y., nc.
 Lucero, Norma (Bertolotti's) NYC, nc.
 Luella (Troadero) Evansville, Ind., nc.
 Lure, Diana (Earle) Washington, t.

M

McCabe, Betty (It Cafe, Plaza Hotel) Hollywood.
 McLean, Ross (Jack Dempsey's) NYC, re.
 Maddux, Frances (Bellerive) Kansas City, Mo., h.
 Mage & Karr (Riverside) Milwaukee, t.
 Manners, Gale (Chicago) Chi, t.
 Manners, Jayne (Mon Patee) NYC, nc.
 Marianne (Continental) Chesapeake, O., nc.
 Marlowe, Don & Co. (Grace Hayes Lodge) Hollywood, Nov. 25-Dec. 25.
 Marlowe, Maxine (Tower) Kansas City, Mo., t.
 Marsh, Carolyn (Versailles) NYC, nc.
 Martells & Mignon (Edgewater Beach) Chi, h.
 Meadow's, Helen (Rockhead's Paradise) Montreal, nc.
 Meehan, Harry (Chicago) Chi, t.
 Midnight Voodoo Party, Herman Weber's (Orpheum) Marion, Ill., 25, t; (Broadway) Cape Girardeau, Mo., 26, t; (Grand) Du Quoin, Ill., 27, t; (Granada) Mt. Vernon 28, t; (Fox) Jacksonville 29-30, t.
 Moffett, Adelaide (Mon Patee) NYC, nc.
 Monk, Julius (Ruban Bleu) NYC, nc.
 Monteros, The (Henry Grady) Atlanta, h.
 Moon, Joe (1-2-3 Club) NYC, nc.
 Morales Bros. & Daisy (Victory) La Crosse, Wis., 14-28, nc.
 Morgan, Johnny (Greenwich Village Inn) NYC, nc.
 Morrissey, Tex (Flamingo) Chi, nc.
 Morrison, Joe (Kasee's) Toledo, O., nc.
 Murray, Steve (19th Hole) NYC, nc.
 Myers, Timmie (Troadero) Chi, nc.
 Myris (Pierre) NYC, h.

N

Nadia & Sasha (Casino Russe) NYC, nc.
 Nagle, Bert (Capitol) Washington, t.
 Na Pua (Lexington) NYC, h.
 Nelson, Mervyn (Le Ruban Bleu) NYC, nc.
 Nilsson, Walter (Music Hall) NYC, t.
 Noble & King (Spivy's Roof) NYC, nc.

O

O'Dell, Dell (Park Central) NYC, h.
 Orton & Springer (La Vie Parisienne) NYC, nc.
 Osta, Teresita (El Chico) NYC, nc.
 Oye, Fung (Louise's Monte Carlo) NYC, nc.

P

Pallet, Dolores (Music Hall) NYC, t.
 Pansy the Horse (Chicago) Chi, t.
 Paplito & Lilon (Havana-Madrid) NYC, nc.
 Parker, Ray, & Porthole (Athletic Club) Detroit 16-26, nc.
 Parks, Bernice (Beverly Hills) Newport, Ky., cc.
 Parks, Barbara (Hi-Hat) St. Louis, nc.
 Parris, Frank (Hurricane) NYC, nc.
 Paulson, Lehua (Lexington) NYC, h.
 Peck & Peck (Ubangi) NYC, nc.
 Pitchman, The (Pierre) NYC, h.
 Poranski, Aols (Music Hall) NYC, t.
 Powell, Mel (Roxy) NYC, t.
 Price, Georgie (La Conga) NYC, nc.
 Princess & Willie Hawaiians (Ray-Ott Club) Niagara Falls, N. Y., nc.
 (See ROUTES on page 76)

DRAMATIC AND MUSICAL

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

Angel Street (Plymouth) Boston.
 Arenic and Old Lace (Royal Alexandria) Toronto.
 Arenic and Old Lace (Selwyn) Chi.
 Claudia (Nixon) Pittsburgh.
 Corn Is Green, with Ethel Barrymore (Arcadia) Wichita, Kan., 25; (Auditorium) Denver 27-28.
 Firefly, The (Ford's) Baltimore.
 Gilbert and Sullivan (National) Washington.
 Good Night, Ladies (Blackstone) Chi.
 Hellzapoppin' (Forrest) Phila.
 Her First Murder, with Zasu Pitts (American) St. Louis.
 Junior Miss (Harris) Chi.
 Junior Miss (Wilbur) Boston.
 Lady in the Dark, with Gertrude Lawrence (Hanna) Cleveland.
 Life With Father (Erlanger) Buffalo.
 Merry Widow (Locust) Phila.
 Papa Is All (Pabst) Milwaukee.
 Porgy and Bess (Studebaker) Chi.
 Priorities of 1942 (Erlanger) Chi.
 Private Lives, with Ruth Chatterton (Majestic) Boston.
 Spring Again, with Grace George (Cass) Detroit.
 Student Prince (Fox Arlington) Santa Barbara, Calif., 26; (Civic Aud.) Pasadena 26; (Civic Aud.) Fresno 27; (Senior High School) Sacramento 28.
 Sunfield (Colonial) Boston.
 This Is the Army (Boston O. H.) Boston.
 Three Curtains, with Gloria Swanson and Francis Lederer (Hushnell Aud.) Hartford, Conn., 25; (Klein Aud.) Bridgeport 26; (Playhouse) Wilmington, Del., 27-28.
 Tobacco Road (Shubert Lafayette) Detroit.
 Velez and Yolanda (English) Indianapolis 27-28.
 Watch on the Rhine (Victory) Dayton, O., 25; (Hartman) Columbus 26-28.
 Willow and I (Walnut) Phila.

ICE SHOWS ON TOUR

Hollywood Ice Revue of 1943 (Collsum) Indianapolis, Nov. 26-Dec. 4.
 Ice Revue of '42 (Netherland Plaza Hotel) Cincinnati.
 Lewis, Dorothy (Copley-Plaza Hotel) Boston.
 Stars on Ice (Sonja Henie & Arthur Wirtz) (Center Theater) NYC.
 Victor's, Art, Ice Parade of 1943 (Hotel Adelphi) Dallas.

Advance Bookings

DAVE APOLLON: State, Hartford, Conn., Dec. 25.
 BILLY REYES: Strand, New York, Dec. 25.
 HI, LOW, JACK AND DAME: Capitol, Washington, Dec. 17.
 JOAN EDWARDS: Mosque, Newark, N. J., Nov. 29.
 DI GATANOS: Adams, Newark, N. J., Dec. 17.
 GUY KIBEE: RKO, Rochester, N. Y., Dec. 21; Colonial, Dayton, O., Jan. 1; Palace, Cleveland, Jan. 8.
 ARLENE HARRIS: Adams, Newark, N. J., Feb. 11.
 BEATRICE KAY: Metropolitan, Providence, Jan. 8.
 MARY SMALL: RKO, Boston, Dec. 4; Colonial, Dayton, O., Nov. 25; Palace, Cleveland, Jan. 1.
 BEA WAIN: Adams, Newark, N. J., Jan. 7.

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Air Outlets for Name Units Good In the East But Slow in Chicago

NEW YORK, Nov. 21.—Cocktail bands and talent are getting a considerable amount of network and local air time. The names so far developed in the unit field have been able to get an ample number of wires. Outfits such as Milt Herth and Adrian Rollini have been frequently heard from Jack Dempsey's, while the Three Suns have been getting a Mutual wire from the Piccadilly Hotel here for more than two years. Little Jack Little has a wire from the El Patio, Washington, and the Stylists, current at the Roosevelt Hotel, Pittsburgh, are being heard from KDKA, that city.

The Blue Network has been liberal with its wires for small bands, as the Korn Kobblers are getting several shots weekly from Rogers' Corner, while Frank Victor's four-piece outfit is getting one from the Dixie Hotel here. Gibson and Netherland Plaza hotels, Cincinnati, have been able to get occasional breaks for the cocktail units there. Al Trace is currently getting a wire from the Flagship, Union, N. J.

Cocktail acts such as singers, pianists or accordionists have been able to crack local stations with a great deal of frequency. WHN frequently uses singers current at various cafes here, as does WMCA.

The talent at Rogers' Corner has been getting frequent air time. On every bill

one of the groups gets a break in this respect. Frequently the talent has to taxicab over to the studio to do its stint there. The Tune Toppers and Bob Ryan and Twins, during their stays there, worked that method.

It is believed that many stations will turn more to live talent as the supply of new recordings dwindles because of the American Federation of Musicians' ukase forbidding the pressing of new disks. Many stations will have to turn to live talent for some of the unsold time during the day. By necessity of having to keep the nut as low as possible, small units and piano-and-song acts will suit their purpose.

CHICAGO, Nov. 21.—Chicago stations so far have been paying little attention to cocktail units. Production managers say that it takes a full-size band to do a creditable job on a show and that their talent budgets do not permit the employment of small units as extra features on variety revues or musical programs. No one will dare predict, however, what changes the future will bring, particularly if the AFM mess isn't cleared up.

Last remote for a unit here came over a year ago from the Capitol Lounge (now dark) when the Mills Brothers aired five nights a week over WGN (Mutual).

\$1,000 for Little

WASHINGTON, Nov. 21.—Little Jack Little, topping a three-men-and-a-girl unit at the El Patio here, moves into the \$1,000-a-week class when he resumes in that spot December 31 following a holiday vacation. Outfit started four months ago at \$450.

Exhibit at Hotel Show

NEW YORK, Nov. 21.—Representatives of the cocktail department of three talent agencies exhibiting presided at the booths at the 27th Annual National Hotel Exhibit held at Madison Square Garden last week. Gladhanding were May Johnson, Music Corporation of America; Joe Marsolais, William Morris Agency, and Mack Raymond, General Amusement Corporation.

Reviews

Harding and Moss

(Reviewed at Jim Otto's, Beverly Hills, Calif.)

Trio correctly billed as Harding and Moss with Billie Joyce. While Dick Harding, Hammond organist, and Bill Moss, pianist, are the mainstays of the group, Miss Joyce, blond looker, is definitely an asset to the outfit as a vocalist.

Harding and Moss preside at the organ and piano respectively, with the instruments placed back to back on a revolving stand of which the top is covered with glass crystals. Both take solo parts and turn in excellent musical assignments.

Miss Joyce, quite pert, presides at the mike and turns in a goodly number of vocal renditions. Having range of three octaves, Miss Joyce features classical coloratura solos against a background of swing music. Harding takes solos at the organ, while Moss is out front sketching the patrons in pastels. As a team, Harding and Moss turn in an excellent brand of music.

Trio has plenty of personality and a seemingly unlimited library. It's one of those outfits which never tire.

Sam Abbott.

Maurice Rocco

(Reviewed at Club Silhouette, Chicago)

In Chicago and environs, Rocco, colored bombshell of the ivories, is a box-office name. In the last three seasons his salary has jumped from a low (See REVIEW on page 29)

Who Stays Home?

CALUMET CITY, Ill., Nov. 21.—This steel mill town, with a population of 12,000 and employment conditions the best in its history, has 158 taverns. Most of them are of the cocktail-lounge variety, using combos ranging from a pianist to four-piece units. In the main street, every other door leads to a filling station—selling spirits, not gas.

No Talent Demand In Ore., Wash. Area Due to Liquor Laws

Seattle.

Editors The Billboard:

The cocktail unit field is not active in the States of Oregon and Washington, as well as in British Columbia, because of State laws forbidding the sale of liquor in public places. Liquor is sold only in State liquor stores by the bottle to permit holders (permits cost 50 cents per year).

Beer and wine are sold in saloons but they are the honky tonk variety and don't use entertainment. Private clubs have cocktail bars, limited to club members and guests, and the law does not permit entertainment.

In California, where taverns and cocktail lounges have liquor licenses, the cocktail unit field flourishes.

JOE DANIELS, Booker.

Off the Cuff

MIDWEST:

CLARENCE LEVERENZ, organist, returned to the Seelbach Hotel, Louisville, Monday (23) for a month, with options. . . . WES VAUGHN and JUDY WHITNEY, organ and guitar team, set by Jack Russell, of GAC, Chicago, into Delden Hotel, Canton, O., opening December 2. . . . DON JACKS (4) held over again at the Brown Derby, Duluth, Minn. . . . ADVOCATES OF SWING (4) moved into Martin's Hawaiian Room, Chicago, Tuesday (24). . . . FOUR TONS OF RHYTHM go into the Beachcombers, Omaha, November 30. . . . JERRY LANE, piano, set into the 504 Club, Chicago. . . . JOSE ROSADO (3) signed to a personal management contract by Phil Shelley, Chicago booker.

TONY MATTINGLY (4) set into the Wayside Inn, Casper, Wyo., by Bookie Levin, Chicago. Bookie, incidentally, still has a personal management contract with the FOUR TONS OF RHYTHM, altho GAC is booking them. . . . OPALITA AND GARCIA, musical team, moved into the La Salle Hotel, Chicago, following a run at the 400 Club, Washington.

EAST:

FOUR TOPPERS, at Harry D'Jais's Jungle Room, Harrison, N. J., the past month, move into the Enduro, Brooklyn, Thanksgiving eve. BILL HUGGINS and "SKEET" LIGHT remain in the Jungle Room line-up.

BOB BUNDY, of Consolidated Radio Artists, New York, leaves December 1 on a two-week business trip in the South, going as far as Florida. . . . VIVKI ZIMMER, singer-pianist now at Kelly's Stables, New York, is to be heard on a (See OFF THE CUFF on page 30)

GAC Signs Three More

CHICAGO, Nov. 21.—Berle Adams, of General Amusement Corporation here, signed three more cocktail units to office booking contracts this week. They include Leon Abbey (4), colored, who opens at the Foxhead, Cedar Rapids, Ia., Monday (30) for three weeks; Joe Franks and His Advocates of Swing (4), who started at Al Martin's Hawaiian Room Monday (23), and Nettie Saunders, colored pianist, now at the Circle Bar, Kankakee, Ill.

William Morris Adds Three

NEW YORK, Nov. 21.—William Morris Agency is getting three small bands to be handled by Joe Marsolais when available for cocktail lounges. Basil Fomeen, formerly heading a large organization, is re-forming along smaller lines; Sidney Bechet, one of the greatest soprano sax players, is getting a combo built around him, and Merle Pitt, now house band at Station WNEW, is to be handled by this office.

More Philly Hotels Add Cocktail Units

PHILADELPHIA, Nov. 21.—Hotels here are adding musical bars and cocktail lounges. For many seasons only Hotel Warwick employed a small band. Last season Hotel Wellington entered the field with a Magic Bar, employing regular cocktail combos. Appeal of both the Warwick and Wellington is primarily to the exclusive school set. This season finds the more popular hotels going in for the musical bar idea.

Hotel Adelpia, once housing the Cafe Marguery, town's top nitery in those days, last week returned to the field with a new cocktail lounge. Bar itself, 110 feet long, has been so arranged that the front area can be closed off in the mornings and used as a breakfast room. Marty Magee and His Guardsmen have been brought in for the musical entertainment. In addition, Bill Hirsch is readying a musical lounge for his Hotel Normandie, and at the Majestic Hotel Jack Alexander has leased the hotel's bar to be refurbished as a musical bar. Both spots will feature cocktail combos.

The

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MIKE MCKENDRICK . . .
International Guitarist and Vocalist

WILEY ROGERS . . .
The Piano Wizard

SYLVESTER HICKMAN . . .
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BOOKERS BACKING UNITY?

802 Administration Supporters Suspect Agencies of Helping in Unity's Big Election Campaign

NEW YORK, Nov. 21.—AFM Local 802's "Unity" war here, previously regarded as a private fight between "in" and "out" musikers, now has band agencies smack in the middle. New angle sneaked in when quantity and quality of Unity's (opposition group) election campaign literature set 802-ers wondering where all the dough necessary for turning out such high-powered leaflets was coming from. Fiddle-scrappers close to the administrations are hinting that band agencies, sore because 802 sponsored two stringent anti-agency laws, are acting as advisers and bankers for Unity's electioneers.

Unity spokesmen admit they received a campaign contribution offer of \$5,000 from one agency official who holds a union card, but they insist the check was turned down. They assert that the \$2,500 the printings and mailings will cost is being raised by \$1, \$2 and \$5 contributions, and showed a reporter from *The Billboard* a dozen or so such receipts.

They likewise denied that any bookers are brain-trusting the campaign, but put off discussing their position on the two AFM laws in question on the ground that "there was time enough for that" if and when their candidates are elected. Asked whether the question was slated for discussion if Unity triumphed election day, one of its leaders allowed that if the agencies should bring the matter before the newly elected body at that time it would be considered. If it were then agreed by the new board members that present rules cutting commissions and adding new responsibilities for bookers constitute "undue hardships," the Unity administration would, according to one spokesman, take steps to alleviate the strain.

The vigorous campaign Unity is putting on has led some "in" boys to claim it is being directed by professional publicists. They point out that the head man of one band agency camped on Jimmy Petrillo's doorstep for weeks last summer trying to convince him that the AFM convention must not enact 802's proposals into law, and claim that Unity gimmick might result in having the costly rulings repealed.

Reasoning is based on information that Petrillo turned the big booker down because 802 is the largest and strongest link in the AFM network, and its proposals necessarily carry extra weight. By the same reasoning, future request from this key local for repeal of these rules might bring relief for 10-percenters, it is argued.

Whether a successful Unity would provide an all-clear signal is, at best, problematical. A great deal of confusion is current among the would-be administrators as to the exact role bookers play in their professional lives.

Bulk of Unity's tootlers have confined their playing experience to this city and are concerned primarily with local conditions. They lump "booking agencies" and "music corporations" with "caterers" and "social secretaries" in their printed election platform. Couple of questions

Switchboard "Pluggers"

NEW YORK, Nov. 21.—Famous Music may have started a trend when it had its telephone operators greet callers with "Praise the Lord!" instead of the usual "Good morning." Phone op at Jerry Vogel's does a like job of disarming dialers by cooing "Old songs are the best songs."

Following greetings are suggested for uninhibited switchboard operators:

Famous: "Moonlight becomes you."
Harms: "As long as you're not in love with anyone else, why don't you fall in love with me?"
Southern: "Br-r-r-r-ack!"

directed at them about bookers brought beefs about hotel caterers.

Many of Unity's candidates may think their fate in the December 3 election of 802 officers concerns cardholders only, but the booking fraternity will be watching the results closely.

BR Pushes Victory Dances

YORK, Pa., Nov. 21.—Mrs. Sadie Tassia's Valencia Ballroom is first in the Eastern Pennsylvania area to link hoofing with sale of War Bonds and Stamps. Victory Dance each Monday night features a musical quiz, with ballroom op contributing a \$25 War Bond to winner and \$1 in War Stamps to other contestants. Ballroom is also paying 50 cents in stamps for all questions used on quizzer. Men in uniform are guests of management, civvies shelling out 45 cents plus tax.

Rialto BR Booking Bands

NEW YORK, Nov. 21.—The new Rialto Ballroom will not open November 24, as scheduled, but on December 1. Bands will be Willie Farmer, Maya Rumba Band and Ennis Odd.

It is revealed that the money man in the venture will be Michael Accardi. Tommy Morton, veteran band handier, will be manager, with Spencer Hare on publicity.

AFM, Nets Not Huddling; Settlement Awaits Results Of Senatorial Investigation

NEW YORK, Nov. 21.—Chatter on the street that network chieftains were huddling with James C. Petrillo about re-summing recording and ET relations is without basis in fact, according to the AFM. A union official told *The Billboard* late this week there has been no such huddling. But positively. Other AFM-ers have indicated that the parent musicians' union is awaiting the outcome of the Senate subcommittee's investigation. Radio execs have likewise made it clear that they are in no rush to settle before determining what direction the Senate investigation will take.

Recording companies are in the anomalous position of finally having the time to fill tremendous back orders—and not being too happy about it. They're not complaining; in fact, many of them say they're tickled to be free of pubs hanging on their necks, ork leaders jockeying for the best tunes, racing with rival firms to come out first with that plug tune—but underneath their optimistic public utterances there is manifested a great deal of uncertainty. In short, they're wondering what to do when the present buying boom is ended.

They are aware that *White Christmas* and *Praise the Lord* can't go on indefinitely. They admit that they've been very lucky so far. They filed up a reserve stock of pre-published tunes that has carried them thus far, with some to spare. One of the major firms claims it has an astonishing number of sides still unreleased. Another wax company maintains that it too has scores and scores of unreleased recordings, but the figure mentioned nowhere near approximates the total claimed by the first. Our own check of music pubs a few weeks back revealed that, excluding hillbillies, polkas and such, they had a bare two dozen tunes yet to come from the waxworks.

Regardless of the discrepancy between the publishers' and recorders' figures, Decca this week announced it would issue no new releases until January. Columbia has taken a similar stand, and

When I'm Elected

NEW YORK, Nov. 21.—Herman (Tubey) Tuvin, candidate for exec board in Local 802's coming election, got one of those long-time-no-see greetings Armistice Day when Erno Rapee conducted the American Legion band Tubey was drumming in. Last time they played together was in 1913 at the Hotel Astor here, Rapee pounding the piano as a sideman. Great excitement, but Tubey didn't forget to ask Rapee for a vote.

AFM Asked To Judge Slack-Agency Tie-Up

HOLLYWOOD, Nov. 21.—William Morris Agency has gone to AFM for help in protecting its contract with Freddie Slack. Agency charges that its binder, with six years more to go, is being monkeyed with since Joe Glaser took Slack under his personal management wing. According to Slack, the case is before the union for review.

Pianist-leader couldn't get into groove after leaving Will Bradley's ork, until his Capitol Record disks with Ella Mae Morse, catapulted him into semi-name status. Since signing with Glaser about two months ago, the boogie-woogie 88-er has been working steadily here on the Coast and is currently in his fourth week at Casa Manana.

BALTIMORE, Nov. 21.—Teddy Black has been penciled into Club Charles, Baltimore, for the duration. Black's crew succeeded Roy Kyser ork which disbanded, some of the men going into the armed service, others into war plants.

Victor's releases are steadily dwindling in number. They may be doing it to give them a chance to cash in on current tunes, as they claim, or it may be that they don't wish to risk running out of new stuff before they are sure musicians will be grinding out more. Meanwhile, they're sitting tight and whistling loudly to show how content they are.

They are all willing to admit they wouldn't mind getting musikers back into the studios, but if they have to, they can wait. One of the largest of the independent recording outfits is in town trying to learn how soon and under what conditions he can start recording again, but admits he is helpless to start the ball rolling without the aid of broadcasters.

As he put it, even if he said "yes" to every hours-and-pay stipulation, he would still be powerless to answer the one question the musicians' board would throw at him; could he guarantee that no recordings of his would be played over the air. Policing of this requirement could be handled only by station managers themselves.

The nets are not backward in recognizing their key position in the embroglio and, in the eyes of some other interested parties, have taken too great advantage of it. NAB's latest bulletin states it bluntly: "This is a broadcasters' problem, even tho the interests of recording and transcription companies and the juke box industry are also involved." And it makes its intentions clear in the lead sentence of the release: "Collaboration with Mr. Petrillo is impossible."

Meanwhile, AFM ain't talkin'. It probably feels it can wait it out as long as its opponents can. Its members are working, the recording names can't find enough time to play all the dates offered them as it is, and after the senatorial investigating committee gets thru "examining both sides," as one union official phrased it, they'll roll up their sleeves and get busy.

Junior Jammers Ripe for Draft

NEW YORK, Nov. 21.—"Teen-age draft, for which President Roosevelt sent out registration orders last week, will take its toll in the band biz and may even result in some maestri changing their identifying styles of music making. That's the picture revealed after a check-up of the ranks of sidemen in various bands.

Such orksters as Harry James, Teddy Powell, Louis Prima, Earl Hines, Red Norvo, Tommy Reynolds and Lionel Hampton use many tootlers in the 18-to-20-year-old bracket, some of the latter being key men on the stand. Youngsters were sought out when Selective Service Act at first by-passed them. Along with the 4-F's they became super-marketable.

Reshuffling, when the teensters begin drafting away, will be hard on maestri for more than the usual replacement reasons. The kid tootlers frequently are the only ones who can handle the hot lick arrangements that mark certain bands. When they're gone, therefore, the riff and rhythm stuff may have to bow out to schmaltz. Paying customers from now on will come less and less from jitterbugs, and the box office is where the maestro really sets his style.

In James' crew alone, four eligibles for the teenster draft stand out. Corky Corcoran, 17-year-old sax star who was recently married, figures to come in under the new call, while Marshall Gram, at trombone; Arnold Eidus, violin, and Victor Stern range from 18 to 20. Should any or all of these muskers go, James will have double fits, having recently broken in four new replacements.

Louis Prima band is also outstanding young; drummer Jimmy Vincent is 18; Sonny Berman, trumpeter, just tops 17, and Raymond Jenkins at trombone; Herman Segal, clarinet, and Frank Michales, trumpet, are around 20. Maestro Teddy Powell's jump section also blooms with young faces, and Red Norvo, who has lost a couple of bands to Uncle Sam already, has a few "children" to give up to Uncle Sam. Mel Powell, ace pianist with Raymond Scott's CBS crew, is another key man who may be going off. Powell is only 19.

Stenos at Famous Music To Vote on Union Affiliation

NEW YORK, Nov. 21.—First try at organizing clerical employees of music pubs is being put to a test Monday (23) when elections will be held at Paramount Music and Famous Music here to determine whether Screen Office and Professional Employees' Guild becomes their bargaining agent. Vote will be in "yes" or "no" form, SOPEG being the only union on the ballot. If "yes," Paramount and Famous will be completely union shop, since song pluggers are already under banner of Music Publishers' Contact Employees' Union.

SOPEG claims it has almost 100 percent of eligible members already on the union rolls, all those hired before October 24 being qualified to vote. If white-collar union is successful it may result in a drive on all pubs, with movie company subsidiaries being first in line.

Election came about when WLB disallowed IATSE claim on all white-collar workers in Paramount Picture set-up.

Bridgeport's War Workers Like Kryger's Polish Ork

BRIDGEPORT, Conn., Nov. 21.—Making his second appearance of the season here, Sunday (15), Brunen Kryger and His Polish Orchestra drew 1,232 persons. With admish at 85 cents, gross hit \$1,047. On September 20 he drew 1,355 persons for a gross of \$1,147. February 17, with 75-cent tariff, he attracted 1,820 for sock \$1,365. Large Polish populations here for war work, makes Kryger's polkas a natural.

The Griff Williams Case

NEW YORK, Nov. 21.—In the November 14 issue, a story on the Griff Williams Social Security tax case had the situation scrambled. The facts are that prior to existence of AFM Form B contract (placing band leaders in "employee" status) a court in Iowa decided that ballroom operators were responsible for SS taxes of Griff Williams and sidemen. Decision was appealed, and the United States Circuit Court of Appeals reversed the lower court and held Williams responsible. On October 12, 1942, United States Supreme Court refused to review the case.

When Form B superseded older contracts, the Williams case became of academic interest only. With the furor attending government's ruling on commission-on-net, interest in SS tax case was revived, since it was felt it might furnish a solution to the problem.

Now that news comes from Washington that it will not matter, in deducting legitimate expenses, whether band is an employer or employee, maestri may forget the Williams episode. On the other hand, ballroom and theater ops may find in the new salary interpretations ground for having the terms of Form B abrogated. *The Billboard* will follow such incidents closely and report any developments.

Treasury Dept's Big Drive on Bond Song

NEW YORK, Nov. 21.—Treasury Department's new bond song, *Everybody, Every Payday*, written by Sergeant Dick Uhl and Corporal Tom Adair, will get plugging from all angles, according to campaign plotted by the War Savings Staff. Bands and radio stations will be contacted, and dance band, brass band and glee club arrangements will be made available. Sheet music will be printed for retail sales.

Recordings, specially okayed by James Petrillo, AFM prexy, have been made by Barry Wood (Victor), Guy Lombardo (Decca) and Tommy Tucker (Columbia). Electrical transcriptions have been made for radio stations.

Spokesmen for coin machine operators have pledged that 8,500 operators will feature the tune in their No. 1 slots.

Detroit BR's Solid

DETROIT, Nov. 21.—Local ballroom business is steady, despite contradictory trends that have both helped and hurt business, according to major operators. Level is just about where it was a year ago, with no important movement in either direction recently.

The conflicting trends are the loss of men to the armed services, from the age groups of ballroom patrons primarily, and the addition of new patrons as the town gets added population with the hordes of incoming war workers. In addition, a sizable percentage of military patrons has been added.

"We are losing a lot of our regular customers," Fred Haines, operator of the Graystone and Grand Terrace, said. "But there are a lot of new people coming and we cannot tell where they come from. So far, the gain has about equaled the loss."

Signs of a minor pick-up in business as patrons tend to take their cars out for a few last nights before gas rationing is clamped down are in the offing, but have not materialized strongly yet.

Foster Fine for Kaycee

CHICAGO, Nov. 21.—Chuck Foster attracted 2,197 customers at the Pla-Mor, Kansas City, Mo., Saturday (7) for \$1,596.50. Foster, in on \$400 guarantee with a 50 per cent privilege, walked out with \$798.25.

A Present for Hitler

NEW YORK, Nov. 21.—Old-time recording artists will doff their caps in memory when two-ton brass horn designed by the late Thomas A. Edison 18 years ago, and considered the most perfect recording method of its time, is added to the nation's scrap heap. Horn ran between two buildings at the Edison Industries Laboratories at West Orange, N. J., with performers placed in one of the buildings, cutting being done in the other.

Gov't OK's Commish on Gross

Official Word Due in 10 Days; Will Allow "Legitimate Expenses"

WASHINGTON, Nov. 21.—Within 10 days official word is expected here that bands will be allowed to pay agency commissions and all other "legitimate expenses" out of gross earnings, it was revealed by a spokesman in the Salary Stabilization Unit of the Bureau of Internal Revenue. This will cancel the earlier ruling requiring commissions to be paid from net income, spokesman added, and will also provide that all normal professional expenses may be deducted from the gross. Official release of the regulations awaits formal approval by Secretary of the Treasury.

NEW YORK, Nov. 21.—Salary Stabilization office here confirmed the report that within a few days official orders should come thru settling all questions concerning agency commissions, personal management fees and other direct expenses incurred by maestri in the usual course of business. Any qualified expense connected with band leaders' annual proceeds, it is understood, will be deductible from the gross.

Oddly enough, the long-awaited decision will come as an anti-climax to many in the trade. For weeks now, the more levelheaded have argued that the "gross" interpretation is the only reasonable one, and therefore the one Washington policy-setters would reach. They felt that the initial drastic order followed normal procedure in new tax rulings: First the blanket imposition, then the allowance exceptions. In the 25G situation, they were certain the salary stabilization bureau had no intention of crippling the band biz and would in time adjudicate all grievances to the satisfaction of all concerned.

Also put to rest are all the maze-like ideas dreamed up by bookers trying to get around the original off-the-net ruling. Agency lawyers who had tied themselves in knots explaining why band leaders should be free to function as independent contractors can now untie themselves. The new regulation makes it unnecessary to distinguish the performer from the contractor in the matter of deductions. The "incorporation" fanciers likewise can forget their plans.

End of the back-and-forth Form B contract discussion will come as welcome relief to both the bookers and AFM. Latter was reliably reported as having no desire to get involved with the govern-

ment, especially now that a senatorial subcommittee is investigating Petrillo's recording ban.

With the percentage incentive back again, bookers will have the orks crowd in as many dates as possible. Dough for the maestro, of course, will be held down to the \$67,000 figure, but anxiety to keep his name before the public and build up box-office value for after-war days will probably keep him waving the wand.

Only remaining headache will be that of the accountants for the various orksters when the adding up of "legitimate" expenses has to be done. Making sure that the government revenooers won't find any questionable items is going to take a veritable Solomon of the ciphers.

Coast Ballrooms Will Be Hard Hit By Gas Rationing

HOLLYWOOD, Nov. 21.—Ballroom biz in this area is uncertain how gas rationing plan scheduled to go into effect December 1, will hit it. Several spots are centrally located and these will rely on bus and streetcar transportation. Those in areas not so well served by the public utilities hope to draw sufficiently from immediate vicinities.

Hollywood Palladium and Hollywood Casino draw from adjoining sections, but managements are under the impression that Hollywood, Los Angeles, North Hollywood, Van Nuys and Beverly Hills will send them patrons by streetcars. However, public utility service is good only until midnight. Whether dancers will come earlier and leave earlier is problematical.

Musicians' locals are co-operating to bring patrons to dancing spots earlier. Colored Musicians' Mutual Protective Association, Local 767, has boosted its after-midnight prices in an effort to get social clubs to hold their dances on the p.m. side of midnight. Union will try to have dances run from 8 to 12. If plan works, musicians may be able to get busses or streetcars home.

Casa Manana (Culver City) and the Trianon (South Gate) have been doing land office business in recent weeks, but outlook for the future is a bit gloomy. Casa Manana can be reached from some areas by streetcars, but patrons will have to do some riding to get there.

To the average Los Angeleno, Trianon is the hardest spot to reach, but is located in a nest of war industry plants and possibly sufficient people will be within walking distance. Recently Vultee aircraft workers have been staging dances here and the place has been packed.

Hardest hit of the dancing spots will be the civic auditoriums in Pasadena and Glendale. Patronized by school kids, Pasadena is already 30 to 40 per cent under last year because of the tire situation. It's problem will increase with gas rationing. To offset this, spot is promoting group transportation. One bright spot on the horizon is that this area has more defense workers than perhaps any other section in the country. Workers will be given gasoline for travel to work and may possibly be able to use some of the precious petrol for trips to local ballrooms.

Who's Confused?

NEW YORK, Nov. 21.—Jack Flynn, off for the army, was reminiscing about the "good old days" at William Morris Agency he left behind this week. For instance, there was the time he was looking on as one of the other bookers in the office, an extremely high-strung, constantly jabbering guy was dictating a telegram that came out pure gibberish.

"Do you think," queried Flynn, "the one who receives this is going to know what you're talking about?"

"It doesn't make any difference," was the amazing reply. "I'm trying to confuse him."

Tuners Watching Legal Wrestling By Marks-ASCAP

NEW YORK, Nov. 21.—ASCAP songwriters who have been mulling the idea of placing some of their compositions with BMI while retaining membership in the Society saw support of such a plan when ASCAP's move for a dismissal of suit brought by E. B. Marks, music publishers, and BMI was denied Wednesday (18) in New York Supreme Court. Plaintiffs contended they controlled licensing rights of songs even tho writers remained with ASCAP. ASCAP's plea that the case was one of copyright infringement and, therefore, a Federal Court matter, was turned down by Justice Ernest Hammer.

Since Marks's catalog is loaded with ASCAP-written tunes, Society penners may find in the court action a right of way to card assigning tunes to any pub so long as the consent decree's requirements as to gratuitous licensing are observed.

One-Night Bookers Stymied in Midwest

CHICAGO, Nov. 21.—The one-night booking business, usually the most active branch in local band offices, was at a comparative standstill this week due to the national gas rationing scheduled to go into effect December 1. More promoters have phoned in cancellations for December than acceptances, preferring to wait and see what the gas limit rule will do to their business.

The one-nighter boys here see little if any chance for unknowns on the road, altho strong territorial bands will be able to pick up club and school dates. MCA is offering Alvino Rey, Dick Stabile and Bob Chester for one-nighters next month, but at this writing few dates have been set.

WHILE THEY LAST

AMERICAN MADE

PASSOUT CHECKS

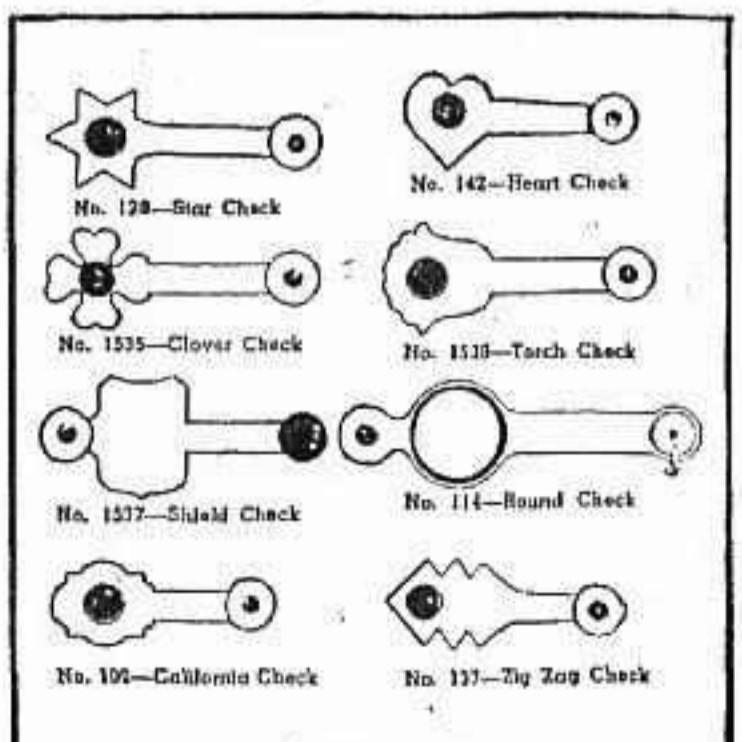
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On the Records

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

HORACE HEIDT (Columbia 36667)

This Is the Army, Mister Jones—FT; VC. *Where the Mountains Meet the Sky*—FT; VC.

AS IRVING BERLIN'S all-soldier show, *This Is the Army*, continues its performances in key cities before capacity audiences, the show score gains added significance. As such, this special issue becomes a most timely release and in time to realize maximum merchandising value. *I Left My Heart at the Stage Door Canteen*, from the same show, has already made its mark in song circles, and now the title song, *This Is the Army, Mister Jones*, shows every indication of heading to the same top position of the song heap. There have been several earlier treatments of the tune. And now with Horace Heidt applying his own characteristic touch to the selling of the song, his side presages a most enthusiastic welcome on the part of the platter devotees. As with all Heidt disk patterns, special emphasis is given to the song's lyrical treatment. And for this spirited and good-humored army song, it is garnished vocally by Donna and Her Don Juans, with Charlie Goodman and the ensemble. Taken at a lively tempo, with a marked marching flavor, the band opens the side for a half chorus. The voices take over for the presentation of verse and chorus. Frankie Carle's piano picks it up again, with the band joining in for the half chorus remaining to complete the side. For the plattermate, Heidt has selected one of the best last-roundup outdoor ballads of the day in *Where the Mountains Meet the Sky*. If it catches the public's fancy as it should, it promises to be as big as any of the other on-the-trail classics of yesteryears. This cowboy ballad by Deacon Williams also serves as an excellent vehicle to ring in the throat whistling talents of Fred Lowery, which goes far in enhancing the appeal of the song. Gordon MacRae starts right in singing in the slow tempo of the cowboy heading for the wide open spaces where the mountains tip into the sky. Lowery's whistling phrases punctuate the background music, taking over his own for the second stanza. Bows out for the last half of the chorus in favor of MacRae's sympathetic lyric treatment to take the side out.

Already beginning to make a marked impression in song circles, "This Is the Army, Mister Jones" looms as a major phono favorite. And for the mood-inspiring cowboy ballad, Horace Heidt's offering of "Where the Mountains Meet the Sky" makes it a double-duty disk for the music operators.

ARTHUR FIELDS (Hit 7023)

Der Fuehrer's Face—FT; VC. *Gee, But It's Great To Meet a Friend*—FT; VC.

AT THIS late stage elaborations on the song career of *Der Fuehrer's Face* would be most superfluous. The Petrillo impasse caught the disk factories short on this item, save for Spike Jones's original on the Bluebird label, which is still maintaining its top position among the record successes of major import today. And with a bullish market existing, the Hit label is certain to enjoy the fruits of the song's success to a fair measure. In advance of its release, the side has attracted a great deal of attention in the trade, with a big question mark remaining as to the who-where-when of the record. Admittedly, the name carrying the billing is merely a handy handle for label purposes, and the male baritone voice with a marked Dutch inflection in keeping with the spirit of the song goes unbilled entirely. The accompanying orchestra is a typical cowboy band, replete with accordion and fiddles. Entire side is devoted to the song lyrics and the attending razz effects, with a second set of lyrics for the second chorus. And in its treatment, both vocally and instrumentally, the song is left to itself for the selling. *Gee, But It's Great To Meet a Friend (From Your Home Town)* is a nostalgic ballad taken at a medium tempo and more marked with the hillbilly designs in its presentation. The unbilled baritone voice carries the entire side, starting with the chorus and then taking a fling at the verse to follow with two more refrains, all without a single variation to give the side any element of color to make for any degree of attractiveness.

"Der Fuehrer's Face" is already going great guns in the music boxes, and those operators caught short on the original Spike Jones record will find this the next best thing to the real thing.

THE MERRY MACS (Decca 18527)

I Wanna Go Back to West Virginia—FT; V. *Sunday*—FT; V.

Chipped from the same inspirational block that produced *Deep in the Heart of Texas* has come Bill Crago and Grace Shannon's tribute to the West Virginia State. None of the clap-clap or jingle-jangle tricks to this tune, but it has the same spirit of the others. Tune, however, has been around for some time. And while the Merry Macs give the hillbilly tones a smart rhythmic twist, it is asking too much of them to start a mass exodus back to West Virginia. Taken at a lively tempo, the solo fem voice starts the side spinning with the voice, with all the Macs on deck for the chorus. Follow with a rhythm harmony chorus, allowing the bridge bars for an instrumental interlude provided by the guitar and the piano. Side is polished off with a vocal reprise. *Sunday* is the oldie rhythm pop of many a year ago. And with *I Met Her on Monday* showering interest on the various days of the week, there is likely to be found some renewed interest in the *Sunday* song. Also taking it at a medium tempo, the Merry Macs bring on their pert harmonies for the opening chorus. Male and fem voices, in the typical boy-belle manner of splitting a song lyric, carry the second stanza. The accompanying piano and guitar add their embellishments for the starting of a third chorus, the Macs picking it up at the bridge to sing it out.

Phono possibilities of either side depend more on the following built up by the Merry Macs at a particular location rather than on the appeal of the songs. And for such spots, both sides are up to par for a test whirl in the music boxes.

(See ON THE RECORDS on page 90)

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.

Jack Teagarden

(Reviewed at Shangri-La, Philadelphia)

IT IS still the delta-style blues singing and trombone playing of Big T that gives the Teagarden band its biggest punch. However, Teagarden sells much more than his own talents, having whipped together a band of 15 that displays plenty of body and guts in its playing.

Rhythm section has three kids pounding it out with plenty of life and enthusiasm in their beats, but they're no match for the five saxophones, three trumpets and three trombones, not counting the maestro's own slip horn. Usually leading from front, Teagarden steps back into the trombone sector for the ensemble playing.

No particular voicings of the five saxes, boys switching to alto, tenor, baritone and clarinet as the arrangements demand. Plenty of color in the arrangements and the boys cut it clean, brasses, particularly, hitting it hard. But so long as Big T continues to slide out on his tram and give with his characteristic singing there is enough instrumental excitement to satisfy all.

Selections take in all the radio plug tunes, blues long identified with the maestro and fast stompers set to a Dixieland beat. And when Teagarden gives out with the blues, he's on a class by himself.

In keeping with commercial requirements of the day, vocal department is in top order. In addition to the maestro's stylized singing, there is blond Esther Todd, equally effective on ballads and rhythm tunes, and youthful Bill Reynolds for the more romantic songs.

Both the maestro and his men take their music seriously, and the dancers accept it in that light. Went far in delighting dancers at this large nitery.

Orodenker.

Dolores

(Reviewed at Essex House, New York)

DOLORES, new to this country and heading an 11-piece ork, hastily scraped up with the help of her sponsor, Xavier Cugat, and Music Corporation of America, is loaded with S. A.—and I don't mean South America. She leads her fiddles and reeds by dancing out every tune on the bandstand, and something to follow. Undulating hip movements and modified bumps help accentuate the rhythms, she beats out on the calves. When she switches to maracas for a tango, she handles them the way a fan

dancer manipulates her ostrich feathers. Band plays Americans and Latins in a 60-40 ration. Home-grown stuff is played in the two-beat "society" tempo that manages to rob hit tunes of their individuality but is easy on a. k. step-pers. The imported tunes call into use the maracas of a ruffled-bloused Latin who is carried for that purpose. Without ostentation, he provides the authoritative beats.

Four few fiddlers do a workmanlike job with their bows, three reeds and trumpet remain in the background, and pianist, Al Menconi, does yeoman's work as assistant leader besides starring at the keyboard with his Duchin technique.

Outfit could satisfy the usual class hotel clientele, but its proper location is a hot rumba spot. Dolores's hip work would get its just appreciation and her samba, with which she occasionally takes to the floor, would get the joint jumping.

Grennard.

Jon Arthurs

(Reviewed at Hotel Philadelphia, Philadelphia)

IT'S a rare occasion when six Philadelphia musicians can band together and dish out a brand of rhythm that really attracts attention. This is not a band picked up and slapped together, but a group of fine musicians with definite purpose and conception in their playing. Jon Arthurs' new crew should go far in smarter dancing circles.

Instrumentation and interpretation are along the lines expounded by Matty Malneck but developing a personality equation of their own. Built around the melodic voicing of violin (Paul Neff), accordion (Al Sherman) and clarinet (Don Massey), with an infectious rhythmic lilt resulting from the maestro at the drums, Tony d'Aquila at the Steinway and Artie Stein on bass. Bass player also fiddles for Strad duets on the pash tunes, accordionist is at home on the Steinway, and twin piano team sparkles. Clarinet also adds a soft tenor sax tone to the music.

Fiddler Paul Neff scribbles the arrangements, which show plenty of youthful enthusiasm in musical ideas and give the band a fine degree of polish. Selections also attractively arranged in medley fashion, tunes running from pops to rumbas and from sugary to swing.

Vocal department has Betty Johnston, a blond lovely, on the rhythmic tunes, and Don Massey, out of the band, for the romancy ballad singing. Plenty of showmanship in evidence. Fiddle, accordion and clary stand out front for the tootling, with the two pianos attractively spotted on either end of the bandstand.

Orodenker.

Joe Sanders

(Reviewed at Claridge Hotel)

JOE SANDERS, the "Ole Left Hander," is proving again that he still has plenty of speed, besides having picked up plenty of curves during his quarter of a century of successful operation as a name band leader. Dealing out interesting chatter and smooth singing from his piano in the corner of the stand, Sanders presents an evening's entertainment filled with lively listening and delightful dancing.

Natalie Kaye is the current thrush; pretty, friendly, and boasting considerable promise. Her voice is full and resonant without being either boyish or husky. Needs more stand personality and could profit from studying the way Sanders sells his own vocals.

On the few occasions that attention is off Sanders, Rollie Culver stands out at the drums, while Bob Durfee on the clarinet and Ed Wiggin on the sax turn in uniformly good performances. Band's instrumentation is four brass, four sax, four rhythm.

Arranger Johnny Kanyluk keeps the library well supplied, with special emphasis on current hits, altho practically anything desired seems to be available. Which is not surprising considering the length of time Sanders has had to acquire a library.

Johnson.

PHILADELPHIA, Nov. 21.—Frank B. Walker, vice-president in charge of records for RCA-Victor, has joined the board of directors of the Philadelphia Opera Company here.

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.

ELLIOTT GRENNARD

Les Brown

(Meaowbrook, Cedar Grove, N. J., Columbia Network, Tuesday (17) 11:30-12 p. m.)

ANNOUNCER got the Brown entourage off to a fine start by ballying the show as tho it were a Hollywood preem, reading the roster off in a among-those-arriving pitch.

Gang really seemed to be in high spirits as they gave out with lively rhythms, and slightly brassy quality of the music completed the picture. They kicked the two tunes they had to themselves along at a right smart clip and showed that they didn't think Sebelius's *Valse Trieste* is at all sad. Au contraire, as the gates say.

Brown's new Town Criers sing their close harmony in robust, ringing tones and revealed a touch of humor in their treatment of *Touch of Texas*. Roberta Lee, who sang the lead in that touching little item, tried it in a key at least one tone too low for her. She also did a ballad with all the hushes, tone swelling and heart throbbing sobbing that go with love songs. Hal Derwin went seriously about his business of being a romantic tenor and failed to convince only once on *Velvet Moon* with its tricky melodic line.

Dick Jurgens

(Aragon Ballroom, Chicago, Mutual Network, Wednesday (18), 12:15-12:30 a. m.)

DICK JURGENS has an entertaining band and he doesn't care who knows it. He didn't waste any of his 15 minutes on glossy band arrangements; he got five vocals into five numbers. Which ain't exactly dumb, considering he has two of the best vocalists in the business right in his own band.

Buddy Moreno, one of the best, got jobbed when the songs were distributed. Had to waste his charming voice on *Put a 3c Stamp on Me*, a ditty that would get maximum results if performer could be seen swinging a cane, wearing straw hat and checked suit. Definitely not for radio.

Harry Kool was able to spread himself on three ballads, but he must be careful not to spread himself too well. The microphone is a very delicate instrument and picks up all flaws; in this case some "Mummy" mannerisms, highlighted in *mmmMoonlight mmmBecomes You*.

Carl Brandt led the ensemble in *Der Fuehrer's Face* which was built up to one big ripe razzberry.

Jurgens has put on better shows but this one didn't hurt him any.

Orchestra Notes

Of Maestri and Men

JOHNNY LONG has signed for the Paramount Theater, New York, six weeks starting January 27. Ork now in Hollywood for work in Universal's *Oh Doctor* pic. . . . **ALVINO REY** hits the Universal lots following engagement at College Inn, Chicago. . . . **HARRY JAMES** takes on four new men, **SAM SACHELLE**, tenor sax; **FRED WALDRON**, French horn; **ALEXANDER NEIMAN**, violin, and **DON BOYD**, trombone. . . . **TOMMY DORSEY** broadcasts his weekly show Wednesday (25) from Portland, Ore. . . . **BOBBY HACKETT**, jazz trumpeter, last with **GLENN MILLER**, has joined **IRVING MILLER'S** NBC crew. . . . **ROGER KAY** has trumpeter **BILL COLEMAN** new in the band at Cafe Life, New York. . . . **LOU MARTIN** in his eighth year at Leon & Eddie's, New York. Loses drummer **HAL GOLD** to the navy. . . . **MOUSEY POWELL** held over to January 17 at Diamond Mirror, Passaic, N. J. . . . **GEORGE TUTTLE**, new vocalist with **CHARLIE BARNET**. Replaces **HUCK ANDREWS**, now in the army. . . . **VAL McCANN** renewed thru the new year at the Boulevard, Elmhurst, L. I., N. Y. . . . **DICK MILLS** at Pleasure Pier Ballroom, Port Arthur, Tex. . . . **IRV CARROLL**, newly signed by William Morris Agency, moved into Greenwich Village Inn, New York, Tuesday (17). . . . Roseland Ballroom, New York, will house a band leaders' convention December 15. Draft problems and wartime-music trends will be discussed by committees headed by **JOHNNY LONG**, **BOB ALLEN**, **CLYDE LUCAS** and **FLETCHER HENDERSON**. . . . **ORIGINAL McNAMARA'S BAND** back at Shelton Hotel, New York, since Friday (20). . . . **CONNIE CONNELL** at Clover Club, Fort Worth. . . . **JOHN GALLO**, former vocalist with **JAN SAVITT**, stationed at Tarrant Field, same city.

Atlantic Whisperings

HAL McINTYRE the Turkey Day attraction at Casino Ballroom, Scranton, Pa., with **LOUIS PRIMA** at Empire Ballroom, Allentown, Pa. . . . **SAXIE SCHOLLENBERGER** takes over at Andy's Grille, Reading, Pa. . . . **GEORGE MARCHETTI** holds over at Neil Deighan's Cafe, Camden, N. J. . . . **RAY KNITTLE** at Howard Johnsons, Allentown, Pa. . . . **WALTER MERKEL** returns to Sixth and Spring Hotel, Reading, Pa. . . . **BENNY GOODMAN** and **WILLARD ALEXANDER**, William Morris Agency band chief, just paid \$1,500 for a prize-winning bull to be quartered at their dairy farm near Reading, Pa. . . . **CHARLES WADE** coming to Glenside on Show-Boat, Reading, Pa. . . . **BILL HAYS** stays thru new year at Old Falls Tavern, Philadelphia. . . . **JERRY WALD** has snatched up **JERRY GILL**, drummer boy for **NAT SEGAL** at the Downbeat, Philadelphia. . . . **MICKEY FAMILANT** holds over at Weber's Silver Lake Inn, Clementon, N. J.

Midwest Melange

DEL CASINO will leave his job at Book-Cadillac, Detroit, December 12, to go

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into the army. . . . **BOBBY BYRNE** will have two weeks of one-nighters in the Midwest following his fortnight at the Tune Town, St. Louis, opening December 1. . . . **Ray Perkins**, operator of the Happy Hour, Minneapolis, has arranged dates for **ANSON WEEKS**, **LANI McINTYRE**, **GUS ARNHEIM**, **FREDDIE FISHER**, the **INTERNATIONAL SWEET-HEARTS** and **TINY HILL**. . . . **MARY JANE HOWARD**, Chi singer, joined **ART JARRETT** this week, replacing **JERRI SULLIVAN**. . . . **Chico Marx** has Coca-Cola airing set for December 29. . . . **HORACE HENDERSON**, sepien leader lately working as arranger for **TINY HILL**, is in the navy. . . . **EDDY HOWARD** has signed with **WILLIAM KARZAS**, of Chi's Aragon Ballroom for six-month engagement in 1943 and 1944. . . . **SID LANG**, veteran Chi leader, drafted into the army last week.

Pacific Palaver

JIMMY DORSEY working in *I Dood It* at Metro. . . . **SPIKE JONES** and His City Slickers winding up recording on *Thank Your Luck Stars* at Warners. . . . **OZZIE NELSON** booked by William Morris Agency to follow **Joe Reichman** at Biltmore Hotel. **Reichman** bows out December 24. . . . **RAY McKINLEY** opens Golden Gate Theater, San Francisco, November 25, for a week. . . . **HENRY BUSSE** opens the Golden Gate December 2. . . . **JAN GARBER** in at the Hollywood Casino when he closes at Trianon in South Gate. . . . **HARRY OWENS** wound up a successful run in St. Francis Hotel, San Francisco. . . . **GEORGE OLSEN** followed. . . . **HERSHEY MARTIN**, New York band leader, plans to work in San Francisco. . . . **FRANK CASTLE** has moved his band into the Club Shanghai in the Bay City.

Miami's New BR Gets Names

MIAMI, Nov. 21.—The Frolics Club, run as nitery last season but now a ballroom, has passed the experimental stage and is ready to spend real dough for orks. Spot, open for some time, has been packing in the military population at 35 cents on weekdays and 55 cents on weekends. Last Saturday spot had 1,900 admissions, with a local ork as the attraction.

The plunge into moneeyed bookings will start with **Will Osborne** for four weeks beginning December 7, following with **Clyde Lucas**. Admission prices will be upped to 55 and 75 cents with start of the Osborne date.

Priority Means Preference



1942's Stand-Out Musical Preference Is

DEL Courtney
AND HIS ORCHESTRA
RETURN ENGAGEMENT
Within Five Months
to the
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SAM LUTZ, my personal manager

WATCH FOR OUR
UNIVERSAL MOVIE SHORT

Byrne Loses 7 Sidemen; May Be Forced to Disband

CHICAGO, Nov. 21.—**Bobby Byrne**, now on tour in the South, lost seven sidemen this week and may be forced to break up his band, it was indicated here today. He has not been able to secure suitable replacements. It is not certain whether he will make his scheduled December 1 opening at the Tune Town, St. Louis.

Dallas Needs Bands Badly

CHICAGO, Nov. 21.—**Norman Steppe**, manager of the MCA office in Dallas, has sent out an urgent call for bands. He says that the need for orchestras in his area is great, but few are available, due to the gas rationing scare. Few bands have been willing to take the gamble of finding themselves in the Texas area around December 1, the date when the national gas rationing rule is scheduled to go into effect.

Sid Lang Drafted

CHICAGO, Nov. 21.—**Sid Lang**, veteran band leader here, has been drafted into the army. He has broken up his band which played Colosmo's Cafe. **Henri Gendron** and ork here returned to the cafe to take over **Lang's** job.

Les BROWN
and
HIS ORCHESTRA
featuring
Roberta Lee • Hal Derwin
"Town Criers" and **Butch Stone**

His Okeh Record
"WHEN THE LIGHTS GO ON AGAIN"
NOW in its sixth straight week among Best Sellers.

Thanks to
Bob Christenberry for a highly enjoyable and successful stay of four weeks at the **HOTEL ASTOR**, New York. Thanks to **Frank Dailey** for holding us over for five weeks at his famous **MEADOWBROOK**.

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The Billboard Music Popularity Chart

WEEK ENDING
NOVEMBER 19, 1942

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (WJZ, WEAF, WABC and WOR) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sunday for the week ending Thursday, November 19. Film tunes are designated by an (F); musical comedy tunes by an (M).

This compilation is based upon data supplied by Accurate Reporting Service.

Position Last This Wk. Wk.	Title	Publisher	Plugs
1	1. WHITE CHRISTMAS (F)	Berlin	36
8	2. DEARLY BELOVED (F)	Chappell	29
4	3. MANHATTAN SERENADE	Robbins	23
5	3. PRAISE THE LORD	Famous	23
2	3. MR. FIVE BY FIVE (F)	Leeds	23
14	4. THIS IS THE ARMY, MR. JONES (M)	U. S. Army	22
7	5. I CAME HERE TO TALK FOR JOE	Shapiro-Bernstein	21
6	5. WHEN THE LIGHTS GO ON AGAIN	Campbell, Loft & Porgie	21
3	6. DAYBREAK	Feist	20
15	6. EVERY NIGHT ABOUT THIS TIME	Warock	20
11	7. WHY DON'T YOU FALL IN LOVE WITH ME?	Harms	19
8	8. THERE WILL NEVER BE ANOTHER YOU (F)	Mayfair	18
—	9. AT THE CROSSROADS	E. B. Marks	17
—	9. I HAD THE CRAZIEST DREAM (F)	Bregman, Vocco & Conn	17
—	10. I'M GETTING TIRED SO I CAN SLEEP (M)	U. S. Army	16
10	10. MOONLIGHT BECOMES YOU (F)	Famous	16
8	10. PENNSYLVANIA POLKA (F)	Shapiro-Bernstein	16
14	11. BY THE LIGHT OF THE SILVERY MOON	Remick	15
12	12. VELVET MOON	Witmark	13
9	13. I GET THE NECK OF THE CHICKEN (F)	Southern	12
11	13. THERE ARE SUCH THINGS	Yankee	12
—	14. A BOY IN KHAKI	ABC	11
8	14. HIP, HIP HOORAY	Robbins	11
10	15. I MET HER ON MONDAY	ABC	10
11	15. SERENADE IN BLUE (F)	Bregman, Vocco & Conn	10
11	16. A TOUCH OF TEXAS (F)	Melody Lane	9
—	16. MAJOR AND THE MINOR (F)	Famous	9
—	16. PLEASE THINK OF ME	Witmark	9
—	16. TEN LITTLE SOLDIERS	Lincoln	9
—	16. THAT SOLDIER OF MINE	National	9

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. Where two sides of the same record belong in the first 10, they are listed individually in the order of selling appeal. Atlanta: Cox Prescription Shop; S. H. Kress. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Brooklyn: Richard's Music Store. Buffalo: Whitehall Music Shop; Broadway Music Shop. Butte, Mont.: Dreilbelbis Music Co. Chicago: Hudson-Ross; 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. Dallas: S. H. Kress. Denver: The May Co.; Century Music Shop; La Salle Music Shop; Charles E. Wells Music Co.; S. H. Kress. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Houston: S. H. Kress. Kansas City, Mo.: Music Box. Long Island: Temple of Music Stores. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City; S. H. Kress. Louisville, Ky.: Stewart Dry Goods Co. Memphis: S. H. Kress. Miami: Richards Store Co.; Burdine's, Inc. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc.; Broadway Music; Melody Shop. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: James E. Thelin; C. H. Stephenson Music Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. Salt Lake City: C. Z. M. I. Record Dept.; S. H. Kress. San Francisco: S. H. Kress. Seattle: S. H. Kress. Springfield, Mo.: L. E. Lines Music Co. St. Louis: Aeolian Co. of Missouri; Famous & Barr. St. Paul: Lyon & Healy. Tulsa: S. H. Kress. Washington, D. C.: E. P. Droops & Sons Co.; George's Radio, Inc. Wichita: S. H. Kress. Youngstown: S. H. Kress.

NATIONAL		EAST		SOUTH	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	1. WHITE CHRISTMAS —BING CROSBY Decca 18429	1	1. White Christmas —Bing Crosby	1	1. White Christmas —Bing Crosby
2	2. PRAISE THE LORD —KAY KYSER Columbia 36640	2	2. Praise the Lord —Kay Kyser	2	2. Praise the Lord —Kay Kyser
3	3. SERENADE IN BLUE —GLENN MILLER Victor 27935	3	3. Der Fuehrer's Face —Spike Jones	3	3. Mr. Five by Five —Harry James
5	4. WHEN THE LIGHTS GO ON AGAIN —VAUGHN MONROE Victor 27945	4	4. When the Lights Go On Again —Vaughn Monroe	—	4. When the Lights Go On Again —Vaughn Monroe
7	5. DER FUEHRER'S FACE —SPIKE JONES Bluebird 11586	6	5. Kalamazoo —Glenn Miller	4	5. Serenade in Blue —Glenn Miller
—	6. MR. FIVE BY FIVE —HARRY JAMES Columbia 366650	7	6. Serenade in Blue —Glenn Miller	—	6. Strip Polka —Alvino Rey
6	7. KALAMAZOO —GLENN MILLER Victor 27934	5	7. There Are Such Things —Tommy Dorsey	—	7. Juke Box Saturday Night —Glenn Miller
10	8. PRAISE THE LORD —MERRY MACS Decca 18498	—	8. Praise the Lord —Merry Macs	—	8. There Are Such Things —Tommy Dorsey
—	9. MANHATTAN SERENADE —HARRY JAMES Columbia 36644	9	9. I Had the Craziest Dream —Harry James	—	9. I Had the Craziest Dream —Harry James
8	10. THERE ARE SUCH THINGS —TOMMY DORSEY Victor 27974	10	10. Manhattan Serenade —Harry James	6	10. —Manhattan Serenade —Tommy Dorsey

MIDWEST		WEST COAST	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	1. White Christmas —Bing Crosby	2	1. White Christmas —Bing Crosby
2	2. Praise the Lord —Kay Kyser	1	2. Praise the Lord —Kay Kyser
3	3. When the Lights Go On Again —Vaughn Monroe	3	3. Manhattan Serenade —Harry James
4	4. Praise the Lord —Merry Macs	3	4. Der Fuehrer's Face —Spike Jones
5	5. Der Fuehrer's Face —Spike Jones	4	5. Mr. Five by Five —Freddie Slack
6	6. Strip Polka —Andrews Sisters	—	6. Kalamazoo —Glenn Miller
7	7. Mr. Five by Five —Harry James	6	7. Serenade in Blue —Glenn Miller
8	8. Serenade in Blue —Glenn Miller	—	8. White Christmas —Gordon Jenkins
9	9. Can't Get of This Mood —Kay Kyser	5	9. My Devotion —Vaughn Monroe
10	10. Juke Box Saturday Night —Glenn Miller	—	10. Be Careful, It's My Heart —Bing Crosby

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	1. WHITE CHRISTMAS	1	1. White Christmas	1	1. White Christmas
2	2. PRAISE THE LORD	2	2. Praise the Lord	2	2. Praise the Lord
4	3. WHEN THE LIGHTS GO ON AGAIN	3	3. When the Lights Go On Again	6	3. When the Lights Go On Again
9	4. MANHATTAN SERENADE	4	4. Dearly Beloved	3	4. My Devotion
11	5. I CAME HERE TO TALK FOR JOE	—	5. There Will Never Be Another You	5	5. Manhattan Serenade
3	6. MY DEVOTION	10	6. I Came Here To Talk for Joe	8	6. Serenade in Blue
6	7. DEARLY BELOVED	6	7. Star-Spangled Banner Waving Somewhere	7	7. Kalamazoo
5	8. SERENADE IN BLUE	14	8. Strip Polka	4	8. Dearly Beloved
7	9. STAR-SPANGLED BANNER WAVING SOMEWHERE	8	9. Serenade in Blue	—	9. There Will Never Be Another You
15	10. MR. FIVE BY FIVE	9	10. Army Air Corps	14	10. Mr. Five by Five
13	11. WONDER WHEN BY BABY'S COMING HOME	7	11. There Are Such Things	10	11. At Last
14	12. DER FUEHRER'S FACE	12	12. Mr. Five by Five	13	12. Der Fuehrer's Face
—	13. KALAMAZOO	11	13. Der Fuehrer's Face	12	13. Wonder When My Baby's Coming Home
8	14. ARMY AIR CORPS	—	14. Why Don't You Fall in Love With Me?	—	14. Why Don't You Fall in Love With Me?
—	15. AT LAST	—	15. Manhattan Serenade	9	15. I Came Here To Talk for Joe

MIDWEST		SOUTH	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	1. White Christmas	1	1. White Christmas
2	2. Praise the Lord	2	2. Praise the Lord
4	3. When the Lights Go On Again	3	3. When the Lights Go On Again
5	4. Dearly Beloved	4	4. My Devotion
10	5. Star-Spangled Banner Waving Somewhere	7	5. Manhattan Serenade
7	6. Army Air Corps	12	6. At Last
3	7. My Devotion	—	7. Wonder When My Baby's Coming Home
15	8. Manhattan Serenade	6	8. He's My Guy
6	9. Serenade in Blue	9	9. Kalamazoo
8	10. Strip Polka	11	10. Daybreak
—	11. Mr. Five by Five	15	11. This Is the Army, Mr. Jones
—	12. Der Fuehrer's Face	—	12. I Came Here To Talk for Joe
—	13. I Came Here To Talk for Joe	—	13. I Met Her on Monday
11	14. Wonder When My Baby's Coming Home	—	14. This Is Worth Fighting For
13	15. He Wears a Pair of Silver Wings	8	15. Star-Spangled Banner Waving Somewhere

HARLEM HIT PARADE

Following list of most popular records in Harlem is based on sales reports from Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, New York, and Richards Music Shop, Brooklyn:

POSITION Last This Wk. Wk.	Title	Label
3	1. WHEN THE LIGHTS GO ON AGAIN. LUCKY MILLINDER	Decca 18496
2	2. MR. FIVE BY FIVE. FREDDIE SLACK	Capitol 115
8	3. WHITE CHRISTMAS	BING CROSBY Decca 18429
5	4. WHAT'S THE USE OF GETTING SOBER	LOUIS JORDAN Decca 8645
4	5. STORMY MONDAY BLUES	EARL HINES Bluebird 11567
1	6. TRAV'LIN' LIGHT. PAUL WHITEMAN	Capitol 116
—	7. TAKE IT AND GIT. ANDY KIRK	Decca 4366
—	8. EVERY NIGHT ABOUT THIS TIME	INK SPOTS Decca 18461
7	9. PRAISE THE LORD. SOUTHERN SONS	Bluebird 30-0806
—	10. SEE SEE RIDER BLUES	BEA BOOZE Decca 8633

For information on the Leading Music Machine Records see the Record Buying Guides in the Music Merchandising Department of the coin machine section.

Disk Stores With Transient Trade Bound Off Ropes, Now That OPA Referees "Scrap"

NEW YORK, Nov. 21.—Big city dealers in hard-to-get scrap locations are figured to receive jubilantly the new OPA order setting prices for salvage-record buying and selling. OPA's ruling (described in full in *The Billboard's* coin machine department last week) came along just when the metropolitan music shops were wondering what to do about middlemen in the salvage business who charged fancy prices for scrap. From now on salvage trader will have to keep price scale within new ceiling limits.

Middleman practice arose when city shops, especially those on the Broadways of larger-sized towns, found that customers came from far-flung areas and didn't bother bringing along old records. To meet disk firms' quotas calling for return of one old disk for three new ones, retailers were forced to buy tallow from either neighborhood stores or professional collectors. When price rose as high as 10 cents a pound a yelp went up, but with Columbia, Victor and Decca warning that quotas in the future would be more rigidly adhered to, the dealer shelled out. Then came the OPA order and swift solace.

Under the new regulation the sale of record scrap in the regular course of trade (independent of the exchanges for new records made by customers) may not be made at a price exceeding 6 cents a pound. Ceiling is a happy one for retailers catering to transient trade; not only can't a competitor wear away precious scrap by paying more dough, but the salvage trader is prevented from abusing the scarcity on the market.

Protection against upped bids by competitors is provided in OPA's ruling that any dealer who buys scrap outright, but not in exchange for new records, must not pay more than 2½ cents for each 10-inch record, 4 cents for each 12-inch record and 6 cents per pound for disk scrap in bulks. Disk manufacturers are similarly restricted.

On allowances made by the retailer when customers exchange scrap for new records, OPA ceilings are as follows: Two cents for each 10-inch solid-stock scrap record; 3 cents for each 12-inch solid-stock scrap record; 1 cent for each

10-inch laminated scrap record; 1½ cents for each 12-inch laminated scrap record, and 4 cents a pound for broken-record scrap in bulk.

Many dealers who in the past have refused to accept laminated stock because disk firms were less liberal in allowances for such stuff may soon beef that the order apparently makes it mandatory for them to take laminated stocks when offered. No actual squawks have been registered yet, since the retailers, not thoro'ly familiar with the OPA order yet, are waiting for the local distributors to explain. Should a beef come, the recording companies may have to thrash out the problem via a uniform, according-to-OPA rate with no restrictions on laminated stock returns.

Under the new regulation, all retailers are required after January 15 to post placards listing not only ceiling prices for new records but also the minimum allowances for record scrap. Since the regulation only compels manufacturers to supply dealers with a list of new record prices, the retailer evidently must post his own scrap listing.

Retailer is allowed to tack on transportation costs, OPA ruled, when he has to ship scrap to either the manufacturer or distributor.

Store Circuit Set; RCA Routes Bands Appearing at Fay's

PHILADELPHIA, Nov. 21.—Harry Bortnick, record promotion head of Raymond Rosen & Company, Victor-Bluebird distributor here, has tied in with Fay's Theater to set up a regular circuit of city music stores for personal appearances. Fay's last week changed its stage policy to bring in recording colored bands, and store circuit covers the record shops catering to the Negro trade. Since stores are assured a guest name on a regular night each week, record dealers are planning their promotion and ex-

ploitation in advance. Much of the effect of store appearances in the past has been lost because of last-minute arrangements.

Store circuit got under way here last Friday (13), with Earl Hines the initial name. Schedule each week calls for the Paramount Music Shop to get the band name on Fridays, Bartel's Music Store Mondays, C. & R. Record Store Tuesdays, and Dee's Record and Radio Store Wednesdays. Stores are located in different sections of the city so that ap-

pearances do not conflict. A Thursday appearance will be added to round out the week, heavy show schedules at the theater ruling out Saturdays and Sundays.

While all the bands coming to Fay's will not be under the Victor-Bluebird banner, the store circuit will be maintained each week. Stores are already advertising the coming appearances of Louis Jordan, Ella Fitzgerald, Lucky Millinder, Sister Rosetta Tharpe, the Ink Spots and Andy Kirk.

PROGRAM THIS SONG NOW!

It's a Rhythm HIT!

So Nobody Cares

By BERKELEY GRAHAM and CARLEY MILLS

Brightly

Chorus

SO NO - BOD-Y CARES — so no - bod-y's griev - in' — SO NO - BOD-Y CARES — If some - bod-y's leav - in' — You're out — on your own some — you'll nev - er be blue — You'll nev - er be lone - some — I won - der who's kid - din' — who! — SO NO - BOD-Y CARES — so no - bod-y's ly - in' — SO NO - BOD-Y CARES — but some - bod-y's cry - in' — Oh ba - by dry those tears 'cause I've been cry - in' — too — SO NO - BOD-Y CARES — Sez you! — SO NO - BOD-Y CARES —

So Nobody Cares - 2

Pianovox by BOB KAHN

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TRADE SERVICE FEATURE **Billboard**

Selling Records AND Sheet Music

By JOSEPH R. CARLTON

The Opa Says

OPA ceilings on records and record-scrap issued last week may have some dealers puzzled; legal language is often appalling. To make it clear just how you are affected, we offer the following breakdown of the provisions for new record prices (see the lead story on this page for scrap details).

You may not sell a new record at a price higher than that set forth in the manufacturer's catalog for March of this year. Uncataloged disks must be sold at the usual rate for listed disks of the same label or series. For records issued in limited edition the OPA must give pre-sale approval of prices.

You may add any federal, State or city taxes to the maximum price if those

taxes were levied after last March. You may continue to grant discounts and allowances for quantity sales, but these must be no less favorable than those granted last March.

You must post in your premises after January 15, 1943, a placard listing maximum prices for all new records. Said placard has to be supplied by the various disk firms.

You also have to post prices for record-scrap. You have to give a sales receipt to a customer on request.

You needn't worry; any of the above price restrictions also apply to the disk manufacturers and distributors.

Burt's Idea

Burt's record store in Cleveland uses a reservation system to meet shortages in pop disk supplies. Store runs "Reserve-a-Record" coupons as ads in local newspapers. Keeps customers aware of Burt's name and builds up a substantial mail-order business, especially from out-of-town visitors. By the reservation method, customer either gets a post card when his requested disk is received by the store, or else the record is mailed out COD plus 15 cents for postage.

Bow to Beauty

Liberty and Center Music shops, two of the best known "style" spots in New York, have finally yielded to the Selective Service Act. Both shops had in-violate rules against fem counter help, but the male shortage forced a change. The new salesgirls are purty, too.

HAVE YOU SEEN THE NEW **COCKTAIL** ★ **COMBOS** Department See Index for page number

VIOLIN

Either a most excellent copy or a genuine Maggini. Refused \$500 offer. Rubinoff has played on it and has his approval. What's next best offer? BOX 31, Herrick, Ill.

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

A

Abbey, Leon (Ubangi) NYC, nc. Agnew, Charlie (Casino) Quincy, Ill., 17-29, b. Alfonso, Don (La Cabana) NYC, nc. Allan, Bob (Arcadia Grill) Canton, O., nc. Allan, Bob (Pennsylvania) NYC, h. Alpert, Mickey (Cocoanut Grove) Boston, nc. Andrews, Gordon (18 Club) NYC, nc. Andrews, Ted (Butler's Tap Room) NYC, nc. Angelino, Don (Frank Palumbo's) Phila, nc. Angelo (Iceland) NYC, re. Arturos, Arturo (Park Central) NYC, h. Astar, Bob (William Penn) Pittsburgh, h.

B

Baker, Don (Holiday Inn) Flushing, N. Y., nc. Barnek, Charlie (Oriental) Chi, l. Barr, Ralph (Matag) Phenix City, Ala., nc. Barron, Blue (Edison) NYC, h. Bartal, Jeno (Lexington) NYC, h. Bartha, Alex (Steel Pier) Atlantic City, b. Basie, Count (Paradise) Detroit 23-26, t; (Cotton) Dayton, O., 27, nc; Pittsburgh 28 a; Buffalo 29, a. Basile, Joe (Convention Hall) Phila; Norwalk, Conn., 29-Dec. 5. Bates, Angie (Daniero's) Belle Vernon, Pa., re. Baum, Charles (Stork) NYC, nc. Belmont (Chez Ami) Buffalo, nc. Benedict, Gardner (Beverly Hills) Newport, Ky., cc. Bennett, Don (Alpine Tavern) Atlantic City, nc. Bergere, Maximilian (La Martinique) NYC, nc. Bettencourt, Louis (Park Central) NYC, h. Bishop, Billy (Olympic) Seattle, h. Bizony, Bela (Pierre) NYC, h. Black, Teddy (Club Charles) Baltimore, nc. Blue Star, The (Cafe Life) NYC, nc. Bondshu, Nell (Blackstone) Chi, h. Borr, Mischa (Waldorf-Astoria) NYC, h. Bowman, Charles (Wivel) NYC, re. Bradshaw, Ray (Royale) Savannah, Ga., nc. Breeze, Lou (Chez Parce) Chi, nc. Brigade, Ace (Hollywood) Kalamazoo, Mich., nc. Britton, Milt (Colonial) Dayton, O., t. Brown, Les (Johns Hopkins Univ.) Baltimore 26. Buckmaster, John (Club Royale) Detroit, nc. Budd, Hal (Steve Brodie's) Phila, nc. Busse, Henry (Palace) San Francisco, h. Butterfield, Erskine (Penway Hall) Cleveland.

C

Caballero, Don (Fefe's Monte Carlo) NYC, nc. Cabin Boys (The Tavern) Escanaba, Mich., nc. Calloway, Cab (Regal) Chi, t; (Stanley) Pittsburgh 27-Dec. 3, t. Capella & Beatrice (Hurricane) NYC, nc. Capello, Joe (Jimmy Kelly's) NYC, nc. Carroll, Irv (Greenwich Village Inn) NYC, nc. Carva Zeb (Village Barn) NYC, nc. Casino, Del (Book-Cadillac) Detroit, h. Chanticleers (Cerutti's) NYC, nc. Chanticleers (Casa Manana) Hollywood, nc. Chiquito (El Morocco) NYC, nc. Clayton, Doc (Bama Collegians (Wigwam) Chattanooga, Tenn., 26; (Paradise Club) Nashville 27; (Castle Ballroom) St. Louis 29. Cleary, Ruth (Le Coq Rouge) NYC, nc. Coleman, Emil (Waldorf-Astoria) NYC, h. Collins, Teddy (Enduro) Brooklyn, re. Columbus, Christopher (Ubangi) NYC, nc. Conde, Art (Homestead) NYC, h. Coon, Johnny (Continental) Kansas City, Mo., h. Courtney, Del (Jellet, Ill., 25, t; (Danceland) Cedar Rapids, Ia., 26. Coyle, Fred (Anchor) Hamilton, O., nc. Craig, Carvel (Ansley) Atlanta, h. Crane, Lee (Edison) NYC, h. Crawford, Jack (Trocadero) Evansville, Ind., 27-Dec. 10, nc. Crosby, Bob (Plymouth) Worcester, Mass., 23-25, t; (Adams) Newark, N. J., 26-Dec. 2, t. Cross, Dale (Utah) Salt Lake City, h. Cugat, Xavier (Waldorf-Astoria) NYC, h. Curbello, Fausto (Stork) NYC, nc. Cutler, Ben (Versailles) NYC, nc.

D

Dacita (Rainbow Room) NYC, nc. Davis, Johnny "Scat" (Riverside) Milwaukee, t. DeFoe, Al (The Rock) Fish Creek, Wis., nc. Del Duca, Olivero (El Chico) NYC, nc. Delman, Cy (Richmond) Augusta, Ga., h. DeLuca, Eddie (Walton) Phila, h. Dinorah (Greenwich Village Inn) NYC, nc. Dolores (Essex House) NYC, h. Donahue, Sam (Casa Manana) Culver City, Calif., nc.

E

Eddy, Ted (Iceland) NYC, nc. Ellington, Duke (Earle) Phila, t.

F

Famillat, Mickey (Silver Lake Inn) Clementon, N. J., nc. Farber, Burt (Netherland Plaza) Cincinnati, h. Faye, Frances (Club Charles) Baltimore, nc. Fields, Irving (Crystal Bar) Albany N. Y., nc. Pio Rito, Ted (Palomar) Seattle, t. Fisher, Freddie (Lakota's) Milwaukee, re. Fitzgerald, Ella, & Four Keys (Apollo) NYC, t. Floyd, Chick (Stadler) Boston, h. Foster, Chuck (Roosevelt) Washington, h. Franklin, Buddy (Rice) Houston, h. Franz, Ernest (Place Elegante) NYC, nc. Froeha, Frankie (18 Club) NYC, nc. Fuller, Walter (Kelly's Stable) NYC, nc.

G

Gandell, Chick (Sir Francis Drake) San Francisco, h. Garber, Jan (Trionon) South Gate, Calif., b. Gendron, Henri (Colosimo's) Chi, nc. George, Roy (Cafe Loyale) NYC, nc. Gilford, Cal (Capital City) Atlanta, nc. Glass, Bill (Queen Mary) NYC, re. Goodman, Benny (New Yorker) NYC, h. Graham, Al (Rivera) Columbus, O., nc. Grant, Bob (Plaza) NYC, h. Grant, Rosalie (Essex House) NYC, h.

Orchestra Routes



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

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

Gray, Chauncey (El Morocco) NYC, nc. Gray, Zola (Frank Palumbo's) Phila, nc. Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c. Grey, Tony (Bal Tabarin) NYC, nc. Grimes, Don (Tantilla Gardens) Richmond, Va., nc.

H

Hall, Linda (Sawdust Trail) NYC, nc. Halliday, William (Red & Blue) Albany, N. Y., nc. Harold, Lou (Bal Tabarin) NYC, nc. Harris, Jack (La Conca) NYC, nc. Harris, Jimmy (Hoffmann) South Bend, Ind., h. Harrison, Ford (St. Moritz) NYC, h. Harvey, Ned (Queens Terrace) Woodside, L. I., N. Y., nc. Hayden, Walt (Lee's Club) Indianapolis, c. Hays, Bill (Old Falls Tavern) Phila, nc. Heath, Andy (Filton's) Wilmington, Del., c. Heatherton, Ray (Biltmore) NYC, h. Henderson, Fletcher (National) Washington 26-Dec. 2, t. Herman, Woody (Paramount) NYC, t. Herth, Milt (Jack Dempsey's) NYC, nc. Heckacher, Ernie (Peabody) Memphis 9-26, h. Hill, Tiny (Indiana Roof) Indianapolis, b. Hoff, Carl (Edison) NYC, h. Hoff, Rudy (Gulf) Pensacola, Fla., h. Hollander, Will (Kitty Hawk) La Guardia Airport, N. Y., nc. Holmes, Horbie (Mark Hopkins) San Francisco, until Jan. 3, h. Horton, Aub (High Hat) Tampa, Fla., nc. Howard, Eddy (Aragon) Chi, b. Howeth, Eddie (Andy's Supper Club) Fayetteville, N. C., nc. Hutton, Ina Ray (Orcle) Indianapolis 23-25, t; (Paramount) Port Wayne 27-29, t; Muskegon, Mich., 30, b; Marion, Ind., Dec. 1, t.

I

International Sweethearts (Tic Toc) Boston 20-Dec. 5, b. James, Harry (Lincoln) NYC, h. Jarrett, Art (White City) Herrin, Ill., 25, t; Evansville, Ind., 26, h. Jerome, Henry (Pelham Heath Inn) Bronx, NYC, re. Jerrett, Nick (Shangri-La) Phila, nc. Johnson, Barney: Kimball W. Va., 25. Johnson, Wally (Lookhouse House) Covington, Ky., nc. Jordan, Jess (Village Bar) NYC, nc. Jordan, Taff (Murray's) NYC, re.

K

Kane, Alan (Aquarium) NYC, re. Kardos, Gene (Zimmerman's Hungaria) NYC, re. Karson, Maria, Musicales (Gibson) Cincinnati, h. Kassel, Art (Bismarck) Chi, h. Kauffman, Monk (Beaver) York, Pa., h. Kay, Herbie (Bijou) Battle Creek, Mich., 26-28, t. Kay, Kris (Casino Russe) NYC, nc. Kaye, Don (Claremont) Berkeley, Calif., h. Kaye, Georgie (Hollywood) Bridgeport, Conn., re. Kaye, Sammy (RKO-Boston) Boston, t. Kendis, Sonny (Fefe's Monte Carlo) NYC, nc. Kent, Peter (New Yorker) NYC, h. Kenton, Stan (Tunetown) St. Louis, b. King, Henry (Edgewater Beach) Chi, h. Kinney, Ray (Hi Hat) St. Louis, nc. Kinias, Viola (College Inn) Phila, nc. Knittle, Ray (Howard Johnson's) Allentown, Pa., re. Koki, Sam (Buvette) Rock Island, Ill., 23-Dec. 6, nc. Korn Kobblers (Rogers Corner) NYC, nc. Kuhn, Dick (Astor) NYC, h.

L

Laude, Jules (Ambassador) NYC, h.

Lane, Tony (Canary Cage) Corona, L. I., N. Y., nc. Lang, Lou (Belvedere) NYC, h. LaPorte, Joe (Old Roumanian) NYC, re. Leeds, Sammy (Primrose) Newport, Ky., cc. Lefcourt, Harry (Rogers Corner) NYC, nc. Leonard, Ada: San Diego, Calif., 27-29, b; (Orpheum) Los Angeles, Dec. 2-3, t. Levenenz, Larry (Park Plaza) St. Louis, h. Lewis, Johnny (Patio) Cincinnati, nc. Lewis, Ted (Adams) Newark, N. J., (State) NYC 26-Dec. 2, t. Light, Enoch (Greenwich Village Inn) NYC, nc. Lombardo, Guy (Roosevelt) NYC, h. Long, Johnny (Roseland) NYC, b. Lopa, Jo (Ten Eyck) Albany, N. Y., h. Lorch, Carl (St. Paul) St. Paul, h. Lucas, Clyde (Chase) St. Louis, h. Lucas, Dick (Louise's Monte Carlo) NYC, nc. Lunceford, Jimmie (Hillbilly Burn) Bluefield, W. Va., 25; (Nice Hall) Greensboro, N. C., 26; (Armory) Durham 27; (Armory) Charleston, W. Va., 28; Johnson City, Tenn., 30, a.

M

McCann, Val (Boulevard) Elmhurst, N. Y., nc. McCollough, John (Lark Tavern) Albany, N. Y., nc. McDowell, Adrian (Stork Club) Nashville, nc. McGrane, Don (Latin Quarter) NYC, nc. McIntyre, Hal (Masonic Temple) Scranton, Pa., 28; (College) Haverford 27; (Valley Arena) Holyoke, Mass., 29. McIntire, Lani (Lexington) NYC, h. McNamara (Shelton) NYC, h. McShann, Jay (City) Atlanta 26, a. Machito (La Conga) NYC, nc. MacKenzie, Jimmy (Pago-Pago) Portland, Ore., nc. Makula, Juan (Rogers Corner) NYC, nc. Malone, Mack (Hollywood Plaza) Hollywood, Calif., h. Manuelo, Don (McCurdy) Evansville, Ind., h. Manzaneros, Jose (La Salle) Chi, h. Marcellino, Muzzy (Florentine Gardens) Hollywood, nc. Marchetti, George (Niel Deighan's) Camden, N. J., c. Mario & Florin (Copley-Plaza) Boston, nc. Marshall, Billy (Benjamin Franklin) Phila, h. Martell, Paul (Arcadia) NYC, b. Marti, Frank (Copacabana) NYC, nc. Martin, Dave (St. George) Brooklyn, h. Martin, Freddie (Ambassador) Los Angeles, h. Martin, Lou (Leon & Eddie's) NYC, nc. Marx, Chico (Blackhawk) Chi, c. Matthey, Nicholas (Casino Russe) NYC, nc. Mays, Bob (Mardi Gras) NYC, nc. Mayhew, Nye (Bossert) Brooklyn, h. Mayo, Jack (DeWitt Clinton) Albany, N. Y., h. Mayson, Bill (Red Raven) Cleveland, nc. Melba, Stanley (Pierre) NYC, h. Merrill, Milt (Club Maxim) NYC, nc. Messner, Johnny (McAlpin) NYC, h. Millander, Lucky (Central) Passaic, N. J., t. Miller, Freddy (St. Regis) NYC, h. Miller, Herb (Univ. of Texas) Austin, Tex., 25; (Mattis) Longview 27, b. Miller, Walter (Bellevue-Stratford) Phila, h. Mills, Dick (Pleasure Pier) Port Arthur, Tex., h. Miners, Bill (Brooklyn's) Albany, N. Y., nc. Molina, Carlos (Happy Hour) Minneapolis 23-27, nc; (Athletic Club) Milwaukee 28; (Pulaski Hall) Chi 29, b. Monroe, Vaughn (Commodore) NYC, h. Morales, Noro (La Martinique) NYC, nc. Morgan, Loumell, Trio (Club Trouville) Hollywood, nc. Morgan, Russ (Orpheum) Omaha, t; (Paramount) Des Moines 27-30, t; (Paramount) Waterloo, Dec. 1-3, t. Morris, George (Armando's) NYC, nc.

N

Nagel, Freddy (Muehlebach) Kansas City, Mo., h; (Blue Moon) Wichita, Kan., 27-Dec. 11, b.

Nagel, Harold (Copley Plaza) Boston, h.

O

Olson, George (St. Francis) San Francisco, h. Owens, Harry (St. Francis) San Francisco, h.

P

Pafumy, Joe (Belmont-Plaza) NYC, h. Page, Gene (Ballmore) Toledo, O., nc. Panchito (Versailles) NYC, nc. Pastines, The (Frank Palumbo's) Phila, nc. Pastor, Tony (Paramount) Evansville, Ind., 25-27, t; (Castle Farm) Cincinnati 28, nc; (Ohio) Lima 30, t. Paulson, Art (New Yorker) NYC, h. Pepito (Havana-Madrid) NYC, nc. Perner, Walter (Roosevelt) NYC, h. Peters, Fred (Orchard Grill) Albany, N. Y., nc. Petti, Emile (Ambassador East) Chi, h. Pineapple, Johnny (Rogers Corner) NYC, nc. PITCHMEN, The (Pierre) NYC, h. Powell, Mousey (Diamond Mirror) Passaic, N. J., nc. Powell, Teddy (Dixie) NYC, h. Prager, Mannie (Child's) NYC, c. Price, Georgie (La Conga) NYC, nc. Prussia, Sid (Diamond Horseshoe) NYC, nc.

Q

Quinton, Robert (Fefe's Monte Carlo) NYC, nc.

R

Raeburn, Boyd (Arcadia) NYC, b. Ramona (Club Casanova) Detroit, nc. Ramoni, Frank (St. Moritz) NYC, h. Ravazza, Carl (Trionon) Chi, b. Reichman, Joe (Biltmore) Los Angeles, h. Releck, Harold (Osterhout's) Albany, N. Y., nc. Red, Morton (St. Regis) NYC, h. Reisman, Leo (Rainbow Room) NYC, nc. Resh, Benny (Bowery) Detroit, nc. Rey, Alvino (Sherman) Chi, h. Reynolds, Tommy (Rainbow Gardens) Denver, nc. Rich, Buddy (Club Trouville) Hollywood, nc. Richards (Nicollet) Minneapolis, h. Riley, Mike (Radio Room) Hollywood. Rinzo, Vincent (Swan Club) Phila, nc. Roberto (Bertolotti's) NYC, nc. Roberts, Eddie (Lido) NYC, b. Rogers, Dick (Kenmore) Albany, N. Y., h. Rogers, Eddie (Muehlebach) Kansas City, Mo., h. Rogers, Harry (Half Moon) Brooklyn, h. Rosello, Jack (Louise's Monte Carlo) NYC, nc. Rotonda, Peter (Commodore) NYC, h. Ruhl, Barney (Roosevelt) Jacksonville, Fla., h. Russell, Snookum (Cotton) Cincinnati, nc.

S

Sacasas (La Conga) NYC, nc. St. Louis Jimmy & Roosevelt Sykes (Municipal) Cleveland 25, a. Sanabria, Juanita (El Chico) NYC, nc. Sanders, Sid (Rainbow Inn) NYC, nc. Sandler, Harold (St. Moritz) NYC, h. Saunders, Hal (Belmont-Plaza) NYC, h. Savitt, Jan (Astor) NYC, h. Schollenberger, Saxie (Andy's) Reading, Pa., re. Schriver, Bus (Bolton) Harrisburg, Pa., h. Selger, Rudy (Fairmont) San Francisco, h. Shaw, Maurice (Chateau Moderne) NYC, nc. Shea, Jack (Casa Manana) Boston, nc. Silvers, Buddy (Butler) McKeesport, Pa., h. Sissle, Noble: Houston, Tex., 26, b; Beaumont 27, b; (Stewart) Lincoln, Neb., Dec. 2-3, t. Sless, Alvin (Gerard's) Albany, N. Y., nc. Smith, Ethel (St. Regis) NYC, h. Smith, Russ (Rainbow Grill) NYC, nc. South, Eddie (Hickory House) NYC, nc. Spanier, Muggsy (Dempsey's) NYC, re. Sparr, Paul (St. Regis) NYC, h. Spector, Ira (Chateau Moderne) NYC, nc. Spitalny, Phil (Strand) NYC, t. Spivak, Charlie (Palace) Columbus, O., 24-26, t; (Michigan) Detroit 27-Dec. 3, t. Stable, Dick (Palace) Cleveland 27-Dec. 3, t. Stanley Stan (Chanticleer) Madison, Wis., nc. Steele, Larry (Club Congo) Detroit, nc. Stevens, Roy (Famous Door) NYC, nc. Stower, Jules (18 Club) NYC, nc. Straeter, Ted (Copacabana) NYC, nc. Stuart, Al (51 Club) NYC, nc. Stuart, Nick (Jefferson) St. Louis, h. Sylvio, Don (Bertolotti's) NYC, nc.

T

Terrell, PHA, Cotton Pickers: Portsmouth, Va., a; (Langley) Hampton 26, a; (Elks' Lodge) Berkeley-Norfolk 27; (USO) Petersburg 28; (Berlins Hall) Newport News 29. Terry, Bob (St. Regis) NYC, h. Terry, Ed (Tally-Ho) Albany, N. Y., nc. Tucker, Tommy (Palace) Cleveland, t; (Colonial) Dayton 27-Dec. 3, t. Turner, Hal (Frolics) Albany, N. Y., nc.

V

Velero Sisters (Havana-Madrid) NYC, nc. Victor, Frank (Dixie) NYC, h.

W

Wald, Jerry (Frank Dailey's Meadowbrook) Cedar Grove, N. J., nc. Walk, Lawrence (Chicago) Chi 27-Dec. 3, t. Wallace, Jackie (Queen Mary) NYC, c. Walker, Oscar (Fifth Ave.) NYC, h. Waples, Bud (Supper Club) Fort Worth, nc. Warren, Dick (Hurricane) NYC, nc. Wasson, Hal (Club Bamma) Phenix City, Ala., nc. Watkins, Sammy (Hollenden) Cleveland, h. Weeks, Anson (Casino) Hollywood, Calif., nc. Weems, Ted (Peabody) Memphis 20-Dec. 2, h. Wells, Jon (Backstage Bar) Akron, O., nc. Williams, Glen (Battlehouse) Mobile, Ala., h. Williams, Griff (Palmer House) Chi, h. Williams, Sande (Warwick) NYC, h. Wilson, Dick (Coo Rouge) NYC, nc. Wilson, Teddy (Cafe Society Uptown) NYC, nc. Wright, Charlie (Drake) Chi, h.

Y

Young, Eddie (Biltmore) Dayton, O., h. Young, Leo & Lester (Cafe Society Downtown) NYC, nc.

Z

Zarin, Michael (Waldorf-Astoria) NYC, h.

Bands on Tour—Advance Dates

TOMMY REYNOLDS: Rainbow Ballroom, Denver, Nov. 26-Dec. 3. CHARLIE BARNET: Riverside Theater, Milwaukee, Nov. 27 (week). JOHNNY SCOTT DAVIS: Orpheum Theater, Davenport, Ia., Dec. 4 (week). TED LEWIS: State Theater, Hartford, Conn., Dec. 4-6. RUSS MORGAN: Orpheum Theater, Minneapolis, Dec. 4 (week). BRISKINE HAWKINS: Apollo Theater, New York, Nov. 27 (week). ELLA FITZGERALD AND THE KEYS: Fay's Theater, Philadelphia, Nov. 27 (week). DEL COURTNEY: Sweet's Ballroom, Oakland, Calif., Nov. 29; Palace Hotel, San Francisco, Dec. 1 (six weeks). COUNT BASIE: Auditorium, Buffalo, Nov. 29; Adams Theater, Newark, N. J., Dec. 3 (week); Apollo Theater, New York, 25 (week). DUKE ELLINGTON: Royal Theater, Baltimore, Nov. 27 (week); Howard Theater, Washington, Dec. 4 (week).

HAL MCINTYRE: Lyric Theater, Bridgeport, Conn., Nov. 28-Dec. 2; Keith's Theater, Boston, 4 (week). RAY HERBECK: Tune-Town Ballroom, St. Louis, Dec. 5-20. DICK JURGEN: Inglaterra Ballroom, Peoria, Ill., 29; Coronado Theater, Rockford, Ill., Dec. 1; Rialto Theater, Joliet, Ill., 2; Palace Theater, South Bend, Ind., 3; Riverside Theater, Milwaukee, 4-10; Chicago Theater, Chicago, 11-17; Party, Fort Wayne, Ind., 18; Party, Rockford, Ill., 19; Aragon Ballroom, Chicago, 25 (indefinite). BOYD RAEBURN: Municipal Auditorium, Kansas City, Mo., Nov. 28; Ballroom, Topeka, Kan., 29; Purdue University, LaFayette, Ind., Dec. 4; Topper Ballroom, Cincinnati, 5-6; Carlton College, Northfield, Minn., 12; Tune Town Ballroom, St. Louis, 29 (two weeks). PHIL LEVANT: Party, Rockford, Ill., Nov. 28; Party, Dayton, O., Dec. 5-6; School of Mines, Rollo, Mo., 11-12.

PHOTO REPRODUCTIONS. Flawless, glossy prints in all sizes. In large quantities as low as 5¢ each! References: MOA, RCA, Victor. Write for Price List. 8x10 50-\$4.13 100-\$6.60. MOSS PHOTO SERVICE, 155W.46, N.Y.C.

The Final Curtain

ALBRIGHT—Mrs. Ernest H., 59, wife of E. Deacon Albright, calliope player, who has been connected with leading circuses, river steamers, showboats and theatrical companies, November 16 at her home in Evansville, Ind., after several months' illness. Surviving, besides her husband, are two sons, Charles E., St. Louis, and Austin A., of Evansville. Burial in Oak Hill Cemetery, Evansville, November 18.

BANKS—Arthur L., 48, organist and pianist, suddenly at his home in Springfield, Mass., November 14. Besides his wife, he leaves two sons and two daughters.

BARRETT—Pfc. Abraham James, 28, son of Charlotte Claire Barrett and the late Edmond Barrett, actor, author and producer, widely known in stock and repertoire, killed November 3 while serving with the armed forces in Hawaii. Young Barrett made his first appearance in permanent stock at the age of nine months, and at the age of 14 did a singing and dancing comedy turn. For eight years prior to joining the army he was a tennis instructor, putting in four years at the Charlotte Country Club, Charlotte, N. C., and later at the Davis Island Tennis Club, Tampa, where he resided with his mother, who survives.

BECKLEY—John Gillette, 69, staff member of *The Hartford Times*, November 17 at his home in Hartford, Conn., two days after the death of his wife. He was formerly a musician and years ago was Connecticut supervisor of the International Association of Masters of Dancing. Beckley was regarded as an authority on vaudeville. Services November 19 in Hartford, with burial in Lower Cemetery, Canaan, Conn.

BROADBROOK—Mrs. Laura, widow of John Broadbrook, clarinetist and leader of the old Locomobile Band of Bridgeport, Conn., recently in Bridgeport after a short illness.

BROWN—Halbert W., 77, actor, October 24 in Lenox Hill Hospital, New York. A leading man in his younger days, he later played character roles, appearing in Broadway and stock productions. He was in *Green Stockings* with Margaret Anglin in 1911 and was with the late Douglas Fairbanks Sr., William H. Crane and Amelia Bingham in *The New Henrietta*. He did several movies for Warner Bros. in the silent film days. He was a former member of The Lambs. Survived by his widow and a daughter.

CARROLL—George L., 56, former minstrel man and vaude performer, November 10 in Osteopathic Hospital, Philadelphia, after a short illness. As a young man, Carroll was a member of Dumont's Minstrels in Philadelphia and later played in vaude. His widow, Annie Marie, a son and a brother survive. Funeral services November 14 in Springfield, Pa., and interment in Holy Sepulchre Cemetery there.

CARVER—Rev. Charles C. W. (D.D.), 58, rector of Christ Episcopal Church, Rochester, N. Y., who renounced a stage career to enter the ministry, November 15 in Rochester. From the age of 16 until he began studies for the priesthood in

1918, the theater was the center of Carver's life. Early in his career he played stock bit parts in New York and Waterbury, Conn. A matinee idol of his day, Dr. Carver toured the country in the leading male role of *The Girl of the Golden West*. In 1918 he entered the ministry and, following graduation from divinity school, was named curate of Christ Church, New Haven, Conn. Three years later he was called to become vicar of the Cathedral of All Saints, Albany, N. Y. He attained his ambition in the work in dramatizing each feast of the church. He was chaplain of the Episcopal Actors' Guild.

CLAIRE—Mrs. Cora B., mother of Ina Claire, stage and screen actress, recently at her home in New York.

DAURICH—Fred L., 67, violin maker and creator of instruments, in Torrington, Conn., November 7. As a repairer of violins, he did work at various times for Efreim Zimbalist and other famous musicians.

GILBERT—Clayton D., for more than 30 years head of the drama department of the New England Conservatory of Music, Newton, Mass., November 15 at Baker Memorial Hospital, Newton. An

years under the name of Smiling Bob Lewis. For the past three years he has been organizer for the American Guild of Variety Artists in Detroit and Boston. Survived by his widow. Interment at Royal Oak, Mich.

MACK—Ernest (Ernest McLaughlin), 88, retired actor, November 12 at his home in Corona, Queens, N. Y. Among the productions in which he appeared were *Officer 666*, *As Ye Sow, Taps*, *All for a Girl* and various Shakespearean plays. He retired from the stage after the first World War. He leaves his brother and a sister.

MACEY—William, 57, veteran showman, September 24 in Ohio Valley General Hospital, Wheeling, W. Va. Services from Field's Funeral Home, Wheeling. Survived by his widow.

MALONEY—Edward L., 81, at one time drama editor of *The Waterbury (Conn.) Democrat*, November 16 in Waterbury after a short illness. Survived by three daughters.

MANNING—Courtland, 80, former actor and stock producer, November 15 at home in Rochester, N. Y., of a heart attack. A native of Buffalo, he was a child actor in the Academy Theater there. Later he

attack recently at the U. S. Army Officer Candidate School, Miami Beach, Fla. A native of Columbia, Rodrigo had appeared with his band at the Rainbow Room, New York, for three years; at the Havana-Madrid, New York, and other major night clubs. He had also made recordings on the Decca label.

SEVILLA—Anita, Mexican flamenco dancer and singer at the Havana-Madrid, Broadway Latin American night spot, recently in New York of an acute appendicitis attack.

SHOEN-RENE—Mlle. Anna Eugenie, 78, noted voice teacher and former member of the faculty of the Juilliard School of Music, November 13 at her home in New York. Among her pupils have been Paul Robeson, Rise Stevens, Lanny Ross, Jane Pickens and Kitty Carlisle. Services November 15 at Park West Chapel, New York.

VON HOFE—G. E., Sr., 78, former professor of music at Bessie Tift and Andrew colleges, November 14 at his home in Atlanta, Ga., following an extended illness. He studied music in the United States and Europe and as a young man was associated with a French opera company in New Orleans. He was for several years violinist and conductor of choruses for Walter Damrosch. Survivors include his widow; a daughter, Floy Von Hofe; a sister, Mrs. Elizabeth Schutten, of California, and a brother, Louis Von Hofe.

WARD—Paul, 39, theater owner, killed November 13 when his automobile was struck by a train near New Philadelphia, O. He was owner of theaters in Flushing and Selo, O.

WILKENS—Mrs. Tommie, 35, formerly of the Wilson Twins, vaudeville and musical comedy team, November 17 in New Castle, Pa., of cancer. Survived by her husband, Tommie, and four children, Patsy Ann, Tommie Jr., James and Margie Lou. Services in New Castle November 21.

LOUIS F. WERBA

Louis F. Werba, 65, theatrical producer and secretary-treasurer of the Association of Theatrical Agents and Managers, an affiliate of the American Federation of Labor, November 16 at his home in New York after a brief illness. Werba was widely known as a producer, both on Broadway and on the road.

A native of Vienna, Werba was reared in a Cleveland orphanage. His first connection with the theater was as press agent for a stock company in Milwaukee. Later he went to Cleveland, where he managed the Music Hall and was box-office treasurer of the Opera House. Werba began his producing career as manager of the old New York and Herald Square theaters, New York. In 1910, in partnership with the late Mark Luescher, he offered his first Broadway show, *Spring Maid*, starring Christie McDonald.

Werba at one time organized and controlled those legitimate houses in Greater New York which comprised the "subway circuit." Theaters in the circuit included the Montauk, Brooklyn; Werba's Brooklyn; Werba's Flatbush; Werba's Jamaica; the Brighton, Brighton Beach, Brooklyn; the Windsor, the Bronx, and the Boulevard, Jackson Heights, Queens. Most famous of these houses was Werba's Brooklyn Theater, acquired by Werba and the late E. L. Erlanger from the Shuberts in 1923. He was also general manager of the Atlantic Coast Circuit, a group of legitimate playhouses in the East.

Some of Werba's productions included *Rose Maid*, *The Master*, *Little Miss Fix-It*, *When We Are Forty-One*, the original presentation of Victor Herbert's *Sweethearts*, *Over the River* (with Eddie Foy), *Adrienne*, *Barnum Was Right* and *Twinkle Twinkle*. He also took *Burlesque* and *May Wine* on the road.

Werba's last association with the theater as a producer was in 1939, at which time he was adviser to Jules Leventhal.

Werba managed the American presentation of *Cabiria*, the first million-dollar motion picture to be exhibited in this country as a roadshow at \$2 top. Picture was written by Gabriele d'Annunzio and backed by the Bank of Rome.

He is survived by his widow, Ruby, and a daughter, Lillian Dryer. Services November 18 at the West End Chapel, New York.

authority on pantomime, Gilbert was also noted for his once-a-year production of plays never before presented in this country.

GOW—Charley, veteran pitcher, recently in Buffalo.

GRAY—Mrs. Ida M., 84, former actress, November 16 in Detroit following a stroke. She was on the road for several decades of the last century and with the Eddie Foy company as a comedienne about 1900. She was said to have been a member of the original *Florodora* Company. She toured with her daughter, Letha, now deceased, in a sister act, retiring in 1905. Her husband, John Gray, who died 11 years ago, was a circus performer. Survived by a son. Interment at Grand Lawn Cemetery, Detroit.

HAMILTON—Harry, 48, former chorus boy, November 12 in New York after a long illness. Known as Trixie, he was well known on Broadway, having appeared in several Winter Garden revues and other musicals. He leaves his wife.

HEATHERTON—Mrs. Daisy J., 62, mother of Ray Heatherton, orchestra leader, November 16 at her home in Queens Village, N. Y., after a brief illness. Besides her son, she leaves a daughter, a brother and two sisters.

HENRY—John J., for 43 years caretaker of Rockwood Park, St. John, N. B., recently after three years' illness. He was in hospital two months preceding his death. Survived by his widow, three sons and two daughters.

HUTTER—William, 54, English showman, recently in Windsor Hospital, London. He was chairman of St. Edmund's Properties, Ltd., which owned lease of the London Pavilion and for five years operated the Duke of York's Theater, London.

LEWIS—Robert E., 53, veteran showman, in Detroit November 18 from a heart attack following several months' illness. He was in vaude and night club work for

played many Shakespearean roles and managed many stars.

MAY—X. G., well-known veterinarian and former circus trouser, November 8 at his home in Fort Smith, Ark.

MILLIGAN—Fred G., 66, theatrical lawyer, November 11 at home in Brooklyn. Milligan had been attorney for Harold and Leonard Raymond, operators of the Star Theater, Brooklyn, and had also handled the affairs of the late James Henry (Uncle Jim) Curtin, operator of the old Empire and Casino theaters, Brooklyn. He had also served as State assemblyman from Brooklyn and was a former president of the Kings County Criminal Bar Association. He leaves a sister. Buried November 15 in the family plot, Evergreen Cemetery, Brooklyn.

NOLAN—John J., 37, retired theatrical producer and one of the originators of minstrel shows in this country, November 19 at his home in Hillsdale, N. Y., following a brief illness. A producer of shows for over 40 years, Nolan retired in 1912. Some of his shows were *Smart Set* and *Dandy Dixie* minstrels and *Black Paddy Troubadours*. He had also been press agent for the Metropolitan Opera House, New York, and the Boston Symphony. He leaves four sons.

PETRE—Thomas, 63, British concert violinist, found dead in his automobile in Hollywood November 19 of carbon monoxide gas.

READY—William F., 75, formerly with various circuses, at his home in Andover, Mass., November 16 from a heart ailment. Survived by his widow.

RICH—Mrs. Ella Dahl, 71, concert pianist, at her home in Evanston, Ill., November 15. Mrs. Rich studied music for several years in Dresden, Vienna and Berlin. She was a soloist with the Chicago Symphony Orchestra under the late Theodore Thomas.

RODRIGO—Nano (Herman Rodriguez), Latin American band leader, of a heart

Sidney Fox

Sidney Fox (Mrs. Charles Beahan), 31, former stage and screen player, was found dead in her bed at her Hollywood home November 15. She had been in ill health for some time.

Miss Fox early aspired to become a lawyer and attended Columbia University while a secretary in a law office. Later she modeled dresses and conducted an advice-to-the-love-lorn column for a newspaper syndicate. In 1929 Miss Fox decided to learn the fundamentals of acting and go to Hollywood. After a course at a drama school she gained experience in stock. Returning to New York, she obtained the ingenue role in *It Never Rains* and was later engaged for *Lost Sheep*. Carl Laemmle, who was in the audience, sent her to Hollywood with a five-year contract.

After the success of *Strictly Dishonorable*, which had a long run on the New York stage, Miss Fox appeared in *Murders in the Rue Morgue*, *Bad Sister*, *Afraid To Talk* and *St. Cylinder Love*. In 1932 she went abroad to appear in *Don Quixote*, a French picture. Other pictures in which she appeared were *Once in a Lifetime*, *Mouthpiece*, *Down to Their Last Yacht*, *Midnight* and *School for Girls*. In 1937 she returned to the stage in *Having Wonderful Time*.

She was married in 1932 to Charles Beahan, playwright and later chief story editor for Universal.

Marriages

GRAY-JACOBSEN—Erman Gray, formerly of the Musical Grays and now bandmaster in Ploydada (Tex.) schools, to Wanda Jacobsen, nonpro, of Lubbock, Tex., in Clovis, N. M., November 7.

HARDIN-TAYLOR—Jeff F. Hardin, owner of Hardin's Rides, Pico, Calif., and Lorraine P. Taylor, both of Los Angeles, October 3 at Neosho, Mo. Hardin is now in the army signal corps at Camp Crowder, Mo.

HAUCK-TANNER—Harry Carlton (Hap) Hauck Jr., emcee and orchestra leader at Club Continental, Chesapeake, O., to Martha Tanner, of the Tanner Sisters' singing trio, November 5 in Greenup, Ky.

KALINAUSKAS-BARR—Leonard Kalinauskas, of Waterbury, Conn., to Dorothy Jane Barr, of Elk Point, S. D., November 12 at Biloxi, Miss.

LEE-THOMAS—Jerry Lee, Phoenix, Ariz., and Gale Thomas, Miles City, Mont., both rodeo performers with Larry Sunbrock's Rodeo and Circus, November 14 in Philadelphia.

PATTON-ANDRE—Richard E. Patton Jr., nonpro, to Lona Andre, former screen actress, in Los Angeles in mid-October.

Births

A daughter to Mr. and Mrs. Danny Thomas in Chicago November 10. Father is a night club comic, now at the 5100

A son to Mr. and Mrs. Lou Costello at Good Samaritan Hospital, Los Angeles, November 6. Father is member of Abbott and Costello movie team. Club, Chicago.

Mrs. W. C. Clark

Mrs. W. C. (Addie) Clark, 90, November 2 from a stroke suffered October 24 at her home in Tuscaloosa, Ala. She was the last of an old line of wagon-show owners. With her husband, the late W. C. Clark, she organized the original Clark Circus in 1872, which was one of the largest overland circuses for many years. It was later known as Col. M. L. Clark & Sons' Show.

Mrs. Clark was the granddaughter of the founder and first mayor of Atlanta and niece of President Andrew Johnson.

Surviving are a daughter, Ruby Orton Chapin, and a son, Willie C. Clark, both well-known circus performers, and several grandchildren. Burial November 4 in Memorial Park, Tuscaloosa.

Roadshow Films

SUPPLIES 16MM. & 35MM. EQUIPMENT

Conducted by I. B. KOFF — Communications to 1564 Broadway, New York City.

Springer Showing Westerns in Md.

HAGERSTOWN, Md., Nov. 21.—Lawrence Springer, roadshowman operating out of this city, has been successfully showing roadshow films the last 15 years. He operates within a 15-mile radius of Hagerstown and shows churches, schools and social and political organizations.

He reports that his most popular pictures are Westerns, and his biggest drawing attraction is any picture starring Gene Autry. In addition to the Westerns, Springer also shows short one-reel comedies and musicals, as well as patriotic films.

At these showings, which run approximately 90 minutes, he charges 10 cents for children and 22 cents for adults.

Soldier Film Ops Selling Equipment

CHICAGO, Nov. 21.—Word has been received that many roadshowmen entering the armed forces of the United States are turning in their used equipment to dealers rather than allow it to remain idle for the duration, so that other roadshowmen or war agencies may have the use of this material. Since priorities went into effect it has been difficult for roadshowmen to get new equipment or needed parts for their own equipment.

Many of the roadshowmen are taking the money they receive from the sale of their projectors and are turning it into government War Bonds.

Religious Pictures Good for Holiday Showing Everywhere

BOSTON, Nov. 21.—This is the time of the year when roadshowmen are successfully showing religious pictures throughout the country. These films are usually popular all year round. However, roadshowmen state that their biggest success with such films comes during the Christmas season.

The religious films most popular are those made with sound. Many of them have dubbed-in narration and contain appropriate music as background. All of the films have been approved by important members of the Catholic Church. Many of these religious films are not new pictures but are pictures that have been shown to capacity audiences year after year.

One of the most popular of the group is *Cloistered*, filmed with the permission of His Holiness Pope Pius XI in a cloistered convent in France about seven years ago. The picture contains no acting on the part of the nuns. Instead it is a documentary portrayal of the Sisters as they go about their work and their prayers in silence. The picture has a dubbed-in English narration and appropriate incidental music in the background.

Other successful religious pictures, according to roadshowmen, are *Ambassadors of Christ*, a sound film with the narration in English and containing incidental music and choir singing. *The March to the Altar* is the step-by-step education of the life of a seminarist until he becomes a priest. *Don Bosco*, an Italian-produced motion picture with English titles, tells the story of this saint.

Other popular religious films which were made in foreign countries, but all of which have either English titles or English narration, are: *Crown of Thorns*, *Brother Francis*, *Christus*, *The Glory of Faith*, *Jesus of Nazareth*, *Life in a Benedictine Monastery* and *The Miracle of Faith*.

Roadshowmen also report good business with a few religious films that have been screened in color. *Springtime in the Holyland* was filmed in natural color in Jerusalem. *My Beloved Son* and *Saviour Is Born* was also filmed in color, and much of the spoken material in this latter picture was taken direct from Bible texts.

Roadshowmen have found that these pictures go over best when shown to church organizations. In most instances roadshowmen contact the parish priest and suggest he have one of his church groups sponsor the showing in that town. When a church group sponsors the showing it usually takes care of the sale of tickets also. Roadshowmen sometimes make a flat rental fee with the church group and after the roadshowmen collects this fee allows the group to have the remaining profits for their charitable work. In most cases, however, the roadshowman works with the group on a percentage basis.

Smart roadshowmen realize that in order to get the greatest success from their showings of religious pictures, they must work hand in hand with the Catholic dignitaries in that town. Once the picture is approved by a member of the church, roadshowmen have no trouble in being assured of a successful showing.

Roadshowmen are particularly careful with the type of advertising and exploitation they follow when exhibiting religious films. The wrong kind of advertising can do more harm for roadshowmen than good.

Once the approval has been granted to roadshowmen, he can ask the priest to mention the showings after each mass on the Sunday preceding the exhibition. In most cases the priests are willing to co-operate with the roadshowmen along

this line. The priest also has the younger members of his congregation pass out dignified heralds after each mass. Appropriate one-sheets, three-sheets, stills and window cards are carefully placed by roadshowmen. One roadshowman, without realizing the harm he was doing to his showing, placed a window card in a liquor store. The local church objected to this advertising, and the roadshowman had to remove the card from the objectionable establishment. In order to play safe, roadshowmen usually check with a member of the church before placing their advertising.

Many roadshowmen also get in touch with the parochial schools in the town and arrange special showings for these school children. When doing this they arrange to have heralds taken home by the children to their parents advertising the roadshowman's exhibition. When showing a religious film to parochial schools roadshowmen often run a short comedy with it.

In addition to showing the religious pictures, roadshowmen are adding one or more short reels of an Office of War Information film. Roadshowmen say that church audiences ask for one of these government pictures along with the regular religious film.

When making this tie-up roadshowmen open the program with the trailer, *Star-Spangled Banner*, and close the showing with another trailer, *Pledge of Allegiance*. Included on the list of popular government films are *Anchors Aweigh*, *Tanks*, *Bomber*, *Winning Your Wings*, *Democracy in Action*, *Lake Carrier* and *Salvage*.

Altho these religious pictures are shown for the most part in churches, they are also meeting with popular approval in parochial schools, Salvation Army halls, YMCA, YWCA, Masonic lodges, Knights of Columbus and other organizations.

Roadshowmen claim that the trend toward religious pictures is even greater now since the war started. They feel that people everywhere are becoming more religiously inclined and religious pictures are being shown not only for spiritual comfort but also to unify people everywhere thru this medium.

In addition to the popular films mentioned above, roadshowmen state there is still a terrific demand for the old favorites, including *Golgotha*, *King of Kings* and the *Ten Commandments*. Another trailer, *Go to Church*, is also proving to be a big favorite.

No OPA Control On Film Services

WASHINGTON, Nov. 21.—Such services as the developing and printing of motion picture film are exempt from price control, the Office of Price Administration announced recently.

Amendment 7 to Maximum Price Regulation 165 (Services) makes clear that the exemptions apply to services in connection with all movie film.

Services specifically exempted include developing, exposing, printing, reversing, editing, splinting, titling and toning of motion picture film and rentals of film subjects.

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Roadshowmen Show Pix of N. S. Co-Ops

ANTIGONISH, N. S., Nov. 21.—The extension department of St. Francis Xavier University here is inviting the ranks of the 16mm. film sponsors and exhibitors by filming co-operative subjects.

These pictures show activities at the co-operative stores, banks, factories, farms, livestock centers, fish producing bases, fish canneries, fruit and vegetable canneries, lumbering operations, etc. The films are taken thruout Nova Scotia, including Cape Breton Island.

The department is active in promoting the co-operative movement, which has been gaining headway in this province. The films are being shown by roadshowmen to groups of all kinds, including town and village meetings, and are being used to spread the co-operative gospel. Roadshowmen report unusual success with the films.

The New Crusade is the title of a new sound film produced also by the St. Francis Xavier extension department. This picture is also being shown by roadshowmen in Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Other films on the co-operative functions will be produced in the future by the department and will be used to add to the prestige of the co-operative plan. In addition, films are being obtained from United States sources on the subject. Films of entertainment value are screened on the same programs.

These films are being shown by roadshowmen in many isolated places as well as in cities and towns. They are also being shown in many coastal and inland hamlets where there is no rail connection.

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Entertaining Christmas Films Popular; Door Prizes Given

ALBANY, N. Y., Nov. 21.—In keeping with the spirit, roadshowmen are beginning to show Christmas pictures. In past years roadshowmen always met with success with these pictures. Among the more popular Christmas pictures are *The Night Before Christmas*, *Christmas Time in Toyland*, *Merry Christmas*, *Christmas Around the World*, *Santa Claus*

and appropriate Christmas shorts and cartoons.

These pictures are shown at schools, churches, Salvation Army posts, lodges, orphan asylums, hospitals, hotels, YMCAs and homes for the aged and infirm.

As a special attraction to draw the crowds, many roadshowmen give away a door prize along with the showing. This prize is donated by a local merchant who is interested in the idea as an advertising scheme for himself, and usually consists of a piece of merchandise, a gift certificate or a turkey.

Football Films Click At Boys' Org Meets

SOUTH BEND, Ind., Nov. 21.—Football pictures are one of the biggest attractions roadshowmen have to offer this season of the year.

Football pictures have always been popular. However, this popularity has increased since the war has started. Roadshowmen attribute this to the fact that people realize the type training football players receive is standing them in good stead when called to serve in the armed forces. Football players learn a sense of timing, rhythm, co-ordination and certain tactics that come in handy when being trained for warfare. As a result, audiences are more anxious now to watch these players in action and to see football pictures on the same program along with a war short of the soldiers in action, thus comparing the methods of "play."

Football pictures are successfully shown at schools, in church auditoriums, to Boy Scout groups and boys' clubs.

Some of the more popular of the football pictures being shown are *Football—1932*, a recap of the highlights of the best football games of the year; *Flying Feet*, *Gridiron Glory*, *Hidden Ball*, *How Football Should Be Played*, *Know Your Football*, *Last Yard*, *N. Y. Giants vs. Chicago Bears*, *Touchdown*, and *Two Minutes To Go*.

Kandel Sells Bonds With Gov't Films

NEW YORK, Nov. 21.—Roadshowmen showing government pictures might profitably set up their shows in the same manner as Sidney Kandel, of General Film Library, did recently.

Kandel gave a showing of government films before a group of 100 people gathered at Mecca Temple last week. The group consisted of members of Justice Lodge, Free and Accepted Masons. The purpose of the show was to sell War Bonds and the attempt was most successful.

Kandel opened with the trailer *Star-Spangled Banner*, and the rest of the program, in order, consisted of *Britain's Commandos in Action*; the Office of War Information picture, *Winning Your Wings*; *Russia Stops Hitler*, *Japs Bomb U. S. A.*, *Fight for Egypt*, *America's Call to Arms* and another trailer, *Pledge of Allegiance to the Flag*. Kandel's showing was so successful not only because of the selection of films but because of the manner in which they were presented.

Many roadshowmen have been successfully showing government films to groups similar to the one Kandel exhibited for. Several roadshowmen, when screening for such an audience, try to have, if possible, a lodge member who is connected with the 16mm. industry serve on the entertainment committee to help the roadshowman build his show.

Clergymen Exhibit Many Films in N. B.

ST. JOHN, N. B., Nov. 21.—Another name has been added to the list of local clergymen who have provided themselves with projection and sound equipment and are exhibiting films on a roadshow basis.

Rev. W. C. V. Martin, pastor of St. Mary's Anglican Church, is regularly showing 16mm. films in the parish hall and in the church. In addition, he is taking the films on a tour of other parish halls in the Anglican Church, not only in St. John but elsewhere in Southern New Brunswick. He is covering a wide range of subjects, including entertainment, education and patriotic films. He is placing special emphasis on English-made pictures. The Rev. Martin is a native of England and imports scenic views as travelogs. While showing these films he acts as commentator.

The pioneer clergyman in the exhibiting ranks in the Atlantic provinces is Rev. A. W. Kinsella, pastor of Stella Maris Catholic Church. He has been a roadshowman the past 15 years. Starting purely with religious subjects, he has broadened in recent years to include on his list pictures of multiple reels and shorts on a wide variety of subjects, including comedies and dramas.

Father Kinsella was the first to screen Irish-made productions with all-Irish cast. He picks out American films that are approved by the Legion of Decency and exhibits them at Catholic parish halls and centers.

Rev. H. M. Dobbeltsteyn, of the Cathedral staff, has been showing films the past two years at Catholic parish halls and before Catholic organizations and groups of school pupils and teachers. He offers a wide range of American and Canadian made subjects, including comedies and dramas without religious backgrounds.

New and Recent Releases

(Running Times Are Approximate)

DEMOCRACY IN ACTION, released by Mogull's. Shows our vast agricultural resources, the democratic procedures followed by farmers in carrying out the farm program, and how these procedures help to produce more of the foods needed in the war program. One reel.

WINNING YOUR WINGS, released by Mogull's. A bird's-eye view of how the United States Army Air Force is being built into the strongest and best trained in the world. Lieut. James Stewart, of the U. S. Army Air Force, explains the work of the air force, the requirements for enlistment, and the benefits to be derived. Young men from every walk of life are pictured in various phases of training. There's a place for almost any young man in the air force and this interesting film tells the young men of America how they fit in. Two reels.

REVENGE ON THE RANGE, released by Castle Films, Inc. A feud of furious fistcuffs in the grand Wild West manner. A crooked ranch foreman and our hero are rivals for the hand of the fair daughter of the ranch owner. Our hero finally comes thru all right.

SISTER OF JUDAS, released by Mogull's. The drama of the wayward son, drawing a Biblical parallel. A successful young business girl gives up her career to marry a young newspaperman who shows signs of becoming a good fiction writer. She finds later that he is a weakling and will have to be constantly driven in order to get anywhere. He gradu-

ally neglects his work and commits a felony. She betrays him to the police, hoping that a prison term will teach him a lesson. After a long period of suffering, and with the help of her former employer, she converts her husband and he is released. Eight reels.

SIGN FOR VICTORY, released by Brandon Films, Inc. The first documentary film dealing with the courageous opposition movement of the true patriots of France. This picture was filmed, in part, in France despite the watchful eyes of the Gestapo. The film was completed in Britain under the direction of Albert Edward Carr. It depicts the historic opposition to Nazi domination of France. Two reels.

YELLOW CAESAR, released by Brandon Films. A penetrating documentary study of the career of Benito Mussolini that abounds in fact and satire. Two reels.

YANKEE DOODLE HOME, released by 16mm. Pictures, Inc. A top-notch musical tinged with an air of patriotism by virtue of a clever song dealing with loyal Americans of foreign extraction and capably sung by Nick Lucas. Assisting Lucas are the Mullen Sisters and Vince Barnett. One reel.

BRIDE FOR HENRY, released by Swank Motion Pictures. This gay, witty comedy-romance is good light entertainment. The heroine, in pique at the tardy arrival of her fiance, marries her lawyer and, after various vicissitudes, falls in love with her husband. Anne Nagel, Warren Hull and Henry Mollison play the leads. Seven reels.

APRIL ROMANCE, released by Mogull's. The story of Franz Schubert, staged in the Vienna of 1820. Richard Tauber, Metropolitan Opera star, has the leading role. The film is based on incidents in the life of the immortal composer. Richly produced and costumed, with five Schubert arias by Tauber. Nine reels.

BAD BOY, released by Post Pictures. A story of mother love versus evil influences. A powerful drama showing that crime does not pay. Stars Johnny Downs and Rosalind Keith. Running time, 68 minutes.

REVIEW

(Continued from page 19)

two-figure price to a comfortable three-figure sum, and he earns every cent of it. He has personality in appearance and in his showmanship at the piano. Dishes out anything from the classics to his own unique impressions of the boogie-woogie tempos, working hard and in a winning style.


His work is suitable for the cocktail lounge, as well as smarter, intimate hotel room or cafe, as he can adjust himself and his playing to the environment. Rocco started eight years ago when he fronted his own colored unit in New York's Kit Kat Club. His success started on the upgrade when he dropped the band and took to the road as a single. Honigberg.

THEATER, TOWN 900, 216 UPHOLSTERED seats, operating 16mm—suitable 35mm. No operating equipment—\$750.00 cash.

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See our ad in Circus section.

Hila Morgan Biz Strong in Houston

HOUSTON, Nov. 21.—Business continues exceptionally strong for the Hila Morgan Show, which began a stock run under canvas here October 14 under the direction of Mrs. Monroe Hopkins, with the Madge Kinsey Players brought here intact from their established Ohio territory for the occasion.

Jack McClasky was last week's feature, doing Old Devil Judd Tolliver in Neil Schaffner's *Trail*. He was also held as guest star for this week for the role of the Colonel in *Tempest and Sunshine*. Dorothy Link Peters was the vaude feature this week. She and Jack Peters are old Monroe Hopkins favorites. Jack and Eddie Hale, hillbilly duo from Nashville, headed last week's vaude contingent.

Lee Sloan Heads Show Folks, Inc.

CHICAGO, Nov. 21.—Show Folks, Inc., held its annual election Thursday, when the following officers were chosen: President, Lee Sloan; first vice-president, Mento Everett; second vice-president, Kent Richmond; third vice-president, Congressman Charles S. Dewey; financial secretary, Irene Coffey; corresponding secretary, Jean Cook; treasurer, Ann Lynch.

The organization, which recently opened its home here, is progressing nicely and is receiving splendid co-operation from various organizations interested in the welfare of show people.

Georgia Minstrels' Roster

PORTLAND, Ark., Nov. 21.—Roster of the Famous Georgia Minstrels, colored organization touring under canvas in this territory, is as follows: Jack Naylor, owner-manager; Mrs. Helen Naylor, secretary-treasurer; Peg O'Day, boss canvasser, with six assistants; Freddy K. Jones, Frank Dixon, Willie Lawson, Jam Thomas, Nathan Battle, Ernest Huggins, Roy Wallace, Herbert Shotwell, Hosc Caldwell and Happy Winbush, band boys; Margaret Lawson, Beatrice Caldwell, Dorothy Lewis, Gladys Humphrey, Dorothy Jones, Viola Wallace and Rose Moran, chorines; Joe Louis, dance specialties; Willie Lawson, comedy and straights, and Happy Winbush and William (Sparkplug) Goodman, comedians.

Two Bryan Show Employees Carbon Monoxide Victims

STEELE, Mo., Nov. 21.—Eugene Bibbs, 18, of Memphis, and Lawrence Smith, 18, Cooter, Mo., employees of the Raymond Bryan Tent Show, were found dead of carbon monoxide poisoning in a house trailer owned by Bryan at Gobbler, a small town near here, recently.

The lads had been with the show only a few days.

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Chorus Girls, Specialties, Straight M.C., Vaudeville Acts, Piano Player or Four Piece Band, Wardrobe Mistress.

Theatre, Stock Revue. Open December 1.

CHAS. JOY GRAMLICH
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WANTED—Hawaiian Musicians who sing and dance. Other Musicians who can play tropical or swing; all must sing. Sister Team who sing, play and dance. Wire me all in night letter. Must all be of good character, no booze. High class Army Officers' Club only. Must have nice wardrobe and able to come at once. \$35 per week and room. Job for duration. Also first a la carte Night Club Cook, \$45 per week and room. **EARL C. BYXBEE**, Shelby Rendezvous, Hattiesburg, Miss.

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BETTY KINSEY GRAF, daughter of Madge Kinsey and Harry Graf, of the Madge Kinsey Players, popular Ohio repertoire organization, now handling the feminine leads on the Hila Morgan Show, playing a stock engagement under canvas in Houston. The Kinsey organization went intact from Ohio to Houston for the engagement.

Rep Ripples

DOUG MORRIS, formerly with Bryant's Showboat and who recently concluded a 42-week tour with the Boston road company of *My Sister Eileen*, has mended from a recent appendectomy and has been installed as stage manager of the *My Sister Eileen* Company at the Ritz Theater, New York. "I admit it is a far cry from a tent show or showboat to Broadway," writes Morris, "but if you can see a bigger bunch of rubes than are on Broadway on Saturday nights, I don't know where." . . . **JOHN D. FINCH**, former Billroyan, is now staff sergeant in the 479th Engineer Maintenance Company, Camp Shelby, Miss., and typewrites that he'd enjoy hearing from the old gang. Finch says he recently ran into a number of trouperers in the Camp Shelby area, among them Sid Lovett, Sam Warren, Tommy and Imogene O'Dell, Happy Ray and Arthur Watts. He also caught the Cole Bros. Circus at Hattiesburg, Miss., November 12 and enjoyed roaming the pad-room and backyard, where he met such lovelies as Marylyn and Betty Rich and Ernestine Clarke, as well as Hubert Castle, wire walker. . . . **JIMMIE STONE**, another ex-Billroy troupier, is now in the marines. . . . **AL TINT** posts that Lord Salisbury (George Grace Pool), that well-known character of Salisbury, N. C., who has hobnobbed with and entertained tab and rep folks playing that territory for many years, is still carrying on in the same old

fashion. In the old days of the Spiegelberg Circuit in the South, Lord Salisbury operated an actors' boarding house at the stage entrance of the old Strand Theater (now the State) in Salisbury. On the card which Tint sent, Lord Salisbury boasts that he is "the loudest dressed man in the world; has 22 unmatched suits and changes three times a day."

MARY ELIZABETH PRATHER (Elizabeth Wiley), who for the last five years has served as librarian at the University of Cincinnati and the Cincinnati Children's Hospital, left the Queen City last Tuesday (17) to rejoin her husband, Henry Prather, in Warren, O., where the latter is manager-barkeep of a tavern. Mrs. Prather's decision to leave Cincy came after a visit to Warren the week previous in association with Walter Deering and wife, Sandra Byrd. Prather, on the sick list for some time, is back in the pink and as good as new again. . . . **EMILE T. CONLEY**, leading man with the Hila Morgan Show in Houston, shoots thru an inquiry on Al Pitcaithley, who entered the army several weeks ago. . . . **NORFOLK PLAYERS**, colored group, are keeping busy around-Norfolk, Va. They gave several shows recently for various service organizations. The troupe features *Twenty and Forty*, by E. F. Hannan, and has offers for Florida dates after the holidays. . . . **D. J. BAIRD**, who had his small flesh trick in Southeastern Colorado most of the summer, is now in Cimarron County, Oklahoma. . . . **KING COLE** is now a private in the air corps at St. Petersburg, Fla. His dad is selling trailers for Grask & Company, Des Moines, and his mother and sister, recent graduates from the U. S. Defense Training School, where they majored in riveting and assembling, are working in an ordnance plant there. King's wife, Dorothy, and daughter, Crystal LaReane, are at Dot's mother's home in Mason City, Ia. . . . **PATRICK T. KING**, son of Walter and Molly King, well known in repdom, is with the army at the Second Training Detachment, Fort Rosecrans, San Diego, Calif. Walter and Molly, residing in Indianapolis for the duration, say that Pat would appreciate hearing from friends. . . . **PVT. KENNEDY J. SWAIN**, son of Col. W. I. Swain, veteran rep manager, and until his entry into the army air corps for six years with the Harley Sadler Show in Texas, is in the hospital and anxious to hear from old trouper friends. His address is Station Hospital, Ward 1242, Sheppard Field, Tex.

BOB CROMWELL, popular in Midwest-ern rep circles and leading man for Fred Brunk in Colorado in 1937, is now Lieut. Robert Cromwell, Hdq. Co., 2d Bn., 142d Inf., APO 36, Camp Edwards, Mass. After leaving Brunk, Cromwell appeared in several Broadway shows and also in radio on CBS. . . . **JOE MARION** is engaged in commercial lines in Los Angeles. . . . **LELA (BABE) BICKFORD** is nursing in Omaha. . . . **JUDD HOLLIDREN** is with the coast guard in Honolulu. . . . **MARVEL SHACKLETON** is making rapid recovery from an illness in an Omaha hospital. . . . **DOROTHY REEVES** is ill in California, according to Lulu

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

ODETTE HARRINGTON, formerly in the derbyshow field, reports that she is leaving Harrisburg, Pa., shortly to join the *Louella Parsons Revue* in Hollywood. She would like to read a line in the column on her former partner, Johnny Guilfoyle.

INQUIRIES on the whereabouts of derbyshow folks have stacked up the past several weeks. Those whom readers would like to see notes on are Harry Hamby, Helen Tine, Jimmy Ferenzo, Minnie Falvo, Popeye Thomasson, Rose

Miller, Billy Steele, Bobby Davis, Tim Hammock, Charline Winn, Buss Stewart, Bonnie Lukas, Stan West, Jane Sweeney, Billy Gonzales, Johnny Reece, Ernie Fisher, Marie Renlau, Bobby Power, Dorothy Kress, Larry Powell, Pat Osborne, Schnozzle Roth, Florence Shores, Penny Paige, Skippy Williams, Joe Poluka, Bill Owens, Irvin J. Walters, Charlie R. Richards, Luman and Florence Beede, Budley Ripley, Chuck Archer, Jackie Fields and Jimmy Mason.

JOHNNY POWELL reports from Chicago that he is looking forward to the opening of the Sid Cohen show there soon. Full of questions, Johnny asks: "What has become of—and why don't they participate—Steve Roberts, Alice Donato, Peggy Jackson, Louie and Chad, Velma Lane, Joe and Mary Rock, Patsy Patterson, Billy Ryan, Jojo, Lou and Ed McBride, Teddy LaMar, Joe Sular, Al and Ruth Smith and the Palooka Brothers?"

JIMMY STONE and Walter Wiggs wigwag the fact that they are in California doing war work. They declare they're enjoying the sunshine after two winters in Chicago. Jimmy and Walter would like to hear from L. C. (Red) Keeling.

Managers, Performers!

We solicit your co-operation in keeping the tent-repertoire page alive and interesting. Managers, we're interested to know how your business is progressing; what effect tire, gas and similar war restrictions are having on your business; the roster of your show and any other information which may be of interest to our readers. Performers, shoot in your personal news items. Your friends are anxious to know where you are and what you're doing. Drop in a newsy line to the rep editor now, even if it's only a penny post card.

Nethaway, our faithful Omaha rep news correspondent. . . . **DOROTHY RAY** is working in commercial lines in Nebraska. . . . **ARLINE TWYMAN** writes most of the *Krime Klan* broadcasts heard over KOIL, Omaha. . . . **W. J. STRICKLAND**, former rep manager, now has a vaude-picture trick operating in Deschutes County, Oregon. Joe Beban, musical blackface, is handling the flesh end. . . . **CARL WHYTE**, ex-rep pianist, closed a seven-week stand at Circus Bar, Beaver Dam, Wis., November 15 and opened two days later at the New York Bar, Green Bay, Wis., for two weeks at \$75 per week. . . . **TOWNE'S EBONY PLAYERS**, five people, have been keeping busy in the vicinity of Yazoo City, Miss., presenting E. F. Hannan's *Come, Come, Baby!* . . . **J. LEE (BUCK) SMILES**, Norfolk (Va.) promoter, reports that he will launch the Virginia Smart Set Minstrels, a new organization, in the spring. . . . **OSCAR L. RAMSEY**, who for many years had his own shows on the road and who later operated a billposting plant until ill health forced him to give up, is now an invalid and in need of medical attention at his home in Oakland, Ill. He would be happy to hear from old friends.

OFF THE CUFF

(Continued from page 19)

WEN sustainer. . . . **LEE NORMAN** (4) left that spot to go on a USO tour. . . . **VELVA NALLEY**, current at the Hotel Pennsylvania, New York, has signed a one-year management contract with General Amusement Corporation. . . . **FLO ANN TUCK**, accordionist, started a tour with Camp Shows, Inc., Thursday (18). . . . **GEORGE SCOTT** is the new pianist at Rogers' Corner, New York.

FROM ALL OVER:

BILL THOMPSON holds over at the Helene Curtis Lounge, Charleston, S. C., until December 17. . . . **BOBBY JONES**, heading the ork at the Gordon Hotel, Albany, Ga., signed up with Consolidated Radio Artists. . . . **BUDDY BECK'S** Music Masters started a six-week run, with options, at Village Inn, Amsterdam, O., November 23. Group is handled by Consolidated Orchestras and Productions, Cincinnati.

WEST COAST:

BILLIE JOYCE has rejoined Harding and Moss, organ and piano stylists, as vocalist at Jim Otto's in Beverly Hills. . . . **BONDS AND JACKSON**, piano team, opened at Swanee Inn, Hollywood. . . . **LOUMELL MORGAN TRIO**, instrumental and vocal group, held over at Club Trouville, Hollywood. . . . **SILVESTER NUNEZ** and His Rumba Band wind up 20 months at the Bamba Club, Los Angeles. . . . **THREE SQUIRES** and **LU LANE** are at Tommy's Joyn in San Francisco. . . . **DON ROLAND** is playing a return engagement at the Hollywood Palladium. . . . **HAL ROSS** continues at Mike Lyman's, Hollywood.

WALKATHON

Opening XMAS DAY.

Short show, as I have two other spots to follow. Write me.

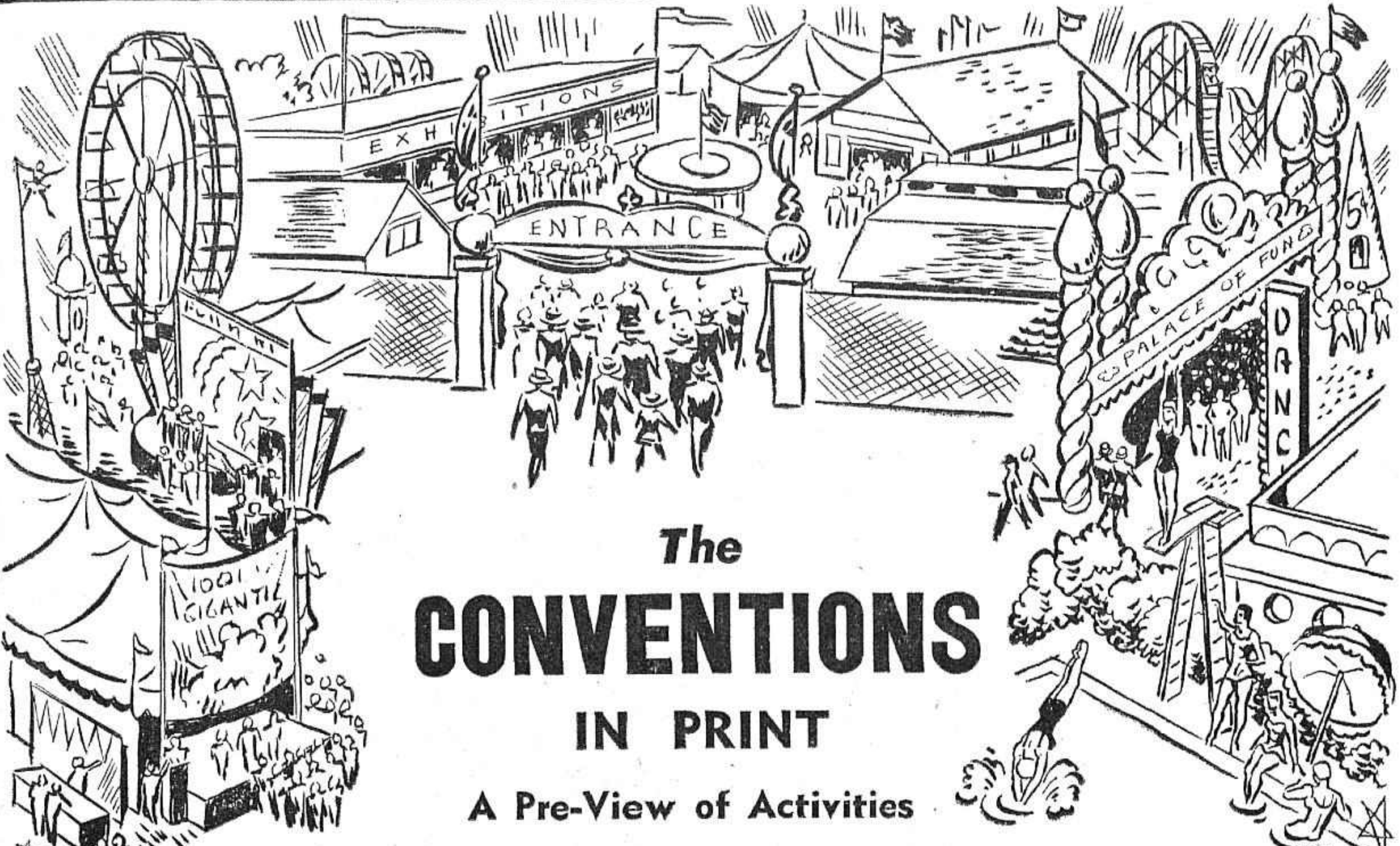
SID COHEN

Armory, 16th & Michigan Ave., Chicago, Ill.
Rajah Lenny and Hal Brown, contact.

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AREA

American Recreational Equipment Association

IAFE

International Association of Fairs and Expositions

NAAPPB

National Association of Amusement Parks, Pools and Beaches

SLA

Showmen's League of America



November 28 to December 3

Chicago, Ill.

SHOWMEN • PARK MEN • FAIR MEN
MANUFACTURERS • TRADESMEN

CHI MEETS GRIP INTEREST

Parks Program Looms as Best Ever Conceived

CHICAGO, Nov. 21.—The 24th annual convention of the National Association of Amusement Parks, Pools and Beaches, which includes in its membership 90 per cent of the leading park, pier, pool and beach men in the nation, will be held at Hotel Sherman here December 1-3, under conditions without precedent in the history of the organization. With final arrangements completed, the forthcoming conclave looms big and highly interesting, according to an announcement issued by Secretary A. R. Hodge.

Never before in history have park men been confronted with such serious and vital operating problems and the convention will concern itself principally with the problems of an industry engaged in a rapid conversion to a wartime economy. The convention program will be directed to the co-ordination of the industry's efforts for co-operating for victory and the solution of problems caused by existing conditions. The program promises to have plenty of thrills from start to finish, with a brilliant array of talent participating in the deliberations.

For Victory Clinics

Three important program sessions packed with subjects vital to all park men will be staged under the name of Victory Clinics. There will be no formal papers or speeches, and all program sessions will be loaded with discussions of timely and vital topics by scores of operators and others directly or indirectly affiliated with the industry. And important, too, from an educational standpoint, will be the numerous movies illustrating latest developments in merchandising, promotional activities and kindred subjects.

Still another vitally important part of the three-day meet will be the Market Place, being staged with the co-operation of the Showmen's League of America and with the endorsement of the (See CHI CONCLAVE on page 49)

AREA Shelves Gab; Action To Be Its Keynote

CHICAGO, Nov. 21.—American Recreational Equipment Association, meeting in convention at Hotel Sherman here on December 1-3 in conjunction with the National Association of Amusement Parks, Pools and Beaches, will begin its deliberations with its regular annual meeting in the hotel's Grey Room Monday night, November 30. With the annual meeting out of the way, AREA members will be able to give their full time to the important three-day NAAPPB conclave.

The manufacturers' meeting will be important, with the problems of priorities, material supply, material substitutes and labor coming in for detailed discussion. Another important subject to be discussed will be women's place in factory work and operation. With all members of the industry upon an uncharted sea since the war brought up the subjects of priorities and materials, a big attendance is expected at the Monday night session.

A stimulating breeze of questions and answers is expected from the men who come to Chicago from the front lines of action. They will tell of their pressing problems and present requirements with which to hold the line of supply and demand under wartime conditions.

Seriousness and earnestness will mark this year's gathering, and the program has been streamlined to fit the times, with all long speeches and dry papers shelved in favor of more vital discussions.

Complete AREA Program in Chicago

Eighteenth annual meeting of American Recreational Equipment Association at Hotel Sherman, Chicago, Monday, November 30, at 7:30 p.m.

7:30—Address of Welcome, President A. W. Ketchum, National Association of Amusement Parks, Pools and Beaches.

7:40—Greetings, Secretary A. R. Hodge, NAAPPB.

7:50—President's Annual Address, R. E. Chambers.

8:05—*Can We Use Women in Production and Operation of Amusements?*, W. St. C. Jones.

8:30—*What Shall We Use for Repair Material?*, Ben O. Hoodhouse.

8:45—*Present Position of WPB on Maintenance Material for Amusements*, WPB representative of Chicago district.

9:00—Discussion by membership.

Executive Session

10:20—Report of Treasurer, W. F. Mangels.

10:30—Report of Finance Committee, William Rabkin.

10:40—Report of Nominating Committee.

10:50—New and Unfinished Business.

Carnival Ops Will Try New Confab Set-Up

CHICAGO, Nov. 21.—Despite congested transportation facilities, crowds of showfolk, unprecedented in the annals of carnivaldom, are expected to converge on this city late next week for the annual meetings of outdoor show business in the Hotel Sherman here. Reflecting this huge influx of visitors to the Windy City will be the attendance at the meeting of the American Carnivals' Association, Inc., which is expected to be the largest in the nine-year history of the organization, and which gets under way in Room 107 of the Sherman at 11 p.m. Monday, November 30.

Problems vital to the existence of traveling outdoor organizations will be up for discussion and debate when President Floyd E. Gooding calls the meeting to order. Secretary-General Counsel Max Cohen, of ACA, has indicated from his Rochester (N. Y.) office that some of the particular problems to be discussed at the ninth annual meeting are the provisions of the 1942 Revenue Act, which were recently summarized in *The Billboard* and questions relating to rationing and priorities.

Separate Sessions Planned

Secretary Cohen, in his annual report, (See ACA SKEDS on page 38)

Big-Toppers To Join Delegations

CHICAGO, Nov. 21.—Altho having no organization of their own, such as those maintained by operators of parks, fairs and carnivals, circus men are expected to attend this year's Chicago conventions in greater numbers than ever before. There usually have been about 25 big-toppers present during some past meetings. If for no other reason, they attended to participate in SLA festivities and meet friends.

Circuses plan to take to the road next spring and nearly all have already signed personnel members for 1943. With all of their optimism, circus men realize that matters of great importance will be discussed and that perhaps vital decisions will have to be made in the interest of all outdoor show business. If nothing else is accomplished, they can at least compare notes on the season's activities and handicaps.

Chicago has long been a hub of outdoor show business and as showmen learn from others in the profession, hundreds of continent-crossing showfolk will attend and discuss with others national and local prospects as well as their individual war activities. Usual lobby conversations will give way to more factual talk. There will be much to be learned at the '42 conventions and matters essential to circus men should bring them there in larger numbers than ever before, leaders say.

Complete Program of NAAPPB in Chi

SESSIONS IN HOTEL SHERMAN

(Louis XVI Room, First Floor)

Program Sessions of the National Association of Amusement Parks, Pools and Beaches.

Tuesday, December 1

12:30 p.m.—Pool and beach round-table discussions.

1:45 p.m.—*Star-Spangled Banner*.

Invocation, R. S. Uzzell.

The Trade Organization as a Fighting Unit, President A. W. Ketchum.

Announcements and Communications.

Reports of Convention Committees—General Program, John L. Coleman; Pictorial Section, Norman Bartlett; Special Beach and Pool Program, Paul H. Huedepohl; Entertainment and Banquet, Paul H. Huedepohl; Reception and Social—Paul H. Huedepohl; Location and Exhibit Arrangements, N. S. Alexander.

(See NAAPPB IN CHI on page 49)

Complete Program of IAFE in Chicago

The 52d annual meeting of the International Association of Fairs and Expositions, November 30-December 2, 1942, Hotel Sherman, Chicago.

Monday, November 30

10:30 a.m.—Meeting of the IAFE board of directors.

2:30 p.m.—Association of County and District Fairs meeting. E. W. Williams, Manchester, Ia., chairman; James F. Malone, Beaver Dam, Wis., vice-chairman; Mrs. Don A. Detrick, Bellefontaine, O., secretary.

1:30 p.m.—Bal Tabarin. President Harold F. DePue presiding.

The president will call the meeting to order.

Annual address by the president.

Reading of minutes of 1941 annual meeting.

Introduction and acceptance of new members.

Report of classification committee, Raymond A. Lee, chairman, Minnesota State Fair, St. Paul; board of appeals, Phil C. Travis, chairman, Tennessee State Fair, Nashville; auditing committee, Douglas K. Baldwin, chairman, Alabama State Fair, Birmingham; reception committee, Samuel S. Lewis, chairman, York (Pa.) Inter-

(See IAFE IN CHICAGO on page 53)

Fair Execs Set To Tackle Many New Problems

CHICAGO, Nov. 21.—If the numerous reservations on file in the Hotel Sherman here are an indication, the annual convention of the International Association of Fairs and Expositions in the hostelry, November 30-December 2, will see the largest attendance in its long history. The big and little men of the industry are turning their attention to the Windy City and, despite the existing transportation situation, are expected to invade the town in large numbers to be on hand when Harold F. DePue gets the meeting under way with his annual address and call for reports from committee chairmen.

Many secretaries have written *The Billboard* of their intention to attend. Among those who are expected next Saturday are Henry Beaudoin, Memphis, W. R. Hirsch, Shreveport; E. W. Williams, Manchester, Ia.; J. P. Mullen, L. B. Cunningham, Des Moines; C. A. Nash, Springfield, Mass.; Rose Sarlo, Ionia, Mich.; C. A. Lawrence, Owatonna, Minn.; Henry Lawrence, Ionia, Mich.; Raymond A. Lee, St. Paul; Ralph T. Hemphill, Oklahoma City; Mrs. Don A. Detrick, Bellefontaine, O.; A. W. Kaibus, Milwaukee; H. L. Flitton, Billings, Mont.; Hillman Taylor, Meridian, Miss.; Paul Jones, Dallas; Maurice W. Jencks, Topeka; J. P. Malone, Taylor G. Brown, A. L. Putnam, Wisconsin.

Historic Session Seen

Fair men freely predict this year's meeting will be the most important in the organization's history. Never before in the more than half a century it has been functioning have problems of such grave and far-reaching importance faced the industry. Leading fair executives of the States and Canada will be on hand with facts and figures to show the vital part fairs have played and will continue to play in the war effort.

Keynote stanza this year, one that is expected to produce the most lively (See HISTORIC MEET on page 54)

SLA Election, Social Schedule Keep Club Busy

CHICAGO, Nov. 21.—With a record attendance expected for the outdoor conventions that get under way November 30, the Showmen's League of America is set for an active week. As many showmen will arrive in Chicago during the coming week the League will hold open house starting November 26, and the first social event of the outdoor gathering will be the President's Party to be held Saturday night (28) in the Crystal Room of the Hotel Sherman. Party committee headed by Past President Frank P. Duffield, has arranged a gala program and the affair is expected to equal if not surpass any held in the past.

Bernard Mendelson, chairman of the Memorial Committee, advises that all arrangements for the memorial have been completed and the ceremonies will be quite impressive. Dr. Copeland Smith will be the speaker. Because of inability to get busses for transportation to Showmen's Rest, it is probable that the usual service at the cemetery will have to be omitted. Services will be held in the Bal Tabarin of the Hotel Sherman at 1:30 p.m. Sunday (29).

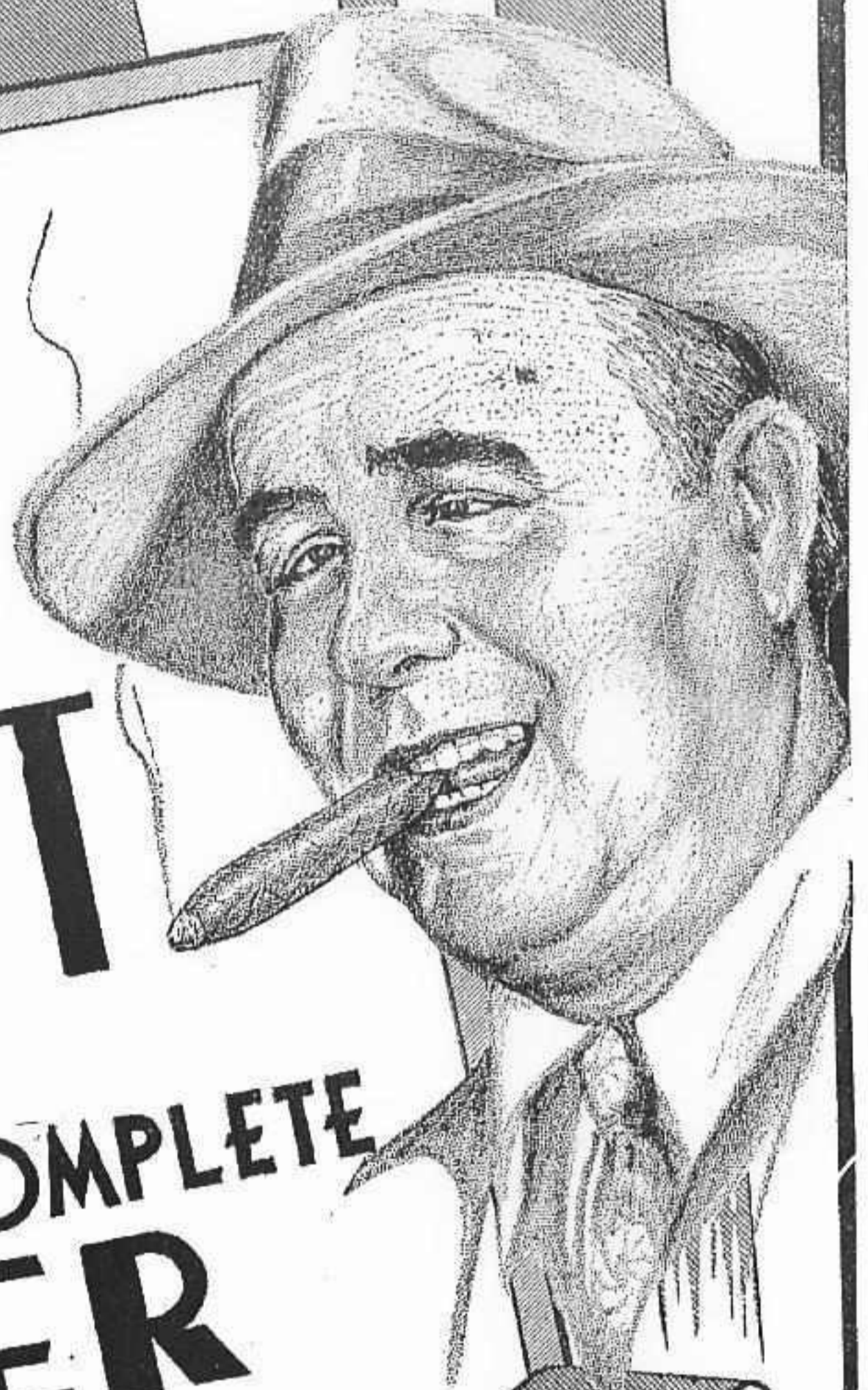
Election Warms Up

What is expected to be one of the most hotly contested races in the history of Showmen's League of America will be held November 30. Campaign managers for both the regular and independent tickets are going all-out in an effort to have their choices elected. With the (See League's Social on page 38)

At Last!

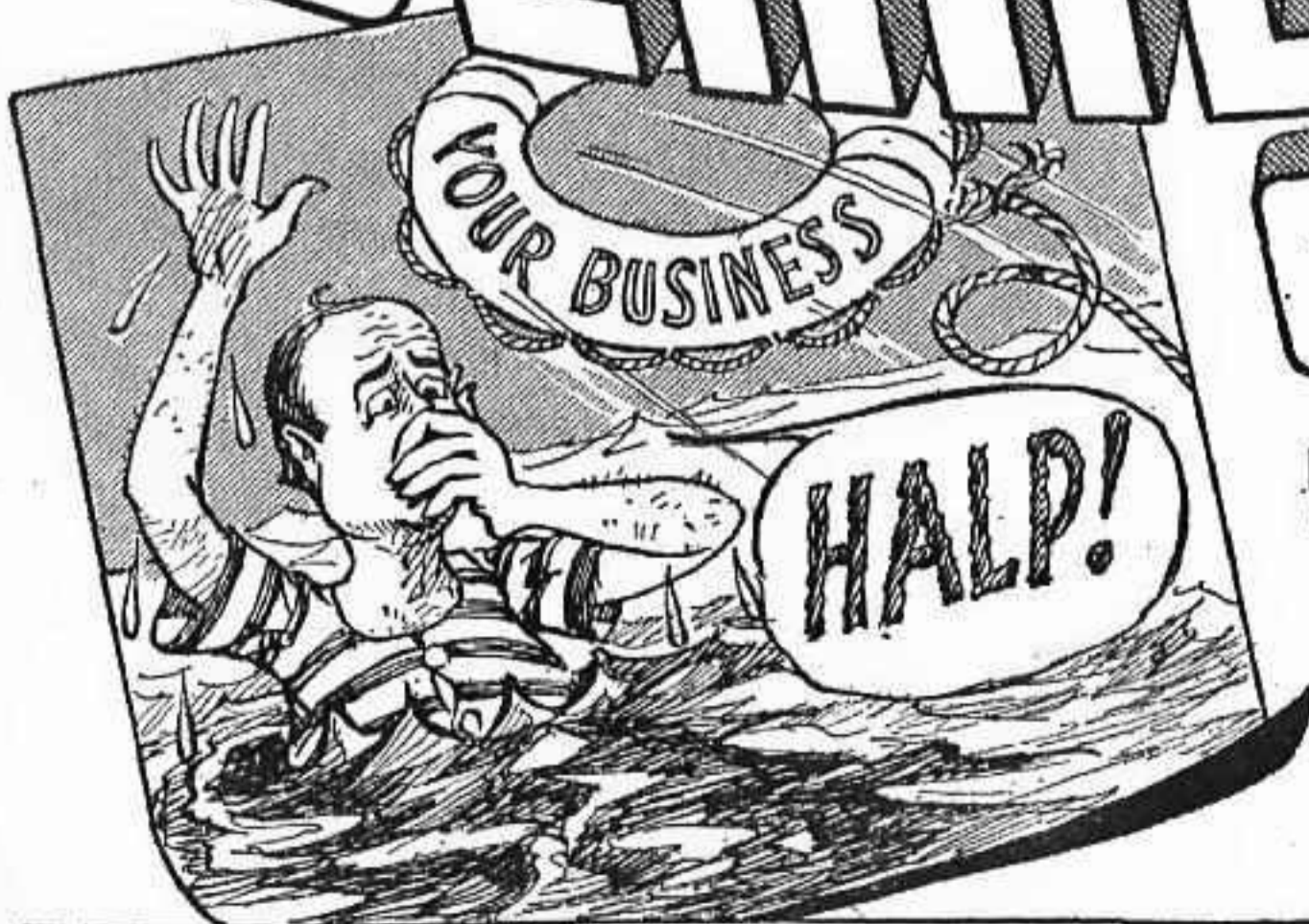
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POSTER
PRINTING PLANT



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BERNET BETTER POSTERS WILL BE INDIVIDUALLY STYLED
EYE THEM—BUY THEM—TRY THEM

DEVICERS GIRDED FOR WAR

Grim Production Change-Overs Result in Valued Services Now And Better Methods for Future

FROM conceiving and turning out riding devices—novelty thrillers as well as rides time tested in popularity—and other amusement equipment to highly efficient production of tools with which Uncle Sam and the Allies are making war is the transition that has been made

by the industry heretofore catering to public recreational equipment needs as presented at parks, beaches and carnivals nearly the world over.

That the ingenuity and labor of these device manufacturers have been not only welcome to governmental departments but highly satisfactory to the officials whose exacting standards are so imperative in this time of world conflict is indicated by statements in this article as well as praise that has emanated from Washington and other sources. In addition to work herein referred to, some concerns are aiding in war production by activities that are still in the development and experimental stage and they expect to have some interesting announcements to make at a later date.

Efficiency Is Increasing

Consensus of the devicers is that they have learned much that will be of inestimable value to the amusement field and that they will be enlightened further and in a greater degree when the war is over. Conversion of their plants, new set-ups and change-overs have shown them possibilities little thought of before. Demands for closer precision and efficiency, they feel, will pay big dividends to all concerned when they again take up their regular function of providing apparatus and equipment that will be needed when the world again can yield to its normal yearning for play and fun in its favorite pleasure spots.

Uncle Sam is happily cognizant of what the devicers have done and will do and in numerous governmental releases from Washington has presented the picture of conversion of amusement-device



HOOKS FOR EXPORT. packing cases of aircraft engines are bent on this horizontal bulldozer, formerly used to bend rails for riding devices. It was thought impossible to convert the machine to this use but some thinking and ingenuity solved the problem. OWI photo by Gruber.



IN STORAGE for the duration is this stock of figures. The New York State plant which formerly turned them out is now engaged in production of bits and pieces for the war program. OWI photo by Gruber.

factories and personnel. Accompanying photos are from William M. Nelson, chief of the Photographic Section, News Bureau, Office of War Information, Washington.

Closest Accuracy Achieved

George H. Cramer, president of the Spillman Engineering Corporation, said the plant had been successful in turning out much heavy material for war use.

"Craftsmen changed from low-precision work to jobs of closest accuracy," he said. "The first subcontract required a six-ton press to shape certain hooks. Engineers improvised, taking the slack out of a horizontal bulldozer which had shaped tracks for thrill rides, and the renovated machine did the job. Ingenuity not only qualified the firm for this work but it saved precious time. Subcontracts increased the machine shop staff from 20 to 41. Other jobs have been found for the fabricating, wood-working and erection departments. Hundreds of assembly stands, shop dollies and such devices as the transfer tables, used in connection with enormous hydraulic presses, have been built."

Tough Problems Solved

Problems of war production have been solved by the Allan Herschell Company, it was reported by Vice-President W. J. Wendler, who said, "In converting our plant to war work we quite naturally ran up against several difficult problems, but these were all ironed out with little delay and now our shop is in operation 24 hours a day and six days a week. Our work is of a subcontract nature but of great importance, requiring mechanical precision.

"The new machinery and equipment that have been added to our plant is not only adding a great deal of efficiency to

the present war work but is of such a nature that it will fit in admirably when we resume manufacture of the Moon Rocket, Sky Dive, Carrousel, Kiddie Auto Ride and other newer and more modern rides that we have in mind for production after the war."

Same Machinery Producing

The factory and facilities of Lusse Bros., Inc., are devoted to Uncle Sam for the duration.

"Lusse Bros., Inc., manufacturers of Lusse Auto-Skooters and Lusse Water-Skooter Boats, are proud to have a part in the united war effort," declared President Raymond Lusse. "The same machinery that produced amusement devices is being utilized to manufacture urgently needed government equipment. We hope that our small contribution will result in helping in an early united victory for the Allies."

Headaches to Overcome

"From Carrousel, Coasters and other amusement devices to war-production equipment, estimating and securing contracts was not too difficult. But after that the headaches started," said General Manager H. P. Schmeck, of the Philadelphia Toboggan Company. "Tools and equipment that we assumed would be adequate were found either to require rebuilding, repairing or replacement. Help had to be replaced or pepped up to meet deliveries. We secured a contract for naval aircraft tow target containers, requiring the use of aluminum alloy sheets and castings. We immediately found that the fabrication of aluminum required spot welding, hydrogen-gas welding, riveting and anodizing, which is an electrolytic oxidizing corrosion-resisting treatment, all called for new or good used equipment. We felt that taking

SPILLMAN ENGINEERING CORP. ON GOVERNMENT WORK

Our entire plant and organization of trained and skilled engineers and mechanics are now concentrating on essential war work. We are justly proud of having been one of the first firms in which our government placed its confidence early in the emergency, and we pledge ourselves to devote all time and effort to aid our government for the duration.

Ride Operators
Park Managers

Carnival Owners
Outdoor Showmen

We are pleased to inform you that the work we are being called upon to do for our government is not far removed from what we have done in the past. The step from making riding devices for the amusement of the public to making war materials for our government in this emergency has been a short one. Yet this change-over to government work, with its even greater need for speed, accuracy, precision and exactness, is constantly creating and developing new ideas in the minds of our engineers that will enable us to bring forth after the emergency

THE RIDES OF TOMORROW

SPILLMAN ENGINEERING CORP.
NORTH TONAWANDA, N. Y.

World's Largest Builder of Amusement Devices

LAKE PLACID BOBSLED • LIGHT TOWERS • PORTABLE STAGES • SILVER STREAK
AUTO SPEEDWAY • RIDE-O • STREAMLINED CARROUSELS • HI-DE-HO
FUNHOUSE • CATERPILLAR • SKOOTER BUILDINGS



"SAL"

LAFFING ANIMATED FIGURES

THE MAGIC CARPET

STUNTS and BALLYHOO FIGURES



"SAM"

—FOR—

FUN HOUSE — PRETZEL — LAFF-IN-DARK
Have equipment for TWO COMPLETE FUN HOUSES

and
a few additional Stunts, Laffing Figures, Ballyhoo
Panels and Animated Heads.

A few DONKEY BALL GAMES left.

Select from our Catalog the equipment that interests you.
Contact us immediately for deliveries and prices.

Will be at Hotel Sherman during Convention Week

PHILADELPHIA TOBOGGAN COMPANY

130 E. DUVAL STREET, PHILADELPHIA, PA.

on aluminum fabrication in addition to some navy subcontract work for our rather extensive machine shop and sheet-metal department would be most beneficial to our future manufacturing of amusement devices.

"We believe that we will be equipped to work in aluminum, magnesium and their alloys and produce lighter, stronger and more attractive equipment for the amusement world later on, so in addition to our rather limited and modest assistance to the war effort, our personnel is receiving quite an education, as the army and navy requirements for accuracy and production, I believe, are second to none. Sometimes we are inclined to be critical of the rigid requirements and inspection, but we know that our army and navy are probably getting the finest that our factories and shops are able to produce, so this is the least any of us can do as our part in this great emergency. We just have to and will win."

Location Handicaps Licked

Despite location handicaps, the Eyerly Aircraft Company has been able to do its share of war work. Lee U. Eyerly, company head, said. "Being somewhat isolated from the rest of the industrial world, as we are, has both its advantages and disadvantages. To us this is just about the finest place in the world to live and to us this more than outweighs the disadvantages appertaining to our industrial picture.

"While we were engaged in manufacture of amusement devices our location was of secondary importance, since we had practically no competition. But we find war work highly competitive and, being away out here in the sticks, we only have the opportunity of bidding on that portion that the boys in the East don't want—in other words, the leftovers. In spite of this, we have been and are doing war work.

"It has been a little tough going and up to this time we haven't been able to keep our entire shop busy, which we attribute to the aforementioned conditions. However, the situation is rapidly changing for the better and we now have war work in sight which should keep us busy for the duration.

"There is no question that the amusement world will benefit considerably by the experience we will acquire during the interim. We now have time to view our past in retrospect wherein we see many mistakes that we have made. But we have opportunity to lay the foundation for a greatly improved program based on the lessons learned during the past dozen years. We find that most of our war work is of a highly precision nature, requiring a very high grade of technical skill. It requires expert supervision and management to profitably carry on this work which is, as many know, highly competitive. All this array of knowledge and technical skill should be of inestimable value to the amusement world, since it will enable us not only to turn out a better product but do it more efficiently. We have several new riding devices on the drawing board which we hope will be ready for jigs the moment the war is over. As soon as we lick these so-and-so's we are ready to go ahead in building bigger and better."



THESE HANDS and this machine used to fashion parts for amusement devices. The drill press has been converted so that it can perform a face-milling operation on landing gear cases. Mathew Kipa, expert machinist, uses a depth micrometer to check accuracy of his work. OWI photo by Gruber.

Speed-Up and Overtime

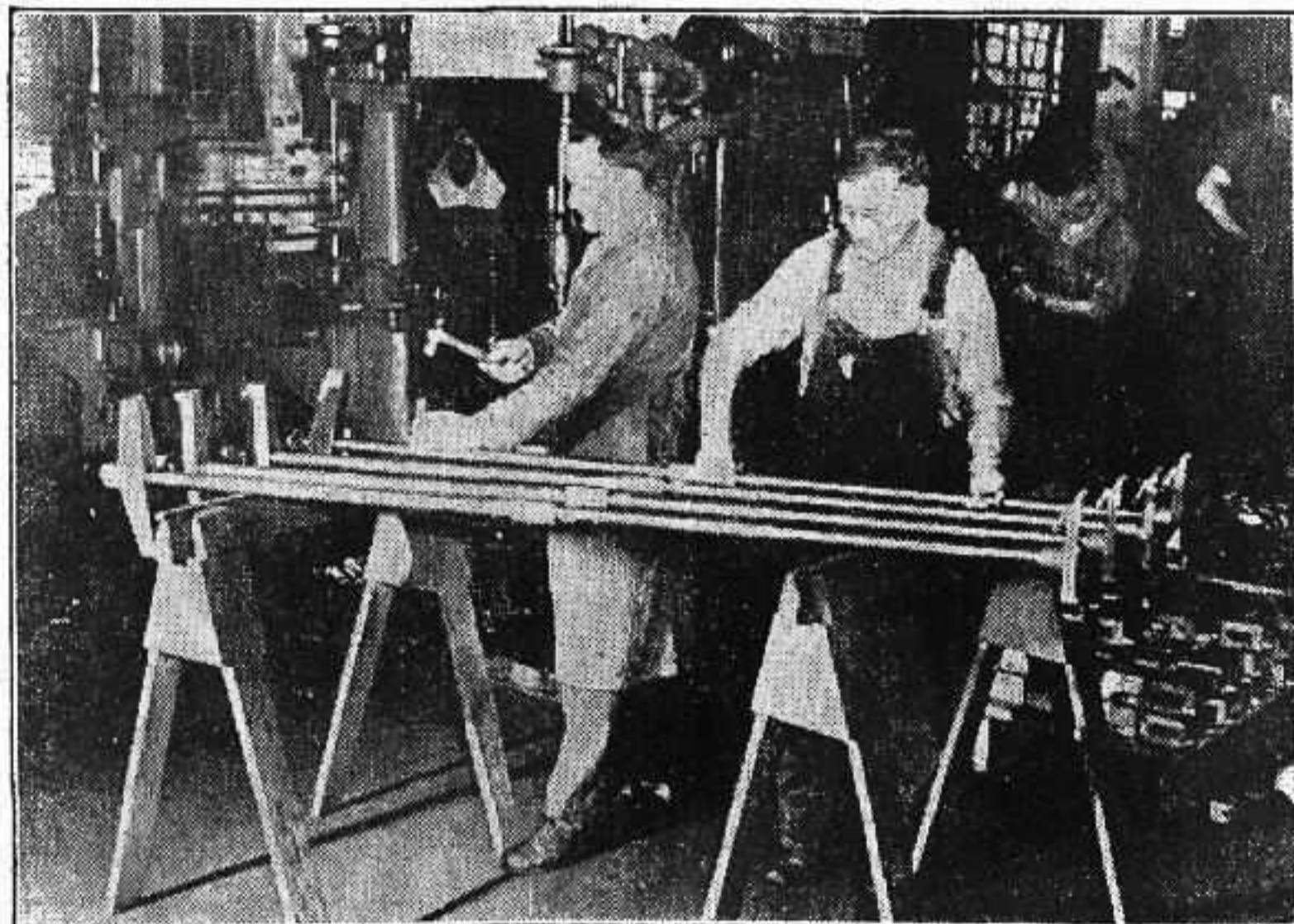
M. W. Sellner, secretary-treasurer of the Sellner Manufacturing Company, Inc., said: "Last winter we filled all orders for Tilt-a-Whirls and parts as far as stock on hand would permit and then in the spring we secured subcontracts on machining items used in considerable quantity at an ordnance plant. Specifications called for very close tolerances, but our work was found satisfactory from the first, with very few rejections. Faster production became necessary and machines were then conditioned, checked and speeded up to top speeds. Two additional machines were secured and our machine force was doubled and worked overtime all summer and up to the present.

"Other work done recently and in the shop now includes machining of tool parts for a well-known tool company that is a big producer and recently was awarded the Army and Navy 'E.' In addition to our war work we have men reconditioning two Tilt-a-Whirls and building up parts stock as much as possible with available materials. Some items are entirely exhausted but we disappointed only a few customers the past summer on essential parts."

Means Better Product

Dodgem manufacturing facilities, both workmen and machines that have for years turned out cars for the enjoyment of park, beach and carnival patrons in many parts of the world, are now busy with orders for war material that will also be used in faraway lands and on the seven seas, said General Manager Fred L. Markey, Dodgem Corporation.

"This time, however, our production is being used not for amusement but in defense of American ideals," he said. "Turret lathes and drill presses that formerly machined and fabricated driving units are now working around the clock



STAMP OF APPROVAL goes on these sections of naval shell extractors before they are shipped from a New York State plant doing war work on subcontract. Factory formerly turned out riding devices. The naval inspector is at the left. OWI photo by Gruber.

Allan Herschell Co., Inc.

Manufacturers of

Amusement Devices

Modern Design—Streamlined—Distinctive Appeal

- Moon Rocket**
- Sky Dive**
- Carrousel**
- Kiddie Auto Ride**

We will make every effort to fill orders on repair parts for our customers to assure safe operation for 1943.

See us at Booths 37 and 38, N. A. A. P. P. & B. Convention, December 1st to 4th, Sherman Hotel, Chicago.

Allan Herschell Co., Inc.

North Tonawanda, N. Y.

We are working 100% for Uncle Sam. Don't forget — Buy more War Bonds.

STEERING for VICTORY!

LUSSE BROS., INC., Are Contributing to AMERICA'S VICTORY DRIVE by Manufacturing Parts and Equipment for the U. S. Maritime Commission.

When VICTORY is Won,
When War Time needs
have passed,
LUSSE BROS., INC.,
will then be in a position
to give you the same
high quality Riding
Device Equip-
ment as in
the past.

SKOOTER'S
They're Tough!
and
do their Stuff!

They're the
Commandos
of the
Amusement
Industry!

VICTORY!
Needs
have the right
of way.

Give your
equipment your
best attention
to keep them
rolling.

LUSSE BROS., INC.

2809 N. FAIRHILL ST.,
PHILADELPHIA, PA.

Lusse Bros., Ltd. 52 Lincoln's Inn Fields, London, W.C.2, England.

on gun mounts and maritime work. Powerful presses that formerly stamped out car bodies are now turning out sheet-metal guards for new machinery for the tool industry. When the war is over we shall be in a position to use the new materials and manufacturing methods that war production has developed to better advantage, with the result that a new and better product will be born."

Working Over Two Years

Commenting upon war production by Ware Bros.' Chicago Roller Skate Company, Sales Manager E. J. Hamilton said, "The Ware Bros.' concern was one of the first in this vicinity to sense the importance of co-operating with the government in manufacture of parts required in the war program and, as a matter of fact, has been making parts for the Ordnance Department and other branches of the government for two and a half years. We have made and are making parts for that department and for aircraft, Signal Corps, Navy and other branches, both on prime and subcon-

tracts.

"There have been 71 men, employees of the company, to leave to enter the armed forces. Among these is Gordon K. Ware, son of President Walter Ware, who is now a corporal in the ordnance branch of the United States Army. Last June 19 at the plant was held the presentation and dedication of an ordnance flag, Minute Man flag and honor roll to the employees for excellence in service and production. Flag was presented by the Chicago Ordnance District of the War Department. Minute Man flag was presented by the Treasury Department for employees' 100 per cent participation in the pay roll War Bond savings deduction plan. Stars on the service flag represent company workers now in armed service.

"Manufacture of roller skates has been stopped for the duration by the War Production Board. Its General Conservation Order M-126 prohibits manufacture of roller skates, ice skates and many other items requiring the fabrication of steel. We are, of course, con-

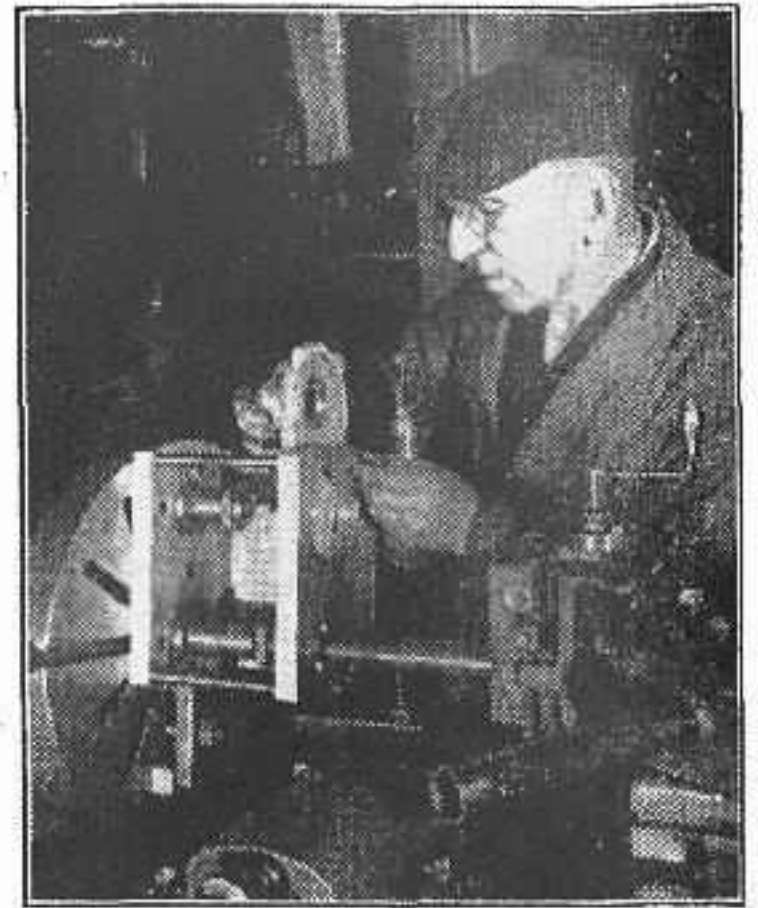
tinuing to sell parts we have on hand and to manufacture fiber and wooden wheels which do not require such fabrication.

Quota Is Maintained

United Fireworks Manufacturing Company is actively engaged in production of war material, it was stated by F. A. Conway, of the sales department. "We have maintained our quota requirements during the entire period of the contract," he said, "and we have been commended on different occasions for the efficiency we have shown in the handling of the contracts allocated to us."

The Toledo Ticket Company, Inc., prints army post coupon books and ticket books for the Department of Justice. "The company is incorporated under State laws," said President Grant F. Northrup. "Before the war the world was its field. The company manufactures tickets for transportation companies, an industry which is considered essential to war efforts. It also reports on all tickets sold or made to the Collector of Internal Revenue. This is used as one of the government's bases of computing amusement taxes, which is a very essential item, as millions of dollars are collected thru taxes from this source."

"We are printing tent wrappers in three colors for a large tent and awning company," said Manager W. M. Tempel, of the Central Show Printing Company. "We have been assured that the next order will be for 16,000 and the one after that for 25,000. However, we have



AMUSEMENT DEVICE plant is now producing war parts on subcontracts from army and navy contractors. These skilled hands belong to 65-year-old Herman Jagow, whose wood carving skill on rides has delighted thousands of children. He is doing lathe work in landing-gear housing. OWI photo by Gruber.

not been given large orders on targets, which we are well equipped to produce."

Complete Program of ACA in Chicago

All sessions of the ninth annual meeting of the American Carnivals Association, Inc., will be held in Room 107, Hotel Sherman, Chicago, beginning Monday, November 30, at 11 p.m., and continuing nightly at the same time and place until the business of the meeting is completed.

- Opening of meeting by President Floyd E. Gooding.
- Roll call of members.
- Proof of notice of meeting.
- Reading of minutes of 1941 Chicago meeting and approval thereof.
- Annual reports of General Counsel and Secretary-Treasurer Max Cohen and of associated counsel and approval thereof.
- Reports of committees, reports of officers.
- Communications.
- Discussion of activities of the association for the past year.
- Discussion of industry's contribution to the war effort.
- Applications for membership and action thereof.
- Unfinished business.
- New business.
- Election of directors until the next annual meeting in 1943.
- Directors' meeting combined with membership meeting.
- Election of officers.
- Discussion of association's policies for 1943.
- Selection of next meeting place.
- Presentation of bills.
- Financial report of meeting.
- Miscellaneous business.
- Addresses by members present on subject to be announced at the time of meeting.
- General conference on matters affecting the carnival industry.
- Discussion of new problems created by the war effort.
- Adoption of policies and legislative program for 1943.
- Open forum.
- Adjournment.
- Discussion of further contributions which the industry can make to the war effort.



International Mutoscope Factory



WM. RABKIN
President, International
Mutoscope Corporation

IN WAR TIME:

Running at capacity in filling prime contracts and sub-contracts for optical testing instruments, aircraft parts and ordnance.

IN PEACE TIME:

Manufacturers of Penny Arcade Equipment, supplying everything needed for successful, modern Penny Arcade operation.

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 Eleventh St., Long Island City, New York

PENNY ARCADE HEADQUARTERS—EST. 1895

STILL ABLE TO DELIVER

Glamour Girl Cards and the many other big selling cards we produce for Card Vendors.

Arcade Supplies and a limited number of Arcade Machines.

WRITE FOR COMPLETE LIST OR SEE AL. BLENDOW OR BILL RABKIN AT BOOTH 7

BUY WAR BONDS NOW

BUY WAR STAMPS NOW

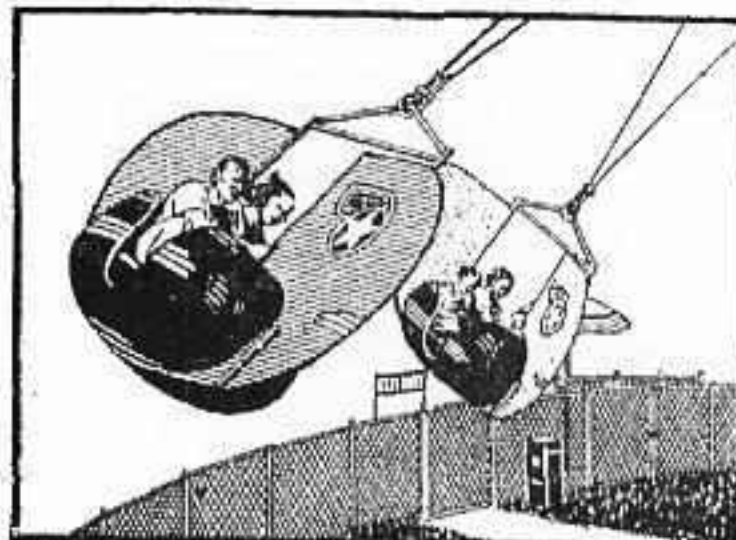
AFTER THE WAR BUY A NEW

TILT-A-WHIRL

In the meantime keep your old rides safe with the original builder's parts.

SELLNER MFG. CO.

Faribault, Minnesota



KEEP 'EM FLYING

FLYING SCOOTERS

Bisch-Rocco Amusement Co.

5441 COTTAGE GROVE AVE.,
CHICAGO

We Wish To Extend

A cordial invitation to all amusement owners and operators to visit our booths Nos. 12 and 13 during the Park Men's and Showmen's Convention at the Hotel Sherman, November 28th to December 3rd.

EYERLY AIRCRAFT CO.

Manufacturers of Amusement Rides

SALEM, OREGON

Aeroplane — Loop-O-Plane — Octopus —
Rolloplane and Fly-O-Plane

Thanks to you

we came through in '42

THE '42 season was by far the most interesting and the most exciting we have ever experienced. It was a season to test men and attractions.

YOU fair secretaries, celebration officials and auspices directors gave us the start we really needed . . . the expression of confidence in our attraction, without which no man, no attraction can even begin to do a job. For that confidence, offered under the most harrowing circumstances, we are truly grateful.

FOR it was your belief in us, as friends and showmen, which made it possible for us to carry on . . . which made it **impossible**, as a matter of fact, for us to let you down. Certainly we ran into obstacles and were faced with many problems. We were as eager to observe, and did observe, necessary Government restrictions as any American. We were able to call upon that one ace-in-the-hole of every American showman, Ingenuity, to get us over the rough spots. It gave us a keener pleasure to come through for you in '42 than any job we have ever done.

We'll be looking forward to seeing you in Chicago during the convention and at all the Eastern meetings to thank you in person.

And we'll come through again in '43 with America's Number 1 Gate Attraction

With so many changes on the American scene taking place so rapidly, we are not prepared to give you a detailed presentation of our plans for '43. To this, however, we pledge ourselves: That on a comparable basis, and within the limitations set upon us, we will again bring you America's leading Gate Attraction.

**J. F.
IRISH
HORAN**



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A Salute to the DEATH DODGERS in the Armed Forces. They're coming through, too . . . for all of us. The members of the Death Dodgers now in the Armed Forces will soon have the Japanazis trying to dodge death.

To them we send our warmest regards and affection, and the sincere hope that they'll be back with us soon.

Irish Horan

ACTIVE CHI WEEK PLANNED

ACA Skeds New Confab Set-Up

(Continued from page 32)

will recommend that members interested in these subjects participate in one or more conferences to discuss them with him and associate counsels Richard S. Kaplan, Gary, Ind.; Louis Herman, Toronto, and Paul M. Conaway, Macon, Ga., all whom have signified their intentions of attending.

It is planned to hold these conferences as separate sessions apart from the annual meeting sessions, and they will be scheduled as far as possible to suit convenience of members. ACA's regular meeting will feature a review of the association's activities for 1942, including consideration of the industry's contribution to the nation's war effort.

It will also include formulation of a legislative program and of other activities for 1943, including discussion of further contributions which the industry can make to the war effort next year, and of matters pertaining to railroad and motor transportation, federal and State legislative matters, tax laws, priorities, rationing and other matters of interest to the industry.

Some Early Arrivals

This year the association plans to go a step further than ordinarily in proposing for discussion several subjects of vital concern to the industry, problems which appear imminent for 1943. Secretary Cohen said the problems are of great importance and should elicit much discussion and debate.

As in other years, the ACA meet will be held in conjunction with the annual activities of the Showmen's League of America, International Association of Fairs and Expositions and National Association of Amusement Parks, Pools and Beaches.

Among those who have reservations at the Hotel Sherman are Dee Lang, Charlie T. Goss, Max Goodman, T. A. Sims, John M. Sheesley, Floyd E. Gooding; Strates Shows, World of Today Shows, Johnny J. Jones Exposition, J. W. (Patty) Conklin, Sam Solomon, Jack Greenspoon and Louis J. Berger. Many more will be registered before the end of the week.

Buckeye State Trek Ends Successfully; Quarters in Shelby

EUDORA, Ark., Nov. 21.—Concluding a successful 36-week tour here last Saturday, Joe Galler's Buckeye State Shows moved into quarters in Shelby, Miss., last week. Management said the organization chalked up good business in nearly every town played and had one of the best seasons since its inception 26 years ago. This year's tour included 6 fairs, 2 livestock shows and 4 celebrations in Mississippi, Arkansas, Alabama, Tennessee, Kentucky and Indiana, and shows covered about 2,500 miles on the season. Paducah and Morganfield, Ky.; Mobile, Ala., and Cleveland and Greenville, Miss., proved the best dates.

Few changes were made in the executive staff. Harry W. Lamson resigned as business manager early in the year and was replaced by Jesse Bradley, who finished the season. Percy W. Martin resigned as general agent in August to enter a commercial line in Florida, and Walter B. Fox joined late in September as assistant to Owner Galler. Other (See **BUCKEYE TREK** on page 41)

SLA Red Cross Fund

CHICAGO, Nov. 21.—Contributions to the Red Cross fund of the Showmen's League of America since the last report total \$1,073.70. They are:

Royal American Shows\$124.60
F. E. Gooding Amusement Co.	500.00
Beckmann & Gerety Shows	.. 416.85
Alamo Exposition Shows 32.25

Total.....\$1,073.70



MRS. MARGARET FARMER, president Ladies' Auxiliary, Pacific Coast Showmen's Association, pledges her organization's support to PCSA President Mike Kreckos for the Victory Dance and President's Night Party to be held in the PCSA clubrooms, Los Angeles, on December 7, replacing the annual Banquet and Ball. Al (Moxie) Miller is chairman of the event. Auxiliary is co-operating with the men's club to make the party one of the most successful in organization's history. At a joint meeting both presidents urged their memberships to buy more War Bonds and Stamps.

Dodson Season Up 25%; Org Preps for '43

TYLER, Tex., Nov. 21.—Management of Dodson's World Fair Shows, quartered here for the winter, said today that business during the closing weeks of the tour was only fair. Manager Melvin G. Dodson said that business on the whole was about 25 per cent ahead of 1941, however. Dodson said he is making plans for 1943 and that almost everyone with the organization this season has been signed to return next year.

Stand in Texarkana proved somewhat of a disappointment, but numerous (See **DODSON SEASON** on page 41)

Miller Names Aids For PCSA Victory Dance, Prexy Party

LOS ANGELES, Nov. 21.—With the naming of the various committee members for the Pacific Coast Showmen's Association's Victory Dance and President's Night Party (See **MILLER AIDS** on page 41)

Gooding Preps for Field of Portable Operations in 1943

COLUMBUS, O., Nov. 21.—Floyd E. Gooding, general manager F. E. Gooding Amusement Company, said at quarters at 1300 Norton Street here this week that he plans to be ready to operate any or all equipment in whatever capacity proves most practical next year. Gooding has already made arrangements for booking several of his large rides in amusement parks and, while he is confident there will be a field for portable operations, he says his company is prepared to adapt operations to any emergency which may arise.

He predicted, however, that the labor situation in 1943 will be acute. About 25 of his valued employees are already in the armed service, he said. Mechanical and decorative work on rides and equipment has been well under way for the past six weeks, with the usual winter

San Antonio Club Honors Mrs. Beckmann

SAN ANTONIO, Nov. 21.—Mrs. Marie Beckmann was tendered a party in the San Antonio Showmen's Club here Tuesday night by members of the organization in celebration of her birthday. In attendance were Sam Feinberg, Perk Perkinson, Sue Thomas, Sam Aldrich, Ben Block, Mr. and Mrs. Jack Ruback, Mr. and Mrs. Dave Stevens, Sophia Mullins, Mr. and Mrs. Bennie Hyman, Mr. and Mrs. Charles Shubb, Martha Rogers, Velma Curington, Eddie Bales, Hypo Deneke, Heavy Guyton and W. B. Jones.

Jack Hoagland's orchestra provided the music, and dancing continued until early morning. Mrs. Beckmann presented her candidate, Sam Feinberg, of Beckmann & Gerety Shows, for president of club for 1943. Stomp dance prize went to Felix and Martha Rogers. It was a \$25 War Bond, donated by Mrs. Beckmann.

32-Wk. Jaunt Best For Lawrence; To Winter in Sanford

SANFORD, N. C., Nov. 21.—Lawrence Greater Shows closed what the management termed the best tour in the organization's seven-year history here on November 14. Cold weather, however, hurt attendance at the local stand, under Lions' Club auspices. Season ran 32 weeks and shows were placed in quarters here at conclusion of the engagement Saturday night.

Staff at closing included Sam Lawrence, general manager; Shirley Lawrence, treasurer; Jesse Reis, secretary; Tommy (See **LAWRENCE JAUNT** on page 41)

Blue Ribbon Back To Columbus Barn; Season Tops 1941

COLUMBUS, Ga., Nov. 21.—After winding up a click tour in Hawkinsville, Ga., on November 7, Blue Ribbon Shows returned to winter quarters here last week. Organization had wintered here in previous seasons and made many friends among merchants and city officials. Shows, after inaugurating their season locally March 27, toured as far north as Wisconsin and traveled Georgia, Tennessee, Kentucky, Indiana, Illinois, Michigan, Iowa and Wisconsin.

Route saw the organization play 14 fairs and 18 still dates and celebrations, and business on the season was reported above 1941 by the management. Officials said that except for the help situation the season proved a big success. Staff remained the same thruout, with Joe J. Fontana, as lessee-operator; H. B. Shive, general agent; Harry Logan, special agent; Mary Lee Padon, secretary; L. H. Hardin, lot superintendent and assistant manager; Vernon Moore, business (See **Blue Ribbon Tour** on page 63)

League's Social Program Varied

(Continued from page 32)

political cauldron continuing to boil, new fuel was added on November 12 when Harry W. Hennies tendered his resignation as candidate for president of the League on the regular ticket. Hennies' resignation came on the heels of previous resignations of Elwood A. Hughes and Max Goodman as candidates for first and third vice-presidents, respectively.

Following a board meeting, it was announced that Floyd E. Gooding, widely known outdoor showman and president of American Carnivals' Association, Inc., has been named for president to oppose G. J. (Jack) Nelson, indie prexy candidate. Besides Gooding, regular ticket line-up now includes B. S. Gerety, first vice-president; M. J. Doolan, second vice-president; Joe Rogers, third vice-president; William Carsky, treasurer, and Joseph L. Streibich, secretary. Streibich, long incumbent secretary, is the only candidate assured of re-election to that office. Confidence in the efficient work Streibich has been doing was evidenced when proponents of both regular and independent tickets named him for that post.

Independent ticket is plugging these candidates: G. J. (Jack) Nelson, president; Fred H. Kressman, first vice-president; Harold (Buddy) Paddock, second vice-president; S. T. Jessop, third vice-president; Lee Sloan, treasurer, and Streibich, secretary.

Banquet-Ball Feature

Preparations for the annual banquet and ball are moving along rapidly to completion, it is announced by Chairman Sam J. Levy. Arrangements are being made for a brilliant entertainment program in which a number of well-known stage, radio and night club artists will appear. Ralph E. Ammon will be the toastmaster, and a speaker of note has been secured. Chairman Levy states that he is confident that Dr. Peter Heide, formerly associated with the University of Switzerland, will be one of the most interesting and entertaining speakers the League has ever had.

Complete roster of the committees working with Chairman Levy are: Committee on special arrangements, Robert L. Lohmar, chairman; J. W. (Patty) Conklin, A. R. Corey, Archie L. Putnam and James P. Sullivan.

Tickets and reservations: Edward A. Hock, chairman.

Reception: Fred H. Kressman, chairman; John M. Duffield, S. T. Jessop, Louis Leonard, Dave Picard and Albert J. Sweeney.

Publicity: Nat S. Green, chairman; Jack Grimes, Walter Hale, Robert E. Hickey, Johnny J. Kline and Sam R. Stratton.

Entertainment: Edgar I. Schooley, chairman; Sunny Bernet, John M. Duffield, Boyle Woolfolk and Ernie A. Young. Eastern Committee: Joe Rogers, chairman; Lew Dufour and Frank D. Shean.

Auxiliary Open House

As usual, the Ladies' Auxiliary will again hold open house. Club recently elected these officers for 1943: Mrs. William Carsky, president; Mrs. Louise Rollo, first vice-president; Mrs. Michael Doolan, second vice-president; Mrs. John O'Shea, third vice-president; Mrs. Robert Miller, secretary, and Mrs. Sam Gluskin, treasurer. Board of Governors: Mrs. Grace Goss, Mrs. Noble C. Fairly, Mrs. Virginia Kline, Mrs. Al Wagner, Mrs. Clara Zelger, Mrs. George Hamid, Rose Hennies, Mrs. A. J. Weiss, Mrs. Ann Sleyster, Mrs. Maude Geiler, Jeanette Wall, Lillian Lawrence, Marge Freis, Viola Blake and Mrs. Nate Hirsch.

Installation dinner will be held December 2 in the Bal Tabarin, Hotel Sherman.

Hughey's Greater in Barn

LITTLE ROCK, Ark., Nov. 21.—Hughey's Greater Shows, which closed here last Saturday, have been shipped into winter quarters at Dardanelle, Ark., the management reported. Officials said organization lost numerous employees to the armed services.

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SELL MORE POPCORN

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Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

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CONCESSION CARNIVAL TENTS

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2315-21 W. HURON ST., CHICAGO, ILL.

Boswell Tour Good; Barn at Buckroe, Va.

BUCKROE BEACH, Va., Nov. 21.—After closing a highly successful season at Boykins, Va., last week, Owner T. H. Boswell's Amusements entrained for quarters here, where shows will be stored for the winter. Boykins proved the banner spot of the season, and shows were said to have been the first to play the spot in 15 years. Midway was packed nightly during the first half of the week, but attendance fell off toward the end because of extremely cold weather. Management had planned to keep the organization out several weeks longer but unseasonal coldness resulted in the move in here.

Ferris Wheel topped rides. Co-operation of city officials and committee members was good. Visitors included Mr. and Mrs. George Western and family and Stanley Roberts, Dumont Amusement Company.

Sam Collins, manager of the shows during the last half of the season, will winter here and operate Boswell's cabins and cab service. He will be assisted by Charles (Chuck) Hull. Owner T. H. Boswell, who was with the shows on their closing week, has entrained for his home in Philadelphia. Cecil and Frances Purvis stored their rides at Boykins and are visiting the Bright Lights Exposition Shows en route to Miami, where they will winter. Jessie Hoff returned to Newport News, Va. Mr. and Mrs. Joseph Bernard left for their home in Richmond, Va., and Mike and Catherine Lane went to Stamford, Conn.

Bright Lights in Va. Quarters

CLARKSVILLE, Va., Nov. 21.—John Gecoma's Bright Lights Exposition Shows closed their 34-week tour here tonight, with business on the season about 30 per cent better than 1941, Gecoma said. Quarters have been acquired here for the organization.

THE 'MIGHTY MONARCH' Is Still

THE 'MIGHTY MONARCH'!

The JOHNNY J. JONES EXPOSITION—"Mighty Monarch of the Tented World"—typifies all of America's great amusement organizations whose many years of reputation for business dealings of high integrity and whose standard of midway offerings have stamped it as the "leader" in showdom both in peace time and war time.

Although the war has brought on a transition in the outdoor amusement field unequalled in our history, the Johnny J. Jones Exposition has just concluded its 43d annual tour—again bringing America's FIRST midway to its committees and fairs ON TIME and in the same pretentious manner and size as before.

Today, as in years gone by, you can depend upon the Johnny J. Jones Exposition's dominant position in the amusement field to make your celebration or fair more successful.

1943—Our 44th Annual Tour!

FOR THE 1943 SEASON . . .

We plan to present the Johnny J. Jones Exposition with the same standard of meritorious offerings as before, and to reputable showmen we offer a route of proven "Dates" without the worry of gasoline and rubber shortages with America's outstanding 40-car railroad show.

SHOWS—Have limited openings for reputable showmen with something worth while and in keeping with the standards of our organization.

RIDES—Will buy Caterpillar, Rocket and Fly-o-Plane. Also interested in booking one or two independent Rides. Good opportunity for first-class Rides previously operated on truck shows.

CONCESSIONS—Have opening for legitimate Concessions of all kinds. No exclusives but limited number accepted.

HELP—Can place useful Show People in all lines. Top salaries and train accommodations available. Here's how you can eliminate those automobile worries.

FAIR OFFICIALS, COMMITTEES AND SHOWMEN ARE EXTENDED A CORDIAL INVITATION TO VISIT US DURING THE CHICAGO MEETINGS.

E. LAWRENCE PHILLIPS, General Manager
RALPH G. LOCKETT, Secretary

NEW JOHNNY J. JONES EXPOSITION, INC.

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WINTER QUARTERS — P. O. BOX 878, AUGUSTA, GEORGIA

THE F. E. GOODING AMUSEMENT CO.

60--Riding Devices--60
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PERMANENT ADDRESS:
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EXTENDS

GREETINGS AND BEST WISHES FOR A HAPPY HOLIDAY SEASON

TO OUR

Executives and Employees, Fair Associations' Committees, Showmen and Friends.

AND

Our sincere thanks for your extreme loyalty and co-operation, which has contributed so much to another successful season.

To our Employees and Friends in Military Service we send Hearty Wishes for a Merry Xmas and Happy New Year. We appreciate the Great Sacrifice you are making so that the Show may go on. You are real Troupers, we are proud of you, and hope you will all return to us soon.

CANADA--SIMS GREATER SHOWS--CANADA

WANT TO TAKE THIS OPPORTUNITY TO THANK ALL THE FAIRS AND CELEBRATIONS FOR HELPING ME TO REGISTER THE BEST SEASON SINCE THE SHOWS' CONCEPTION

Worthwhile Showmen, get in touch with me. Also want Legitimate Concessions. Will not tolerate others.

Will buy two 25-KW Generators complete. Must be in A-1 shape. BUY VICTORY BONDS

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SHRUNKEN JAPANESE SOLDIER

The attraction of the year, in the Solomon and New Guinea Islands have been slain many Japanese Soldiers. There is also a tribe of Cannibals that actually shrink Human Bodies to one-third natural size. Information and lecture sent with each. A genuine reproduction of a Jap soldier almost half regular height. Gets crowds everywhere. People flock to see the Dead Jap Soldier. Side Shows, Museums, Road Shows, Window Attractions, don't overlook this one. Shipped in a nice casket. POST PAID, ONLY \$15.00. Order Today. Address:

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RIGHT IN TOWN — ON STREET CAR LINE

SHOWMEN—RIDE OPERATORS—CONCESSIONERS

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Piloting Pacific Coast Carnivals in Wartime

By MIKE KREKOS

WHEN the United States entered World War II, no group industry was faced with a greater uncertainty than amusement men of the Western States. Facing the Pacific Ocean, with enemy bombings believed in the offing, many showmen were about ready to scrap their shows. The 1941 season was fraught with uneasiness, because of the great defense program that had begun and all showmen had misgivings for the future. Some that had the necessary capital, even as far back as 1940, purchased new equipment and were trying to save what

they had. But the year ended as one of the best ever experienced by Western showmen, for fairs and large festivals and celebrations had proven rich bookings for all shows touring the Western States. Annual meeting of the Western Fair Managers' Association had been voted to Los Angeles and was to be coupled up with the annual meeting of the Pacific Coast Showmen's Association. As first vice-president of the PCSA I looked forward to becoming its active president and to trying to do bigger and better things for the organization in its 20th anniversary year.

At noon on December 7 the news of the bombing of Pearl Harbor struck with such suddenness that the full realization of what had happened did not dawn on many people. Within a few hours terri-

fying blackouts followed as the meetings of the fair managers and showmen got under way in Los Angeles and, despite the oft-repeated slogan of "The show must go on," the spirit was not there and many delegates felt their places were at home, with radios on full 24-hour schedules. With extra editions of newspapers on the streets every hour or so, the meetings were far from what they had been in the past. However, the Western fair managers mapped their plans as usual and, following the annual banquet, both fair managers and showmen returned to their homes to await developments, which were not long in coming and were none too reassuring. Late in January I sent one of my general agents north to talk with fair managers and festival directors and to generally feel out sentiment. Another of my representatives and I made trips covering most of California. We met State, county and city officials, as well as bank officers, people who generally had their finger on the pulse of the times and in this way obtained much information as to what we might expect for our shows in 1942.

Despite many reassurances, however, I retained doubts, but as manager of a major carnival and as president of the PCSA I felt that I must put up a bold front. In February it was no longer an idle dream that the race tracks would not open and the commanding general of the Fourth Army, which covers the Western States had ordered many events canceled, including festivals, rodeos and early picnics. When I was asked to attend a joint meeting of the Travel and Festival Bureau, California State Chamber of Commerce and officers of the Western Fair Managers' Association I was more than pleased. We entered into a lengthy discussion of what was taking place and suggested plans to clear the atmosphere. A committee, headed by Gov. Culbert L. Olson, was appointed to visit Lieut. Gen. John L. De Witt to try to learn what we might expect in the future. I arranged to meet with Mr. Kerr, of the National Defense Council. I represented outdoor show business on



MIKE KREKOS

the West Coast and, in response to a wire sent to Washington was told to go ahead as usual and call for assistance if necessary.

By now some shows had taken to the road and were doing excellent business. With money plentiful everywhere the season despite the war, augured well. More blackouts were held and in an effort to keep myself well posted, I spent much time at the headquarters of the PCSA, Los Angeles, and delegated one of my representatives to attend meetings of defense councils and officers of the army and navy. In this manner good contacts were established. If in the 20-year history of the PCSA it had never served another purpose (and it has done hundreds of fine things) this season it proved a strong factor in saving a critical and desperate situation for amusement men of the West by putting up a united front before the various war boards and officials who controlled them.

We were constantly hearing all sorts of rumors and I went to Sacramento to talk with Governor Olson, who also was anxious over the future. While his office was extremely courteous there was no concrete information to be obtained and I was told that everything was in the hands of General De Witt and that he was then issuing orders to limit the size of crowds at all outdoor gatherings.

Then came the Eastman ODT suggestion to limit travel. With the suggestion came the cancellation of fairs and festivals and, with the Japs evacuated to various fair plants, I advised every showman to do the best he could and to call on me for help if necessary. The season, by now, was on in full blast, with business little short of sensational. Show owners once again gave a concrete demonstration that they had what it takes by rising to surmount a difficult situation. July 4 business, even without celebrations, was big.

About this time came the order that seemed the worst blow of all—the dim-out order that seemingly threatened to put all shows in the dark. I wired my San Francisco office to arrange to meet with the OCD and army and navy officials and went there posthaste, devoting much time and pains in going over the details of the proposed dim-out. Thru Lou Johnson, PCSA executive secretary, I sent every show the dim-out rules as handed to me by officers and suggested that the shows try them out and report the results. Not content with this I visited as many shows as possible en route back to my own shows, which were playing in the Northwest and sent my San Francisco representative out to

tour California and learn how everything was working out. He conferred in every community with OCD authorities and made many necessary adjustments. Strange as it seems, business continued good, many people coming to the lots to see what a carnival or circus would look like when dimmed out.

General De Witt's office told me outdoor show business's compliance had been 95 per cent perfect. Only one major complaint drew the fire of army officers, who were much upset because a certain owner had told officials in one of the smaller communities that he held a special permit from General De Witt. This action they viewed as contrary to the spirit of the order and derogatory of the army officers in charge of the enforcement.

Next came the announcement that each show must have a permit from the Fourth Army command, 30 to 60 days prior to showing in any city or town. This order was modified for traveling organizations to read at least 10 days prior to showing in any community, and the army demanded compliance with this order. Strangely, this seemed to be the most difficult of the orders on which to obtain co-operation. While all major organizations complied, some smaller shows took to the hinterlands and, like the ostrich that buried its head in the sand and thought he would not be observed, they hid out and some even closed the season early to avoid compliance with the permit order.

All officials of NDC, OCD, ODT and army and navy have been more than courteous and co-operative and my brother showmen have supported me 100 per cent. Most of the Western shows have contributed to the various war causes, both personally and thru special days and benefit performances and, as a matter of course, a few think that we are in the war for the special purpose of making business good for them and those few are taking a free ride. It would be well for this minority group to wake up now and get with it, both the United States and the causes represented in this world-wide struggle.

As I concluded this article, the Fourth Army command offices called my office in San Francisco, asking some question or to offer advice. As for 1943, I am sure that as long as there is any reasonable possibility of obtaining crowds and doing business State and federal authorities will go along with showmen to the end that 1943 should be equally or more profitable as 1942 has been.

In California, at least, there is some possibility that smaller fairs may be held. The best we can do is to look forward hopefully. My work as president of the PCSA has been difficult and painstaking, but I feel amply rewarded by the highly satisfactory results. I cannot urge too strongly, however, that outdoor show business get behind the boys in the service and do everything humanly possible for them. It is our battle that they are fighting and no sacrifice is too great to win the ultimate victory that will insure a continuance of democratic government. We must share our receipts with the war causes and render every aid voluntarily to the many assistance and relief agencies that are doing so much to smooth the rough spots in this, the world's greatest period of trial and tribulation.

JAPANESE SHRUNKEN HEAD
Hold one up, watch the crowds come. They all want to see a dead Jap. Everybody remembers Pearl Harbor. Many Japs captured in New Guinea. A cannibal tribe actually shrinks human heads. We tell you all about them with each head. Genuine reproduction of Japanese Head Shrunk, post paid only \$8. Deposit required.
TATE'S CURIOSITY SHOP, Safford, Arizona.

MIKE KREKOS, president of the Pacific Coast Showmen's Association, Los Angeles, and manager of West Coast Amusement Company, is another example of the oft-repeated phrase, "It can only happen in America." Coming to the United States in his youth, he advanced rapidly and soon became a successful business man. He launched his career in the amusement field like many others, largely by accident and, like some others, was given about 90 days in which to "last." Applying the business methods that he had used in mercantile lines, Krekos built up the organization he now heads. In addition to heading the PCSA, he is an Elk, a member of Oakland (Calif.) Chamber of Commerce and numerous other civic enterprises. His home is in San Francisco, but much of his time is spent in Southern California and in traveling.

they had. But the year ended as one of the best ever experienced by Western showmen, for fairs and large festivals and celebrations had proven rich bookings for all shows touring the Western States. Annual meeting of the Western Fair Managers' Association had been voted to Los Angeles and was to be coupled up with the annual meeting of the Pacific Coast Showmen's Association. As first vice-president of the PCSA I looked forward to becoming its active president and to trying to do bigger and better things for the organization in its 20th anniversary year.

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Closed Our 1942 Season at the Louisiana State Fair, Shreveport, La.
Expect To Spend the Winter Months in St. Louis, Mo.

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"GIVE THE LEAGUE BACK TO ITS MEMBERS"

Quotation from an advertisement inserted by an individual in a recent issue of THE BILLBOARD
 SHOWMEN'S LEAGUE OF AMERICA has indeed been in possession of its members. Its steady growth and present flourishing condition practically started from the time an INDEPENDENT TICKET was put in the field and elected by a vast majority.

SHOWMEN'S LEAGUE OF AMERICA Year 1934

Membership..... 429

Treasurer's Report..... \$5,294.00

It was at this time that an INDEPENDENT TICKET was deemed necessary and elected.

SHOWMEN'S LEAGUE OF AMERICA Year 1942

Membership..... 1,411

Treasurer's Report..... \$94,428.36

The sponsors of the INDEPENDENT TICKET take pride in this steady growth to the present satisfactory membership and sound financial condition of the League.

Prime qualifications for candidates are:

- No. 1. That they have the unselfish interest of the League at heart.
 - No. 2. That they have the capability to properly administer their offices.
 - No. 3. That there will be no possibility of their joining with cliques, and that there will be no minority rules at any time.
 - No. 4. Candidates should indeed be showmen or in the show business but it is also of importance that they be conscientious and that they have the capability that is needed to govern so important a body.
- Independent candidates have been selected by a majority of the membership heard from thus far for the reason that they unquestionably possess these qualifications.

ALL REGULARS WILL VOTE THIS INDEPENDENT TICKET

- JACK NELSON President
 FRED H. KRESSMAN 1st Vice-President
 HAROLD PADDOCK 2nd Vice-President
 S. T. JESSOP 3rd Vice-President
 LEE SLOAN Treasurer

These independent candidates have not only been showmen or in the show business for the greater part of their lives but they are men of proven ability. They hold most important executive positions in their private business lives.

It is to men with this kind of ability that we have to entrust our continued successful operation.

In such trying and unusual times, we are fortunate that such talent is available.

It is a privilege to have them serve us.

The INDEPENDENT TICKET, so successfully elected about nine years ago, succeeded itself with minor changes throughout the years. When a proper influence is no longer potent, it is necessary that new blood be instilled. After this proposed INDEPENDENT TICKET has been elected, and indications are that its acceptance will be overwhelming, no further independent selections may be necessary for a long time to come, but the League's Constitution is behind the members to put one forth at any time that conditions warrant.

PRESENT AND FUTURE SECURITY

The present and past officers, from the time of the last election of the INDEPENDENT TICKET, have enjoyed the co-operation of the membership body and since then, steady progress ensued so that we are today the strongest financial showmen's organization in the entire world. We must maintain this condition. Our progress, our steady growth in membership as well as financial resources, our charitable activities are definitely insured by selecting the caliber of men who make up the INDEPENDENT TICKET. They are unselfish. They have ability and at this date the great majority of members heard from enthusiastically endorse this INDEPENDENT TICKET. It indicates that the membership body is alive to its needs and can be depended upon to vote properly on such occasions.

COMMITTEE FOR THE INDEPENDENT TICKET

BUCKEYE TREK

(Continued from page 38)

staff members opened and closed with the shows, with the exception of Mike Booth, advertising clown, who left at Booneville, Miss. A winter tour of Louisiana had been arranged, but it was canceled at the last minute because of the impending gas rationing. After putting the shows in the barn at Shelby for the winter, Manager and Mrs. Joe Galler were to go to Hot Springs for a short

vacation before attending the Chicago meetings.

LAWRENCE JAUNT

(Continued from page 38)

Carson, business manager; C. D. Crump, general representative; Louis Gueth, electrician; Bob Young, superintendent of trucks; H. F. Paul, lot man; William Todd, utility.

Shows have acquired a large tobacco warehouse here to house trucks and rides, and provides room to do all work inside. Sunshine Club's annual banquet was held Thursday night after the shows closed and was attended by over 100 members and several invited guests, including Mrs. Denmark, wife of W. O. Denmark, secretary Wayne County Fair, Goldsboro, N. C., and several members of the Lions' Club, Sanford.

DODSON SEASON

(Continued from page 38)

visitors were on hand. They included Mr. and Mrs. Denny Pugh, Joe Murphy, Clayton Holt, Buster Shannon and Harold English, World of Today Shows; Alton Pierson, Al Baysinger Shows; Dan Maloney, John H. Marks Shows; Mr. and Mrs. Ben Davenport, Dalley Bros.' Circus; Mr. and Mrs. Pat Templeton, Conklin Shows; Mr. and Mrs. William Scanlan, Cetlin & Wilson Shows; Mr. and Mrs. Keith Chapman, Great Sutton

Shows; Mr. and Mrs. Jack Murray and Pete Kortes, of Beckmann & Gerety Shows.

MILLER AIDS

(Continued from page 38)

dent's Night in the clubrooms here December 7, Al (Moxie) Miller, chairman, settled down to mapping final preparations for what is indicated to be the biggest event ever staged by the club. Tickets have been on sale for over a week and on the first night they were offered Mike Krekos, PCSA president and head of the West Coast Circus Shows; Spot Ragland, and Archie Clark, the last named of Clark's Greater Shows, purchased 100 tickets.

Assisting Miller are Joe Krug, S. L. Cronin, Joe Glacy, Sam Dolman, Harry Phillips, Whitey Perry, Spot Ragland, Eddie Tait, Harry Taylor, Frank Redmond, G. G. Keenan, and Harry Lewis, named to serve as co-chairmen. Abe Lefton will serve as emcee, while Mike Krekos, Hort Campbell, Barney Flannagan, John Miller, Harry Pink and Lou Berg will act as greeters.

Miller says the ticket sale has been gratifying and the success of the event is assured.

A turkey buffet lunch will be served from 7 to 9 p.m., with dancing to follow until 2 a.m. A floorshow will also be featured.

3000 BINGO

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, \$18.50. Remaining 2700 cards 55¢ per 100 for cards only—markers or tally omitted.
 No. 2 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Pot set of 100 cards, tally card, calling markers, \$3.50.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.
LIGHT WEIGHT BINGO CARDS
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢
 Automatic Bingo Shaker. Real Class..... \$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 Car Markers... 1.00
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

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Semi 2 Ton Tractor; 1935 Studebaker, 20 Ft. Kentucky Trailer, '38, 6 ft. sides, 8.25x20 (12 ply) Firestone dual rear, rubber good, extra tank. Outfit used week-ends during summer season only. Recently overhauled. Handle 10 tons. Also 1938 Buick Century 61, powerful car, handle heavy house trailer. Heavy rear coil springs, 6 ply Goodyears with safety tubes, extra tank, new battery, rear bearings, brake linings, no car swing, dependable equipment, go anywhere. 48,000 carefully handled miles. Will exchange for lighter car and cash.

OSCAR BABCOCK, Monmouth, Ill. Phone 328

HELP WANTED

Men who have had experience handling tents and other canvas products can find steady employment in the big Baker-Lockwood Factory.

Women with experience on power sewing machines are also needed.

If your season is finished and you are near Kansas City, come in for an interview.

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7x9 Living Top, \$10.00; 20x40 Top, \$40.00.
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My Well Known Liberty Horse Act With 10 Young Matched American Criollo Horses and "Billy" the Wonder Pony.
 All Horses have been started on Menage. Also two Prancers with Sennis for Transportation.
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SMALL WILD ANIMALS

FOR EXHIBIT

WHITEY PINFOLD WILD LIFE EXHIBIT

318 Jefferson BURLINGTON, IOWA

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 Size 48x48", Price \$25.00.
 Size 48x48", With 1 Jack Pot, \$35.00.
 Size 48x48", with 5 Jack Pots, \$45.00.

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 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$12.00

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 75-Player Complete\$5.00
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 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

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 State salary and all details in first letter.
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BALL THROWING GAMES
 Bottles, Cats, Dolls, Kids, Tempins. Complete portable racks and tables. Yukon Kids, 12" high, 75¢; Yukon Queen, 13" high, 85¢; Eskimo Kids, 14" high, 95¢ each. All made of heavy Sall Duck, stuffed with wool wool, have 2 1/2 x 3 1/2" inserted wood bottoms, are trimmed in lamb's wool and painted inlaid contrasting colors, two sides.
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 Music Rolls for Artizan (North Tonawanda) Instruments. Cardboard Music for All Makes. Tuning and Repairing. Bargains in Newly Transformed Organs.
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 336 So. High Street, COLUMBUS, O.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

THEY'RE arriving.
 AL BUTLER, until recently with the ACA, is agenting a USO camp show.
 CHARLIE ELLISON, fire-eater, is in Chattanooga, where he plans to winter.
 A foot-ease concession in Hotel Sherman lobby would gross some dough.
 GEORGE CROWDER, carnival agent and promoter, is in the navy.
 W. (LEE) McDANIELS is in Veterans' Hospital, Mountain Home, Tenn., and would like to read letters from friends.

EARLE IVERSON and Mae Joe Arnold report from Stamps, Ark., that they are doing good business with their Sex Show on Ark.-Ill.-Mo. Shows' winter unit.
 J. C. (TOMMY) THOMAS, general agent Johnny J. Jones Exposition, arrived in Chicago Thursday (19) after a fishing trip at Turner's Camp, Inverness, Fla.
 ONE of our front talkers' major faults is that they tell it so often they believe their own talk.
 MRS. BELLE McFARLIN, wife of Edward McFarlin, business manager of J. J. Colley's Shows, is in McCleary's Hospital, Excelsior Springs, Mo., and would like to read letters from friends.

NEW 5 per cent victory salary tax should not the government a nice pile of brass.
 "WAS transferred from a war plant in Buffalo to shipyards here as a checker," Rae-Terrill writes from Richmond, Calif.
 CHARLES S. REED, general agent, cards from Kennett, Mo., that he is vacationing there for a few weeks.
 STALE airs, we learn, are injurious even on Penny Arcade music boxes.

OWNER-MANAGER of show bearing his name, Texas Kidd advises from Olney, Tex., that if gas rationing permits his shows will play two-week stands only in the larger Texas cities next season.
 WHEN you can't blame your mistakes on anything else we always have a general agent to fall back on.
 EDWARD HACKETT, concessionaire with Gooding Greater Shows, visited The Billboard Cincinnati office on November 20 while visiting friends in the Queen City.



OSCAR C. BUCK, owner-manager O. C. Buck Shows and widely known in Eastern carnival circles, has been nominated for the first vice-presidency of the National Showmen's Association for 1943. Nominating committee, recently elected by the board of governors, was composed of Ross Manning, chairman; William J. Bloch, D. D. Simmons, Nathan Weinberg, Sidney Goodwalt, Kirby C. McGary and Louis Faber. Slate also includes Art Lewis, president; Jack Rosenthal, second vice-president; Jack Wilson, third vice-president; Joseph A. McKee, secretary, and Joseph H. Hughes, treasurer.



MRS. PHOEBE CARSKY, incoming president of the Ladies' Auxiliary, Showmen's League of America. Mrs. Carsky, who is the wife of William Carsky, League treasurer, has been active in the work of the Ladies' Auxiliary for many years.

GEORGE WEST, of Higgins and West, is in the cast of Captain Kidd, a Christmas show at a New York department store.

CARL SCHERRER, formerly with Parisian Revue on O. C. Buck Shows, letters from New Orleans that his band is appearing there in the Kitten Club.

CASH AND GERTIE MILLER, who closed recently with Sam Proll's World's Fair Shows, plan to operate a museum in Baltimore this winter. Location will be announced soon, Miller stated.

'OFFICE WAGON secretaries and auditors are now enjoying the headaches of the year.

WITH cold weather prevailing, Dumont Amusement Company closed at South Hill, Va., November 14. Mr. and Mrs. Lou Riley, owners, left for their home in Dumont, N. J.

MR. AND MRS HECK HESTER closed a successful season with Art Lewis Shows and are wintering at their home at Evansville, Ind.

SMILES instead of scowls over lack of walk-aways at front-gate ticket boxes means "Welcome within."

"CLOSED the best season of my career with Art Lewis Shows," writes Jerrie Jackson from Nashville. "Have a unit at Bijou Theater here for the winter."

AFTER a successful season on Bantley's All-American Shows, Ruby and Joe Kane report from Garfield, N. J., that they purchased a home in Saddle River Township there.

LOT of midway equipment has gone haywire since curbs and priorities began.

BILLIE MARCO writes from New Orleans: "Closed with Mighty Sheesley Midway in Mobile. Am emsee in Moulin Rouge club here. Frances Marco and Pearl Leatherman also are working there."

MR. AND MRS. RALPH E. COTTRELL are operating a service station and cafe at Tutwiler, Miss., after a good season with Gentsch & Sparks Shows.

NEVER blame an agent for booking a bad date which your better judgment advised you to steer away from.

SHOWFOLK are divided in two classes at this time of year—the haves and have-nots.

TED CUSTER, assistant manager Texas

Convention Ethics

ALTHO already registered in another hostelry, showmen should first arrive at the Hotel Sherman by cab and unload not less than 12 bags and two dogs which should be hustled inside by two bellhops with a big "hurrah" for effect. The bally will impress others with the fact that had rooms been available you would have stayed there. Eating shoe-box lunches in the lobby is considered bad manners, as there is a bus station within walking distance of the hotel. It is considered unethical to ask a showman, "Did you have a good season?" upon his arrival. Wait until he is thru blustering at the desk about no rooms being available and when he is calm and collected. Meaning by "collected" after he collects a tip and can pass out the info in detail. If your general agent has made another connection for 1942, beat him to the punch by announcing it first with: "We have an opening for a capable agent. So-and-so won't get the opportunity of starving my show to death another season." While at the different meetings arrange to do your speaking first. That will give you an opportunity to take a mope before you have to listen to the other guy's views. You can read it in the minutes later. Furthermore, he may contradict you. For popularity try and be the last speaker for the night. That's the one they are waiting for. Be sure and show your interest by yawning and rocking on the heels of your chairs. Always carry a small notebook to thumb thru while the other guy is talking. It helps to pass the time. Start your talks with: "As Mister So-and-So said before, it has been stated time and again" when in need for an alibi when you have nothing to say. Listeners like it because they know it's a quick blow-off. Never forget to beef about your last year's location when making banquet reservations. Mention not being in the banquet photo and how the loss of the publicity hurt your show with fair secretaries. Let your wife horn in with: "I know of at least 25 people who had good tables and were in the picture but didn't buy any." At checking-out time don't squawk about the bill. Remember, you registered in as a single and didn't add "and party."—COLONEL PATCH.

Kidd Shows, reports that the organization will play Fort Worth and Dallas this winter. Fort Worth will be show winter quarters for the duration should gas rationing affect their moving.

SINCE closing with Dodson's World's Fair Shows at Tyler, Tex., Homer R. Sharar has been in Woodlawn Hospital taking treatments for a heart ailment.

IT IS NOT TOO EARLY
 To consider your Ride requirements for 1943.
 A limited number of No. 5 and No. 12 BIG ELI WHEELS are available for next year.
ELI BRIDGE COMPANY
 Builders of Dependable Products
 800 Case Ave., Jacksonville, Ill.



The Improved Kiddie Airplane Swing
 Attention, Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated crests with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.
SMITH & SMITH, Springville, Erie Co., N. Y.

Established Custom

PETE BINDLESTIFF, former general agent for the Amalgamated Leather Suitcase Shows, was taking the thumb route to the Chi convention. The shows' manager had closed it suddenly without paying off and returned it to quarters in his favorite post-office box. The show was a gilly and for that reason its manager couldn't pay off with mileage books. Bindlestiff had no car and was the type that if he did have one he wouldn't have any tires, or if it had tires he wouldn't have a gas permit. He was traveling as light as possible. A matter of fact, he was going so light that he wasn't overloaded with extra weight in the shape of money or cigarettes. A steady rain fell on him from the time he started and when at sea for the fourth day he was successful in flagging down a car. "Get in," said the driver, and then after eying him from head to foot, asked: "What show were you with last season? Your face looks familiar." Brightening up at meeting another showman, Bindlestiff answered: "I was general agent for the Amalgamated Leather Suitcase Shows." "Huh!" snorted the driver. "A general agent for that damn thing, eh?" "What show were you with?" asked Bindlestiff, meekly fearing that he would lose the ride. "I wasn't with any; one was with me. I am the manager of the Great One-Trunk Exposition Shows, the carnival whose paper you covered all season and the show that had to follow yours into the territory that it burned up." "Uhuh!" grunted the agent, hooked for words. "I suppose you are going to the convention to try and steal some of my dates for that lown-down so-and-so you work for, and I am sucker enough to haul you there to do the dirty work," continued the driver. "I'm at liberty and will work for you," propositioned the agent. "Work for me? Hell! I'm smart to that old double-cross. It will be bad enough with him going thru my briefcase and baggage to read my contracts and personal papers while there without you giving me the works. That so-and-so!" "What do you mean by go thru your papers?" asked the agent. "Haven't you heard?" asked the driver. "Well, he's going to pay for the room."

He expects to remain there for three months.

TRUCK SHOWMAN who was forced to close on account of the rubber curb could write an interesting sequel to the book "The Last Mile."

MR. AND MRS. SCHUYLER J. PUTNAM are wintering in Sarasota, Fla., after closing with James E. Strates Shows. Mrs. Putnam is shows' secretary, and he was the mailman and *The Billboard* sales agent.

CAPT. RINGMAN MACH, who for years toured with carnival and circus side shows, advises from Miami that he has been booked on an extended tour of Mexico, beginning the first week in December.

PLAYING of "It's a Long, Long Way to Tipperary" music roll on Merry-Go-Round organs is okay when playing under World War I soldier auspices.

AFTER a successful season as annex manager on Joe Mooney's Side Show with John R. Ward Shows, Bessie Rameau went to her home in Buffalo to spend the winter with her father. While en route she visited friends in Chicago.

MINSTREL SHOW operator James L. Reed advises from Jackson, Miss., that he closed with Wallace Bros. Shows and is booked with the organization for next year. He visited his parents in Atlanta after closing.

JILTED JOSIE, the local gal who loves 'em all, said: "With younger men joining ride crews, there isn't a thing to the old saw 'It is better to have loved and lost.'"

AFTER closing with John H. Marks Shows, Walter D. Nealand joined James Raftery's R. & S. Amusements in an executive capacity for the last two weeks of the R. & S. tour. Upon completion of Raftery's season, Nealand returned to Richmond for the winter.

B. A. KRUGER writes from Charleston, W. Va.: "Business for James H. Drew's Wildlife Exhibit was only fair here because of a bad location. Visitors included James Donahue, John Swisher, Ray Perry, Capt. David Latlip and members of his shows, which are wintering here."

MRS. CHARLES C. FOLTZ (BLUE), accompanied by her son, Harold Hays, and grandson, Harold Jr., will leave Cincinnati on November 27 to motor to the Hays winter home in Miami. Hays was with the Hagenbeck-Wallace Circus as a trick roper and rider in a Wild West concert.

SEND A POST CARD to Circulation Manager, *The Billboard*, Cincinnati, O., advising when you receive your copy on subscription or at newsstands. The Circulation Department is working on a plan to get subscribers' copies and newsstand copies delivered earlier.

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

FRED THOITS, former sound truck operator, is a private at Headquarters Detachment, Fort Belvoir, Va.

SQT. ROBERT WIPF (Bob Weir), former Athletic Show operator with Douglas Greater and other shows, is with 831st Engineers Battalion overseas.

JERRY SHAPIRO, former carnival trouper, Officers' Training School candidate, is attached to 5th Company, Fort Benning, Ga.

STATIONED at Fort Bliss, Tex., with 1st Veterinary Company is Pfc. John J. Adleman, formerly with Seibrand Bros. and Central States shows.

PVT. CLIFFORD GRAY (Stach), former concessionaire on Penn Premier, John H. Marks and Hennies Bros. shows, is stationed with Army Air Corps Technical Command, Atlantic City.

PVT. ROBERT L. SMITH, formerly with Rubin & Cherry Exposition and Dee Lang's Famous Shows, is stationed at Camp Sutton, N. C., with 2d Battalion Headquarters Company, 303d Ordnance Base.

MUNAY STERN, who trouped with Royal American and other shows, is with Infantry School Service Command, Fort Benning, Ga., where he holds the rank of corporal. He visited Hennies Bros. Shows at their Columbus, Ga., stand.

PVT. H. L. KLADALINE (James Stearn), concessionaire, letters from Miami Beach, Fla.: "After finishing my training at Fort Leavenworth, Kan., was transferred here to 582d P.T.S.S."

FORMERLY with Cetlin & Wilson Shows and Golden Gate International Exposition, San Francisco, Corp. Keith J. Sutton is a member of Company C, 1st Chemical Warfare Service, E.R.T.C., Camp Sibert, Gadsden, Ala.

PHM. J. J. HARTNETT, formerly with Heller's Acme Shows, letters from the U. S. Naval Hospital, Brooklyn: "Madam Zenda, of World Wide Side Show at Coney Island; George McManus and his orchestra; Tony Dea, and Jean Howell, a New York club singer, entertained the inmates of the hospital recently."

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20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
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40,000..12.10	80,000.. 18.70	200,000.. 38.50	1,000,000..170.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS **WELDON, WILLIAMS & LICK**
FORT SMITH, ARK.

2000 PER ROLL
1 ROLL.....75c
5 ROLLS.....60c
10 ROLLS.....50c

TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

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Showmen's League of America



Sherman Hotel
Chicago

IN MEMORIAM

1942

- * Rubin Gruberg
- James A. Davis
- * L. S. Hogan
- * Paul Lorenzo
- Abner K. Kline
- Dr. E. F. Partello
- Joe Abrams
- Marvin F. Laird
- * Robert Cooper

* Indicates those buried in Showmen's Rest.

CHICAGO, Nov. 21.—Annual election of officers for 1943 will be held November 30, with installation set for December 3. Ballots for the election are ready so if you want to participate better send in for yours at once as they must be back in this office by 1 p.m., November 30. Ray Van Wert is seriously ill at Tampa, while Brother Charles De Kreko is showing improvement at his home in St. Louis. Brothers Tom Rankine, Tom Vollmer and William Young are still confined in Chicago. Brother Eddie Lippman is at his home in Montgomery, Ala., recovering from an operation.

George Crowder advises that he has enlisted in the navy. Mel Harris underwent his examination for army service. Brothers Wolfe W. Rosenstein, Al Kamm (See SLA on page 77)

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Nov. 21.—Nominating committee, recently elected by the board of governors and composed of Ross Manning, as chairman; William J. Bloch, D. D. Simmons, Nathan Weinberg, Sidney Goodwalt, Kirby C. McGary and Louis Faber, named this ticket of officers for 1943: President, Art Lewis; first vice-president, Oscar C. Buck; second vice-president, Jack Rosenthal; third vice-president, Jack Wilson; secretary, Joseph A. McKee; treasurer, Joseph H. Hughes; assistant treasurer, Harry Rosen; chaplain, George Travers.

Board of governors: Frank Bergen, Thomas Brady, William J. Bloch, Herman Blumenfeld, Arthur Campfield, L. Harvey Cann, Jack Carr, Richard Coleman, J. W. (Patty) Conklin, Harry Decker, Ralph Endy, Dave Epstein, Frank Felt, W. C. Fleming, Richard Gilsdorf, Murray Goldberg, Jerry Gottlieb, Jack Gilbert, Jack Greenspoon, Major Harold G. Hoffman, Howard Ingram, Phil Isser, Jesse Kaye, Johnny J. Kline, Harry Kaplan, Joe Landy, Lew Lange, Jules Lasures, Jack Lichter, Kirby C. McGary, Alfred G. McKee, Ross Manning, Rocco Mac-cussi, Frank Miller, Ted (Luther) Miller, Charles (Doc) Morris, Fred C. Murray, Russell Owens, Jack Perry, Sam Peterson, Lawrence Phillips, Sam Prell, Harry E. Prince, William Rabkin, King Reid, Joe Rogers, Irving Rosenthal, Abe Kubens, Sam Rothstein, Max Schaeffer, Casper Sargent, D. D. Simmons, Gerald Snellens, Paul Spitzer, Elias E. Sugarman, Harry Sussman, Leonard Traube,

(See NSA on page 77)



Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., Nov. 21.—First regular meeting of the fall was held November 13, with Second Vice-President Clay Weber presiding. Secretary G. C. McGinnis and Treasurer Harry Altshuler also were on hand. These members were present: Chester Levine, chairman finance committee; George Houk, chairman house committee; Al C. Wilson, chairman press committee; Ellis White, chairman entertainment committee, Jim Pennington, Sam Anscher, Jack Moon, George Elser, Ivan Mikaelson, Charles Morphew, Sam Benjiman, L. K. Carter, Louis Loar, Buck Ray, Frank Delmaine, John Castle, Lloyd Anderson, B. E. Spencer, Jimmie Mace, John Sterling, Fred Flood, Ray Hansen, Harry Velt, Mickey Humphrey, Henry (Fat) Duncan, Wingle Cook, Lawrence Massey, Boxie Warfield, Roy Marr, Maurice Ventling, George Carpenter and Toney Martone.

Several members gave brief talks and word was brought to the club by Brother Cook of the death of a former member, J. E. (Jockey) Day, at Woodland Hospital, Dallas, October 16. After committee reports, the meeting adjourned, and a luncheon was served with the members of the Ladies' Auxiliary as guests. Hattie Houk, acting as spokesman, invited members of HASC to be the guests of the auxiliary at a luncheon given by President Ruth Ann Levin and Lettie White in honor of their birthdays and Mrs. White's 22d year as a member of the auxiliary November 20.

A. R. Gizzo, a former member, has been reinstated and made a substantial contribution to the luncheon. Brother Denny Pugh visited en route to Wichita, Kan. Mr. and Mrs. Charles Rotollo visited during the week. Denny Howard visited en route to Chicago. Icewater Zimmerman has accepted a position with the Kaiser Ship Company. G. C. Buton was in the city last week. Curly and Trixie Clark, concessionaires with West Bros.' Shows, returned to the city for the winter.

Banquet and ball committee reports that requests are coming in for reservations for the annual event which will be held this year at the Reid Hotel on New Year's Eve.

Ladies' Auxiliary

Club held a social on its regularly scheduled meeting night, with the night's (See HASC on page 77)



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, Nov. 21.—Regular meeting was held Monday night with President Harry Stahl in the chair. Brother Joe Axler entertained members with a party celebrating granting of papers making him a citizen of the United States. Brother Louis Wish announced he has signed the Sophisto Cats Orchestra for the New Year's Eve Dance. Brothers Irving Rubin, Ray Redman and Edward O'Conner are handling the publicity for the event.

Mrs. James Finn, of Miami Beach, Fla., was a guest at the rooms over the weekend and was entertained by Mrs. Frank Hamilton and Mrs. Jack Gallagher. Mrs. Finn's son, Lieut. Leonard Finn, is stationed at Robbins Field, Ga.

Five new members were admitted and four reinstatements made. Another \$100 War Bond was auctioned by the Service Men's Committee. Bond was purchased by President Stahl, who donated it to the Service Men's Fund. Brother Eddie Carlton is vacationing in New Orleans. Brother Jack Gallagher returned from New York. Two more members inducted in army last week, making a total of 21 from this club. Letters were received from Brothers Privates Joe Eule, Arthur Frane, George Harris, Harry Harris and Al Kamm and Lieutenant Mitilinos, Sergeant Harry S. Paskow and Privates Louis Stone and Isadore Reiser.

Pacific Coast Showmen's Assn.

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

LOS ANGELES, Nov. 21.—Monday night's session featured the close of the 1942 membership campaign, which was highlighted by a photo-finish for 22 new members and a lusty vote of thanks to Chairman Sam Dolman and his committee. Attendance was large. Aside from members paying annual dues, correspondence came from Brothers Abe Fabricant, Chuck Gammon, Kid Koster, Raymond Agullar, Harry Chipman, Anthony Chontos, Jimmy Lynch and Theo Forstall. George Hines is on the mend and out of General Hospital. Ed Kennedy is at Wildwood Sanitarium, Newhall, Calif., showing improvement. Plain Dave Morris is out of Veterans' Hospital and at his Berendo Street home. Ben Dobbert is resting easy in his apartment, and Bill Gordon is in circulation again.

Club is sponsoring the installation of a calliope at the Victory House, U. S. War Bond agency in Pershing Square, which will lend a bit of outdoor amusement color to the programs under direction of Scott Kirkpatrick, former trouper. Donation was made by Brother Roy Jenkins. In attendance were William Gleason, Bob Fordyce, L. V. Lindell, Walter H. Payton, Harold Hendrickson, John H. Speed Olson, James Powell Boyd, Harry D. Jones, Harold Denny, Herbert Rogers, W. A. Strode, Private James A. Hammond, Private Eddie Rogers, William R. Dedrick, George Cortello, N. Edward Beck, Fred P. Brunner, Edward H. Parslee, Bill Dill, Milton Hodges, Glen B. Payne and Louis E. Roth.

Cigarette committee, which has been doing a good job for our boys in the armed service, came back for more mazuma and got it. President Mike Krekos and Moxie Miller are devoting much time to the Victory Ball and President's Night, December 7. Event is already off the nut and bids fair to establish itself for the duration. Memorial services will be held at Showmen's Rest December 6.

Ladies' Auxiliary

President Margaret Farmer presided at the November 16 meeting and 72 members attended. Anne Stewart is on the sick list, and Mabel Stark was welcomed back after a serious illness. Letters were received from Clara Zeiger, Ladies' Auxiliary, Showmen's League of America and PCSA, informing members that the annual ball will be replaced by a Victory Dance. Babe Miller won the bank award and Mrs. Thomas the deer prize. Many members donated coffee and sugar to the commissary.

Nominated for officers for 1943 were: President, Edith Bullock and Mora Bagby; first vice president, Fern Chaney and Ruth McMahon; second vice-president, Lucille Dolman and Lillian Eisenman; secretary, Donna Day and Helen Smith; treasurer, Marie Tait and Mabelle Bennett.

Election will be held December 14. Out-of-town members are urged to write for their ballots. New members introduced were Lucille Hodges, Martha Pounds, Alice Mac Blash and Berniece Jacksea, Jessie Loomis, chairman of the bazaar, resigned that post because of illness, and President Farmer asked Lucille Dolman to carry on in her place. Ethel Krug auctioned her luncheon cloth (See PCSA on page 77)

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ANY AMOUNT (LARGE OR SMALL)
\$90.00 Per Case of 10,000
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Co-operate with the Rulings of Federal and Local Governments with Reference to Carnivals and the Operation of same.

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TRULY, ONE OF AMERICA'S GREAT ATTRACTIONS

Remember the County Fair is a leader in education and the only source of amusement to millions of Americans. Let us keep this great American institution going.

To the many fair secretaries and home-coming committees who year after year have placed their confidence in our organization by contracting our modern rides, educational shows and concessions to furnish entertainment of the highest type for their patronage, we congratulate you on your good judgment and say "thanks" and best wishes for 1943.

To our concession operators, their agents, also to the many fine people who have managed our shows, we are proud to have you in this organization, which you are a very important part of, we send you our good wishes and assure you 1943 will bring you the best. To our employees, many of whom are in the service of this great country, we send you greetings and expect to see you all in 1943.

WE ARE NOW BOOKING FOR 1943 SHOWS AND CONCESSIONS OF MERIT that do not conflict. ALSO FREE ACTS.

LAKE STATE SHOWS

P. O. BOX 175 BAY CITY, MICH.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 21.—Since this column will be the last one to appear prior to the start of the ninth annual association meeting in Chicago, we extend a cordial invitation to all owners, managers, executives and others affiliated with or interested in the carnival industry and the association to attend the sessions of the annual meeting to be held beginning November 30 at 11 p.m. in Room 107, Hotel Sherman, Chicago, and continuing nightly at the same time and place until the business of the annual meeting is completed.

Meeting will feature a review of the association's activities during 1942, including consideration of the industry's contribution to the war effort, a formulation of a legislative program and of other activities for 1943, including the discussion of further contributions which the industry can make to the war effort next year, and of matters pertaining to railroad and motor transportation and federal and State legislative matters and tax laws.

This year we shall go a step further than ordinarily in proposing for discussion at the annual meeting several subjects of vital concern to members of the association and the industry. As in past years, the meetings will be held in conjunction with the annual meetings of Showmen's League of America, International Association of Fairs and Expositions and National Association of Amusement Parks, Pools and Beaches.

We are extremely encouraged by the volume of mail being received at the association's office relative to attendance at the meeting, and we feel that it is a safe prediction that many, if not most,

of our members will attend. Indications are that there is generally enthusiastic approval of the association's activities. Since the last issue we have had further letters from Art Lewis Shows, Wallace Bros.' Shows and Triangle Poster Print with reference to attendance at the annual meeting. We plan to arrive in Chicago on the morning of November 28, and we shall be available thenceforth for such conferences as may be necessary. We will appreciate it greatly if members of the association desirous of discussing particular problems would contact us as early after our arrival as possible.

Tourists Meets Canceled

MIAMI, Nov. 21.—M. E. Ketchum, secretary, Tin Can Tourists of the World, Inc., said here recently that the organization has canceled all officials' meetings for the duration.

St. Louis

ST. LOUIS, Nov. 21.—William Snapp, owner Snapp's Greater Shows, visited *The Billboard* Thursday, when he and Mrs. Snapp were in the city on a shopping expedition. He reported a good season. Regular meetings of the International Association of Showmen will be resumed next Thursday, since many members have arrived in the city. Missouri Show Women's Club held its first meeting of the season last Thursday and will resume its meetings regularly soon. Denny Pugh, co-owner and operator World of Today Shows, spent several days here this week. Bob Heth and Capt. Al Cooper, of Cotton Blossom and Dixie Queen showboats, visited *The Billboard* Thursday while in the city looking for talent.

Heth reported a successful season with his concessions on the Gold Medal Shows (See ST. LOUIS on page 73)

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

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

Foreign Service Club Maps Plans for Richmond Event

RICHMOND, Va., Nov. 21.—Plans are being formulated here by Foreign Service Club, division of Veterans of Foreign Wars, to hold an indoor circus later in the season, it was announced by R. Houston Brett, attorney for the organization. Brett said the possibility of obtaining the use of one of the local armories for the event is being given some consideration.

Armories are more centrally located than the only other available local spot, he said, and with the existing transportation set-up, one of the armories will be used if available.

D. A. V. CELEBRATION

December 23 through January 2.

Located near large military camp and city of 40,000. Wanted—Rides, Shows and Concessions. Wire or write R. M. HOLCOMB, Commander, or TOM EVANS, Committee Chairman, Hattiesburg, Miss.

Sunbrock Show Does Big Business in Philadelphia

CHICAGO, Nov. 21.—Jack Hamilton, high act, and Whitey Harris, clown, just back from Philadelphia, report that the Sunbrock Thrill Show staged at Convention Hall in Philadelphia played to big business there November 9 to 15, under auspices of the Golden Slipper Milk Fund for Children. Many of the thrill acts had to be omitted because of government regulations, and Ernie Wiswell and His Funny Ford could not work because of the fire laws, but Wiswell received his salary for the engagement.

The Aerial Rooneys substituted for the act of Torrance and Victoria, which could not work because Torrance was called for army induction. Among the acts in the show were Jack Hamilton, Zacchini, Van Leer Liberty horse drill, Marion Linwood, the Albanians, Chester (Bo Bo) Barnett, Whitey Harris, Aerial Rooneys, and Cahill, cloud swing. Cherokee Hammond had the bronk riding stock. Clay Lewis was arena director, and Tony Orlando, assistant. Music by Joe Basile's band.

SEASON'S GREETINGS

THOMAS N. PACKS

SPORTS ENTERPRISES
ST. LOUIS, MISSOURI

Producer and Director of the 1942

ST. LOUIS FIREMEN'S RODEO, THRILL SHOW AND CIRCUS

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Fair Secretaries and Committeemen, write us your dates.



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THE Carnival Industry does not wait for people to storm the gates. We bring amusements right to their very door—and in many instances we represent the ONLY professional amusements available to local population.

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Now Booking Shows, Rides and Concessions for the Season of 1943. Will entertain any proposition of any new or novel show.

Want to buy Flyoplane, Rolloplane, Spitfire or any other late Ride; also Stateroom Car.

Have for sale Caterpillar, Tiltawhirl, Kiddie Ride, Rolo Fun House; also Crime Show and Life Show.

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WANTS—PETE KORTES—WANTS

Need one outstanding Platform Attraction, one real Freak and good Stalling Act for Pit. Can also use one more good Lecturer. Write or wire WORLD'S FAIR MUSEUM, 1007 Main St., Ft. Worth, Texas, until December 6.

OUTDOOR, INDOOR TOPS HIT

Dailey Bros.' Season Best

Tour of 40 weeks to set new marks in attendance, receipts, says Harvey

HILLSBORO, Tex., Nov. 21.—Dailey Bros.' Circus will have a record season of 40 weeks, said R. M. Harvey, veteran general agent, who has piloted the show for the past three years. Opening on March 2 in Yoakum, Tex., the show will close the season in Victoria, Tex., on December 5, 40 weeks after opening date.

"Attendance and receipts of this show this year would be a credit to a 20-car railroad show," declared Harvey. "If the receipts were published in *The Billboard* readers would be skeptical, as it (See *Dailey Season Is Best* on page 48)

RB Does Okay With Opposish in Houston

HOUSTON, Nov. 21.—Ringling-Barnum circus played to a half-house matinee at the opening of its three-day stand here on November 14-16 and to capacity at night. The show had Arabian Shrine Temple Circus and two major football games as opposition on its first day.

Sunday (15) gave the show a capacity matinee and a turnaway at night. Monday afternoon the tent was packed, although many seats were occupied by Faith Home children and soldiers who attended thru the USO. Night house was capacity. Weather thruout the engagement was ideal. Side show did good business during the stand, although Saturday afternoon was lost. Buffalo Stadium, pro baseball park, was used.

Ringling-Barnum Notes

Rose Mary Breckinbridge, of the ballet corps, was operated on for appendicitis in Oklahoma City. The Hunt twins left the show in Dallas for their home town, Chicago, to join a USO unit. Dotty Winters was confined to bed for a few days, suffering from a severe cold.

Henry R (Buddy) North celebrates a birthday this month. Other birthdays of the sign of Scorpio are Patty Warfield and Salena Sampson, of the ballet, and Orando Zerkine, who is one year old. Dick Anderson expects to join the navy shortly. He's in A-1 in his local draft board but hopes he can finish out the season. Salena Sampson, who compiled these notes, will go home to New York for the holidays. John Carson, superintendent of ushers, will, as usual, spend the winter in Sarasota.



HARRY B. CHIPMAN, former press staff member on Cole Bros. Circus, who is now a private in 119th Infantry, Medical Detachment, at Camp Blanding, Fla., reported for military service on October 11 while the show was making its Los Angeles stand. Upon completion of his basic training he expects to become a member of the Army Public Relations Department.

Kelly - Miller Barns In Hugo, Okla., After Season of 28 Weeks

HUGO, Okla., Nov. 21.—Al G. Kelly-Miller Bros.' Circus closed its 28-week season at Walters, Okla., on October 31. Show traveled thru Arkansas, Nebraska, Kansas, Wyoming, Colorado, New Mexico and Oklahoma. Elephants and horses were placed on a farm near here. Rolling stock and other equipment have been stored in a large building in town.

The Four Millers went to their home in Springfield, Mo., and Ted and Froda La Velda to Peoria, Ill. Col. Tom King is at his ranch here. Bob and Ione Stevens, of the concession department, spent two days visiting Ringling-Barnum circus in Oklahoma City and then went to their home in Coffeyville, Kan.

Obert, Dorrie and Kelly Miller, Gus Karneva and Johnny Grady will remain in quarters. The Millers and Karneva and Vernon Pratt visited friends on Dailey Bros. Circus at New Boston, Tex., on November 6 and reported a pleasing program. Homer B. Phillips, banner salesman, was a visitor in quarters. Show's elephants and horses participated in an Armistice Day parade here.

Cole to Barn; Out Next Year

LOUISVILLE, Nov. 21.—Cole Bros. Circus, which closed at Pensacola, Fla., on November 17, made the run into winter quarters on the State Fairgrounds here this week. The only stand lost was at Douglas, Ariz., due to weather conditions. Show traveled 15,223 miles, gave 395 performances and appeared in 158 cities. General Agent J. D. Newman supervised the unloading.

Manager Zack Terrell announced that the show would go out again next year, saying, "Our route is to be mapped out now. We may not travel as far and may make longer stands in the cities where we play. We expect to keep crews working here this winter, taking care of the menagerie and repairing equipment."

Late Start in Mobile

MOBILE, Nov. 21.—Cole Bros. Circus arrived here nine hours behind time, due to waits for a locomotive, hot boxes and heavy movements of other trains, which caused the show to lose the first matinee of its two-day stand on November 14 and 15. Train was unloaded three miles from Fulton and Hall's Mill Road showgrounds and was not on the lot until 3:30 p.m. The Side Show opened at 8:30 p.m., with aid of local help. The Mobile correspondent of *The Billboard* led a crew of local helpers in getting seats up. Night performance of the main show started at 9 o'clock. Crowds of patrons stood patiently by waiting for the doors to open.

Although weather was ideal the Sunday (15) matinee was only a half house, a football game between two popular teams being opposition. Night attendance was a little more than a half house. This was the first time for a circus to exhibit here on a Sunday. Rain at 9:30 p.m. hampered tearing down and loading. Side Show business was light.

Winn Partello, concessionaire, reported that he had signed to work at Warner Bros. Studio, Hollywood. J. D. Newman, general agent, joined the show here and was to continue with it to Louisville. Ora Parks, head of the show's press department, left here for Louisville. Bob Travis will be in charge of the winter quarter cookhouse. Veteran Chief Elmer Voreis will also remain. Frank Wels, superintendent of tickets, is still on crutches as a result of an accident in Riverside, Calif.

W. S. (BUCK) OWENS, biller on Ringling Car No. 1 which closed at Tampa, Fla., stopped in Cincinnati last Friday en route to his home in Toledo, O., where he will be for the winter. He visited *The Billboard* offices.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Rice Straw, La.
November 21, 1942.

Dear Editor:

There is always a shortage of something around this show. If it isn't horses it's wagons, and last week we had more horses than wagons. The office has been trying to locate some wagons to keep our horses working. Last Monday at Cajun Crossing, La., we found it to be about the closest thing to a ghost town that there is. The town was once noted as a big buggy-shaft manufacturing center, but as the shafts passed out for more modern equipment the workers left the burg. When big war industries were started in neighboring cities the remaining workers left for those places. All that remained there were elderly males, women and children. The town marshal, who hadn't made an arrest in months, bemoaned the hamlet's lost income from that source. Manager Upp phoned our general agent to learn why he had booked the date. The agent claimed that the burg had been flourishing when he set it for the show a year ago. Our billers claimed that they put out 1,500 litho passes when they billed it 10 months ago. This proves

that it doesn't pay to bill too far ahead.

Manager Upp is a noted horseshoe pitcher and at every stand he challenges members of fire barns and police stations. Often he does his legal adjusting that way. If he beats the town marshals his show is okay. On five occasions he played town clerks and mayors and squared the license with several tosses of his arm. At Cajun Crossing he and its town marshal were head and heading each other and placing a few side bets to make the game interesting. The boss was using his electrified G shoes and soon had the marshal out of lettuce. There was an old horse-drawn patrol wagon stored in a shed behind the city hall and, needing more wagons, the boss agreed to put up \$15 against it so that the game could continue. After the marshal was down to only his badge as stock, the boss sent for a team and had the wagon taken to the lot. The marshal, sensing that the town fathers wanted to blow him off on any pretext due to making no arrests, realized that the loss of the wagon would give the politicians an alibi. Knowing that the marshal was in a jackpot that was ready (See *WON, HORSE & UPP* on page 48)

Houston Has Shrine High

Gate reported at 98,000 for eight nights and four matinees in Coliseum

HOUSTON, Nov. 21.—Playing to 98,000 in eight night performances and four matinees November 7-14, Arabia Temple Shrine presented the best circus in its career. John L. Andrew, Shriner, and manager of Sam Houston Coliseum where the circus was held, booked the acts individually by running an ad in *The Billboard*. William H. Scott was general chairman for the circus, and Earl T. McMillian was vice-chairman. Andrew was production director and did a good job. Leo Hamilton, equestrian director, the 111 Sunday, went on with the show. General admission prices were 50 and 25 cents. Reserved seats were 25 and 50 cents. The weather was perfect.

Iszy Cervone conducted the Arabia Temple Concert Band for the show. Clyde Beatty, Shriner, and wild animal trainer, was featured. Harlett Beatty presented her tiger riding an elephant act. Other acts included the Great LeRoy and Company, high wire artists; Sheelar the Crazy, bicycle; Whirling Aces, (See *HOUSTON RECORD* on page 48)

VM Runs Into Building Grief; Davenport On

DAVENPORT, Ia., Nov. 21.—Because of changes in dates necessitated by difficulties in obtaining buildings, the Van Tilburg & McReavy Circus will close for the holiday season, said Vernon L. McReavy, after the engagement here on November 23-29 in Masonic Auditorium under auspices of Kaaba Shrine Temple. Director McReavy said Shrine dates will be resumed after the latter part of January. He announced that Mrs. McReavy would handle tickets here and that other staff members were Carl H. Sonitz, advance promotion here; Al Fridy, press and radio; Jack Klein, equestrian director and announcer, and Edna Curtis, personnel director.

Engagement scheduled in Madison, Wis., on December 1-6, under auspices of Zor Shrine Temple, has been set for the first week in February because the University of Wisconsin, which controls the Stock Pavilion where the circus was to be held, found that matinee performances would interfere with class activities of a special short course in animal husbandry. A request has also been made by the navy for use of the building for indoor exercises. University authorities have assured the circus committee of Zor Temple that arrangements will be worked out to permit presentation of the circus during the vacation period at close of the present semester early in February.

Circus has also encountered another building difficulty in Des Moines, where the Coliseum has been taken over by the WAACS for the duration and is to be used as a drill hall. This situation necessitated a cancellation of a contract the circus had with Za-Ga-Zig Shrine Temple for the third week in March, McReavy said.

Vaughan on Transport Body

DALLAS, Nov. 21.—Eddie Vaughan, Dallas, well-known showman who for 10 years was connected with the legal department of the Ringling-Barnum circus, has been appointed a member of the motor transport division of the Texas Railroad Commission by Commissioner Beauford Jester. Vaughan is chairman of publicity for the Texas Elks' Association.



L. B. GREENHAW, circus agent who has been with many of the leading shows, has been commissioned a first lieutenant in the transportation corps of the U. S. Army. He left Chicago on November 22 for Salt Lake City.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

MENAGERIE zoos.

LLOYD SENTER, contortionist, recently played Montreal, where he met Dixon Brothers and Hip Raymond.

MANY circus men are already in Chi.

JOE SHORT, clown, advises from Detroit that he will play Kern's Department Store there for the holidays.

WE'LL straw 'em all winter in stock barns.

VERN CORIELL SR. recently underwent a major operation in Veterans' Hospital, Wichita, Kan.

CIRCUS windjammers are serving with military bands.

DOC CANDLER, Punch and Judy entertainer, plans to play theaters and clubs in Missouri after the holidays.

EARLY-DAY workmen didn't argue over which show paid the highest salaries; it was who had the best cookhouse.

GEORGE HANNEFORD FAMILY, riders, are resting at their home in Glens Falls, N. Y., since closing with the Bob Morton Circus in Toronto.

REMEMBER when contortionists wanted to be referred to as either front or back benders or both?

PERCY (ABE) RADEMACHER, clown with Jimmie Lynch's Death Dodgers for the past four seasons, writes from Sheboygan, Wis., that he has been driving an ambulance there since closing with the show at Shreveport, La., on November 2.

WONDER if railroad agents worried show folk on closing day this year, trying to induce them to use their roads to return home as in other years?

T. DWIGHT PEPPLER, who handled the promotion for Polack Bros.' Circus in Wichita, Kan., had a 28-page program and 52 banners in addition to U. P. G. ticket promotion. Nearly 8,000 underprivileged children were guests of the Shrine and merchants.

WHEN seeing a horse in a corral roll over three times, early-day wagon showmen would remark: "That's a good hoss." Probably it was then that the words "rolling stock" were coined.

DAVE IRWIN'S Eskimo Land, comprising Aleutian Island natives, is appearing at Snellenberg's Department Store, Philadelphia, for the holidays. Other acts include trained seals and

GOOD'S CIRCUS SNAPS

From 1926 to 1942, inclusive. Extra clear post card size views, interesting subjects, parades, etc., from Ringling-Barnum, Van Leer Holland Classical, Sells-Floto, Hagenbeck-Wallace, Tom Mix, Robbins and Cole Bros., etc.; Bridgeport Winter Quarters, 40 Horse Team, Barnes 1930 Wreck, etc. Send 20¢ for samples and complete lists. ROBERT D. GOOD, 1609 Turner St., Allentown, Pa.

WANTED

High School Horses

Must be high class. State lowest cash price. Full details, BOX CH-73, care Billboard, 155 N. Clark St., Chicago Office.

CENTER RING

"America's Newest Circus Paper"

No. 3, Out Nov. 20, 15c.
Next Four Issues, 50c.

GEO. HUBLER, Beta House, Oxford, Ohio

WANT CIRCUS ITEMS

CASH FOR OLD BILLS, PROGRAMS, LETTERS, PHOTOS, ROUTE BOOKS, HERALDS, Etc. Write today. For Sale—Hundreds of duplicate photos, etc. Special 20 small 4-PAW SELLS Panoramas, 1902-7, 20 for \$5.00. Choice of 135 subjects. P. M. McCLINTOCK COLLECTION, Box 891, Franklin, Pa. Business as usual for the duration.

CIRCUS FANS

Old Route Cards, Route Folders, and Route Books bought, sold and exchanged. Advise what you have in the way of Old Time BILLBOARDS.

CHARLIE CAMPBELL
P. O. BOX 301 SYLVA, N. C.

TIGHTS

KOHAN MFG. CO.

290 TAAFFE PLACE BROOKLYN, N. Y.

Alaskan bears, Prof. Pamahasika (George B. Roberts) is presenting his Bird Circus in Toyland. Supporting him are Dave Canfield, midget comedy juggler, and Harry and Charlotte Levine, trapeze performers.

SEND A POST CARD to Circulation Manager, The Billboard, Cincinnati, O., advising when you receive your copy on subscription or at newsstands. The Circulation Department is working on a plan to get subscribers' copies and newsstand copies delivered earlier.

BRIEFS by Bette Leonard from Wichita, Kan.: Atterbury Bros.' Circus is wintering at Carl Junction, Mo. Georgie Lake, aerialist, broke his arm while Dailey Bros.' Circus was playing Carthage, Mo. Connie Munde, formerly with Harley Sadler's and other shows, has been in a hospital at Dallas for the past two years. Eddie Allen, former elephant man on Cole Bros.' Circus, and Jack Turner, banner man, enlisted in the navy. Jack Harrison visited the American Legion circus at Joplin, Mo., and met Arthur and Marie Hudson, Bud Anderson and Russell Hall. Cheerful Gardner returned to Los Angeles after closing with Polack Bros.' Circus here. Fred Leonard, who disposed of Forest Hills stables, is now in government work. Slim Walker, former wild animal trainer on Christy Bros.' Circus, is an army mechanic stationed at Los Angeles.

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

GEORGE M. HUNT, formerly with Al G. Barnes, Cole Bros. and other circuses, lettered from Norfolk: "Am with Replacement Battalion, U. S. Navy, Camp Bradford, Va."

PVT. JAMES F. BAKER, formerly with Downie Bros., Russell Bros., Seils-Sterling, Mills Bros. and other circuses is soldering with Company A, 323d Engineers Battalion, Camp Breckinridge, Ky.



With the Circus Fans

By THE RINGMASTER
CFA

President, FRANK H. HARTLESS, 2930 W. Lake St., Chicago
Secretary, W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohemadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 21.—Lieut. Stan Rogers, Western vice-president of the CFA, who has enlisted in a division of the air corps, writes that he just missed arrival of the Cole show on the layover he made in Lake Charles, La. He went to the lot where he met Al Hoffman, 24-hour man, but had to catch his train before show arrived. However, he passed the show train coming in at edge of town, arriving at 1 p.m. Rogers states he will be at Fort Claiborne three and a half weeks more and will then be transferred to Hammer Field, army air base at Fresno, Calif.

Dr. David E. Reid, Lebanon, Ore., recently showed his circus movies to about 100 Girl Scouts and their mothers and also before the Cub Scouts in his city.

The September issue of *The Wisconsin Historical Society* magazine published at Madison, had a fine article on the early history of the Ringling Bros. It is something that had never previously been published, covering the early life of the Ringling family prior to the circus.

Burt L. Wilson, of Chicago, left November 18 on a trip to the Southwest.

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

Collector Doc Conley, of Illinois, writes, "Keep your Collectors' Corner going" and then asks: "How long was *The Red Wagon Weekly* published?" I understand the doctor has Volume I No. 1 which came out May 31, 1896. That little weekly, as you will remember, was issued by Ringling Bros.' Circus and carried news items of its personnel.

We fear that Bob Sams must have the crown wrested from his pate and the laurel yanked from his neck, for Bill Stringfellow throws out a challenge. He writes: "I am 14 years old and have been a collector for four years. Previous to then I had played circus with my friends. My collection isn't anything spectacular, altho I have now 11 scrapbooks well filled with various types of Circusiana. I have six devoted to Ringling-Barnum alone, one for older material from about 1930-1940, two devoted to 1941 and three on 1942, with the fourth coming up. One 1942 Ringling scrapbook is devoted to the great Cleveland fire."

Well, that allows Bill Stringfellow, of Massachusetts, to hold the spotlight until some one younger comes along.

To those of the Collectors' Corner who are collecting elephants, I would suggest that the August 17 issue of *Life* be purchased. It shows pictures of the recent

Ringling Bros. and Barnum & Bailey fire and a burned elephant, its thick skin scorched ashy white and yet it marches along obediently following the orders of its trainer. The picture arouses pity in one's breast.

Circus Historical Society

FARMINGTON, Mich., Nov. 21.—Arthur P. Gunther, CHS, Manchester, Conn., is building a half-inch scale model of Terrell Jacobs's Wild Animal Circus. He traveled to Toronto to visit the show and obtained specifications on it. Robert Sams, CHS, Birmingham, visited Cap Carroll on Ringling show while in his city and obtained quite a few photos of wagons and rail equipment.

Members of CHS voted overwhelmingly to retain elected officers for term of two years, and the present administration, which has been very popular, will remain until end of 1943. Balloting was unanimous in favor of 10 districts of CHS to be named after famous band wagons of the past, and all members have been busy selecting names and history of wagons for their district. Among band wagons honored to date are United States, Columbia, Two Hemispheres, Great Britain and the Graces.

Leonard Quist, CHS, of Greensburg, Pa., is an ardent fan and collector of Circusiana. He hopes to complete a collection of two photos from every show. Reported by Don Smith.

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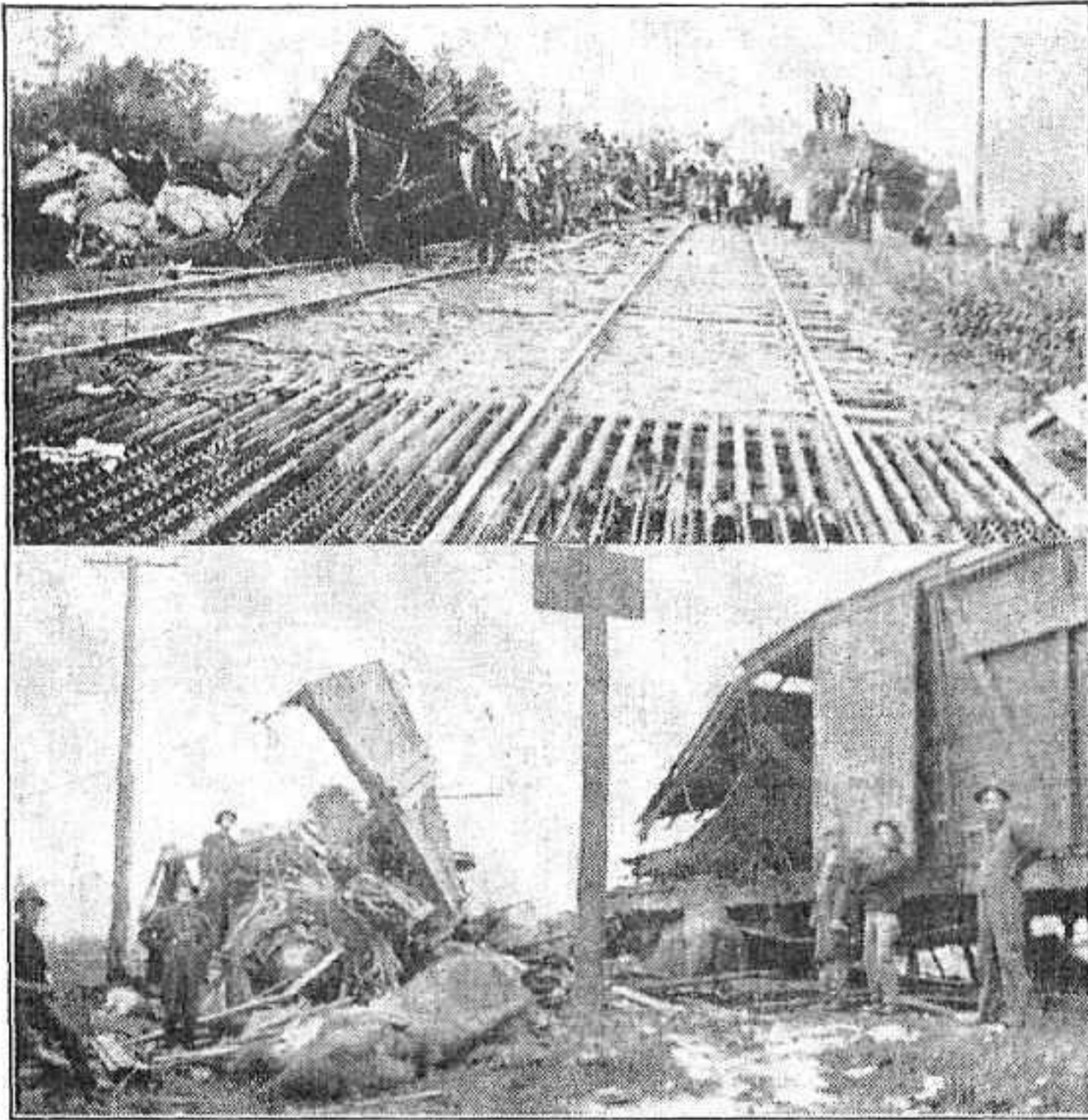
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P.S.: Notice, Al Martin, Boston Booking Agent, Will Represent My Act at the IAFE Convention, Chicago.

Wrecks of Circus Trains Total Over 40 Since Barnum Days of '82 to Barnes Only One in '30

By CHARLIE CAMPBELL, CFA, Sylva, N. C.



THESE VIEWS of the wreck of Campbell Bros.' Circus at Sparta, Wis., on August 16, 1910, are from copies of photos that are the property of Dr. Theodore S. Crosby, Ironwood, Mich. He was physician on the show at the time of the wreck. Charlie Campbell is authority for the statement that Dr. Crosby said that he tried to destroy the injured elephants, they having sustained broken legs, with poison but failed to do so.

OVER the years there have been various compilations of circus train wrecks. The list presented here represents considerable research, covering a period from 1882 to 1930.

Many readers will recall some details of numerous wrecks that are mentioned. No attempt has been made here to do more than give the names of the shows, dates and towns. As a member of the Circus Fans' Association and the Circus Historical Society, I have striven for accuracy and authenticity in the following list:

- P. T. Barnum Circus, Bangor, Me., 1882.
- Nathan & Company Circus, Wolcott, N. Y., September 23, 1882.
- Sells Bros.' Circus, London, Ky., 1882.
- S. H. Barrett Railroad Shows, Harrodsburg, Ky., April 10, 1884.

- S. H. Barrett Railroad Shows, Abingdon, Va., April 19, 1884.
- S. H. Barrett Railroad Shows, Stuart, Ia., July 2, 1884.
- John Robinson's Circus, St. Louis, November 4, 1887.
- John Robinson's Circus, Brazil, Ind., November 5, 1887.
- John Robinson's Circus, Corwin, O., September 10, 1888.
- Barnum & Bailey Circus, Potsdam, N. Y., September, 1889.
- Cook & Whitby Circus, Richland Center, Wis., July 7, 1892.
- Cook & Whitby Circus, Shy Magill, Wis., July 8, 1892.
- Walter L. Main Circus, Tyrone, Pa., May 30, 1893.
- Walter L. Main Circus, three wrecks on West Coast in 1894.
- Buffalo Bill's Show, Centralia, Wis., September 5, 1896.
- Buffalo Bill's Show, Lexington, N. C., October 29, 1901.
- Buffalo Bill's Show, Nashville, 1906.
- John H. Sparks Circus, Veedersburg, Ind., September 1, 1902.
- Sells-Downs Circus, Choctaw, Okla., September 20, 1902.
- Great Wallace Circus, Shelbyville, Ill., July 16, 1903.
- Great Wallace Circus, Durant, Mich., August 6, 1903.
- Barnum & Bailey Circus, Richfield, Neb., August 12, 1903.
- Norris & Rowe Circus, Saskatoon, Sask., Can., July 1, 1906.
- Carl Hagenbeck Circus, Tiger Creek, Ark., October 25, 1906.
- Carl Hagenbeck Circus, in Old Mexico, 1906.
- Cole Bros.' Circus, Ashburn, Ga., November 10, 1906.
- Hagenbeck-Wallace Circus, Big Rapids, Mich., July 24, 1907.
- Hagenbeck-Wallace Circus, St. Paul, June 25, 1908.
- Campbell Bros.' Circus, Sparta, Wis., August 16, 1910.
- Campbell Bros.' Circus, on the Oregon River, Oregon, 1910.
- Campbell Bros.' Circus, Waco, Tex., 1910.
- Yankee - Robinson Circus, Merrilland Junction, Wis., June 9, 1911.
- Sells-Floto Circus, Havensville, Kan., September 16, 1915.
- Miller Bros.' 101 Ranch, Wild West,

Roanoke to Norfolk, Va., run, October 2, 1916.

Hagenbeck-Wallace Circus, Gary, Ind., June 26, 1918.

James Patterson Circus, Girard, Kan., May 6, 1922.

Heritage Bros.' Circus, Toronto, O., May 11, 1926.

Al G. Barnes Circus, Canaan, N. B., Can., July 20, 1930.

Braes Circus, Guadalupe, Mexico, November 19, 1930.

It is believed that this makes up the largest and most complete list of circus train wrecks available. If there have been any omissions, readers are asked to write.

WON, HORSE & UPP

(Continued from page 46)

to dump, the boss told him he could have the wagon back. But the marshal needed more protection than that to hold his job and fixed the boss to allow him to arrest his people and fine them until the wagon had been paid for.

The first to be pinched were three clowns, charged with getting money under false pretenses. They were fined \$10 and \$1 costs, with fines suspended. Next two of our front-door men were brought in on a mopey charge and fined a saw-buck and one buck costs, with fines suspended. So it went until \$15 had been collected. His Honor, who was hearing the cases, suddenly woke up to the fact that the burg was missing something and he had the whole personnel brought in. Manager Upp couldn't beef, for fear of tipping his hand that he was in on the first bum raps and so he had to stand for it. By night the wagon had cost the show \$125.

While our wagon train was pulling off of the lot the next day the marshal arrested Manager Upp for stealing city property and snatched the patrol wagon. Later he was released after posting a \$100 bond and left the hurry-up cart behind. Someone sent the burg's weekly paper on to the show and we learned that the marshal is again in the town fathers' good graces. We still have too many horses and not enough wagons.

HOUSTON RECORD

(Continued from page 46)

skaters; Aerial Display, with Gene Evans, Eva May, Sahlen's Duo, Helen Marine and Helen Hamilton; Dalnty Zelta, bareback rider; Jeanne's Dogs; Christy's Ponies; Marie's Pets; elephants were presented by Gene Evans and owned by Clyde Beatty; La Tosca, bounding rope; Aerial Ballet, Miss Sahlen, Hamilton Sisters and Eva Lewis; Hollywood Chimpanzees; the Arthurs, high wire; the Great Sheelar and Glyden Burns; Loyal Repenski Troupe, riders; the Great Peters, juggling and balancing; the Four Canestrellis; La Blondon Troupe and Henderson Trio; Christy's Liberty Horses; Pallenberg Bears; Flying Beches and the Flying Valentinos; the Barnish Troupe, acrobats; the Great Kelly.

At the night performance November 14, John Ringling North and Henry North were guests of the show. They were announced, and a plug was given the Ringling-Barnum circus which opened November 14 here. Ted Nabors was announcer. Bernice Sharp and Elva Kalb Dumas, opera stars residing in Houston, did the vocals. Albert Marx, local Shriner, was the only amateur clown in the group. Happy Kellems, clown, is also a Shriner.

DAILEY SEASON IS BEST

(Continued from page 46)

would seem impossible for a motorized show to do such a volume of business. The show toured 12 States west of the Mississippi River, including some States reputed to be worthless for a circus. All of these, including Kansas, gave the show capacity business twice daily. Butch Cohn, treasurer, and his assistant ticket men were exhausted by the strain of the constant big business and really welcomed a day that was a little slack. Several two-day and one three-day stands were played.

Personnel of the circus remained all season, the only changes being caused by three accidental deaths. One valuable horse and one truck were burned. During the season Mr. and Mrs. B. C. Davenport, owners, bought three new semi trailers; ordered new canvas, including a big top for next season; ordered and paid for paper for next season, and made other purchases of paraphernalia. Recently they bought the famous Adele Nelson troupe of three dancing elephants, and the show will go back to winter quarters with six remarkably trained elephants. Recent addition to the

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

STANDINGS in the race for the cowboy championship of the Rodeo Association of America as announced by Fred MacCargur, secretary, November 1, follow: Gerald Roberts, 4,823; Homer Pettigrew, 4,453; Bill McMackin, 4,325; Dick Griffith, 3,978; Smoky Snyder, 3,748; Louis Brooks, 3,703; Fritz Truan, 3,621; Doff Aber, 2,743; Bud Linderman, 2,709; Clyde Burk, 2,407; Hub Whiteman, 2,119; Dave Campbell, 2,119; Charles Colbert, 2,112; Hank Mills, 1,993; Roy Matthews, 1,914; Bar Clennon, 1,909; Frank Finley, 1,906; Howard McCrorey, 1,902; Clay Carr, 1,861; Earl Blevins, 1,878; Mitch Owens, 1,822; George Mills, 1,824; Nick Knight, 1,796; Burel Mulkey, 1,670; Jess Goodspeed, 1,604; Buck Wyatt, 1,603; Toots Mansfield, 1,505; Jim Whiteman, 1,473; Jack Skipworth, 1,472; Jim Spively, 1,443; Bill Hancock, 1,431; Bud Spilsbury, 1,405; Chuck Sheppard, 1,336; Jack Wade, 1,307; Bob Estes, 1,278; Johnny Tubbs, 1,204; Jackie Cooper, 1,202; Gene Pruitt, 1,192; Vic Schwarz, 1,158; Pat Parker, 1,147; Jimmy Sloan, 1,132; Everett Bowman, 1,128; Paul Gould, 1,099; Tom Coleman, 1,092; Carl Dossey, 1,019; Dick Herren, 1,002.

Bronk Riding—Doff Aber, 2,743; Bill McMackin, 2,704; Fritz Truan, 2,548; Bud Linderman, 2,143.

Bull or Steer Riding—Dick Griffith, 3,763; Smoky Snyder, 2,882; Gerald Roberts, 2,711; Jim Whiteman, 1,191.

Bareback Riding—Jimmy Sloan, 1,132; Buck Wyatt, 1,111; Louis Brooks, 1,058; Gerald Roberts, 925.

Calf Roping—Clyde Burk, 2,307; Roy Matthews, 1,914; Homer Pettigrew, 1,729; Jess Goodspeed, 1,604.

Steer Wrestling—Homer Pettigrew, 2,693; Hub Whiteman, 1,915; Howard McCrorey, 1,902; Earl Blevins, 1,878.

Steer Decorating—Jimmy Wells, 203; Dick Andrews, 140; Arnold Montgomery, 100; Warner Linder, 100.

Team Roping—Vern Castro, 34; Vic Castro, 34; Allen Jespersion, 14; Gene Rambo, 14.

Single Roping—King Merritt, 295; Buck Sorrells, 266; Everett Bowman, 166; Buck Goodspeed, 126; Everett Shaw, 126.

Team Tying—Joe Bassett, 229; Asbury Schell, 174; Clarence Darnell, 140; John Cline, 130.

dressing room was the Rossi Family. Leo Snyder (Tiger Bill) handled the two-hour program expertly and Hazel King supervised the horse-show section, an outstanding feature. The nine-piece band, under direction of Oliva Leboeuf, included Joe Rossi, Frank Tonar, Joe Polilio, Jingle Carsey, Bing Harris, R. B. Sawyer, Louis Grabs and Sam Barham. The circus did not experience any labor shortage and the management adhered to its policy of paying every employee in full every night. Hundreds of dollars' worth of War Stamps were purchased weekly by employees, Harvey reported.

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King of Stock Whip Manipulators

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Cole Bros.' Circus. See Clyde Beatty, Dorothy Herbert, Voice Troupe, Clowns, Side Show, Betty Rich, Jean Allen, Nelson Troupe, Ref. Troupe, others. Every Projector Owner will want this film. Prices: 8mm., 50 Ft., \$1.75. 16mm., 100 Ft., \$2.75. 8mm., 180 Ft., \$5.50. 16mm., 360 Ft., \$8.75. Sound on Film, 350 Ft., \$17.50.

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CHI CONCLAVE LOOMS BIG

Powerhouse Program Is Mapped To Iron Out Industry Problems

(Continued from page 32)

American Recreational Equipment Association.

Manufacturers, sales representatives and booking offices have been quick to take space in the Market Place, substitute for the usual trade show, according to Secretary Hodge. They will be on hand to discuss maintenance and repair materials with members of the outdoor show industry, to help in the procurement of used equipment where needed, and to discuss what possible future developments may be expected in devices and equipment. The Market Place promises to be one of the liveliest spots at the convention.

The Market Place time schedule is as follows: Tuesday, December 1, 10 a.m. to 1:30 p.m. and 4 p.m. to 10:30 p.m.; Wednesday, December 2, 10 a.m. to 1:30 p.m. and 4 p.m. to 10:30 p.m.; Thursday, December 3, 10 a.m. to 1:30 p.m. and 4 p.m. to 6:30 p.m.

The board of directors of the NAAPPB will hold a special meeting Monday (30) at 3 p.m., and its regular meeting to select new officers, Wednesday (2) at 10 a.m. The Pent House Club will again be the feature source of relaxation and entertainment, and the three-day convention will terminate with a brilliant banquet and frolic.

With Fed Co-Operation

"It has been the aim of the association," says Secretary Hodge, "to co-operate with the government in every particular in staging its 24th annual convention. No merchandise is to be shipped in for display; no week-end travel is encouraged, either coming or going, and the convention has been shortened by one day. In addition, government representatives will appear on

the program wherever they will be helpful to the war effort."

Paul H. Huedepohl, program chairman for the beach and pool section of the convention, has announced an ambitious program for the pool men. He states that enthusiasm over the convention seems especially high among pool men and he expects an exceptionally good attendance.

With the carnival and fair organizations gathered in Chicago at the same time, park men are urged to make hotel and railroad reservations immediately.

AC Piers Get Tax Reduction

ATLANTIC CITY, Nov. 21.—A reduction of \$35,650 in real estate assessment was allowed the Steel Pier in a tax-appeal case settled out of court by the city solicitor's office and a board of four men named to aid in the litigation.

The report on the settlement did not give the actual total of the reduction in assessments but gave the difference between the figure sought by the property owners and the amount set in the compromise.

A reduction of \$24,550 was allowed the Central Pier.

Complete Program of NAAPPB in Chi

(Continued from page 32)

Report of Public Liability and Fire Insurance Committee, N. S. Alexander, chairman.

EXECUTIVE SESSION—Roll call, reading of minutes, annual report of secretary, annual report of treasurer, report of finance committee. Report of committees: Historians, legislative, membership, music royalty, nominating, priorities, resolutions; unfinished business, new business, good of the order.

Announcements and communications. Pictorial.

Victory Clinic No. 1—*Problems Arising Out of Wartime Operation.* Andrew A. Casassa, chairman. Faculty, John J. Carlin, W. G. Dunham, Paul H. Huedepohl, Frank D. Shean. Topics—Blackouts and dim-outs; wartime emergencies met and overcome; round-the-clock operation; more intensive cultivation of home markets; transportation and gasoline rationing.

Wednesday, December 2

1:45 p.m.—Pictorial.

Victory Clinic No. 2—*Priority Problems.* Edward L. Schott, chairman. Faculty, Harry A. Ackley, N. S. Alexander, J. E. Lambie Jr., R. S. Uzzell. Topics—Policy covering maintenance and renewals in amusement park property; materials supply procedure; newly discovered substitutes; personnel.

Pictorial.

Victory Clinic No. 3—*Taxation.* Leonard B. Schloss, chairman. Faculty, Robert F. Irwin Jr., A. W. Ketchum, William Rabkin, Roy Staton. Topics—Admission taxes; Social Security, income and corporation taxes; excise taxes; coin machine taxes.

Announcements and communications.

Pictorial.

Victory Clinic No. 4—*Co-Operation in War Effort.* Henry A. Guenther, chairman. Faculty, T. M. Foley, George A. Hamid, W. St. C. Jones, Fred W. Pearce. Topics—What can we do to better co-operate with the government in the war effort? How can we most effectively co-operate with the Army and Navy Relief societies, USO, Red Cross and other agencies?

Pictorial.

Victory Clinic No. 5—*General Problems.* Edward J. Carroll, chairman. Faculty, Harry J. Batt, John Logan Campbell, Arnold B. Gurtler, Fred L. Markey, Theo. M. Toll. Topics—Prices of admission to rides and attractions in 1943 following this season's experience; recreation for war production workers and its relation to industrial morale; what additional major operating changes can be anticipated should a long war develop?; the current trend in policy toward free acts, fireworks and other special features; trends in the food and drink supply line for 1943; the serviceman trade and attitude toward special rates; special wartime promotions; meeting the repeat patronage problem; how to prolong the life of Roller Coaster chains; insurance—public liability and fire.

Pictorial.

Announcements and communications.

Meeting adjourned.

Beach and Pool Round-Table Discussions

Faculty—Harry A. Ackley, N. S. Alexander, J. H. Dickson, Henry A. Guenther, Paul H. Huedepohl, A. W. Hutchinson, Chauncey A. Hyatt, O. B. Jenkins, Bert Nevins, Vernon D. Platt, Leonard B. Schloss, Roy Staton, J. O. Ziegfeld.

Priority Problems.—Policy covering maintenance and renewals in swimming pool property; materials, chemicals, chlorine, etc.; newly discovered substitutes.

Co-Operation in the War Effort.—What can we do to better co-operate with the government in the war effort? How can we most effectively co-operate with the Army and Navy Relief societies, USO, Red Cross and other agencies?

Taxation.—Admission taxes.

Problems Arising Out of Wartime Operation.—Blackouts and dim-outs; wartime emergencies met and overcome; round-the-clock operation; transportation and gasoline rationing.

General Problems.—Prices of admission to pools and beaches under wartime conditions; special rates for servicemen; how can we co-operate with the government in making pools and beaches available to all armed forces and engage them in a general "all-out" learn-to-swim program?

"Wish You Were Here"

ATLANTIC CITY, Nov. 21.—Since September, when the military began occupying the resort, the soldiers have sent out 250,000 picture postal cards made available by the City Publicity Bureau. Now 100,000 more post cards, depicting an Atlantic City vacation scene, have been ordered by the publicity bureau for army and coast guard lads writing friends. Mal Dodson, head of the bureau, says, however, picture post cards out of here still carry that familiar line: "Having a good time; wish you were here."

Vandals Cause Big Damage at Canadian Spots

ST. JOHN, N. B., Nov. 21.—Parks and beaches throughout the maritime provinces have recently been sufferers in the worst epidemic of vandalism ever reported in this territory.

Not only has equipment been wrecked but zoos on the grounds have been damaged and animals and birds released. On several occasions concern has been expressed from the angle of public safety as bears and wildcats have been given their freedom. However, there has been no report of injury. Cage bars have been twisted out of place and locks broken off to open cage doors.

Indications are that in some instances the released animals and birds have been shot by the releasers and carried away in trucks and cars. Fish, held captives in pools, have disappeared, probably through use of dip nets by poachers.

Key West Funspot Off to Good Start

KEY WEST, Fla., Nov. 21.—Recent opening of Tropical Park, located on Duval Street in the heart of Key West, panned out successfully, and spot seemingly is set for the duration at least. Concessions and rides are enjoying a healthy play. An auto ride and Airplane Swing have been purchased from Mrs. M. Kinsel, of Brookville, Fla., and are due in this week-end.

The Diner, under the direction of Mrs. C. E. Barfield, is doing good business, and Pete Lockhart is topping the concessions with his dart wheel flashed with cigarettes and groceries. Frank and Billie Pope, who operate the bingo, are enlarging their store. Mule Staton is doing satisfactory with his poker chip concession.

Billie Clark is busy building a new arched entrance-way. Five more concessions are in the building stage and should be ready late next week.

100G Bond Sale Tops AC Promotion

ATLANTIC CITY, Nov. 21.—Atlantic City topped off its promotion of a Technical Training Command Week last Saturday (14) with a War Bond rally that attracted some 20,000 soldiers and civilians to Convention Hall.

They watched a sparkling revue presented by more than 30 radio, screen and stage stars and purchased nearly \$100,000 worth of bonds and stamps as their price of admission to the show.

Arrangements for the rally were completed thru Mal Dodson, resort publicity director, who staged the week's program in co-operation with the military stationed here.

Roton Point Sale Gets Final Okay

NORWALK, Conn., Nov. 21.—In a referendum vote by ballot this week in the Sixth Taxing District, which is Rowayton, the purchase of Roton Point Park was approved by a vote of 582 to 83.

The purchase was made jointly with a group of citizens of New Canaan, the city of Norwalk paying \$30,000 as its share.

Walter Hansen in Hospital

ERIE, Pa., Nov. 21.—Walter Hansen, publicity manager of Waldameer Beach Park and Rainbow Gardens Ballroom, was admitted to St. Vincent's Hospital as a surgical patient last Sunday. He is being treated for neuritis and foot trouble and will be there about two weeks. His condition is reported good.

"Crops for Critters" Is Cincy Zoo Plan

CINCINNATI, Nov. 21.—The Cincinnati Zoo will undertake a new enterprise next spring, which *The Cincinnati Enquirer* has appropriately dubbed "Crops for Critters, an extension of the Vegetables for Victory movement."

James A. Reilly, president, announced this week that a survey had shown that at least four acres of unoccupied land suitable for cultivation were available within the zoo grounds. War conditions prompted the survey and the decision to plow up the four acres now, so that the ground may be mellowed by winter frosts for further cultivation and planting in the spring.

Joe Stephan, zoo superintendent, will be chief gardener. Sunflowers, whose seeds are an important item in the diet of many of the birds, will be one of the principal crops, others being corn, Irish potatoes, sweet potatoes (which are being used largely as substitutes for bananas), radishes, lettuce, beets (desirable for their sugar content), and perhaps two or three other products suitable for raising in this vicinity.

Zoo officials are even seriously studying a considerable expansion of a branch of animal husbandry they have hitherto somewhat neglected. They plan to buy a cow; they plan to increase their herd of goats not only for milk but for kids; they propose to keep a large flock of chickens, since eggs are eaten by many sorts of animals; they will raise rabbits in greater quantities, they may even install a pig pen, since young pork on the hoof is a staple greatly favored by the larger snakes.

Plans for the home production of meat, however, are somewhat more nebulous than the definite decision to make a small farm. The four-acre truck garden, Reilly pointed out, not only is in line with the national effort to put idle land to work, but it will help to combat the zoo's reduced income.

J. F. Heusser, executive director of the zoo, estimates the food bill can be cut approximately in-half by the new enterprise.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Aquatic Program Started

All four replies have been received to this column's Open Letter published a month ago urging a wartime swimming program. The answers reveal the interesting opinions of Messrs. Paul Huedepohl, Al Hodge, Sam Ingram and Martin Stern, and, so, the writer would like to present his plan of action. Last week the conductor of this pillar dispatched letters to Huedepohl, Ingram and Stern inviting them to sit down with the writer some time before or after the NAAPPB convention to discuss this all-important subject. That meeting will probably take place early in December in New York, and definite plans formulated at that time. If the preliminary conference can be arranged before the NAAPPB confab, whatever program is decided upon will be brought to the attention of the park and pool men assembled in Chicago. Hodge wasn't invited to the New York meeting, as it was felt that he is tied up with association matters around this time of year and thus can't devote the time he would like to. However, his co-operation has been promised and he will be called into the picture after more definite details are worked out.

The fact that something definite has to be done was the unanimous opinion of the four to whom the Open Letter was originally addressed, as well as the hundreds of readers who took the liberty of writing to us on the subject. Exactly what can be done and the procedure to be taken will be weighed carefully at the forthcoming meeting.

Jealousies, Bickerings Must Stop

One thing must be done beforehand, however. Petty jealousies and childish bickerings must go. A program of this kind is too important to be stalled or stymied by internal friction. The reason I bring this up at present is that the four leaders to whom the Open Letter was addressed showed signs of succumbing to this malady. A few of the letters received—while most co-operative—contained little "catfish" barbs at the various members of the quartet. I don't

care to mention names, as I don't wish to aggravate the situation. Suffice to say, we've got to get together and do something for the benefit of all.

Those of you who have sent in letters offering suggestions will consider themselves thanked most profusely. That's the spirit we need. All those suggestions will be discussed at the first meeting. The rest of you are cordially invited to submit your ideas and comments to this department. The more the merrier.

Immediately following the meeting a complete report will be published here so that each and every one of you will know the part you can play in this wartime swim program.

Interesting Booklet

Among the many who offered their services and co-operation in formulating the swim program was Doral H. Fairfield, director of Health and Physical Education, Philadelphia Central YMCA. Fairfield has some enlightening ideas in the matter. He is a jump ahead of all of us in that he has already held a so-called wartime Swim Clinic. Reports of this clinic are contained in a booklet gotten out by the Philly Y. The booklet should be read by every pool owner, manager, swim coach and, in fact, anyone associated in any way with the aquatic profess.

You can obtain the booklet free by writing Mr. Fairfield in care of the Philadelphia Central Y. Incidentally, this gentleman is being invited to attend the aforementioned prelim meeting, as the experiences he has had with his own clinic should help.

Men and Mentions

Paris Indoor pool, New York, gets a listing every day in every Gothamtown paper—at no cost whatsoever—as a result of the free tickets it is offering servicemen thru the New York City Defense Recreation Center.

Joe Hanff Jr., former Penn U backstroke star and present hankle millionaire who supplies all the kerchiefs for the army and navy, rents the entire Henry Hudson indoor plunge, New York, every Saturday afternoon so that he and a few of his friends may keep up on their swimming.

Lord Tarleton swimatorium, Miami Beach, Fla., is the latest to be taken over by the army air corps stationed there. Once the bathing rendezvous of theatrical luminaries, the Lord Tarleton tank joins the Miami Blitmore plunge along with hundreds of others in being drafted. Uncle Sam certainly operates a lot of pools down that way.

American Recreational Equipment Association

By R. S. UZZELL

When men travel great distances at their own expense to attend the annual meeting of park men, facing the present inconveniences of transportation and the difficulties of obtaining hotel accommodations, they must be convinced of the value and importance of the convention. The worth of these meetings and schools of instruction have so completely established their value in the minds of our members that no obstacles are too great to overcome in making the annual trek. One may be sure that busy men would not attend year after year were there no benefits to be derived therefrom.

Best of all, your officers and others responsible for the program strive to make these meetings better and more helpful each year. Park men come from everywhere to help relight the torch of progress in the industry. The price of advancement is effort, courage and faith. Those who lack it remain at home and retrograde, but those who have it radiate it to the extent that when they assemble in numbers it is contagious.

It is not difficult to tell from the appearance of the parks whether or not the manager has kept in touch with the latest and approved methods of amusement park management. This spirit of improvement and advancement cannot be sent out by mail. It is the personal contact and participation that generates the enthusiasm which is sustained not by theory but by proven methods. Those who put the most into a convention are usually the ones to get most out of it. Any one can criticize, but best of all is the one who tosses his hat into the ring and gives freely from the best of his experiences.

Go-Getters Are Needed

Suppose we should have a convention where all did nothing but find fault. How long would we last? Criticism can and often is helpful. It is invited. But it's the enthusiastic, successful man that really helps to put the ball over the line. Those who have hung their harp on the willows are not much help. We want to talk to those who are finding a way out of the bog. We want to gang up with the advance guard instead of hanging out with the disconsolate camp followers. This is no time for excess baggage but it is the day for the man peeled for action.

Many of the successful devices and park methods were at first hailed as impractical culminations of a distorted mind. Some excellent ideas have been hooted into obscurity. Some smart man is going to pick these up some day and bring the scoffers to shame. There were many to predict failure for each major advance, but the persistency of the faithful is responsible for all the progress in the world.

Compare Playland, Rye, N. Y.; Coney Island, Cincinnati, or Riverview Park, Chicago, with Kenny's Picnic Grove at Pittsburgh of 50 years ago and you will find reasons to take courage.



FOR YOUR PARK IN 1943

Add a high ride that will show for blocks around. Your patrons deserve some changes and appearances to your location for next year. A No. 16 or No. 12 BIG ELI WHEEL will not only add to the appearance of your Park, it will earn a nice return for the investment. Ask us about the BIG ELI WHEEL.

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Greetings to our friends and customers

R. E. CHAMBERS COMPANY

Beaver Falls, Pa.

With the Zoos

CINCINNATI.—Two polar bear cubs were born last week at the Cincinnati Zoo. The cubs have been taken from their mother and placed in the laboratory in the Reptile House. Special care is being taken, because only one polar bear cub has been raised in captivity in the last 50 years, and that in a European zoo.

DETROIT.—Detroit Zoo closed for the season November 15 and will not reopen until Decoration Day, according to Director John T. Millen. Millen estimated the season's attendance at 1,500,000, somewhat off because of loss of tourist trade.

DALLAS.—None of the animals at Marsalis Park Zoo will suffer if Superintendent Walton Carlton has his way. Right now the zoo is using around 400 pounds of meat a day, mostly horse meat. Before gasoline rationing strikes, Carlton hopes to put in storage enough horse meat to last thru the summer.

PHILADELPHIA.—Four reindeer have been added to the Philadelphia Zoo. They were obtained from Hans Ehmler, private zoo owner at Hoosick Falls, N. Y., in exchange for eight deer and an elk from the local zoo.

'Work First--Then Have Fun'

(Wartime Park Promotions)

By HARRY J. BATT

Managing Director of Pontchartrain Beach, New Orleans

WHILE most park operators are "praising the Lord" for a successful 1942 season, now's a good time to "pass the ammunition" for 1943.

Whatever difficulties or problems we may encounter, one thing is certain; we at least know where we stand. There'll be none of the false, flag-waving optimism of early 1942 that had us "finishing the Japs in six months." Amid rationing, priorities, ceilings and taxes, the American people now fully know that we're in a war that can be lost unless we get an all-out effort from everybody.

They also know—and the government has long insisted—that all-out effort either in factory or fighting front cannot be maintained without occasional all-out relaxation. We're not kidding ourselves that major battles are won on "the playing fields of Eton" or at Coney Island or Pontchartrain Beach. But if this first year of global war has shown America anything, it is that the shipbuilder and the soldier, the machinist and the marine, the farmer and the fighter, all can do a better job after a respite of wholesome

publicity derived from the Beach promotion.

Our Army-Navy Relief Day netted nearly \$8,800 because of the wholehearted co-operation given us by army, navy and American Women's Volunteer Service in appreciation of the support we had given them thruout the season. We were able to have a military drill, a Commando landing by marines, dive bombing by navy fliers and concerts by army bands. To anyone in the outdoor amusement business this wholehearted co-operation can be greatly appreciated. But we at Pontchartrain Beach did not gain it overnight. Long before Pearl Harbor we had done everything in our power to make things pleasant and enjoyable for the servicemen. We had conferred with their top officers as to what they considered best for their men. For instance, no military man was sold beer or other drinks after 11:30 p.m. This self-imposed curfew was in effect long before the army saw fit to invoke it thruout the city.

As soon as the selective service act became law we offered servicemen half-price books good any day except Sunday, in which they received \$1 worth of ride tickets for 50 cents. The frequent criticism of army men about being overcharged wherever an influx of soldiers creates a boom was never directed at us at Pontchartrain Beach. We had no particular problem in controlling this evil because we operate all concessions ourselves. However, while on this subject we advise all park operators to pay strict attention that no concessionaire overcharges or misrepresents, particularly to servicemen. There is no quicker way to have your amusement enterprise declared "out of bounds."

One illustration of how the military men felt toward us was expressed by a colonel in charge of a near-by encampment. He claimed that were it not for the accessibility of Pontchartrain Beach his AWOL list would jump 25 per cent. When the Nursing Corps of New Orleans was greatly depleted the nurses were prepared to dramatize their work in a special program at Pontchartrain Beach, where they figured they could gain the greatest number of recruits. The value of this work in good will cannot be estimated. It shows as nothing else does the part that amusement parks may play in the war effort, in addition to their major work of maintaining public morale and relieving the stress of war work and pressure.

Whenever possible in our regular entertainment program thruout the season we impressed upon the civilian populace the idea of "Work First." And we endeavored to carry this message right into their working plants thru labor papers, house organs and school papers. We gave them more entertainment, and I think better entertainment—at least more comedy—and they showed their appreciation by coming out in large numbers. Instead of the usual solo act we had two acts every week and booked them so that a new one opened each Sunday. We moved up our opening act to 7:30 p.m. each night so that those who came out early could go home early, and we had an 11 o'clock act for the late shift. Just as we work closely with the military; it cannot be emphasized too strongly that the alert showman should take advantage of every opportunity to tie in with civilian activities.

Tho the movies are direct competition to outdoor show business, we found that two of our biggest nights of the past

luncheon clubs and by pulling a jeep load of soldiers thru the main street with his hair to inaugurate the city's Army-Navy Relief Drive.

War or no war, jitterbug contests, bathing beauties and all of the standard promotions still draw crowds. But I think it is a good time now to emphasize that no promotion is worth its salt unless it is really promoted. Without the backing of strong newspaper and radio advertising and publicity they will all fall flat.

So, now, what about 1943?

We have already been beset with new problems and they may increase as the months roll on. But we know for certain that the basic problem of providing a necessary outlet for keyed-up war workers and the families of war fighters is going to be pretty much the same.

With national gasoline rationing, the frequency of visits to amusement resorts will have to be curtailed. But the public has a strong habit of doing the things it wants to do, come hell or high water, and doing the things upon which it has been properly sold. We will all be thoroughly accustomed to pooling our cars and rides by next spring. There will be no couples coming out for a brief fling and then scooting away to some other place. The trip to the park will be a family or a neighborhood event, and they'll come prepared for an all-day or all-evening outing. If the Joneses use their car this week, it's up to the Smiths to bring their buggy next week.

It's up to the amusement park men to adapt themselves to this new war trend. Our picnic grounds will be more popular, and the entertainment program must be arranged to appeal to all ages at all times.

Certainly the amusement park of 1943 will be the vacation center for the entire community. Limitations of vacation travel were felt last summer. Next summer it will be practically nil, and it's up to the park showmen to take advantage of this opportunity.

There's no question but that 1943 will be a crucial summer for us all. The outdoor amusement industry will definitely be on the spot to prove its place in a nation all-out for war. We have no doubt we can do it if we again impress upon everyone: "Work First—Then Have Fun!"



Harry J. Batt

two seasons were brought about thru tie-ups with movie promotions. When *Aloma of the South Seas* was booked at a local theater we staged an "Aloma Night" at the Beach in which we chose an Aloma girl (the one with the most sarong appeal) and attracted more people than the theater did all week. One of our most successful promotions of the past summer was in connection with the RKO picture *Syncope*, in which we staged a music contest with soldier and civilian contestants to pick an all-New Orleans band, with the theater providing the cash prizes in exchange for the publicity we were able to give them.

And just because a gag has been done before doesn't mean it has to be discarded. Three years ago we staged a "Wedding on the Highway" with the Wallenda troupe and drew an immense crowd. Last season the youngest member of the Billetti troupe found romance, and we duplicated the wedding stunt with much pomp and ceremony and with even greater results. In fact, it pulled one of the largest crowds in our history besides gaining a national release from Paramount News. Eddie Polo gained us considerable publicity by appearing before

HARRY J. BATT, 39, managing director of Pontchartrain Beach, New Orleans, is one of the real live wires of the amusement park business, his aggressiveness being best reflected in the excellent job he has been doing at the popular Crescent City amusement resort.

A native of New Orleans, Batt has been in business for himself since he was 18 years old. He first entered the amusement field in the spring of 1928 as a ride owner and operator.

Batt is married and the father of two sons, Harry J., 17, and John August, 13. He is active in the Shrine, Kiwanis and other fraternal and civic organizations in New Orleans and is an active member and staunch supporter of the NAAPPB.

He lists his hobbies as traveling, staging bathing beauty contests and the amusement park business.

outdoor play. It has shown that the morale of a fighting people is not nurtured on a continual round of radio news reports and war analysts. We can't win this war by brooding about it.

That was the successful theme of our advertising and promotion at Pontchartrain Beach: "Work First—Then Have Fun."

We hammered it home to New Orleans and its surrounding territory thru billboards. We featured it in every newspaper thruout the season. We devoted much of our radio time to the story that everyone had a war job to do, and until it was well done Pontchartrain Beach was no place for them. The results were most heartening and astonishing. New Orleans is proud of its war work, and week-end crowds of 50,000 in 1942 showed how Pontchartrain Beach was appreciated.

We seldom overlooked an opportunity to tie in our resort with any war or civilian defense activity. Special events of this type attracted large attendance thruout the season. Early in the season the OCD sponsored a fire and gas bomb demonstration in which more people were shown the dangers and precautions necessary than OCD had been able to muster in weeks of civilian classes. During July the retail merchants of New Orleans sponsored a "Christmas in July" celebration for the sale of War Bonds and Stamps. With their approval, Pontchartrain Beach conducted a Christmas Eve party with an Uncle Sammy Claus, Santa Claus, bathing beauties and a huge Christmas tree. Spurred on with a Victory Auction, \$20,000 worth of bonds were sold at the Beach, and the next day's bond sale was greatly stimulated by the



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GOLD STAR RANCH PARK

SAVANNAH, GA.

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EXECS SEE HISTORIC MEET

Large Turnout To Debate Vital Problems in Chi

(Continued from page 32)

session at the powwow, is a meet scheduled behind closed doors and open to fair men only. Numerous subjects up for discussion are in preparation for the secret session which will be held in the Bal Tabarin Room of the Sherman, December 1. Frank H. Kingman, secretary, said there would be no advance announcement of the topics.

Officials report much interest has been manifest in the Tuesday morning (December 1) confab, which has been themed, *The Outlook for 1943*, and the Past Presidents' Club luncheon, an annual feature, which will be held at noon on that day. Following that session the private conference will take place.

County Secs on Card

Also coming in for much interest is the annual session of the Association of County and District Fairs, which will be held on November 30, when ACDF Secretary Mrs. Don A. Detrick, Bellefontaine, O., and President E. W. (Deak) Williams, Manchester, Ia., will report on *County Fairs and Their Place in the War Effort*.

Also on the program for the initial afternoon sessions are separate meetings of the International Motor Contest Association, with Ralph T. Hemphill, Oklahoma City, Okla., president, and Arthur R. Corey, Des Moines, secretary, presiding. This session has been scheduled for 2 o'clock, while at 4 p.m. there will be the annual meeting of the Middle West Fair Circuit, with President Mrs. Ethel Murray Simonds, Muskogee, Okla., in charge.

Scheduled to make addresses at *The Outlook for 1943* meeting are Carl J. Sedlmayr, carnivals; M. H. Barnes and George A. Hamid, grandstand attractions; Frank P. Duffield, fireworks; William H. Tomhave and Wayne Dinsmore, livestock exhibits; Henry Knauf, harness racing; Joseph W. Hiscox, U. S. Department of Agriculture; Phil Little, concessions.

Highlighting the Wednesday afternoon session and meeting's closer will be Major Charles Hart, whose subject will be the Army War Show, which he heads. Lieut. Nate L. Crabtree, of U. S. Naval Reserves, St. Louis, will discuss Navy Days at fairs. Talks on military exhibits will be made by H. C. Lawrence, Ionia (Mich.) Free Fair; C. H. Harnden, Saginaw (Mich.) Fair; Douglas K. Baldwin; Maurice W. Jencks, Kansas Free Fair, Topeka; Raymond A. Lee and Ralph T. Hemphill, Oklahoma State Fair. The topic, War Bonds and War Stamps as prizes, will be presented by James M. Savery, Mississippi-Alabama Fair; Dan T. Elderkin and Raymond A. Lee. Election of officers will close the convention proper.

Topics Are Timely

Annual powwow will begin the morning of November 30 with a meeting of the board of directors. That afternoon President DePue will make his address and call for committee reports from chairmen Raymond A. Lee, Minnesota State Fair, classification; Phil Travis, Tennessee State Fair, board of appeals; Douglas K. Baldwin, Alabama State Fair, auditing; Samuel S. Lewis, York (Pa.) Interstate Fair, reception; Frank H. Kingman, Brockton Fair, board of directors; Charles A. Somma, Virginia State Fair, government relations.

On Wednesday morning the scheduled speakers and their topics are Douglas K. Baldwin, a new type of exhibit; A. W. Kalbus, Wisconsin State Fair, and William R. Hirsch, Louisiana State Fair, agricultural exhibits and the food-for-victory programs; E. W. Williams and Mrs. Don A. Detrick, county fairs and their place in the war effort; J. W. (Pat) Conklin, "Fair for Britain"; Ernest W. Baker, Missouri State Fair, and Samuel S. Lewis, dancing attracts young people; Dan T. Elderkin, Regina (Sask.) Provincial Exhibition, and Harry L. Pitton, Midland Empire Fair, Billings, Mont., "Our Anniversary Celebration."



THIS PHOTO was snapped at Madison County Fair, London, O., where Dorothy McVitty (center), Queen of Bond Sales for Ohio, and other talent from WLW, Cincinnati, were instrumental in the sale of \$21,600 in series "F" War Bonds. All were cash sales. Helmets, worn by Williams Brothers and Phil Brito, are manufactured in London.

Greenfield Annual Winner; Profits To Aid War Effort

GREENFIELD, Mass., Nov. 21.—Franklin County Agriculture Society's first wartime fair held last September netted a profit of about \$2,500, President Fred B. Dole revealed today.

In line with its announced policy, all profits will be turned to aid the war effort, with 50 per cent going to service organizations. Remainder will be used to purchase War Bonds, Dole indicated. The society this week will allocate \$300 to the Franklin County chapter of American Red Cross for soldiers' service kits and another \$300 to the county United Service Organizations without restrictions, he said.

"Later, further gifts will be made to worthy wartime efforts and at the same time \$1,250 will be invested in War Bonds to be held in the treasury as a reserve fund," Dole announced. The fiscal year does not close until December 31, but Dole said the society financial picture at present time was clear enough to predict a full \$2,500 profit from the fair.

LLOYDMINSTER, Alta.—Gordon M. Cook, secretary-manager Lloydminster Exhibition Association for the last 10 years, has accepted the appointment of manager of the Prince Albert (Sask.) Exhibition. He will also serve as commissioner of the board of trade for Prince Albert.

Gouverneur Chalks Record Year; Wins With Army Day, Bond Sale

GOUVERNEUR, N. Y., Nov. 21.—Despite wartime restrictions, St. Lawrence County Fair broke records in attendance, for quality and quantity of exhibits and in the presentation of one of the most colorful and best balanced entertainment programs in its history, Bligh A. Dodds, secretary-manager, said here in a summing up of the annual last week. Dodds said it was significant that the greatest year in the history of the fair was experienced in a wartime period during the fair's 84th anniversary. Despite the many restrictions, the interest of the people in the county reached a new high mark, he said.

The central theme of the fair this year was St. Lawrence County's contribution to America's vast war effort and the annual adopted and carried out an "On to Victory" slogan in all phases, plans and advertising campaign. In getting ready for the fair, Dodds said, "We faced many difficult problems, but it was encouraging to have the wholehearted

30 in Utah Vote For Continuance Of 1943 Annuals

SALT LAKE CITY, Nov. 21.—All county fairs in the State and Utah State Fair, representative of about 30 annuals, will be held in 1943, it was decided at a special meeting of county fair managers and Utah State board members here last week. Meeting was not the annual State gathering, but represented a cross section of fair executives in the State.

Gov. Herbert B. Maw pledged his cooperation in obtaining funds from the Legislature, which meets in January, to hold the State fair in 1943. County fairs do not receive State grants, but are unwilling to schedule dates unless the interest is aroused by the State fair which follows them. Sheldon R. Brewster, manager of the State fair, and David H. Thomas, president of the board, were given the go signal for the 1943 annual at the meeting.

"The tendency of county fairs to cancel in 1943," A. E. Smith, of Nephi, president of the State Association of Managers declared, "was caused by the cancellation of State fairs. Salt Lake County Fair, Morgan; Salt Lake Covered Wagon Days, Ogden Pioneer Days and other annuals went it alone and were outstanding successes. Public response showed it wanted fairs in spite of the war."

support of our enterprise from those whose interests are interlinked with ours. The program was streamlined to be most effective in aiding the war effort, while all premium offerings were revised to aid in stepping up agricultural production.

"Agricultural extension groups such as 4-H clubs, farm bureau, home bureau, granges and Future Farmers of America, endorsed the fair as an instrumentality of great value in the present crisis. Furthermore, their exhibits at the fair strongly emphasized its use as a means of reaching thousands of people in spreading educational information on how best to stimulate full co-operation with the county and State war councils in every phase of the war program."

Annual opened August 11 to excellent weather and crowds increased daily. Thursday, traditionally the big day of the fair, drew the largest crowd of the week with an attendance of 15,000, while Saturday was almost as big. Saturday (See *Gouverneur Record* on page 54)

Ionia Operating Profit Tops 50

Officers re-elected for '43 at annual meet—government taxes total \$3,619.10

IONIA, Mich., Nov. 21.—A net profit of \$531.83, after all expenses had been paid, was registered by this year's Ionia Free Fair, it was revealed at the annual board of directors' meeting here November 12. Fair officials said that considering the uncertainty of conditions this year they were more than pleased with 1942 results.

Annual election saw these members re-elected for 1943: Clarence B. Wardle, honorary president and director; Howard C. Lawrence, president and director; Fred T. Wortman, vice-president and director; Rose Sarlo, secretary; Leo McAlary, treasurer and director, and Nels Strand, Norm Ogilvie, L. L. Swanson, John Todd and George Coe Sr., directors.

Board of directors' report revealed that the working cash balance at the close of the year was \$7,047.21. Attendance at the 1942 annual, the report said, fell below that of last year. This decrease was credited to the general war situation, especially as it related to transportation. Report revealed that a total of \$9,282.30 was paid to exhibitors in

(See *IONIA PROFIT* on page 54)

Fair Men, Business Associates on Hand For Abbott Funeral

EDMONTON, Alta., Nov. 21.—Provincial and city officials, members of the executive committee of the Edmonton Chamber of Commerce, legal and business associates, and exhibition officials from Saskatoon, Regina and Calgary attended the funeral services here for Percy W. Abbott, 60, former managing director of the Edmonton Exhibition Association, who died November 7.

Active pallbearers were William Auxier, former law partner of Mr. Abbott; Fred W. Kemp and Lee Williams, Ald. James H. Ogilvie, James Sutherland and Angus McDonnell.

Honorary pallbearers were Charles E. Wilson, newly elected head of the Edmonton Exhibition Association; Ald. James Douglas, director of the exhibition association; George B. Henwood, K. C., deputy attorney general; Alex MacKinnon, Claude E. Finlay; Robert Price, Sergt. Maj. James Blondell, A. H. McGuire, president of the Western Canada Association of Exhibitions and vice-president of the Calgary Exhibition.

E. D. Adams, director and treasurer of the Calgary Exhibition and Stampede, Ltd.; S. W. Johns, secretary of the Western Canada Association of Exhibitions and general manager of the Saskatoon Exhibition; D. K. Elderkin, general manager of the Regina Fair; Col. W. McInnis; Charles Yule, general manager of the Calgary Exhibition Association; T. A. Hornbrook, president of the Calgary Fair; Dr. N. L. Terwilligar, Harry W. J. Maddison and P. G. Ryan.

Central Wisconsin Preps for Next Year

MARSHFIELD, Wis., Nov. 21.—Central Wisconsin State Fair Association in annual meeting here on November 18 adopted resolutions providing for the holding of a fair "of usual caliber" in 1943, to open on the Sunday before Labor Day.

Secretary R. E. Williams said, "The fair will be featured by full co-operation and special efforts to advance and promote all war-production activities of every nature."

"Unlimited space will be offered for suitable displays that will aid the war effort."

Fair Premiums Paid in War Stamps

Associations lend co-operation and raise thousands of dollars for the nation's victory effort. Treasury Department approves idea of Chicagoan which meets favor with executives and exhibitors in numerous communities. Portion of awards paid in cash in some instances and one annual offers bonus to winners.

(Crowded out of Cavalcade of Fairs supplement in this issue)

STATE and county fairs played a vital part in the war effort during the season just closed, wholeheartedly lending their aid to the government's War Bond and Stamp sale, USO and Red Cross drives and numerous other war activities. Not the least of their work was the payment in War Stamps of a portion of the premiums offered for exhibits, thru which thousands of dollars were raised for the war effort. The stamp idea was first advanced by George B. Flint, of Chicago. Flint took up the cudgel for the fairs when some government agencies were advocating that fairs should be eliminated because premium payments take money which might go directly toward the purchase of War Bonds and Stamps. He wrote Secretary of the Treasury Henry Morgenthau Jr., and Secretary of Agriculture Claude R. Wickard and presented some convincing arguments why fairs should not be curtailed, but rather should be encouraged not only as morale builders but also because they presented an important means of furthering many war activities.

Endorsed by U. S. Treasury

Citing the large amounts distributed by the fairs in premiums, Flint advocated that a portion of the premiums be awarded in War Stamps, the remainder to be paid in cash in order that exhibitors could pay their entrance fees, transportation costs and other incidentals. The Treasury Department thought so well of the idea that it designated Flint to handle the matter. As a result of Flint's efforts, many fairs adopted the idea and received the hearty co-operation of their exhibitors.

While complete statistics as to the number of fairs that adopted the plan of premium payments in stamps and bonds are not available, The Billboard received letters from scores of fairs using it, and the amount so awarded totaled many thousands of dollars. Some of the more prominent fairs using the plan were Midland Empire Fair, Billings, Mont.; Northern Wisconsin District Fair, Chippewa Falls; Greensboro (N. C.) Fair; Michigan Farm Products Show, Saginaw; Ozark Empire Fair, Springfield, Mo.; Auglaize County Fair, Wapakoneta, O.; North Alabama State Fair, Florence, Ala., and Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss. A few of the other fairs that reported were Granby (Que.) Fair; Dearborn County Fair, Lawrenceburg, Ind.; Mineral District Fair, West Mineral, Kan.; Rockbridge Kiwanis Fair, Lexington, Va.; Marshall-Putnam Fair, Henry, Ill.; Lake County Fair, Painesville, O.; Lodi (O.) Fair and Catawba County Fair, Hickory, N. C.

Optional in Minnesota

Minnesota State Fair, St. Paul, made it optional with the winners whether they should be paid in stamps and bonds or cash, and many elected to take a large portion of their winnings in stamps and bonds. Practically all of the Carolina fairs paid premiums in stamps and bonds. Florence (Ala.) Fair offered a bonus of 10 per cent to all premium winners if premiums were taken in stamps and bonds and practically all of the exhibitors availed themselves of the offer. At Henry, Ill., 25 per cent of the premiums were paid in stamps and bonds, the total even for this small fair being approximately \$3,000. In addition there were booth sales of stamps and bonds to the amount of \$3,000, the booths being handled by various women's groups, American Legion Post and 4-H Club girls. The \$1,500 in awards at Paragould (Ark.) Victory Exhibition were paid in stamps and bonds.

Investments Made in Bonds

Altho Texas Fruit Palace Fair, Palestine, was canceled this year, the association invested \$1,200 in War Bonds. Kentland (Ind.) Fair Association invested \$1,500 in bonds and in addition sold several thousand dollars worth at the fair. At Mazon (Ill.) Fair two bonds were given away each day of the fair. The Business and Professional Women's Club disposed of many bonds at Kansas State Fair, Hutchinson, soliciting everyone in the grandstand.

Nearly all fairs co-operated in the stamp and bond sale in one way or another and their efforts added several million dollars to the U. S. treasury.

Complete Program of IAFE in Chicago

(Continued from page 32)

state Fair; directors' report, Frank H. Kingman, IAFE secretary, Brockton, Mass.; government relations committee, Charles A. Somma, chairman, Virginia State Fair, Richmond; appointment of resolutions and nominating committees. Secretary will call the roll.

2 p.m.—Annual meeting of International Motor Contest Association.

4:30 p.m.—Annual meeting of Middle West Fair Circuit.

Tuesday, December 1

10 a.m.—Bal Tabarin. President Harold F. DePue presiding.

The Outlook for 1943. Carnivals, Carl J. Sedlmayr; Grandstand Attractions, M. H. Barnes, Chicago; George A. Hamid, New York; Fireworks, Frank P. Duffield, Chicago; Livestock Exhibits, William H. Tomhave, Wayne Dinsmore, Chicago; Harness Racing, Henry Knaut, Ladd, Ill.; United States Department of Agriculture,

Joseph W. Hiscok, Washington; Concessions, Phil Little.

12 Noon—Past Presidents' Club luncheon.

2 p.m.—Bal Tabarin. President Harold F. DePue presiding.

THIS SESSION OPEN ONLY TO FAIR OFFICIALS. NO ADVANCE ANNOUNCEMENT OF PROGRAM.

Wednesday, December 2

10 a.m.—Bal Tabarin. President Harold F. DePue presiding. *A New Type of Exhibit for Fairs, Douglas K. Baldwin, Alabama State Fair, Birmingham; Agricultural Exhibits and the Food-for-Victory Program, A. W. Kalbus, Wisconsin State Fair, Milwaukee; William R. Hirsch, State Fair of Louisiana, Shreveport; County Fairs and Their Place in the War Effort, E. W. Williams, Manchester, Ia.; Mrs. Don A. Detrick, Bellefontaine, O.; Fair for Britain, James W. Conklin, Brantford, Ont.; Dancing Attracts Young People, Ernest W. Baker, Missouri State Fair, Sedalia; Samuel S. Lewis, York (Pa.) Interstate Fair; Our Anniversary Celebration, Dan T. Elderkin, Regina (Sask.) Provincial Exhibition; Harry L. Pitton, Midland Empire Fair, Billings, Mont.*

1:30 p.m.—*The Army War Show, Navy Day at Fairs, Lieut. Nate L. Crabtree, U. S. N. R., St. Louis; Salvage Drive Results, A. W. Kalbus, Wisconsin State Fair, Hutchinson; Military Exhibits, Howard C. Lawrence, Ionia (Mich.) Free Fair; Clarence H. Harnden, Saginaw (Mich.) Fair; Douglas K. Baldwin, Alabama State Fair, Birmingham; Maurice W. Jencks, Kansas Free Fair, Topeka; Raymond A. Lee, Minnesota State Fair, St. Paul; Ralph T. Hemphill, Oklahoma State Fair, Oklahoma City; War Bonds and Stamps as Prizes, James M. Savery, Mississippi-Alabama Fair, Tupelo, Miss.; Dan T. Elderkin, Regina (Sask.) Exhibition; Raymond A. Lee, Minnesota State Fair, St. Paul.*

Report of resolutions committee.

Election of officers.

Around the Grounds

EDMONTON, Alta.—Reconsideration of the Edmonton Exhibition board's decision not to hold a summer fair in 1943 was suggested when members held a conference here with fair managers from Calgary, Saskatoon and Regina. It was suggested Edmonton might hold a fair on a restricted scale just as the other cities on the Western Canada "A" Circuit have decided to do next year. Fair men said cancellation of the Edmonton annual would have a detrimental effect as far as other cities on the circuit were concerned.

WAUSAU, Wis.—An operating gain of \$1,986.25 for the 1942 Wisconsin Valley Fair and Exposition has been reported by Harry A. Kiefer, secretary Marathon County Agricultural Society. Kiefer pointed out that due to the remaining 1941 indebtedness of \$2,056.01, there is, however, a present deficit of \$69.66 on the fair books.

CALGARY, Alta.—Negotiations are under way between Calgary Exhibition and Stampede, Ltd. and the Royal Canadian Air Force toward taking over the commodious livestock pavilion at the fairgrounds as an air force motor transport garage. Under terms of the contract, the building would be made available for the annual spring livestock show and sales, the summer stock show and

fall stock shows and sales. Building was erected in 1920 at a cost of \$150,000. Interior of the big concrete grandstand is being used to train men of the army and air force, the poultry and arts building is being used by the army and navy and Victoria Hall is being used in the Dominion-provincial youth training scheme.

YORKTON, Sask.—Surplus on 1942 operations of Yorkton's Agricultural & Industrial Exhibition totaled \$1,370, with total receipts being \$14,594, Charles R. Bull, president, announced last week. Bull said he expected livestock entries to be down in 1943, but that he had every reason to believe next year's show would be a success.

Travis Renamed in Tenn.

NASHVILLE, Nov. 21.—Phil C. Travis was reappointed secretary-manager at the annual meeting of the board of commissioners of Tennessee State Fair here on November 18. It was voted to send the following delegation to the IAFE annual meeting in Chicago: Judge Litton Hickman, chairman; F. M. Bass, W. T. Jones, A. E. McClanahan and W. L. Wallace. Manager Travis will leave for Chicago on November 28. Fairgrounds have been in charge of the U. S. Army since August 15.

"TERRIFIC"

Said the St. Louis Globe-Democrat of

COUNT ERNESTO WISWELL

And Dixie Lizzie of the Sawdust Trail, while appearing at St. Louis Police Circus. A riot at Barnes-Carruthers State Fairs—that All American Original.

THANKS—BARNES-CARRUTHERS

FRANK WIRTH, AL MARTIN, CHAS. ZEMATER

RUTLAND VERMONT STATE FAIR

WILL DAVIS
President-Treasurer

ARTHUR B. PORTER
Secretary-Supt. of Concessions

MINNESOTA FEDERATION OF COUNTY FAIRS

1943 CONVENTION

RADISSON HOTEL — JANUARY 13, 14 & 15
MINNEAPOLIS, MINN.

OFFICERS

FRED D. W. THIAS, Pres. WM. HOLM, V.-P. E. J. BELL, Treas. ALLEN J. DORAN, Sec'y
Two Harbors Tyler Anoka Grand Rapids



Agricultural Situation

Condensed Data From October Summary by U. S. Department of Agriculture, Washington, D. C.

(Continued from last week.)

PRODUCTION: 1942

Month after month the Crop Reporting Board has raised its estimates of prospective 1942 crop production. Because of continuing favorable weather and high yields the September report showed another boost. Aggregate crop production was estimated at 14 per cent more than last year and 13 per cent ahead of the former all-time peak reached in 1937. And Secretary Wickard said that if the weather is favorable during September total production may be even larger.

September estimates for major crops were 3,016,000,000 bushels of corn against 2,673,000,000 in 1941, 981,000,000 bushels of wheat against 948,000,000, and 14,000,000 bales of cotton against 10,700,000. Increases are general this year for all crops. For 1942 as compared to 1941, figures for oats were 1,353,000,000 bushels and 1,176,000,000, for barely 419,000,000 bushels and 359,000,000, for rice 72,000,000 bushels and 54,000,000. The estimated production of 21,600,000 bags of dry edible beans was about 3,000,000 bags over the previous record crop last year, and the expected dry field pea production of 7,300,000 bags approaches twice that of 1941. Estimates for soybeans for beans have been raised to

211,000,000 bushels, almost twice the 107,000,000 produced in 1941, and for peanuts to 2,930,000,000 pounds compared with 1,475,000,000 last year.

The September report contained an impressive list of crops which have already set or are expected to set new high records for yields per acre. Included were corn, wheat, rye, cotton, hay, beans, peas, potatoes, several vegetables and quite probably fruits as a group. In addition, near-record yields were indicated for oats, barley, soybeans, sugar beets and tobacco. Together these crops occupy 53 per cent of the total crop acreage. Favorable weather, improved varieties and progressive mechanization coupled with better farming are credited with this year's high yields.

LABOR: HARVEST

Farm employment figures on September 1 showed almost as many workers on farms this year as last, altho harvest ranks were filling up somewhat slower than in 1941. While the total number of workers remains near the average of former years, the composition of the labor group is changing. With hired workers being 28 per cent of the 11,400,000 workers on farms in September, the number of family workers for this date was the lowest on record. Among the hired workers were many inexperienced men, women and children.

With harvest operations getting in full swing, farmers were planning full use of every resource at hand, including all available men, women, children, old folks, townspeople, exchange labor and the efficient use of machinery. Department of Agriculture is aiding, insofar as funds permit, by moving workers to areas where they are most needed. Importation of 1,500 Mexican laborers to help in the California sugar beet harvest was approved by the War Man Power Commission. So far little crop loss has been reported as a result of labor shortages, altho there are minor losses in some areas and general inconveniences.

Possibility is that labor shortages for moving and processing the crops after they are harvested may result in greater difficulties than scarcity of labor for harvest. Marketing and transportation facilities will be handling the largest farm production of all time, and their labor will be as scarce, perhaps more scarce, than labor hired by farmers. All the way down the line to the consumer, shortages of labor, materials and equipment must be overcome to complete the production farmers have so well begun.

FARM INCOME UP

After September reports of larger crops following the August increase in prices, BAE economists revised upward their estimate of cash income for farmers in 1942. Their estimate is now \$15,000,000,000; this is about a billion more than was estimated in midsummer and a new high. Previous high was \$14,400,000,000 of cash income in 1919. Gross farm income this year, which includes government payments and values of goods and services supplied by the farm in addition to cash receipts, is expected to exceed \$18,000,000,000. Net income to farm operators, which allows for production costs, will be an all-time high of about \$9,800,000,000.

PRICES SAME

Average of prices received by farmers in mid-September was 163 per cent of the 1910-'14 base period, the same as a month earlier. As greater numbers of livestock came to market in the fall upturn, declines in meat animal prices offset rises for grains and general crops. Compared to mid-August, prices on September 15 were higher for wheat and other grains, but slightly lower for hogs, cattle and some livestock products. Prices paid by farmers, including interest and taxes, continued at 152. The ratio of 107 for prices received-paid was the same as on August 15 and the highest since just after the first World War.

IONIA PROFIT

(Continued from page 52) premiums this year, which was about on a par with 1941 figures.

Exhibitors Numerous

Exhibitors totaled 1,595, with over 700 of them winning cash awards. Both adult and junior agriculturalists and livestock raisers were included in this

competition, and the work of 4-H Clubs and Future Farmers of America were given particular emphasis this year. Fair's grandstand program was presented at a cost of \$25,690.59, about the same amount spent in 1941. Altho the fireworks program was eliminated this year at a saving of \$2,000, the added cost of labor, slight increase in the cost of the grandstand night show and afternoon acts and an increase of \$1,875.70 in the harness racing program equalized the cost with the previous year.

Report showed that maintenance and improvements on the buildings and grounds cost \$13,384.04. This amount was charged into the operating expenses for 1942 and has been paid accordingly. Among the larger items included in the expenditure was that for roofing which totaled \$3,294.80. Fair officials said that comparison of items between the reports for 1941 and 1942 will show increases in the cost wherever labor is involved.

Fair collected and paid to the government \$3,619.10 in admission taxes. This amount, combined with officials' estimate of the amount paid during the week by the carnival providing the midway, was expected to exceed \$7,500. Fair added to its real estate account this year a total of \$2,500, representing a payment of \$1,500 as balance due on the parking lot which the fair purchased, and \$1,000 covering the cost of road construction.

During the year negotiations were completed for the purchase of the fair association grounds from the State and a parcel of land of about 40 acres. Additional seating was purchased at a cost of \$4,974.25. This expenditure provided 2,400 steel chairs, 2,100 of which are joined together in units of twos and two bleacher sections.

Report also revealed that receipts for the 1942 annual totaled \$73,641.88, while expenditures reached \$73,110.05. Premiums paid to exhibitors totaled \$9,282.30, with grandstand attractions getting \$25,690.59. Report was submitted by Howard C. Lawrence, president; Rose Sarlo, secretary, and Leo McAlary, treasurer.

GOUVERNEUR RECORD

(Continued from page 52)

night struck a record for the week's night attendance, Dodds said.

4-H Club Exhibit Draws

"Every department," Dodds revealed, "was crammed to capacity with a larger number and better quality of entries than ever before. Cattle show, housed under canvas, numbered 400 head of pure bred cattle of various breeds. Premiums here totaled \$2,500. In the horse show there were 200 entries with keenest competition ever and all horses were bred and owned in St. Lawrence County. Premiums totaled \$1,500. Top interest-getters were the exhibits of 4-H Club members and Future Farmers of America. Over 500 boys and girls participated, exhibitors earning premiums approximating \$2,500. Their principal objective emphasized mobilization of farm youth to lend all possible aid in the war effort. Granges presented project exhibits displaying their part in the war effort. The 4-H clubs effectively pointed out practicable methods of conserving during wartime."

St. Lawrence County's civilian protection director, Albert E. Boughner, gave the fair his fullest co-operation thruout the week. On several occasions he addressed grandstand audiences, explaining the needs of his committee for more volunteers in the many civilian protection services. He was warmly received.

St. Lawrence County Civilian Protection Committee, Red Cross, Boy and Girl Scouts of America, New York State Conservation Department, farm and home bureaus and St. Lawrence County's Nutrition Committee, all contributed exhibits that had telling effect along some particular phase of the war effort. These organizations deserve much credit for making the fair a great success, Dodds said. "Their new and original types of exhibits," he added, "illustrated the many possibilities to conserve necessities and at the same time showed the diversity and quality of the work which each of these groups is specializing in."

Army-Civilian Protection Day

"Highlighting all entertainment features of the week was the program of Army and Civilian Protection Day, which marked the fair's closing August 15. Several army units from various branches of the service were guest performers that afternoon and night. The patriotic bill of military maneuvers drew a record-breaking attendance, and officers from near-by Pine Camp and Madison Barracks



Meetings of Assn. of Fairs

Middle-West Fair Circuit, November 30, Hotel Sherman, Chicago. Ethel Murray Simonds, president, Muskogee, Okla.

International Association of Fairs and Expositions, November 29-December 2, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brackton, Mass.

Fair Managers' Association of Iowa, December 8, Hotel Fort Des Moines, Des Moines. E. W. Williams, secretary-treasurer, Manchester.

Illinois Association of Agricultural Fairs, January 6 and 7, St. Nicholas Hotel, Springfield. Clifford C. Hunter, secretary-treasurer, Taylorville.

Maine Association of Fairs, January 10, Falmouth Hotel, Portland. J. S. Butler, secretary, Lewiston.

Oregon Fairs Association (Dates to be announced), Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene.

Kansas Fairs Association, January 12 and 13, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Michigan Association of Fairs, January 19-21, Hotel Fort Shelby, Detroit. H. B. Kelley, secretary, Hillsdale.

Virginia Association of Fairs, January 25 and 26, Hotel John Marshall, Richmond. C. B. Ralston, secretary, Staunton.

Washington Fairs Association (Dates to be announced), Washington Hotel, Seattle. Thomas E. Wood, secretary, Chehalis.

Association of Tennessee Fairs (Dates to be announced), Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville, Tenn.

Ohio Fair Managers' Association, January 13 and 14, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Western Canada Association of Exhibitions ("A" Circuit), January 18-20, Fort Garry Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association ("B" Circuit), January 18-20, Fort Garry Hotel, Winnipeg. Keith Stewart, secretary, Portage La Prairie, Man.

Massachusetts Agricultural Fairs Association, January 20 and 21, Hotel Kimball, Springfield. A. W. Lombard, secretary-treasurer, Boston.

Nebraska Association of Fair Managers, January 26 and 27, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 27-29, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

New York State Association of County Agricultural Societies, February 9, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

Rocky Mountain Association of Fairs (Dates to be announced), Northern Hotel, Billings, Mont. J. M. Suckstorff, secretary-treasurer, Sidney.

Texas Association of Fairs (First week in February), Baker Hotel, Dallas. O. L. Fowler, secretary, Denton.

Ontario Association of Agricultural Societies, February 11 and 12, King Edward Hotel, Toronto, Ont. J. A. Carroll, secretary, Toronto.

SECRETARIES of associations should send in their dates, as inquiries are being made.

made it possible for an unusual day." Units represented, said Dodds, were a picked detachment of military police executing a Marine Drill, contests between Pine Camp champion baseball teams, an army band and a radio unit. War Bond and Stamp sales were conducted thruout the week to good results.

Harness racing was again a principal feature of the fair and purses totaled \$4,000 for the five-day racing card, and horses were entered from many of the best stables in the East and Canada. There were six early closing events with purses of \$500 each. O. C. Buck Shows provided the midway, which in itself was a real credit to the fair, Dodds said.

"George A. Hamid's On to Victory Revue," Dodds said, "provided one of the best shows ever to play a fair here. Line-up included Gray Family and Bobby Whaling and Yvette, cyclists. Music was provided by Joe Basile's band, while Floyd Dingman's sound service, expertly operated, made possible a perfect pick-up of every part of the show.

54th YEAR 54th

**G U S
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BOOKING
AGENCY**

**SHERMAN
HOTEL
CHICAGO**

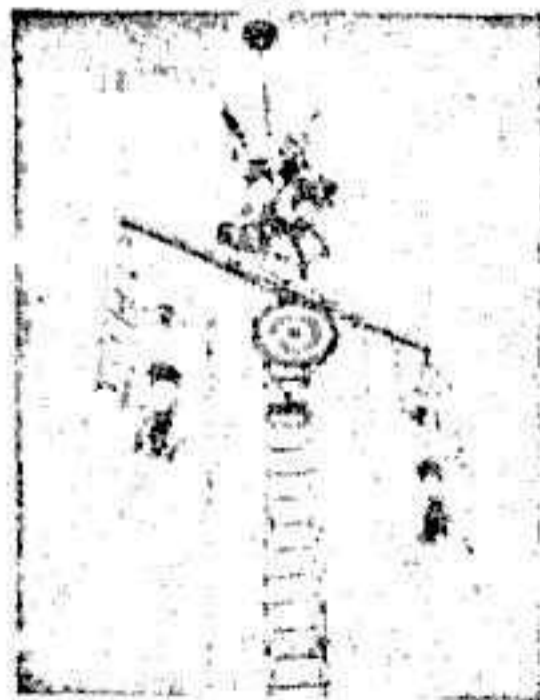
NOV. 30 TO DEC. 3

**SAVE
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DIFFERENCE**

THE FLYING MARINOS

A MILLION DOLLAR SHOW

CO-OPERATES
TO



A BILLION DOLLAR
CANADIAN VICTORY LOAN
1942

AT LIBERTY—For South U. S. A.,
from December 1 to May 1, 1943.
Please write Care of The Billboard,
Cincinnati, O., U. S. A.

The Editor's Desk

By CLAUDE R. ELLIS
CINCINNATI

A KEEN appreciation of sour breaks in outdoor showbiz and what p. a.'s are up against graces the editorial columns of *The Tyler (Tex.) Courier-Times* of November 3. Written by Don L. Manthorne, of the staff, after arrival of Dodson's Shows in Tyler had been marred by a train wreck, it appealed especially to Mel Dodson and Ted Grace, of the shows. It was the second smash-up of the season for Dodson, who also had a blowdown. "It's enough to drive the shows' press agent crazy," reads the editorial, in part. "He must make sure news reports are as full as necessary yet held to a minimum so the public won't get the idea that the shows cannot be opened. Oh, yes, and he must see that damage is reported accurately and that injured are given treatment. Not that the press would be guilty of erring, but it simply is a fact that a press agent generally believes the worst of his brothers in the journalistic fraternity. Publicity is the road show's life. Even the biggest ones often make such use of their mishaps. . . . Many millions are invested in outdoor shows, and the show people certainly have held up their end in the war effort. . . . As far as shows' reverting to the old wagon routes because of tire rationing, that seems to be out of the question. We sincerely hope that some plan will be evolved by that great showman, John Ringling North, and his associates in the business so the big tops of Barnum's dreams and the big and little carnivals will not 'die' for the

duration. Again it is a case of providing the morale we so greatly need. And who can see the crowd leaving a circus and still have doubts of the morale-building stimuli of show time?"

IT HAS been traditional with the circus that old-timers have the privilege of hanging out at the stake-and-chain wagon. They have occasionally sharpened a few stakes when not too busy reminiscing about the days "when there was real trouping." Sometimes they have done other light jobs such as taking tickets at the cookhouse or watching side-walls. And the past season not only proved the loyalty of many an old-timer, who suddenly became a pusher for local help and punk crews, but that of every man and woman on the lots. No performer, it would appear, considered himself too big to aid in getting the show open. Any few additional dollars paid for staying on locations and helping to move equipment could mean little to those already receiving some of the best salaries paid in years and made possible because of boom biz. The spirit shown was not of the ancient with-it-and-for-it type that touted loyalty to every listener but that of the dyed-in-the-wool showman who worried more over the show missing a performance than perhaps the manager did. It has been usual to hear of ballet girls and other fem performers loading chairs, or of a side-show oddity lacing a top. He who in former

years, in fear of being chased, may have carried a lent stake on his shoulder around the top whenever the boss was looking, emerged as a live wire with a new lease on life. The season also changed many showfolks' attitude toward managers. Employees aptly forgot to be irked at the office as they imagined themselves in the owner's shoes and realized what he had to have to get where he was.

† † †

"WON'T get to see the boys at the Chi conventions. Sorry to miss out on the party, but guess that is the break I'm getting this year," types H. B. Shive, exec of the Blue Ribbon Shows, from Veterans' Hospital, Atlanta. He suffered a light stroke during the Hawkinsville (Ga.) engagement. . . . Magic Carpet habitues'll find it lonesome after the milling throngs depart. Remindful of the old side-show talker who would say, "Enjoy it now! There'll be nothing but wagon tracks here tomorrow." . . . With much fast stepping to be done, will "For Rent" signs hang on some general agents' favorite hotel-lobby chairs next season? . . . Ride boy has renamed the "haves" and "have-nots" the "crimines" and "seals" because the latter can stand the out-all-winter gaff. . . . Workingman, when asked if he expected a Christmas gift from his summer employer, cracked, "If they don't give it to you when the show closes, then it's the final drawing." . . . Rural native, commenting on modern improvements, allowed as how he no longer had to stand in rain or blistering sun to listen to a pitchman, because all he had to do now was turn a dial. . . . The five-tire limit won't affect some folks we know who as a rule are always short of the fourth one.

The Crossroads

By NAT GREEN
CHICAGO

TERRELL JACOBS, or rather his elephant, Modoc, has just accomplished an astonishing feat. Old Modoc was on the front page of *The Chicago Tribune* for five straight days. No doubt Terrell would have been glad to forego the reams of publicity earned by Modoc in her wild rampage across Indiana farms and rivers, for it was a costly incident for him. Fortunately, there were no fatalities, and Modoc is back in her quarters apparently little worse for her experience. She is not a "bad" bull and it is doubtful if she will cause any further trouble.

The Modoc incident reminds us of the time Snyder, a Sells-Floto elephant, "went bad" just 22 years ago at Salina, Kan. Snyder really was a bad bull and when his trainer, a man named Boucher, walked off the lot and an elephant man called "Red" took charge of him he immediately went berserk. Red had taken the Floto bulls into the big top to rehearse them, as he had never worked them before. Snyder immediately stampeded, led the elephant herd back into the menagerie and began chasing everyone in sight. When he chased one man thru the sidewalk out onto the lot, the other men hobbled and staked the remaining elephants. Snyder came back repeatedly and tried to release the bulls from their stakes. He tried to overturn several cages, overturned and demolished a wagon and raised hob generally. Frederick Bonfils, partner of H. H. Tammen, was on the lot and finally decided Snyder should be killed, as it was feared he might kill some of the townsfolk who had gathered about the lot in spite

of warnings. He ordered cyanide of potassium to be given the bull to kill him as quickly and painlessly as possible. First an apple was held out to him on a long bamboo pole. He refused it and knocked the pole away. Then a cantaloupe with cyanide in it was offered him. He refused it. Likewise a watermelon. Then he was offered a marshmallow on the end of the fishing rod, and he ate it. Then a ball of marshmallows pressed together was handed him, and he ate that. Next a ball of marshmallows containing cyanide was handed him. Unsuspectingly he ate that. But when a second ball of doped marshmallows was offered him he refused it. For an hour the poison he had taken appeared to have no effect, but finally Snyder began to grow more violent, the poison evidently having begun to take effect. Fearing the beast would charge the crowd, Bonfils ordered him shot, and a couple of volleys ended his life. This information we gleaned from an intensely interesting letter written by Bonfils to Harry Tammen.

† † †

WE HOPE none of the boys go to Des Moines for the fair men's convention forget that the Savery, their usual meeting place, has been taken over by the WAACS. Possibly the dear ladies would be glad to see them, but it's agin orders. They tell a story about the Chamberlain Hotel in Des Moines, also taken over by the WAACS. A small fire broke out there and afterwards the chief couldn't find five of his men. He stopped a WAAC and said, "If you see my men, tell them to come out." "Not me," she re-

plied. "Men are too scarce." Thanks to our Des Moines man, Otto Weber, for this one.

SANTA CLAUS, whiskers and all, descended upon State Street last week, arriving a couple of weeks early because of the urgency of getting gifts on their way as early as possible. The old gent arrived at State and Madison streets, world's busiest corner, in a wagon drawn by six horses and heavily laden with candy and toys. After being formally welcomed by the State Street Council and various merchants' organizations, he paraded down State Street to usher in the city's first wartime Christmas shopping season in a quarter century.

† † †

ARE you receiving your copy of *The Billboard* on time? Send a post card to Circulation Manager, *The Billboard*, Cincinnati, O., advising when you receive your copy on subscription or at newsstands. The circulation department is working on a plan to get subscription copies and newsstand copies delivered earlier. It will pay you, also, to watch *The Billboard's* weekly Letter List closely. Maybe there's a letter in it for you. We like to get them on their way just as quickly as possible, and you can help by supplying us with your forwarding address.

† † †

THE SAN ANTONIO EXPRESS carried nearly a column editorial on the dedication of the Hertzberg memorial room in the San Antonio public library. "Because it stands alone in its field, the dedication of the Hertzberg memorial room is a national event," says *The Express*. "Scholars will come here to study the phases of life which it depicts. . . . And what the donor would have liked best—circus fans will come from far and near to enjoy the display and learn to get more out of the big show when it appears in town again."

Out in the Open

By LEONARD TRAUBE
NEW YORK

WASHINGTON, Nov. 21.—On the way down, at Wilmington, we saw a porter sweeping the depot. It was a woman working at a chore that is traditionally man's . . . a clear sign of the ever-changing picture. . . . Just across the border from New Jersey to Pennsylvania our train window framed a big marquee playing that Clark Gable-Lana Turner film, *Somewhere I'll Find You*. The gent in charge of the marquee text must have been a purist because his version of the title was *Somewhere I Will Find You*. . . . The train wasn't a minute away from heading its nose toward Newark when we ran into Dick McIntosh, popular Alabamian who operated concessions at the NY World's Fair. But an interesting exchange of chat was finished all too soon when McIntosh got off at Philadelphia. . . . And so into D. C. and dinner in a spot where the waitress had caused the query to be switched from "Are you ready for your beverage?" to "Are you ready for your tea?" Not knowing the score, we ordered a live of Java. . . . At RKO Keith's the Armistice Day speech by President Roosevelt didn't cause a ripple, but this news-clip, followed by one showing Eleanor in England, brought continuing applause. A sign of Washington's acutely disproportionate population heavy on the dolls. More gals than you can shake a stick at (but whoever wants to shake a stick at a filly?).

The amusement section of the War Production Board has been moved again, this time to another end of town, in what appears to be the outfield or daisy-picking pasture, considerably removed from the heart of the capital city. The location is Fifth and K streets, N. W., and the structure is the Stuart Building, a Henry Ford plant which still retains three of the seven floors. The four upper floors are occupied by various service sections of WPB, and on the very top floor, the seventh, is the office of Christopher J. Dunphy, the amusement chief, and his small staff, a male assistant and a female secretary.

WPB got to be so unwieldy in its continuously overbulging personnel that some of the sections had to get out. Chief Dunphy's unit was one of them. It's a little more difficult to maintain communications with the other departments in WPB, but that seems to be Washington.

Altho Dunphy is "over-all" chief, he is essentially a picture and theater operation man. The film industry is the white-haired boy in Washington of officialdom. Unfortunately, Dunphy has no assistance when it comes to outdoor show business, there being no one at his side who knows his way around the open-air bases. At one time early in Dunphy's regime, in June, he had an "outdoor co-ordinator" in Frank D. Shean, but that desk didn't jell and Shean went back to his managerial post at Virginia Beach.

There won't be any other outdoor expert appointed under Dunphy unless there is a clamor about it. If the outdoor industry thinks it should have representation and proper interpretation, it will have to go to bat on the subject. Sometimes the technique that is best to follow is to bombard the chief of a section. In other cases, the one to see about it is the head man himself, which would be Donald Nelson. Outdoor show business can do both to make sure it is heard. To do nothing is to be lost in the shuffle, and that's what will happen if you and you and you don't raise a mighty roar that will be heard right over the Capitol dome. Don't say we didn't tip you off.

† † †

Washington is the home of E. Lawrence Phillips, boss of the Johnny J. Jones Exposition. As soon as we have stretched our sea legs we'll trot over to ELP to get some (h)ELP on where to put on the feed bag without raiding the Treasury Department. . . . This is also the place where Wayne Smith hangs his hat. About 10 years back Wayne was a member of the NY staff of *The Billboard*, but eight years ago he passed a civil-service exam and is stationed in the controller general's office, where he handles complaints against the government. He can have that chore all to himself. . . . And *The Washington Times-Herald* gave top position to a statement over the airwaves by Francis E. Kelly, former lieutenant governor of Massachusetts, that there should be a national lottery to raise war funds, which would reduce taxes and aid in stifling inflation. The gambling fraternity should take Mr. Kelly in as an honorary member.

Rinks and Skaters

By C. H. STARK (Cincinnati Office)

New Association, United Rink Operators, Is Formed in East

To include roller and ice arenas — elect officers — meet again November 30

BAYONNE, N. J., Nov. 21.—A group of rink operators met at the Park Central Hotel, New York, on November 16 to form a new mutually co-operative rink organization. About 30 operators attended, representing arenas from six Eastern States, including New York, New Jersey, Connecticut, Pennsylvania and Maryland.

According to W. Schmitz, official of the new org, the group will be known as the United Rink Operators. Temporary officers elected include Earl Van Horn, Mineola (N. Y.) Rink, president; Thomas Legge, Coed Roller-drome, Boston, first vice-president; Jesse (Pop) Carey, Circus Gardens, Philadelphia, second vice-president; Capt. George Bushby, Carlin's Rink, Baltimore, third vice-president; W. Schmitz, America-on-Wheels, Bayonne, N. J., secretary; John

Beckman, Fordham Skating Palace, Bronx, N. Y., treasurer.

Included on the constitution and by-laws committee, in addition to the officers, are Wally Kiefer, White Plains (N. Y.) Rink; Edward Tierce, Academy Rink, Plainfield, N. J., and James H. Whitehouse, Humming Wheels Arena, Leonia, N. J.

Officers now serving will hold office only until permanent officers can be elected.

Present Program for Org

Secretary Schmitz revealed that among aims of United Rink Operators are: (1) To use the association as a clearing house for ideas for improvements in methods of operation; (2) Furthering of

ing program.

It was unanimously decided that the United Rink Operators would not embrace the roller field exclusively, but would also cover ice rinks.

It was decided to not have an initiation fee but flat yearly dues instead. Honorary membership will be offered to rink operators who may be temporarily without a rink.

Among other operators who attended the meeting and who are now members of the United Rink Operators are: Eugene Regalia, Florhampark (N. J.) Arena; Julius De Deeter Jr. and Victor Shankey, Paramus (N. J.) Rink; William A. Holland, Skateland, Bridgeport, Conn.; William H. Morris, Boulevard Arena, Bayonne, N. J.; Malcolm J. Carey, Carman Rink, Philadelphia; Harold Jacobson, Singing Wheels Arena, Redbank, N. J.; James J. Dolan, Mount Vernon (N. Y.) Arena; George Sticka, Twin City Arena, Elizabeth, N. J.; Ray Danner, Carlin's Rink, Baltimore; Don Victor, Passaic (N. J.) Rink; Barney Williams, Olympic Park Rink, Irvington, N. J.; J. Neibling, New York World's Fair Rink, Flushing, N. Y.; Frank Morris, Capitol Arena, Trenton, N. J.; William Annis, Perth Amboy (N. J.) Arena; Andrew Morris, Casino Arena, Asbury Park, N. J., and Roseland Rink, Long-

Perth Amboy Site of "E" Award to Factory; Give Skating Exhibition

PERTH AMBOY, N. J., Nov. 21.—Over 2,500 employees of the General Cable Company, of this city, were on hand at the America-on-Wheels Perth Amboy Arena on November 17 when government officials awarded the Army-Navy "E" for excellence in war production to General Cable.

The affair took place at noon and General Cable Company officials arranged to seat nearly 4,000 people within the huge arena. An elaborate presentation program preceded the awarding ceremonies. Among the speakers for the affair were General Farmer, of Philadelphia, and Rear Admiral Brinser, of New York. John B. Kennedy, popular New York radio news commentator, was master of ceremonies and Miss Lucille Manners, famous radio contralto, opened the program with the national anthem. Mayor John Delaney, of Perth Amboy, also addressed workers and guests. The ceremonies were broadcast over Station WAAT, Jersey City. A program of skating exhibitions was offered, featuring such champions as Wally Bickmeyer Jr., Jean White and Theresa Kelsch.

Preceding the "E" awarding ceremonies, plant employees marched en masse from the General Cable plant to the Perth Amboy Arena. The parade was led by a 35-piece army band from Fort Monmouth, N. J.

Vern Skelton and J. T. Gale Open in Portsmouth, Va.

PORTSMOUTH, Va., Nov. 21.—J. T. Gale, of Portsmouth, Va., and Vern Skelton, the latter formerly operator of a rink in Ashland, Wis., have opened a roller rink in Portsmouth. Opening date was October 28 and according to the owners, the turnout for the new rink was fine.

The building is 50 by 100 feet and boasts a new northern maple floor. Rink is decorated in patriotic colors and will be known as Dreamland Roller Rink. Rink is running matinees and nights daily with a kiddie session on Saturday morning.

FUNNY PORTER'S RINK, Portsmouth, O., is going full blast, according to a recent report from Porter. Rink now has a skating club with a membership of over 200. Porter recently entertained his former floor manager and dance instructor. (See RINKS on page 60)



DURING PRESENTATION of the army-navy production award, an "E" pennant to the men and women of A. R. Hyde & Sons Company on November 10 in Cambridge, Mass., as reported in last week's issue, these participants were caught by the camera. Standing in front, left to right, are Allan J. Hyde, treasurer of the company; Lieut. Col. Frederick W. Webbley, Quartermaster Corps, U. S. Army, who presented the award pennant; Gov. Leverett B. Saltonstall, who brought greetings from State of Massachusetts, and Colonel Zeidner. Shaw Photo Service.

Inter-rink competition; (3) Promotion of amateur skating thru co-operation with the Amateur Roller Skating Association and the Amateur Skating Union; (4) Decide on uniform dress rules; (5) Originate promotions to reach new patrons to replace those lost thru war conditions; (6) Exchange of party and promotional ideas, and (7) Co-operation with a government war skat-

branch, N. J.; Harold McMahon, William Zabole and Bill Cohn, representing the New York Department of Parks, World's Fair Rink, Flushing, N. Y.

Next Meeting November 30

A guest of the meeting was Lieut. Jim Morton, of the parachute troops, who is stationed in Georgia.

The next meeting of the United Rink Operators, at which time a constitution and by-laws will be presented for ratification, will be held at the Park Central Hotel, New York, on November 30. New member rink operators will also be admitted to membership at the meeting.

Secretary Schmitz, who is in charge of membership and is charged with disseminating information regarding the United Rink Operators, is located at Boulevard and 62d Street, Bayonne, N. J.

Fire Destroys Hillcrest Arena in Connellsville, Pa.

CONNELLSVILLE, Pa., Nov. 21.—Hillcrest Roller Rink here was destroyed by fire on November 15. Thomas Means, owner of the rink, also reports the loss of his seven-room home.

Damage to both buildings was estimated at more than \$15,000. The loss included skates owned by the rink and patrons.

Plan Skating Carnival

MINEOLA, N. Y., Nov. 21.—Earl Van Horn Dance and Figure Skating Club recently started rehearsals at their home base, Mineola Rink, for a huge skating carnival which will play at the Mineola Rink, White Plains Rink and other arenas thruout the area. The carnival will play as a benefit performance, proceeds going for various worthy causes.

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The RSROA—Its Past and Future

By VICTOR J. BROWN

ADVENT of the Roller Skating Rink Operators' Association of the United States into the sport and business of roller skating. I believe, has been the greatest force toward forwarding both sport and business since the actual invention of the roller skate itself.

Twenty-six years ago, when I first became associated with roller rink management, aside from the beneficial exercise derived from skating, not a single other inducement could be offered. There was no possible entertainment in skating. Music, if any, was from callopes or hand-grind organs.

Naturally, since all a skater could do was to skate in circles thruout the session, roller skating was just a fad—subject to business cycles. Business would be just fair (compared with business today) for short periods and then become poor or non-existent for longer periods, during which time the operator had to look for other lines of endeavor or sink entirely. Thus, rink people engaged in this business halfheartedly, with an eye to more stable sources of income. In



VICTOR J. BROWN

the dances differently from those in Detroit or St. Louis and so on.

International Style Shown

One of the first aims of the new organization was to teach our skaters how to dance. The trend, we all agreed, was toward dancing on rollers, altho yet insignificant. It was therefore agreed that the different styles should be incorporated into one so that dancing on skates would be more standardized and easier to teach. In the following year, 1938, Perry Rawson, a retired broker and ice and roller skating enthusiast, brought to my attention the fact that in Europe roller skating was on a par with ice skating and that for both sports an international style of dancing was practiced.

Perry was leaving for England shortly and I asked him before he left if he would study the dancing done on the other side as a means of helping us to acquire a more uniform style. Actually, Perry did better than that. He cabled me, shortly after his arrival in England, that he had found a trio of English champions that could demonstrate not only the dances as they should be done, but also pairs and free-style skating as well.

With the consent of the other members of the association, I immediately cabled Perry that he should bring the English skating trio to America when he returned. I told him that the RSROA would pay all their expenses on a tour of American rinks for the purpose of displaying their talents.

Thus, in the fall of 1938, Joan and Jimmie Lidstone and Billy Watson came to the United States. The English skaters spent nearly three months in the States, demonstrating the international style in all sections of the country. The style was so appreciated by skaters that they immediately began clamoring to their professionals and rink managers for more complete information.

Dance Advancement Speedy

Bronze and silver-medal proficiency test books, followed later by a gold-medal book, were published by the RSROA in answer to the skaters' demands, with

complete instructions in dancing and figures. The improvements which followed in American skating, mainly as a result of these RSROA instruction books, was so great that when Jimmie Lidstone returned to this country last year, a Lieutenant in the British Royal Navy, he acknowledged that our dancing was advanced over that done in Europe and that free style and figure skating in the United States was fast approaching Europe's best!

The RSROA, as a body, was also benefiting itself during this great advancement in American roller skating. Of the original 17 members, the membership jumped to 80 the first year and is well over 150 at present, with many new applications now up for consideration. The present membership repre-

sents nearly all the large and important rinks in the country. From its original purpose of an organization for the benefit of the roller-rink operator, the RSROA has become a body intent on aiding the amateur skater by advancing the sport itself.

One of the greatest strides in American roller-skating progress by the RSROA has been the inception of an annual official national amateur championship meet. This event, which has drawn the cream of American skaters from every corner of the nation to vie for national honors under one competent set of judges, has proved another purpose of the association. It has standardized skating.

Working for Skater Is Aim

A non-profit organization, it has found that the operator members could get most out of the association by working (See THE RSROA on page 63)

VICTOR J. BROWN, who served three terms as president of the Roller Skating Rink Operators' Association of the United States and one of the organizers of the association, is owner and operator of New Dreamland Arena, Newark, N. J., considered by many the country's largest and most beautiful unobstructed rink. A veteran of roller-rink business, Brown has had 26 years of operational experience. Besides skating, he has promoted boxing, wrestling, auto racing, swimming and other sports and has constructed, owned and operated several large amusement parks. A pioneer in numerous sports innovations, he is credited with having conducted the first rodeos and 21-day skating races in this country.

view of this, roller skating stayed in the doldrums for years.

Birth at Racing Meet

Racing was, all thru these years, the only roller-skating activity. And in April, 1937, Fred A. Martin, operator of Arena Gardens Rink, Detroit, decided to stage a racing championship at his rink. Seventeen operators attended, bringing representatives of their respective rinks. After the championships it occurred to me that perhaps it would be a good idea to establish some sort of an association with these other rink operators. With such an association, the member operators could compare notes on trends and methods of operation.

At a banquet for the attending operators in a Detroit restaurant I put forth my plan for a roller-skating rink operators' association, and the others were wholeheartedly in favor of it. We each contributed a dollar to get the organization under way, and the first election of the Roller Skating Rink Operators' Association of the United States was held. Fred Martin was chosen as secretary-treasurer and I was installed as president.

For a short time before the inception of the association, waltzes and two-steps of a sort were done, but there was no uniformity in style. Every rink had its own way of doing a step. My skaters did

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SELL BEAUTIFUL TINSELLED XMAS SIGNS, Xmas Victory and Service Banners. Make Xmas money. LOWY, 8 W. Broadway, New York City.

SENSATIONAL TOOL FOR MAKING GOOD things to eat. Sells for only fifty cents. Sells every place that there is any cooking done. Hurry, supply going fast. GIRARD MFG. CO., Washingtonville, O.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York. de5x

SALESMEN WANTED

ALL RETAILERS NEED CEILING PRICE MARK-ers—50% advance commission. We del-iver, collect. Wonderful sideline. PRICE TAG, 1445 Montrose, Chicago, Ill. x

ATTENTION! ALL MAGAZINE CREW MAN-agers — Former magazine salespeople avoid rationing, open offices leading cities. Every-thing furnished free. Detail experience. Write MARK STEELE, Claridge Hotel, New York. de12x

REPRESENT AMERICA'S GREATEST PRODUCER of Union Label Calendars, Business Stationery, Price Markers, etc., for every retailer, at prices that defy any and all competition. No priorities. No rationing. Big commission. Outfit free. NATIONAL PRESS, 545 Randolph, Chicago. x

FORMULAS & PLANS

BEST FORMULAS—SPECIALS—POLISHES, COS-metics, Ink, Cooking, Stains, Soaps, Salves, Hair-Straightener. B.E.F. Formulas. ROOM 10, Robbins Bldg., Springfield, O.

HOT SALE HAMBURGERS—ZESTO HAM-burger Spread. Tremendous demand. Jamming eating places everywhere. Delicious, different. Both formulas, \$1.00. F. J. LaPLANT, Menominee, Mich.

PITCHMEN'S NEW 924 PAGE MONEY-making Bible, containing 10,000 Formulas, Recipes, Secrets for easily making fast sellers and bigger profits. \$1.75 postpaid or C.O.D. ADAMS BROWNS COMPANY, Chestnut Hill, Mass.

BUSINESS OPPORTUNITIES

ARCHERY RANGES — IDEAL, NEAR ARMY camps; Southern locations for winter season. Big profits. Replace rifle ranges; no priorities. Prices, plan, STANLEY JOHNSON, Salamanca, N. Y.

CATALOGS, PRICE LISTS WANTED FROM manufacturers, especially Military Jewelry, Notions, Toys, Sundries. LEE E. COOPER, Wholesale Merchandise, Box 443, Glendale, Calif.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equip-ment and Supplies. no28

FOR SALE—BOWLING ALLEY; SIX REGULA-tion alleys complete on location; military town, Central Florida. Cheap rent. For quick sale, \$1,000. Cash. Write IRION, Clear-water, Fla.

GET VALUABLE TIPS ON THE ROADSHOW Film Business — Free 16-Page Booklet tells how to get started in the business, how to operate, stories of actual operations and a special section of answers to questions frequently asked by Roadshowmen. BOX C-444, Bill-board, Cincinnati. tfn

GET YOUR SHARE OF WAR MONEY! LICK the gas rationing bugaboo! Boundless op-portunity selling by mail with my amazingly successful new plan. Small investment. Expe-rience unnecessary. Rush postal for particulars. F. H. MARTIN, 2417-B Jefferson Ave., St. Albans, W. Va. x

MAKE MONEY AT HOME — CHOOSE FROM over 100 businesses. Full particulars free. WRIGHT, 83-M Maple Ave., Irvington, N. J.

MUSIC PUBLISHER WANTS CONTACT MEN in key cities to work on profit sharing basis. No investment. Give experience and references. BOX LA-2, Billboard, Los Angeles, Calif.

PRIME YOUR POST-WAR DOLLAR NOW! Investigate promptly. Plastics compound tool patent for sale. Tool delivers continuous uniform strip. T. PASANEN, Franklin Mine, Mich.

THE KNACK OF MAKING MONEY IN ANY Job, Business or Profession. Postal brings details. R. E. MEDWORTH, Box 176, Rensselaer, Ind.

WANTED — AN INTELLIGENT MAN? EARN \$1,000. Send stamped, addressed envelope for particulars. (No postals, please). DAVID ORNSTEIN, 1811 Adams St., Chicago.

WIN WITH "SCHEMER" SCHEMES, TIPS, Opportunities, Formulas. Six magazines, 288 pages, just 30c. (41th year.) LEWIS PAT-TERSON, Publisher, Alliance, O. de5x

INSTRUCTIONS BOOKS & CARTOONS

BOOKS — FOR CONCESSIONS, LECTURERS, Shows, Stores, Canvassers, Pitchmen on Health, Crime, Drug Evil, Jokes, Songs, Recita-tions, Magic, Mysticism, Snakes. Stock and Special Editions. State your business. Low prices. 30 different samples, \$1.00 postpaid. STEIN PUBLISHING HOUSE, 521 S. State St., Chicago, Ill.

BUSINESS, TRADE AND DIVERSION MAGA-zines—Current copies; 437 different publi-cations, representing 122 vocations to choose from—mechanical, electrical, plumbing, build-ing, live stock, poultry, printing, journalism, photography, advertising, music, hobbies, stamp collecting, patents, mail order, radio, aviation, sports, etc. Free price list. COMMERCIAL ENGRAVING PUBLISHING COMPANY, 34H N. Ritter, Indianapolis, Ind. x

ILLUSTRATED COMIC BOOKLETS—7 FOR 50c. Varied assortment. Write for complete list. CHARLES J. TORIAN, Hampton, Va.

MODERN POSTER ART AND LETTERING IS a complete course in Pictorial Work and Sign Painting, with over 700 good illustrations. Only \$2.00 postpaid. E. C. MATTHEWS, 2325 Cass Ave., St. Louis, Mo. x

SNAPPY, THRILLING — CUBAN, MEXICAN Pictures, Books, Booklets, Miscellaneous. Samples, lists, 50c. JORDAN, 135-A Brighton, St., Boston, Mass. x

SPECIAL BIG BOOK CATALOGUE FREE — Lowest prices in book history. Write OLD PROF'S BOOK SHOP, 916 Arcadia Court, Pontiac, Mich. de19x

THE KNACK OF MAKING MONEY IN ANY job, business or profession easily mastered if you know how. For particulars write LEO ADAMS, 492 Barrett St., Elgin, Ill.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. no28

PERSONALS

DO YOU KNOW THE RANK OF ARMY AND Navy Officers? Send 10c and you will be able to tell their rank and their pay. Other interesting information. SUPERIOR SALES CO., P. O. Box 744, Omaha, Nebraska. no28x

HOW TO BECOME STRONG! — MEN AND women. Free information, with surprise. DR. KAY KAY, Vitamins, Stimson Bldg., Los Angeles, Calif.

RED, WHITE AND BLUE JAR DEAL TICKETS, 1930 count, \$1.45 set; \$1.40 dozen lots; 2040 count, \$1.75 set; \$1.70 dozen lots. De-posit required. POLLY SALES, 1607 Chicago, Omaha, Neb. de5x

SCOTCH TWEED OVERCOATS, \$35. ONLY FEW left. No more until Victory! Worth \$55. BRIDGEMILL, GALASHIELS, SCOTLAND, 334 S. Alexandria, Los Angeles.

TO DANTE ALTIERO, JOE WILLIAMS AND Willie Collins—Will you immediately write, wire or phone, collect, BROWN, JACKSON & KNIGHT, Kanawha Valley Bldg., Charleston, W. Va.

1,000 MIXED POSTER STAMPS AND PA-triotic Labels, \$1.00. S. N. ROONEY, 116 Prince St., New York City, N. Y.

MISCELLANEOUS

ADVERTISING SPACE-BINGO CARDS, CAGES and Mixers; also transparent clear-vue Plastic Markers in bulk. Write for bulletin. AMUSEMENT INDUSTRIES, P. O. Box No. 2, Dayton, O.

CHAMPION CUSTOM BUILT LEATHER MEN'S Belts with money pocket, \$1.25; with Champion adjust device and money pocket, no buckle, \$1.50 postpaid. Money order remit-tance with order information, 3c, please. LEATHERCRAFT, 844 W. Baltimore, Baltimore, Md.

DETECTIVES—WORK HOME OR TRAVEL. Make Secret Investigations. Experience un-necessary. Detective particulars free. Write GEORGE WAGNER, B-2640 Broadway, New York. de5x

FOLDING CHAIRS—HARDWOOD, NATURAL varnish finish; fold-flat; built for wear. Particulars, AMUSEMENT INDUSTRIES, P. O. Box No. 2, Dayton, O.

GOING TOUGH IN DANCE FIELD TODAY to waste time, energy on homemade dance wax. \$15.00 100 pounds C.O.D. prepaid. Send 25c for sample. OLD COLONY WAX, Davenport, Ia.

HANDCUFFS, LEGIRONS — BOUGHT, SOLD, repaired, fixed, exchanged. Keys furnished, fitted. Dime for list prices. NUGENT, 101 N. Third, Richmond, Va.

PRINTING

NEARGRAVURE PROCESSED LETTERHEADS—Orchestras, Magicians, Carnivals, Circus, Clowns, Aerial, etc. Complete samples, prices 10c. You'll be surprised. SOLLIDAY'S, Knox, Ind.

QUALITY PRINTING, DELIVERED U. S. A.—20 lb. Bond Letterheads, 8 1/2 x 11 500, \$2.25; 1,000, \$3.50. Noteheads, 5 1/2 x 8 1/2, 500, \$1.75; 1,000, \$3.00. PUBLISHERS SALES SERVICE, Dept. T, Harbor Springs, Mich.

SONGWRITERS — 100 COPIES (8 1/2 x 11) OF your piano-vocal, \$4.75. DANIELS, P. O. Box 24, Sta. "H," B'klyn, N. Y.

STAMPING MACHINES — NAME-O-GRAPHS, rebuilt; 2 with letters and numbers; 2 with letters; several flat engraving machines com-plete, type for wallets and pens. W. J. CALEY & CO., 3214 Chestnut, Philadelphia, Pa.

TRY US FOR HAND BILLS, HERALDS, ETC., TO 8x12. Satisfaction guaranteed. Prices rea-sonable. TUNNELTON PRINT SHOP, Tunnelton, W. Va.

WINDOW CARDS — FOR ALL OCCASIONS. Flashy 14x22 designs, 3 to 5 colors, non-bending cardboard, \$3.50 hundred. TRIBUNE PRESS, Fowler, Ind. de12x

WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.75. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

21 PERSONAL CHRISTMAS FOLDERS WITH name, \$1.00; 50 Cards, 10 designs, \$1.00. GILBERT CHESER, 3146 Warren Blvd., Chi-cago, Ill.

\$1.00 — PRINTING BARGAIN — 200 EN-velopes, 200 8 1/2 x 11 Letterheads, or 225 of both for \$2.00 prepaid. EVANSPRINT, 44 N. Tenth, Reading, Penna. x

100 LARGE ENVELOPES AND 100 LETTER-heads, \$1.00; 500 6x9 Handbills, \$1.25; 100 Cards, 40c. Stamp samples. CROWN PRINT, Adelphi, O. x

250 LETTERHEADS OR ENVELOPES, OR 1,000 6x9 Dodgers, \$1.50. Send for price lists. THE REVIEW, Westfield, Ill.

500 8 1/2 x 11 HAMMERMILL LETTERHEADS and 500 6 1/2 White-Wove Envelopes, printed your copy, \$4.50 prepaid. DREW PRESS, Box 423-F, Greensboro, N. C. no28

500 BOND LETTERHEADS OR ENVELOPES, \$1.95 postpaid. Window Cards, Heralds. Write for printing price catalog. HUBBARD SHO-PRINT, Mountain Grove, Mo.

1,000 BUSINESS CARDS, \$1.00; VELLUM finish, free picture cuts, six lines limit. DIXIE BUSINESS CARD CO., BB189 Jefferson, Memphis, Tenn.

COIN-OPERATED MACHINES, SECOND-HAND

A COMPLETE STOCK OF REBUILT 5c SELEC-tive Candy Bar Vending Machines. Also 1c Gum and Peanut Machines. Bargains. ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

A.B.T. CHALLENGERS TARGETS—GUARANTEED clean and perfect order; almost like new; \$15.00 each. ARCADE SUPPLY CO., 6951 Hillside, St. Louis, Mo.

A.B.T. NEW STYLE MODEL F BLUE TARGETS—High serial numbers, late manufacture; \$16.00. ARCADE SUPPLY CO., 6951 Hillside, St. Louis.

BIGGEST USED PHONOGRAPH BARGAINS—All reconditioned. Send for bargain list. FAIRMORE MUSIC COMPANY, 135 S. 5th St., Reading, Pa. de5x

EVANS JUNGLE CAMP, FREE PLAY CONSOLE, \$50.00; One Ball Automatics, excellent condition, in storage. Western Winner, Gottlieb College Football, Bally Carom, Pacific Heavyweight, Gottlieb Derby Day, Gottlieb Terminal, \$20.00 each. 1/3 deposit. MANITOWOC DISTRIBUTING CO., 209 N. Sixth, Manitowoc, Wis.

FIVE MILLS JUMBO FREE PLAYS—BROWN cabinets, \$87.50. BYRD CATE, 615 Parkwyth Ave., Baltimore, Md.

FOR SALE—EIGHT GOTTLIEB 3-WAY GRIPPERS, 2 A.B.T. Challengers. J. OMER BARNHART, 107 1/2 S. Broadway, Peru, Ind.

FOR SALE—PHONOGRAPHS, PHONOGRAPH Route, Wall Boxes. Write for prices. STARK NOVELTY, 611 Mahoning, Canton, O.

FOR SALE—KEENEY SUBMARINE, \$169.50; Western Baseball Major League, \$124.50; Casino Golf, \$19.50; Chicago Coin Hockey, \$189.50; Photomatic, 1939, \$500.00; Watling Tom Thumb Scale, \$65.00. KING PIN GAMES COMPANY, 826 Mills St., Kalamazoo, Mich.

FOR SALE—ROCK-OLA TENPINS, \$50.00; Chicken Sam, \$75.00; six Mutoscope Diggers, \$50.00; five Exhibit Card Machines, \$15.00; Keene's Submarine Gun, \$195.00. H. & H. SALES, 1933 Central, Kansas City, Mo.

MILLS THREE BELLS, LIKE NEW, \$475.00; Mills Four Bells, 5-5-5-25, \$400.00; Blue Fronts, Brown Fronts, Melon Bells, \$99.50; Menna heavy steel triple Safe Cabinets, \$100.00; Bell Locks, \$1.50; Penny Q.T.'s, \$25.00. H. R. HORN, 137 E. Market, Akron, O.

OFFER WANTED FOR JENNINGS LITTLE Dukes, Grand Stands, Club Houses, Rockaways, Ten Strikes, Whiz Balls, Tycoon, Flickers, Extraordinary, American Eagles. Write for prices. Crafting extra. BEMIDJI NOVELTY CO., Bemidji, Minn.

PACKARD WALL BOXES—SAME AS NEW, \$29.50 each; 2 International Ticket Scales, \$75.00; Cecco 5c Hot Peanut Machines, used thirty days, \$15.00; 1 Rowe 1c Stick Gum Machine, \$10.00; 15 Mills Steel Folding Slot Stands, \$3.75. Job lot of new Push Cards and Sales Boards for sale cheap. E. O. LIKENS, Bethesda, Md. x

SACRIFICE—30 DU GRENIER CANDY Machines, 25 Adams Gum Venders, 25 Cent-a-Mint Machines. Write for prices. AUTOMATIC MERCHANDISING SERVICE, Suffern, N. Y.

SALE CHEAP—CANDY MACHINES, 8 U-Select-It, \$25.00; 7 DuGrenier Pump Handle, \$7.50; 10 DuGrenier Gum Machines, \$7.50; lot, \$300.00. RUDZINSKI, Laconia, N. H.

SCALES—\$5.00 WASHINGTON WATLING Spring, \$15.00; National, \$18.00; Ideal, \$15.00; Columbia Cabinet, \$20.00; Watling Cabinet, \$30.00; Greyhound Cabinet, \$30.00; Peanut Venders, \$3.00. HEINEMAN, 656 Selden, Detroit, Mich.

SELL OR TRADE CAILLE A. C. 5c 7 PLAY—Want Paces 5C Comets, 3 and 5 pay. Must be cheap. MODERN SPECIALTIES, 660 Woodlawn Ave., Aurora, Ill.

SIX VIEW-A-SCOPES, \$15.00; FIVE SINGLE Gottlieb's Crisps, \$6.75; five of the latest Pikes Peaks, \$12.50; 3 A.B.T. Target Skills, \$14.50. All ready for location. Send deposit. A. C. HILL, Box 1517, Vernon, Tex.

SPECIAL WURLITZER 41 COUNTER MODEL, \$69.50; 61 Counter Model, AC and DC, \$59.50; 616 Remodeled DC, \$75.00; Kicker and Catcher, \$10; Pike's Peak, \$12.50; Lucky Strike Cigarette, \$14.50; Vest Pocket Blue and Gold, \$27.50; Skee Balleto, \$50.00; Pipe Stands, \$2.00; Challenger, \$20.00. LINCOLN, 501 W. 41st St., New York City. x

TEN MUTOSCOPE ELECTRIC TRAVELING Cranes, \$49.50; two Keene Adaptors for Mills Empress, \$15.00 each; Keene Bar Box, \$12.50; five Holly Gridders, \$8.75 each. C. B. BRADY & CO., Durham, N. C.

WANTED—EXHIBIT KNOCKOUTS, WILL pay \$50.00. Must be in good mechanical condition and clean. BILL FREY, INC., Box 4141, Miami, Fla. no28

WANTED—MILLS VIOLIN VIRTUOSO, MUST be complete and in good working order. BILL FREY, INC., Miami, Fla.

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

WANTED—BALLY HAWTHORNE, PIMLICO, '41 DERBY, LONGACRES. State exact condition and price. KAN. SPECIALTY, 1006 Central, Kansas City, Kan.

WANTED—GOTTLIEB'S 5-10-20, KEEP 'EM Flying, Liberty's, Knockouts; other late free plays. ROY FOSTER, 2206 S. Minnesota Ave., Sioux Falls, S. D.

10 GROETCHEN LIBERTYS, USED, AT \$12.50; 15 Slots, Watling, used, Mystery payout, 5c play, at \$59.50; 10 Mills Glitter Gold, 5c play, \$112.50; 15 Jumbo Parades, cash or checks, 5c play, at \$169.50; 2 Jennings Cigarolas, used, at \$89.50; 25 Holly Gridders, used, \$13.50, 1/3 cash with order, balance C.O.D. S. R. MONTCALM, Bastrop, La. de5x

10 PIKES PEAKS, USED SHORT TIME, \$13.00 each; 5 like new, \$16.00 each. RICHARD INCE, 161 Glenwood, Mobile, Ala.

40 SPINETTE PEANUT VENDING MACHINES—Like new; cost \$15.00 each; sell for \$10.00 each. SALCO CO., 2640 Euclid Hts. Blvd., Cleveland, O.

50 COLUMBUS P'NUT, \$3.00; 11 VIEW-A- Scopes, \$15.00; 2 Rockola Ten Pins, \$50.00; 10 Caille Lifters, \$35.00; 10 Caille Wall Punchers, \$50.00; 10 Mills Imperial Shockers, \$20.00; 1 Health-a-Meter Scale, \$10.00; 4 Bang-a-Deer, Improved, \$75.00. AUTOMATIC REPAIRS, 1220 S. 5th, Philadelphia, Pa. x

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES OF POPPERS—Largest selection of Mechanical Machines obtainable from \$45.00. CARAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM KETTLES, COPPER KETTLES—Burch, Star, Kingery, Long Eakins, Caramel-corn Poppers, Burners, Tanks, Vending Machines cheap. NORTHSIDE CO., Indianola, Iowa. no28x

FILM USERS, ROADSHOWMEN—TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35 MM. Films, Equipment and Supplies. no28

MINIATURE TRAIN—A-1 CONDITION; 24-inch gauge engine and four cars, 1,400-foot track; real bargain, \$1,150. Four Carousel Horses, like new, \$35.00 each. J. B. ALEY, Rt. 4, Anacostia, D. C.

FOR SALE—SECOND-HAND SHOW PROPERTY

COMBINATION STEREOPTICON—SPECIAL built for automatic, continuous display of ten advertising and other slides or hand operated for lecture, song and other sets. Seven old-time illustrated song sets, 54 different views and extra lenses. Everything for \$85.00. COLMAN, Box 463, Wilmington, O.

FILM USERS, ROADSHOWMEN—TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. no28

FOR QUICK SALE—COMPLETE EQUIPMENT and Chairs from 400 seat theater. Big bargain. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago. de12x

FOR SALE—16 AND 24 SEAT ADULTS CHAIR Planes complete. Engine, fence, ticket booth, wiring, lamps. CALVIN GRUNER, Pinckneyville, Ill. de5

LOOP-O-PLANE—DUAL PORTABLE, USED four years in park. Appearance and mechanically like new. Complete with fence, ticket box, cable, etc. Sacrifice for cash or trade for ride I can use and pay cash difference. HOLLINGSWORTH, 1012 Oaklawn, N. E., Grand Rapids, Mich.

MAGIC—TRUNK FULL, WHOLESALE, RETAIL, domestic and foreign. After 6 p.m., RAMON BORDOY, 367 Hawthorne St., Brooklyn, N. Y.

RUBBER MOLDS—CAST YOUR OWN PLASTER. Also Knife Racks and Supplies, Magic Goods, Concession Games, Job Printing Press. Let me know your wants. CLINTON DOWNS, Marshall, Mich.

SEND 10c FOR LIST 100 USED GUNS. FRAYSITH'S, Willmar, Minn.

TENTS—40x60 AND 30x80, ROUND END, 9 oz. khaki, red trimmed, hand roped, A-1 shape; tops only, \$295.00 each. Includes chafing bags. Money back guarantee. Send \$1.00 for complete list of 400 Tent bargains. Also 100 Chairs at \$1.50 each; Stakes, Poles, Sidewalls. What do you need? SMITH TENTS, Auburn, N. Y. de5x

TENT, 15x30—NEVER USED; KHAKI AND red. Write for particulars. \$150.00. GEORGE PEREGOY, 2505 W. Fairmount Ave., Baltimore, Md.

THREE 36 FOOT SKEE BALL ALLEYS, 20x30 Tent with eight foot walls, eight player Archery Game, five Photoscopes. All in good condition. KIRKPATRICK BROS., Waynesville, Mo.

TENT—40x70; GREEN TOP ONLY, NO SIDE wall, \$75; only fair condition; single Loop-o-plane, new motor. BOX 373, Gastonia, N. C.

TOP, 32x64, \$50.00—SEVERAL WESTERN Features, Shorts; 16mm., new prints, screening examination. List for stamp. GLENN NEWTON, Whitesboro, N. Y.

PHOTO SUPPLIES DEVELOPING-PRINTING

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. de5x

DIRECT POSITIVE PAPER—NEW BRAND; same processing time; same method of developing, bleaching, clearing and redeveloping; same emulsion speed. In standard width rolls to fit direct positive cameras and machines. Shipments will be made within reasonable time, depending upon available production and shipping facilities. Send for free print or send order to be shipped C.O.D. at ceiling prices. BOX C-3, Billboard, Cincinnati, O.

DIRECT POSITIVE OPERATORS—FLASHY easel mounts, \$1.25 per hundred. Flashy folder holds two 1 1/2x2" photos, stands up also handy pocket size, 2c each; army camps using thousands. "Photoclips" for mounts or glass; instantly attached, "To Mother and Dad," "Buddies," "Always Thinking of You," eight others, \$1.00 hundred. Assortment 100 pieces cases, folders, clips, retail \$6.00, postpaid for \$2.00. Free design for quickly splitting positive paper rolls. MILLER SUPPLIES, 1535 Franklin Ave., St. Louis, Mo.

EASTMAN D.P.P. AND 5x7 ENLARGEMENT Paper bought and sold any size for the trade; 14 rolls 2x250 ft. on hand. Expires Nov., 1943. Quote your best price, if interested. BONOMO, 95 Melrose St., Brooklyn, N. Y. x

FILM USERS, ROADSHOWMEN—TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. no28

LEATHERETTE FOLDERS FOR 1 1/2x2 AND other sizes. Fast seller. Many satisfied patrons. Free sample. C. GAMEISER, 146 Park Row, New York. no28

SIGN AND PICTURE PROJECTOR—MAKES you an artist instantly. Used by scenic artists, sign painters and showmen. Enlarges prints, sketches, photos. No negatives required. Send for bargain list. SIGN PUBLISHING CO., 2325 Cass, St. Louis, Mo.

WILL BUY PHOTOMATOM DIREX POSITIVE Paper at \$35.00 per 1,000 roll. PEERLESS VENDING MACH. CO., 120 E. 14th St., N. Y. C.

4-4 10c PHOTO MACHINE—FACTORY built, used one week; also Button Tintype. SAM ADER, 1644 Blaine, Detroit, Mich.

4F5.4 IN. VOIGTLANDER—IN COCKING Voigtlander Shutter, 1 sec. to 250 sec. Like new; cover 3x4; \$30.00. ROSKE STUDIO, 2016 No. 24th, Omaha, Neb.

ACTS, SONGS & PARODIES

FOR SALE—100,000 COPIES CLASSICAL Sheet Music, brand new, 1/2c copy. Send for list at once. MORRIS MUSIC CO., 1025 Arch, Philadelphia, Pa.

MELODIES WRITTEN FOR SONG LYRICS—Royalty basis. Good publisher connections. Comedy novelty preferred. AL SANDERS, 1261 N. LaSalle, Chicago, Ill.

SING-CROW—"IT'S GREAT TO BE A Rooster." Send for Professional Copy. Comedy, Radio, Stage. ENGLEWOOD MUSIC HOUSE, 516 Englewood Ave., Chicago.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS—USED 120 BASSES FOR SALE. Some almost new, many makes. Wholesale prices. METRO ACCORDION COMPANY, 44 N. Albany, Chicago. no28

COSTUMES, UNIFORMS, WARDROBES

ATTRACTIVE EVENING GOWNS, CHORUS Sets. Various Band Orchestra Coats. Stage Costumes, lowest prices. Accessories, etc. CONLEY, 308 W. 47th, New York.

INDIAN BEAD WORK, WEAPONS, CURIOS—Fine genuine Eagle feather War Bonnet, \$10.00; part beaded Buckskin Vest, \$9.00. Catalogue, 5c. VERNON LEMLEY, Osborn, Kan. x

INDIAN COSTUMES, INCLUDING EVERY- thing in genuine Indian Handicraft, Supplies and Relics. Free catalog. PAWNEE BILL'S INDIAN TRADING POST, Pawnee, Okla.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. de5x

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest price. SCHELL SCENIC STUDIO, Columbus, O. x

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High St., Columbus, O. del2x

ATTRACTIVE 216-PAGE ILLUSTRATED PRO- fessional Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. no28

BARGAIN—MAGICAL SECRETS, MIND- reading, escape, publicity miracles, books, illusions, chemical; also illustrated catalogue, 25c. GENOVES, General P. O. Box 217-B, New York, N. Y.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. del2x

MAGICIANS—ONE DOLLAR BRINGS BOOK on Miracle Magic. Guaranteed to produce these results: It will make miracles of or magic open a new field in magic, be of interest to the entire show business, create audience thrills and applause, and be of service to our country and to the magic profession. Special deals for clubs and companies. Send to CHARLES POLK, Arcadia, Fla. x

MIND READING INSTRUCTIONS, \$1.00— Earn \$100.00 day fairs, beaches, theatres calling articles, birthdays, etc. Simple. PREMIER SYSTEMS, Box 1608, Hollywood, Calif.

MINDREADING—MAGIC, BLUE PRINTS, Trunk of Magic, \$50; 16mm. Sound Films. ELIROY, Box 6536, Pittsburgh (12), Pa.

PINXY GUARANTEED STRICTLY PRO- fessional Puppets. Ventriloquial and Punch and Judy Figures. None better; lists free. PINXY, 1261 N. Wells, Chicago, Ill.

SPIRIT CABINET—TALKING SKULL, SPIRIT Hand, Horn, etc., all operated from a distance or through walls without connections. Better than magic, good as a spirit. War Exhibitions, battleships, hanging Hitler. BAUGHMAN, Warren, O.

TATTOOING SUPPLIES

BEST AND CHEAPEST MACHINES, COLORS, Photo Designs. Tattoo book. World's most popular tattooing studio. CHARLIE WAGNER, 11 Chatham Sq., New York, N. Y.

TATTOOING MACHINES, SUPPLIES, RE- mover, Needles. MILLER, 433 Main, Norfolk, Va. Also curios from all parts of the globe; catalog, 50c.

ANIMALS, BIRDS, REPTILES

ANIMALS FOR IMMEDIATE DELIVERY—Complete Monkey Show, including one male, adult Chimpanzee, fully trained. Following also fully trained: Four full-grown female Rhesus Monkeys, \$40.00 each; one large male Rhesus, \$40.00; one Golden Rhesus, adult male, \$50.00; one Sooty Mangabey, \$40.00; one female Ringtail Monkey, \$35.00; one female Black Spider Monkey, \$40.00; one male Baboon, \$40.00; one full-grown male Drill, magnificent specimen, \$125.00; two mother Rhesus Monkeys with babies. Following are untrained: Two young Congo Chimpanzees, \$400.00 each; four Giant Rhesus, \$30.00 each; tame grown Raccoons, \$15.00 each; one Malayan Sun Bear, \$100.00; one grown tame Himalayan Bear, \$100.00; three Silver Foxes, \$125.00 each; one Agouti, \$15.00; one Military Monkey, \$50.00; one Mona Monkey, \$40.00; Coat of Mundi, \$15.00 each; Grade B Rhesus Monkeys, \$10.00 each. Also complete show comprising 200 stuffed foreign animals and birds, including giant Orangutan, large snake skins, drums, various other items. Complete exhibit, \$500.00. HENRY TREFFLICH, 215 Fulton St., New York City. no28x

ARAB SOMERSAULT AND BACK SOMER- sault Dogs always in stock. Anything broke to your order. WICK LEONARD, 3209 Sullivant Ave., Columbus, O.

PIGEON BARGAINS!—FINEST HOMERS; All colors, or beautiful Birmingham Tumblers, \$2.00 pair; six pairs, \$9.00. FRANKLIN MORRIS FARM, Batavia, Ill. x

FOR SALE—SICILIAN JACK, SICILIAN Jennet; pair Apaloosa Mules; miniature Mules, Ponies. Want Buggies, Saddles, Harness. LEX WATSON, Columbia, Tenn.

MIDGET CIRCUS STOCK—SMALL TYPE pure-bred Shetlands, any color. Missouri Mules that are real midgets. Matched pairs and drill teams. FRED WILMOT, Richards, Mo. x

MONKEYS WANTED—ALSO PARROTS, Macaws, Cockatoos, etc., for cash. Write us fully. NATIONAL PET SUPPLY, 3101 Olive, St. Louis, Mo. no28

PARTNERS WANTED

PARTNER FOR UNUSUAL CIRCUS—SERVICES optional. Opportunity to make money with well known circus executives. BOX C-39, Billboard, Cincinnati. Materiale protetto da copyright

FILM USERS, ROADSHOWMEN

Turn to "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35mm. Films, Equipment and Supplies. For complete information read the Roadshow Department every week. Make doubly sure to get your copy of The Billboard Christmas Special. It will carry more advertising for you and special feature stories as well.

HELP WANTED

BASS FIDDLE MAN—MUST FAKE GOOD; union; location; \$45.00 per week. Open Nov. 30. Wire JACK MATHIS at Holmes Nite Club, Hattiesburg, Miss.

ELECTRICIAN WANTED—OPEN IN MISSOURI. Must be sober, draft exempt. State salary. All correspondence confidential. BOX C-40, Billboard, Cincinnati.

EXPERIENCED SHOWMAN — WEEK STAND. 16mm. projector, films furnished. References. State all you can and will do. FILM RENTALS, Whitesboro, N. Y.

GIRL AERIALIST FOR OUTDOOR SEASON with recognized high trapeze act. Twenty weeks guaranteed. Salary, all you are worth. JAYDEE, Billboard, 1564 Broadway, New York.

MATURE MEN who are interested in making connection which pays good salary, and where age is no handicap provided you have energy. Dramatic ability an asset but not essential. Give full details and photo of yourself. GORDON SERVICE, INC., 131 West Lafayette, Detroit, Mich. de5

MIDGET—GIRL—ATTENTION—WANTED FOR standard vaudeville act. Must be attractive, real midget, age 18 to 30. Salary the best. Send photo, please. WM. T. BLOCH, 22 Montgomery St., Boston, Mass.

PIANO MAN FOR JAM COMBO; DRAFT exempt; short hours; \$55 week; steady location. Wire AL POLK, Fountain Club, Tullahoma, Tenn.

SOCIETY BAND WANTS FIRST TRUMPET— Tenor men that transpose. Two-beat Drummer. Violinist. Men with cars preferred. Location. BOX C-43, Billboard, Cincinnati.

SOUND EFFECTS MAN—EXPERIENCED SOUND technician for Midwest network originating station. Outline qualifications, draft status, salary, references to BOX 535, care Billboard, 155 N. Clark St., Chicago, Ill.

TRUMPET, TROMBONE OR SAX WANTED AT once. Other musicians, write. GENE MILLER, Alvarado Hotel, Albuquerque, N. M.

WANTED — MUSICIANS AND SMALL COM- binations (union). Steady work. Apply at once. FRANK E. TAYLOR, 203 N. Wabash Ave., Chicago, Ill. no28

WANTED—TOP NOTCH SERVICE MAN FOR pinballs and music. Good salary. Call or write FREEPOR MUSIC CO., Freeport, Ill.

WANTED TO BUY

APD FILMS—MUST BE 100% CONDITION. Give best prices and names of subjects in films. Reply P. O. BOX 1033, Panama City, Fla.

BOWLING ALLEYS — BRUNSWICKS, OPER- ating or stored. Have duck pin alleys for sale. Give details. BOX C-42, Billboard, Cincinnati, O.

"CHICAGO" ROLLER SKATES—SEVENTY PAIR, soft rubber wheeled; either new or used ones in good condition. SAM LONNING, Glendive, Mont.

COMPLETE CONCESSIONS—TOPS, FRAMES, Watch-La, Heart Blocks, Cat Rack, Laughing Mirrors. Tent about 30x50, Chairplane. BOX 373, Gastonia, N. C.

DIRECT POSITIVE CAMERA — FULL FIGURE model. State condition, price. Also want background. BOX C-41, Billboard, Cincinnati, O.

OLD BILLBOARDS, 1919 TO 1929. STATE price, date. Also typed copies from your Route Books. CHARLIE CAMPBELL, Sylva, N. C.

WANTED—A.B.T. RIFLE GALLERY, LONG Range Shooting Gallery, and .22 Shorts, in any quantity. High prices for cash. SHOOTING GALLERY, 10629 Euclid, Cleveland, O.

WANTED—FREAKS, CURIOSITIES, REAL OR manufactured. Will buy or exchange real attractions. What have you? TATE'S CURIOSITY SHOP, Safford, Ariz.

WANTED—OLD SILENT FILMS CHEAP, ALSO silent portable suitcase projectors; send lists. MADDRAN, 745 S. Polomac St., Hagerstown, Md.

WANTED—MUSIC BOXES, ANY SIZE OR style. Will sell duplicates, also Meerscham pipes, steins. H. H. MEYER, Grant Bldg., Pittsburgh, Pa.

WANTED—25 TO 300 PAIRS OF CHICAGO Skates in very good condition. Will pay \$2.00 a pair. Write HARRY STEMPKA, General Delivery, Evansville, Ind.

WILL PAY HIGH PRICE FOR .22 SHORTS OR LONGS. Name your own price. WALKER NOVELTY CO., Poplar Bluff, Mo.

WILL PAY CASH FOR PORTABLE RIDES— For sale, 4 Duck Pin Alleys and several M-G-R Horses. RAY YARHAM, Newton, Ia.

DRUMMER—AGE 19; RADIO AND STAGE experience; solid, good appearance. Want steady location with full band; prefer South. Have best equipment. Salary, \$50.00 minimum. Doing some vocals on present job. Non-union, but will join. Write or wire JON WHEELER, Station WHOP, Hopkinsville, Ky.

HAMMOND ORGANIST—EXTENSIVE EXPE- rience all branches show business. Perfectly Metronomed rink music for skating. Real organist for nite club, entertainment or dance music. Twenty years public entertainer. Positive guarantee of satisfaction. Go anywhere, but no crossroads. Available about Dec. 12-19th, Union. BOX C-44, Billboard, Cincinnati, O.

LEAD TRUMPET—EXPERIENCED, RELIABLE. Prefer styled band. Will go anywhere. Prefer West. \$50.00 minimum. Free any time. Reason for ad, band folding. Draft 3-A. Wire JACK KERNS, 93 Mt. Vernon, Boston, Mass.

SAXOPHONIST — TENOR, CLARINET, ALTO. All essentials, plenty experience, 4-F. Location only; desire South or West Coast. BOX C-36, Billboard, Cincinnati. no28

WHITE DRUMMER—UNION, SOBER, EXPE- rienced. Prefer dance band; travel or location. BOB CORDELL, 504 Stryker Ave., St. Paul, Minn.

Alto Sax—Sweet tone and can swing it. Plenty of experience, fair reader, fake anything, swell ear. Want work in New York City or commuting distance. Bar, lounge, tavern or what have you. Reliable and congenial, age 35. Write Sax Player, 147 W. 80th St., New York City, or phone Schuler, 4-9374 after 4 p.m. de5

Girls Piano, Drummer — Piano doubling Solovox. Read, fake, transpose. Solid rhythm. Experienced in cutting shows. Union. Full particulars first letter. Musicians, 81 H St., N. W., Washington, D. C. de12

Guitarist — Age 25, union, draft deferred. Pre- fer strolling cocktail unit, or larger combo if pay satisfactory. Do vocals; \$40.00 minimum. Write J. J. Faulkner, 1161 43d St., South, St. Petersburg, Fla.

Tenor Sax — Read any chair, fake anything, go. Beautiful tone, doubling Flute, Clarinet, Guitar; excellent voice; can stroll; 28, member 802, name experience, married. Vocalist. Go anywhere. Now making 75; dissatisfied; accept 60 minimum. Crackpots, lay off. Wire or write D. Denford, care The Pump, Bull and Victory, Savannah, Ga. St., N. Y.

AT LIBERTY PARKS AND FAIRS

BOB FISHER'S FEARLESS Flyers. Billboard, Cincinnati. de12

E. R. Gray Attractions — Triple Bar, Swinging Ladder, Rolling Globe, Single Trapeze, Comedy Acrobats, Posing, Contortion. Can be booked separate. Ross and Keck Aves., Evansville, Ind. de26

AT LIBERTY PIANO PLAYERS

Outstanding Attraction — Novelty Piano Playing packs 'em in. Also play with mittens on in fine fashion. Play by ear. My kind of playing is new and different music. Pleases 'em all. Middle aged, neat, likable personality, sober, non-union. State your best offer including my keep. Short time contracts wanted only. Hotel managers, etc., anywhere, write Lamberjack Hallock, Route 6, Duluth, Minn. Don't wire. de5

AT LIBERTY VAUDEVILLE ARTISTS

A-1 MAGICAL ACT — SUITABLE FOR UNIT, schools or toyland. Fine vent act. Flashy, 2 people. JACK LA WAIN, 522 S. 5th St., Monmouth, Ill. no28

ATTENTION!—REAL PUNCH AND JUDY SHOW Department stores, clubs, children's parties, museums. Double clown. Ticket? Yes. Reasonable terms. DOC CANDLER, R. 2, North Ave., Mt. Clemens, Mich.

At Liberty — Man and Wife, Vaudeville and Leading Man. Wife, General Business. Man, 5 ft. 7 in., 130 lbs., age 59. Wife, age 46, 5 ft. 6 in., 180 lbs., R. R. to opening point. Managers one nighters or week stand, write; also movie theatres. Act known as "Martha and Bob." Small town vaudeville show, answer. Robert and Martha Warren, 146 Blandina St., Utica, N. Y. no28

Dude — The Singing Cowboy, His Songs and Guitar. For radio only. Former manager and vocal with Trail Riders, Wranglers, Trail Hands and Tune Teasers. Can take over artists bureau, build, promote and emcee rural hillbilly or cowboy band programs. Know show talent. Eighteen years' experience. 4-F classification. Write, wire Donaldson, Box 65, Tower Hill, Ill. no28

Coming Events

These dates are for a five-week period.

California
Los Angeles—Great Western Livestock Show. Dec. 1-4. H. W. Lane, Union Stockyards.

Georgia
Albany—Pat Cattle Show. Dec. 8-9. J. C. Richardson.

Illinois
Chicago—Market & Pat Stock Show. Nov. 28-Dec. 5.

Indiana

Evansville—Shrine Victory Circus. Nov. 23-28. Arthur W. Mann, 6 Walnut St.
Gary—Mardi Gras Winter Circus, Armory Bldg. Dec. 12-19. E. A. Hoek.

Louisiana

New Orleans—Mid-Winter Carnival of Sports. Dec. 26-Jan. 1. Frank V. Schaub, 723 Common St.

Michigan

Detroit—Detroit Junior Livestock Show. Dec. 8-10. W. J. Chambers, 6750 Dix Ave.
Grand Rapids—Apple Show. Dec. 1-3. H. D. Hootman, E. Lansing.
Grand Rapids—West Mich. Fat Stock Show. Dec. 9-10. K. K. Vining.

Ohio

Bluffton—Bluffton Agrl. Soc. Dec. 9-11. Harry F. Barnes.
Columbus—Putnam-Allen Counties Ind. Agrl. Soc. Dec. 16-18. Amos L. Goodwin.

Pennsylvania

Pittsburgh—Pittsburgh Livestock Show. Dec. 7-9. Albert J. Roth.

Rhode Island

Providence—Elks' Indoor Circus. Nov. 30-Dec. 5.

South Carolina

Brunson—Hampton Co. Fair. Nov. 23-28. W. F. Hogarth.

Canada

Saskatoon, Sask.—Western Canadian Dressed Poultry Show. Dec. 9-10. Sid W. Johns, Bessborough Hotel.



Poultry Shows

These dates are for a five-week period.

Connecticut

Norwich—Dec. 2-4. Lillian E. Dyer, 30 Hedge Ave.

Illinois

Chicago—Dec. 10-14. G. Fitterer.

Indiana

New Castle—Nov. 27-29. W. S. Pickens, Rt. 2.

Iowa

Dubuque—Dec. 5-9. M. G. Strader, 1451 Central Ave.

Kansas

Newton—Dec. 2-4. Sharits, 422 E. 9th St.

Maine

Portland—Dec. 9-11. Robie Whitney, 1034 Brighton Ave.

Michigan

Bay City—Dec. 9-13. Harold C. Bellows.

Minnesota

Alexandria—Nov. 30-Dec. 4. Holger Hanson.
New Ulm—Dec. 4-6. H. P. Raabe, 423 N. Main St.

Oklahoma

Oklahoma City—Dec. 1-5. T. D. Brown.

Oregon

Oakland—Dec. 8-11. E. F. Strong.

Wisconsin

La Crosse—Nov. 24-28. George K. McDonald, Victory, Wis.

RINKS

(Continued from page 56)
tor, Flash Allen, who was home on a 15-day furlough. Rink has also installed a new sound system for its electric organ.

WHIRLING ACES, Pabby and Jerry, worked at the Shrine Circus in Houston during the week of November 7 to 14. They are now at the Reno Club, Houston, for an indefinite period.

MINEOLA (N. Y.) RINK will now be closed on Mondays and will have matinee sessions on Wednesday, Saturday, Sunday and holiday afternoons only. The curtailment was announced as intended to comply with the current drive for wartime conservation of fuel, light, heat and power.

RAINBOW ROLLERDROME, Memphis, in the past 10 days has lost Carl Yankey, head floorman, and Kay Barnett, assistant, to the armed forces. This leaves the burden of floor management on 16-year-old Mary Lee Forbes, Rainbow instructor, as well as responsibility of training their replacements, Jimmy Mellett and Kenneth Shoup, neither of whom have had previous rink experience, are filling the vacated jobs.

PLAYLAND, roller skating rink near York, Pa., marked its first anniversary on November 14 with a double birthday feature. Rink scheduled special features with session from 8 to 11 in the evening and then again for a midnight party continuing until 2:30 a.m.

ARCADIA GARDENS, Chicago roller rink of which Phil Hays is manager, got a column feature story in *The Chicago Daily News* recently. Hays told *The News* reporter that business at the rink has increased 400 per cent in the last four years.

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NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

Agent, Manager — A-1 Publicity, Contracting, Promotion Man. Trained in newspaper, entertainment field. Age 46, single, clean, alert, educated; good car, tires. Particularly interested steady location, but will consider any good offer giving all details. Prompt reply to all communications. W. G. Cline, 483 Cherokee Blvd., Chattanooga, Tenn. no28

At Liberty — Want to join someone to put on Wrestling Exhibition by amateurs. Have everything to work with except car. Would like to join near here. Wrestlers, write. Answer by mail only. Harry M. Cole, 608 1/2 E. Washington St., Indianapolis, Ind. de12

AT LIBERTY BANDS AND ORCHESTRAS

Lesse Layne Orchestra — Four men, swing and society unit. Draft exempt, organized two years. Steady engagements New York City and vicinity (\$150.00 per week). New Year's Eve still open (\$100.00). Write or wire Lesse Layne, 410 Cromwell Ave., Staten Island, N. Y.

AT LIBERTY MISCELLANEOUS

FLASHY THREE COLOR
Sound Truck—Best of equipment and concessions for season '43. BOX 538, Billboard, 155 N. Clark, Chicago.

AT LIBERTY — FAMOUS

World's Fair Orangutan "Jiggs," with trainer, Cole Smith. Props. Can put on fifteen minute show. Also ten fully trained assorted Monkeys. For full information write HENRY TREFFLICH, 215 Fulton St., New York City. no28

Gagwriter, Idea Man — Writing hand novelties, acts, parodies, patter. Desires connection with legitimate act or other theatrical enterprise. Free to travel. Frankel, 8623 Dickens, Chicago, Ill.

Gagwriter—Twenty-one, two years' cartoon gag-writing experience. Will consider writing for leading radio, stage or night club comedian or team. J. M. Donnelly, 147 Meserole Ave., Brooklyn, N. Y.

AT LIBERTY MUSICIANS

DANCE DRUMMER —

Draft exempt. Prefer Florida location. Friend Eddie Condon, write. "HOB" RANKIN, Richard Theatre, Ahoskie, N. C. de12

DRUMMER — STEADY

location on Army War Camp Show. New set of drums. Draft exempt; union. H. J. JOHNSTONE, Boone, Ia. de5

AT LIBERTY — MODERN DANCE DRUMMER. Mostly two beat style. Write or wire FRANK SCHALK, 507 3d, Bismarck, N. D. no28

DRUMMER—EXPERIENCED, RELIABLE. PLAY shows. Draft exempt. Prefer Eastern location, but will go anywhere. \$50.00 minimum. Reason for ad, band folding. Wire ARTHUR R. SERRES, 93 Mt. Vernon St., Boston, Mass.

DRUMMER—YOUNG, NEAT, EXPERIENCED; draft rating, 4-F. Go anywhere, location preferred. Available immediately. Wire or write JERRY COOPMAN, General Delivery, Oconto Falls, Wis.

DRUMMER — DRAFT EXEMPT; MODERN reader. Good beat; fine equipment; double some Vibes. Location only, hotel or theatre preferred. ED LEE, Lincoln Hotel, Little Rock, Ark. de5

GUITARIST—MODERN TAKE OFFS AND rhythm. Name band experience. Finest electric guitar. Age 25, clean habits, draft 3-A, union. STACY McKEE, 52 S. East Ave., Bridge-ton, N. J. de26

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place

Parcel Post

Barnes, Fletcher (Bank), 5c; Barnhill, Ena N. (license), 8c; Barr, Dorothy Jane; Barr, Walter Otis; BARRICKMAN, Wm. Ernest; BARRY, J. H.; BARTON, Allan; BASCO, Mike; BASHAM, Bill & Helen; BASS, Beatrice; BATES, Wm. Leon; RATTEASE, John; Bauer, H. (Speedy); BAXTER, J. A.; BAYS, Andrew; BAYS, Dick; BAYS, Edw.; Beach, Elmer; BEADY, Abram B.; Beals, Mrs. Harm; Beard, Mr. & Mrs. Herb; BEARFIELD, Robt. Carl; Beaudish, Russell; Beaudet, Clara; Beaudrenn, Lyle; Beaver, Clarence E.; Bechtold, Jos. Beck; Dora; BEFORT, Lorraine; Bell, Fred; Bell, Howard; Bell, Mrs. O. A.; Beller, Marlin; Bellomo, Vincent; BEL-MAR, John; Belshaw, Gladys; Bender, Edw. J.; Bender, Philip; BENGOR, Nicholas; Benjamin, Prof. A.; Benjamin, Harry; BENNETT, Jos. John; BENNETT, Forrest H.; BENNINGTON, Robt. E.; Bentley, C. E.; Bentley, Claude; BENTLEY, Claude E.; Bentley, Mrs. (Midway Cafe); BEQUETTE, O. 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L.; Bramer, Danny; Branagan, Mrs. Anno; BRANDT, Maynard Anthony; BRANGLE, Lawrence J.; BRANNON, John; BRAZZELL, Lonnie; Breese, Del; Brennan, Herman; Brett, Mae; Brewer, Mrs. Gladys; Brewer, Roy; BROWN, ABRAM JOHN; Brown, Benj.; BROWN, Clayton; Brown, Daniel J.; BROWN, Ernest; Brown, Gilman E.; Brown, Kenneth P. H.; BROWN, Moses; Brown, W. B.; Brown, Mrs. Zoe; BROWNE, Derwood A.; BRUCKE, Ervin Leroy; Brunley, A. E.; BRUNEAU, Jos. Edw.; Bryant, G. Hodges; Buccione, Mrs. Margaret; Buchanan, Amelia; Buchanan, C. T.; Buchanan, Mrs. Pat; Buck, G. L.; Buck, Pvt. Stephen B.; Bufkin, Emmitt; BUIHOW, Leonard Chas.; BULEY, Johnnie L.; Burch, Bob; Burch, C. O'Dell; BURGESS, EARL G.; Burke, Alice; Burke, Mrs. Lester; Burkhardt, Dr.; BURKETT, Earl; BURKETT, Wm.; Burkhardt, Melvin; Burleson, Mattie; Burns, Bobby; Burns, Mr. Boots; Burns, Mr. & Mrs. Clarence; BURNS, John A.; Burns, Judy; Burns, Robt. M.; Buso, Alfredo; BUTTER, Donald; Bybee Jr., J. H.; CAFFEY, Jos. P. 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Lewis, Texas Jim
LEWIS, Wm.
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THE RSROA

(Continued from page 57)

for the advancement of the skater, as has been shown by the results achieved. None of the officers are or ever have been paid, and the RSROA board of control, which has its members scattered thruout the country, meets semi-annually, each member paying his own expenses. Five years ago none of us could have realized the proportions to which interest in roller skating and business would be advanced.

It has just been noted that the RSROA has greatly benefited the amateur skater—but what about the rink operator? It is well to point out that since the founding of the association in 1937 there have been no letdowns in business—no cycles. As a matter of fact, the peak has not yet been reached. In 1937 business was better than it had ever been before and I was well satisfied to have it remain as it was. In 1938 it became even better, and so on. Now in 1942, with a large percentage of our young men in the armed forces and with war workers finding little time for entertainment, I nevertheless find business greater than ever before and still increasing by leaps and bounds.

There is little doubt that a strong correlation exists between the great increase in business and the presence of the RSROA. I will not deny that many of the non-member rinks are also realizing profits, but they are merely riding on the crest. Once the peak of business has been reached and passed over, these rinks will rapidly drop out of the picture, for they offer the skater no incentive to continue skating.

Real Accomplishment Incentive

That word incentive seems to be the talisman for roller skating, for it is exactly the correlation between profitable business and the RSROA. Specifically, the incentive is, for the most part, a feeling of accomplishment for the skater. Competition may be the incentive for the more advanced skaters, but the bulk of the business is concerned with the now less proficient skater. We may break this category down also and we find that the greatest number of skaters are striving merely to straight skate faultlessly. When straight skating is mastered the skater feels a sense of accomplishment and goes on to new achievements, hoping possibly to become proficient in all the dances and figures.

This incentive, the feeling of accomplishment, is the underlying—the indirect—reason for roller skating becoming profitable to the rink operator. This is how the association has benefited the operator—by first benefiting the amateur skater.

Today it is difficult to prophesy the uncertain future. For the duration no one can foretell how things will be tomorrow, let alone weeks or months in the future. For myself, however, and I sincerely hope that everyone shares my confidence both in an American and in a business sense, the future holds no fear. As we said before, a good percentage of the men of draft age are gone, but others above and below the age limits have begun to roller skate. For many of the older persons skating relieves the tension of "war nerves," while for the younger men, soon to be under arms, it furnishes amusement.

Of course, for the present I can only speak for myself. Some operators are harder hit than others. Others are located near army posts and are experiencing an unprecedented boom. But at present most of the trends are highly unnatural and defy analysis. Before Pearl Harbor, however, there were several trends which may be analyzed and which

will have a distinct bearing on the future after victory has been won.

Trend Toward Better Buildings

The first trend has been toward bigger and better rink buildings. In the old days rinks were converted dance halls, garages, car barns, etc. Today most all new rinks are built as rinks. This points toward the operators having great confidence in roller skating and that they expect business to hold up permanently. Needless to say, this trend is a very healthy one and will do much toward placing the sport of roller skating in its rightful place in the sun.

Another trend, also healthy, is the improvement in the class of clientele. For several years RSROA rinks have formulated dress rules and have discouraged undesirable. This policy is now bearing fruit. Professional men and women make up a large part of rink patronage and church groups make very steady customers, with the full approval and sanction of the clergy. However, this type of customer does not just wander in to skate. It is up to the operator himself to go out and cultivate these groups, to point out the incentives and, above all, to convince them that the RSROA has washed the neck of the sport.

This "cleaning up" of the sport also has been recognized by many of the more prominent national magazines. These publications have been more than liberal with stories of the accomplishments of the roller sport, results of the various State and national championships and photos of prominent personages enjoying themselves on the rollers.

Publicity Is Pushing Sport

Roller skating has made its impression, too, in other publicity channels. Hollywood publicity departments have taken advantage of the rising popularity of the sport by having their stars shown in publicity stills on skates, and cigarette and other national advertising frequently makes good use of prominent rollers.

The most important trend of all is that which is advancing roller skating to the point of its being a bona fide sport. The day that roller skating, as a sport, is recognized in the same capacity as tennis, golf and other participant sports will be the day that roller skating will be fully established as a profitable and time-enduring business. The Roller Skating Rink Operators' Association has alone advanced roller skating to the point it has reached today.

It would not have reached its present status were it also not for the association's strict amateur doctrine. And by rigid adherence to that doctrine the association will continue its fight until its ultimate achievement has been reached—that of bringing roller skating, both sport and business, to the ultimate goal which it so rightly deserves.

BLUE RIBBON TOUR

(Continued from page 38)

manager and legal adjuster; Jimmie Paden, ride superintendent; Clyde Barlick, electrical superintendent; Sam Jones, truck and ride motor mechanic and superintendent of transportation.

Mr. and Mrs. L. E. Roth arrived on the shows from their home in Miami several weeks before the closing and complimented Fontana on organization's appearance. No plans made as to the operation of the shows in 1943, but from indications and previous plans made in former years, shows will be in operation next year with some added attractions and new rides.

Vernon Moore and family went to Miami and their new home there; L. H. Hardin, Indianapolis; Mr. and Mrs. Fontana, Birmingham for a few weeks' vacation before attending the Chicago meetings; Mr. and Mrs. Paden, Miami; Mike Demko, Hutchinson, Kan.; Luther Sinclair, Miami; Paul Miller, Miami; W. C. Brown and family, Orlando, Fla.; Charlie Wren and Jim Giffin, Augusta, Ga.; Dot and Neal Massaro, New Haven, Conn.; Jack Gallup and family, Plainfield, N. J., and Marie Culp, Columbus, O. Herb Shive, general agent, is confined to Veterans' Hospital, Atlanta. Mr. and Mrs. Roth, owners of the shows, are optimistic regarding 1943 and are going ahead with the usual routine of contracting fairs and celebrations for the coming season.

WATTS, John Burnert
Webb, John D.
Webb, Ruth
Weber, Paul
Weekley, Mrs. Libby
Weeks, Larry
Weiner, Earl
Weintraub, Sol
Weinstein, Louis
WEISS, Mrs. A. J.
Weiss, Harry
Weiss, Mrs. Martha
Wells, Earl
Wells, Mrs. Fred
Wells, Mrs. Mary
Wells, Thomas
Wells, W. H.
Wells, Wm.
Wendt, Chas. E.
WENGER, Paul
Welsh, Art
West, Bess
Western, Geo. J.
Western, M. J.
Weston, Sailor Jack
Weys, Ed
WHALEN, Bernard
Wheeler, Mrs. Cora
Wheeler, Mrs. Cleo
Whipple, Luke
Whitaker, Wm. E.
WHITE, Archie
White Bros.
White, Bob & Nellie
White, Geo. D.
White, Julia Alice
WHITE, Kenneth
White, Peter
WHITE, Richard
White, Ruby
WHITEHEAD, Emma
Whiting, Carol
Whittier, Arthur
WITTLER, Oscar
Whitman, Helen
Wickiser, A. B.
Wienski, Michael
Wilcox, Verne
WIGGIN, JAS. EDGAR
WILBANKS, Jas. B.
WILHELM, Milton
WILKE, Thomas
WILKESMAN, Donald
Wilander, John M.
WILLARD, VERNIE CLYDE
Williams, Mrs. Alma
Williams, Bernice
Williams, Hubbs
Williams, C. E. & Zedlie
Williams, Chick
Williams, Fred X.
WILLIAMS, GERALD
WILLIAMS, GLENDON
Williams, Hartley
WILLIAMS, Kermit
Williams, Mrs. J. W.
Williams, James
WILLIAMS, JOSEPH WARD
WILLIAMS, Leroy
Williams, Lester
WILLIAMS, Murray T.
WILLIAMS, Orval
Williams, Chas.
Williams, Mrs. Patricia
Williams, Mrs. Polly
Williams, Texas

Williams, Slim
Williams, Walter R.
Williams, Wilbert A.
Williams, Mrs. W. J.
WILLMAN, Oscar Hugh
WILSON, ALFRED JONES
Wilson, B. A.
Wilson, Duke
WILSON, HARRY JNO
Wilson, Mrs. H. D.
Wilson, Harry E.
WILSON, John Daniel
Wilson, Maxine
WINBURN, Herbert Louis
Winegarner, Ernest G.
Wingfield, Harry
Winkley, Frank
Winnier, Edna
WINNING, Chas. Jas.
Winrod, E. L.
Whislow, Edw. M.
Winters, Clair
Winters, Major
Winters, Margo
WINTERS, Thos. Jos.
Winton, E. J.
Wisdom, Earl
Wisenthaler, Mrs. Freda
Withers, H. M.
WITTHAUS, Adolphus Jas.
WODOWSKY, Abraham W.
Wolfe, Herman
Wolfson, Ben
WOLKOFF, John
Wood, Homer L.
Woods, Mrs. Judie
Woods, Lou
WOODS, Walter Wright
Woodruff, S. L.
WOODS, Harry
Woods, Walter (Red)
Woods, Whitey
WOODWARD, Clarence Geo.
WOODY, Edward
Woody, Paul
Woolrich, Carl
Worth, Tex
Worham, Mrs. Patsy
Wotring, Paul
Wray, Volma
Wright, Mrs. Ella
Wright, Henry A.
Wynette
Yaromoto, Alice O.
Yates, Luther C.
Young, Mrs. Bob
Young, Bruce
Young, Mrs. Dolly
YOUNG, Howard A.
Young, John A.
YOUNG, Max Byron
YOUNG, Robt. Burns
Young, Toby
Youngblood, Zeko
Younger, O. L.
Zaccchini, Mondo
Zane, Rita
Zengler, Alvin
Zehlik, Jack
ZELL, Chas.
Zewe, J.
ZENZEN, Wm. Oliver
Zimmerman, Sam
Zinn, Willie
Zinn, K. A.

ROBBINS, Everett
Roberson, James W.
Robettas, Harry
Rogers, Mervin (Red)
Rothrock, Ralph
RUSH, Carl Reosa
Savage, Jean
Savage, T. E.
SCHMELTER, Otto Oscar
Shaw Jr., Francis
Siefker, Marie
Silvera, Annina
SIMPSON, James Hauns
Sneek, Herbert
Spence, Dorothy
Straemen, Estelle
Taylor, Richard
Thain, Daisy
Theile, John

Tracie, Jeanne
Treat, Robert (Bob)
Turek, Rose
Tuthill, Marge & Ed
Vahl, Ray Martin
Vantine & Cazar
Ventry, Helen
Vintour, Dick
Walls, Wm.
Ward, Edna
Ward, Hank
Weiss, Lucille
Wheeler, Charlie & Bill
Whitman, Betty
Wicks, Robert
Williams, P.
Woolsey, Ida
Wright, Burt
Wright, Jeannette
Zero, George

Haight, Stanton (Standford)
HALFY, Vernon J.
Hamblin, Claude
HARDING, DAPHNIN
DEAN
HARRIS, Mrs. Chippie
HARRIS, Ralph Leedy
Hedges, S. R.
HIGGINS, Raymond C.
HORTON, William A.
HOUSE, Lee Jackson
Howard, Bill
Howard, John
HUMBLE, JOHN LEONARD
HUNTER, Carl
HUTSON, Robert Lalan
Jabe, Karl
Jett, Charles (Blackie)
JOHNSON, James Emanuel
Johnson, Leland
Johnson, Virginia
Jones, Albert
Jones, Carl E.
Kiefer, A. S. (Harry)
KILLJIMICK, Morris Hyman
KING, LEE ROY
Kujawa, Erwin
LAVALL, Arthur D.
Lamb, Mrs. L. B.
LANCASTER, Charles Arthur
LeBlanc, Conrad C.
LAURENCE, Homer Whisner
LeDeaux, Leo
LE FEVER, Orville Ellsworth
LEGON JR., Walter Herbert
Letarte, Emma
Liedke, Connie I.
LITHELAND, Owen Oscar
Loury, Glen
LUCAS, Earl Cecil
McCluskey, Wm. J.
McCoy, Madeline
McGOWAN, Wilmer Leo
MACKIN, Eddie James
Marajah, Dr.
MARINO, Joseph
MATHIS, Calbert Alvin
Matlis, W. L.
MELVILLE, Frederick Edward
Meyers, Jack (Dutch)
MEYER, GEORGE ALBERT
Miller, Carroll
MILLER, Charles James
Miller, Mrs. Morris
Mitchell, George J.
MORGAN, Robert Lee
Myers, S. F.
Nash, Raymond
Noble, George
NORTON, David James
O'Wesney, Ray
OVERLEY, Otis Clarence
Owens, William C.
Parks, Lester
Perkins, Roy
Perry, Verna Ray
Poling, Charles
POLLOCK, Donald
POOLE, William
RAWLINGS, Everett
Ray, Jack
Redman, Ace
Reeves, Leon Gobel
Reid, Mrs. Ruth
Richmond, Frank
Roach, Chas. J.
Roberts, Bill
Roberts, Eddie Leo
Rogers, Greater Shows
Rollins, Paul E.
Roma, Prof.
Rosania, Patsy
Runge, H. E.
SCHNECKLOTH, Harry Henry
SCOTT, Leroy Winfield
SEWELL, CHARLES MERLE
Sewell, Dave
SHANNON, Wilburn
Sherwoode, Neal Carl
SKINNER JR., Frank Louis
SMITH, Alvin Leo
Smith, Andrew David
Smith, Ray
Spring, Tomie
Stanley, Lazia
STANLEY, Sam
Starbuck, H. G.
Starkey, John W.
Stine, Al H.
Summers, Victor L.
SUNDSTRUM, John
TAFT, JOHN FORREST
Taylor, Kenneth L.
Vreeland, Jack
Vyrva, Elmer James
Wall, Waunita
Walters, Lee
WARMOUTH, ALFRED THOMAS
Warren, Ernest
Washburn, Nelson J.
Waters, Mrs. J. A.
WATSON, Jas. Barney
Webb, E. S.
Wecker, W. B.
Weiss, Bernard
Wells, Earl
WELLS, Vernie B.
WHITE, Ed
White, Ted
WICKER, James C.
Williams, Buck
Williams, Floyd
WILLIAMS, HERBERT
WILLIAMS, Joe
WILLIAMS, William Henry
Wilson, Bill Max
WILSON, Robert Cecil
Zacchini, Bruno & Hugo
Zilla
Zimmer, Florence

ADAMS, Richard Nathan
ALLEN, Fred R.
ATLAS, Oreston Hawko
Aukland, Marion
Baker, Billie
BALLY, Samuel Stephen
Barker, Mr. & Mrs. Glen
BARRETT, James Samuel
Beeth, A. C.
BIELAK, Edward
Blondin, Mrs. Leon
BURGESS, Roy R.
Canova, Mrs. Marion
Carroll, Maxine
CARTER, THOMAS JOSEPH
Childers, Glenn
CLARK, ROSITA & Hans
CLARK, CHAS. EDWARD
Cohen, Mrs. Sam A.
Coyne, Jack
DARNELL, HAROLD TRUE
Daugherty, Donald B.
Davis, Jack (Yogi Ray)
Dell, Mabelle & Alico
Duo, Carrio
Duffy, Mr. & Mrs. W. H.
Farrow, Rosemary
Fredman, Mrs. Lily
GASQA, Porfirio Lopez
GATLIN, Ralph Raymond
GAVIN, Paul James
GLEASON, James J.
Harter, L. H.
HATHAWAY, Charles A.
HAVENS, Frank Scott
Harvey, R. M.
Hollywood, Jimmy
HOTH, Leland Allen
Johnson, Diane
Johnson, Barbara
Kaufmann, Donald B.
KENNEGETTER, Arand
Madden, Helen, 12c
Frenzel, M. E., 12c
Adams, Minnie D.
Adams, W. J.
AKIN, Charles Roscoe
Alexandra, Dasha
Alfredo, Al
Allen, Sonny
ALLEN, William H.
ANDERSON, Harry
Annin, Jimmy
AUSTIN, ALLEN ANDREW
Bahnsen, Wm.
Barrow, Miss Bobbie
Beaux, Betty
Bell, Drygo Zoo
BEESEY, VERNON THOMAS
Bell, Abe
Bell, Mrs. Lelia
BENDER, Arthur William
Richman, Arthur
Boatwright, B. E.
BOODY, LEIGHTON LEROY
BOSWELL, Lee Daniel
BOULDWARE, Frank
Bowen, Jack
Brisee, Alice
BROWN, Gordon
BURCH, Victor Clayton
BURKS, Louis
BURNETT, Richard Charles
Burns, Bobbie
Campbell, W. H.
CARLISLE, William Horace
Carlson, Ernest G.
Casteel, Charles
CHASTEEN, ROBERT FRANKLIN
Clark, William J.

MAIL ON HAND AT CHICAGO OFFICE

12th Floor Ashland Bldg., 155 No. Clark St.,

MAIL ON HAND AT ST. LOUIS OFFICE

Parcel Post 390 Arcade Bldg.

Chavanne, Mrs. James
CLARK, Raymond Walter
CLARK, Warren W.
Close, Ira (Doc)
Cox, Jimmy
Cramer, Marie
CRENSHAW, Charley Bryant
Cross, Versa
CUMMINS, Thomas F.
DAVIS, James Harry
Decinto, Florence
Decker, Joe
Dickerson, Harry G.
Dilbeck, W. M.
DOLAN, William K.
Donahue, J. P.
Duffy, Roy T.
Dugan, H. L.
DUNN, Jeff
Eastman, Walter S.
Eisenberg, Albert
Emilizer, Arthur J.
EPPERSON, Joshua George
Eule, Monroe
FASKEY, John Stanley
FELTS, Oliver Martin
Fisher, A. H.
Frame, Wm. R.
FRANZONE, John Battista
Frisk, Mrs. Graco
Gentry, Robert Carlton
Ghilardi, Mario A.
Good, Charles
Golden, Geo.
Gonyer, Martin A.
Grachet, Mariel
Green, Mike
Gregg, Nell
GUNN, MYRTLE
HAGER, Orville

merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by I. B. KOFF — Communications to 1564 Broadway, New York City.

Mdse. Bazaars in Action; Crowds Good; Bingo Clicks

PITTSBURGH, Nov. 21.—Charity bazaars are operating with a flourish now that the summer merchandise business is a thing of the past. Reports received from all over the country indicate that attendance at these bazaars is better than it has been in recent years. The fact that people are making more money now and are willing to spend it is helping to give merchandise an added boost.

Bazaars are being held by churches, civic clubs, social organizations and civilian defense organizations as a time-tested means of raising needed funds. Bazaars have always been one of the surest ways for societies to get money to carry on their functions thruout the year.

Bingo Still Popular

Bingo, which has always been popular, is continuing to ride on the crest of the waves, with merchandise prizes being prominently featured.

Altho the war has decreased the use of many old stand-bys, many smart bingo operators are showing suitable substitutes. With such worth-while merchandise on the stands the boys are packing them in to increased takes. Chinaware, glassware, pottery and stuffed toys and animals are holding the popularity spotlight this year.

Bazaars are offering more merchandise this year than ever before. Not only are bingo games getting a play but also merchandise booths, salesboards and merchandise wheels are cashing in on the large revenue.

Before the war special merchandise prizes were offered as the grand prize. The plan was to award several smaller prizes the first night, larger prizes on succeeding nights and leading up to the grand prize on the closing night was the procedure. Today, however, the large prize which is awarded on the closing night is a War Bond, the value of which ranges from \$50 to \$500, depending on

Pottery Clicks; Ovenware Featured

ATLANTA, Nov. 21.—Priority-free pottery of all types is becoming more popular every day with housewives, according to reports received from bingo operators, concessionaires and direct sellers.

One comparatively new type on the market is overware made out of non-porous clay, which is both inexpensive and durable. This pottery, which can be safely placed over a fire on the stove or into a hot oven, is made in all sizes and is good for many uses. Featured in this line are bakers, stew pots, sauce pans, frying pans, custard cups, rabbit dishes and casseroles. This pottery comes in a light tan and is finished inside in a deep brown color which is glazed. The items come both with and without handles.

Aside from ovenware, pottery is being used to a large extent for decorative purposes.

Feather flowers are being displayed in good-looking pottery dishes of various shapes, designs and colors. Also being prominently featured by merchandise men are assorted fruits and pearl-like centerpieces of flowers and electric lights. These items are both inexpensive and flashy. In addition, decorative glass flower holders and centerpiece accessories, including electrically lighted artificial flowers, are being demanded in great quantities.

These fast-selling articles make excellent premium prizes and gifts. Concessionaires, bingo operators and direct sellers report they are continuously re-ordering pottery items to fill the tremendous demand.

the size of the bazaar, the take, attendance, etc.

The war has played havoc with the bazaars only as far as certain types of merchandise is concerned. However, the war itself has helped business because more people are attending these functions.



Bingo has come to the rescue of the air-raid zones in Philadelphia by making it possible to raise the necessary revenue to equip the posts with bomb-fighting and first-aid equipment.

Since the Office of Civilian Defense prohibits the air-raid wardens from soliciting funds for equipment, bingo parties are being sponsored by countless numbers of sector posts thruout the city. While bingo is banned officially in Philadelphia, no attempt has been made to halt the bingo parties arranged by the air-raid wardens.

The parties are held at neighborhood schools or halls, and merchandise houses in Philadelphia report heavy purchases for delivery at sector posts, indicating the widespread practice of promoting bingo parties and the use of merchandise as prizes. The popularity of bingo games has resulted in many sectors running the parties as a regular weekly feature to provide a steady source of revenue for the continued operation of the posts.

This is a good idea that is evidently new to the Philadelphia area. However, word has been coming in to us that many civilian defense organizations in various cities have been sponsoring bingo games as a means of raising funds to carry on their work. People are usually willing to co-operate with these organizations in their war work, and the popularity of bingo has been evident in that this is one of the most favored ways to raise necessary money.

Out of the mall bag comes more word about bingo in Philadelphia and the news isn't quite as good.

Exhibitors and amusement interests generally are reported to have recently lodged protests with Rev. William B. Forney, secretary of the Lord's Day Alliance, against large-scale operations of bingo games at local churches. The Lord's Day Alliance led the fight against Sunday film shows in this city also, and no doubt the bingo objectors feel the organization will be strong enough to put the finishing touches to bingo in that city.

It was also pointed out that chance games are barred by court order in theaters. Similar games held by American Legion posts were raided by the police last year. An application by the women of the Variety Club to run a bingo game for the United Service Organizations was rejected recently by the police.

Delayed word has also been received from Cincinnati that the attendance at 233 city-licensed chance games was 273,999 and the gross income was \$201,583.42, according to a report of the police department based on sponsor reports. Prizes totaled \$47,343.44, leaving a net of \$154,239.98. Bingo games are included in these reports covering September.

Religious Items Click for Xmas

MONROE, La., Nov. 21.—Religious items, which are popular thruout the year, are even more popular during the Christmas season.

Pitchmen are reporting a tremendous success with various religious items. They say they are selling more of these items this year because of the war. The men in the armed forces are anxious to receive religious gifts, and people in general are more inclined to buy religious articles.

The midget Bible, which has always been a popular pitch item, contains over 200 pages of print. Altho the Bible is only the size of a postage stamp, every word is completely legible.

One of the newest religious items on the market this year is a luminous picture of the Head of Our Lord. This picture is a reproduction of the famous masterpiece. It is the first and only picture of its kind that has been made luminous and which glows thruout the night in total darkness.

Another popular item is a genuine cedar-wood heart with a cross cut out in the middle of the heart. This item is made out of the natural wood and is finished with a covering of lacquer.

Catholic prayer books, containing a manual of Catholic Devotion, which is compiled from approved sources, and copies of the Holy Bible are also going over strong.

Small wooden crosses made out of plastics, wood, mother-of-pearl and metal are being prominently displayed to be worn as jewelry.

A crucifix sick call set is also being widely demanded, according to direct sellers. The box is in the shape of a cross and the cover is a crucifix with corpus. The complete set is packed in the crucifix-shaped box and contains two beeswax candles, napkin, spoon, bottle and roll of absorbent cotton. When the set is not in use it may be hung on the wall as a crucifix. This set is made of wood fiber to resemble a wood carving and is finished in walnut with gold. Other crucifixes made out of wood and marbolite are also being sold. Religious plaques showing the crucifixion, the Sacred Heart of Jesus, the Virgin Mary, First Communion and the Last Supper are also popular Christmas gifts for religious people everywhere.

Also going over big are small religious statues made of simulated white marble showing the Lady of Lourdes, St. Anthony, Sacred Heart, Guardian Angel, Little Flower, St. Joseph, Miraculous Medal and the Mother of Grace.

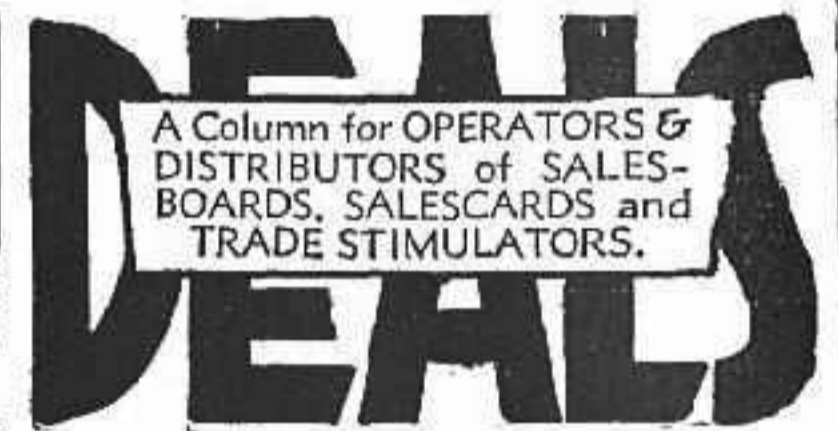
Military Kits Get Servicemen's Okay

HARTFORD, Conn., Nov. 21.—One of the most timely and biggest selling items as far as direct sellers, pitchmen, demonstrators, concessionaires and bingo operators are concerned are military service kits of all types.

These service kits contain every imaginable necessary article for men in the service. There are duffle-bag service kits that come complete with fittings. There are also, combination duffle bags and shoe-shine kits, apron and service military kits with fittings, empty duffle bags which are useful as well as necessary for all men in the service, and laundry bags.

Another big-selling item is a service button bag that contains 53 buttons for every replacement needed. These buttons come in all necessary sizes and colors. The button bag is made up in khaki for the army and navy blue for the sailors.

Army and navy sewing kits are also becoming very popular with the men in the armed forces. These kits ranked high on the list of what the servicemen



By BEN SMITH

Out of the Mail Bag.

From our correspondent in Newfoundland: "Salesboards for pre-Christmas drawing are going strong all thru the Eastern provinces and Newfoundland. There has been a marked trend away from cash as awards in favor of diversified merchandise. Included in the items being offered are furniture, toiletries, toilet articles, electric razors, shaving supplies, electric appliances, lamps, blankets, bedspreads, cushions, pillows and pillow cases, jewelry, watches, silverware, dinner sets, cutlery and many more. Eatables such as turkeys, chickens and ducks have also been added to the offers.

"Workers' organizations and groups of employees at warehouses, mines, factories and docks have participated in drawings on boards of a thousand holes or more which have distributed from 10 to 50 premiums each. Unions have also been actively engaged in salesboard promotions. They have sponsored boards as a means of raising money for sick and death benefits and to pay the expenses of members who have been injured. Other groups are building funds from the proceeds of salesboards to supply the needy at Christmas and New Year's and among the items they intend to distribute are Christmas dinners, candies, fruits, clothing, skates, skis and toboggans. Winter demands from the poor for coal, wood, medicine and rent will also be met out of these funds.

"This year, in addition to merchandise, War Savings Certificates have been added to the prize list. On some of the boards the total value of the awards offered ranges from \$200 to \$500, with gross receipts possible up to \$2,000. Smaller boards are also available in increased number and can be found working most everywhere."

Quite a report from our Newfoundland correspondent. Evidently none of the boys there are suffering either from a lack of merchandise or the wherewithal to turn it over. Is your mouth beginning to water?

The line of waxed flowers offered by Frank Gallo may go well on a small card. It may be worth a look-see.

D. E. Cohen, of Daco Quality Displays, reports his penny deals are still getting plenty of action for operators. The prime give-aways are Eversharp pencils and an (See DEALS on page 69)

desired for Christmas gifts.

These sewing kits come in khaki and navy blue also and contain needles, spools of various colored threads, a thimble and a pair of scissors.

These servicemen's items are popular not only because of their usefulness and durability but because they are so nicely made. In addition, they are popular with merchandise men because they are priority-free.

In addition to the various kits for servicemen, merchandisers are featuring a first-aid duffle kit for use by air-raid wardens, civilian defense workers and by civilians to be used in the home or to be carried on automobile trips.

These kits contain everything needed for first-aid emergencies, including cotton rolls, band-aids, rolls of gauze in various widths, a bottle of iodine, a pair of scissors, a small roll of adhesive tape, a small bottle of peroxide, small splints, a bottle of smelling salts and a bottle of aromatic spirits of ammonia. These kits come in various sizes.

BRAND NEW! GIANT PANDA PAIR MAMA and BABY



SUPER-VALUE

2 PANDAS for 1
the Price of

Salesboard, Merchandise and Premium Men . . . every day is payday with this cuddly Mama and Baby Giant Panda Pair! Nothing else like 'em! Huge 3 ft. Mama Panda in white and black plush with pink tongue; big 15" Baby in white plush and black velour. Both with comical rolling-action eyes and ribbon bows.

SET OF 2 \$5.75 ONLY

Plenty of punch for every purpose! First come, first served. Don't be left out in the cold. Get going—Order Today!

NOW READY!

CASEY GENERAL MERCHANDISE CATALOG and SPECIAL HOLIDAY FLYER! EVERYTHING YOU NEED!

TELL IT TO **Casey** YOUR DEPENDABLE SOURCE OF SUPPLY
1132 S. WABASH AVE. • CHICAGO

THE BIGGEST SELLERS IN SALT AND PEPPERS WE EVER PLACED ON THE MARKET

Made of wood, neat workmanship, all polished, every one unique



No. 3606—Three Piece Bowling Set

Consisting of 2 1/2 x 4 1/2 inch tray, maple finish with red border, black bowling ball fastened to it, and two removable tenpins, each 2 1/2 inches high, maple finish with red stripe, these are the salt and pepper shakers. \$3.60 per doz. Sets

No. 3603—Rolling Pins

5 1/4 inches long to ends of handles. One black walnut finish rolling pin, with ash handles, the other ash finish rolling pin with black walnut handles, one of the handles on each forming the salt and pepper shaker \$3.60 per doz. Pairs

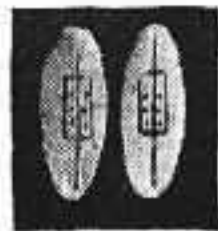


No. 3605—Eskimo Igloos

1 3/4 inches high \$3.60 per doz. Pairs

No. 3604—Football

2 1/4 inches long, maple finish. \$3.60 per doz. Pairs



Samples of all four will be sent on receipt of \$2.00. No. C. O. D. orders without a 25% deposit.

We have now 70 different kinds of Salt and Peppers, ranging in price from \$1.80 to \$4.20 per doz., fully illustrated on our price lists #200K, 205K, 206K, 209K and 210K, which will be sent on application.

We do a wholesale business only and do not send price lists to private people

LEO KAUL IMPORTING AGENCY, Inc. 115-119K SOUTH MARKET ST. CHICAGO

NOW READY—MID-SEASON CATALOG

INCLUDES ALL POPULAR ITEMS FOR PREMIUM, NOVELTY, AND CONCESSION OPERATORS
Largest Line of Bingo Merchandise.

WRITE FOR YOUR COPY TODAY—Please State Your Business and Permanent Address.

1-day Service **ACME PREMIUM SUPPLY CORP.**
3333 LINDELL BLVD. ST. LOUIS, MO.



SOMETHING NEW IN SERVICE BANNERS

9x12, gilt spears, tassels, silk fringe and cords. FOR ARMY, NAVY, MARINES, AIR CORPS, ETC. 1, 2, 3, 4 stars. REAL TAFFETA SILK. \$18.00 gross, \$2.00 dozen. Samples 25¢ each, F.O.B. N.Y.C. 25% Deposit with order.
3x5 Ft. U. S. Flag Sets, with a sewed stripes U. S. Flag, 6 ft. jointed pole with gilt ball top, halyard and window socket, attractively boxed. \$1.48 EACH. \$16.50 DOZEN.

WE MANUFACTURE EVERY TYPE OF FLAG OR BANNER ON OUR PREMISES. SEND US YOUR REQUESTS. REFERENCE OR RATING IF CREDIT IS DESIRED.

EAGLE FLAG COMPANY, INC. MANUFACTURERS
Eagle Banner Building, 142 Flatbush Avenue BROOKLYN, N. Y.

Jewelry Workers!! CEDARWOOD NOVELTIES

Line Includes Various Insignia of the Armed Forces, an Assortment of Animals, Hearts, etc. Made of aromatic cedar, high gloss finish and some hand-painted.

USE THIS FAST SELLING CHRISTMAS ITEM — FAST TURNOVER — QUICK PROFITS

Send \$3 for assorted samples. Complete Information upon request.

BADGER WOOD NOVELTIES 319 BADGER AVE., NEWARK, N. J.

Here's the Greatest BILLFOLD BARGAIN in all America

Your Lodge Emblem or Army or Navy Insignia And Name Engraved in 23-K. Gold

Absolutely FREE!

Special \$1.98 Only



GENUINE HIGHEST Quality Leather

BLACK CALFSKIN

DeLuxe Value

Your NAME, ADDRESS and SOCIAL SECURITY Number Engraved in Gold

ABSOLUTELY FREE!

Here, without a doubt, is positively the greatest Billfold and Pass Case Bargain that you'll be likely to see for a good many years to come. For a high quality Calfskin Billfold, beautifully engraved in gold with your Lodge Emblem and name, you would expect to pay up to \$4.50 and consider it a marvelous buy. When closed, this handsome Billfold has the soft velvety feel you find only in quality Calfskin. Your Lodge Emblem or Army and Navy Insignia and Initials are beautifully embossed in 23 karat gold on the face of the Billfold. Due to difficulty in obtaining choice leather because of war conditions, the supply of these Billfolds is limited. If you take advantage of this sensational introductory advertising offer you can get this superb genuine Calfskin Wallet and Pass Case for only \$1.98.



YOUR INITIALS HERE

YOUR LODGE EMBLEM HERE

FREE!



This beautiful three-color lifetime Identification Plate carries your full name, address and social security or draft number exactly the way you want it.

Beautiful Identification Plate FREE

If you send us your order at once we will send you absolutely Free a specially designed three color lifetime Identification Plate, which carries your Social Security Number, your Name and Address or your Army Draft Number. This fine grain Calfskin Billfold must actually be seen to be fully appreciated. Besides the spacious compartment at the back which can be used for currency, checks, papers, etc., it has four pockets, each protected by celluloid to prevent the soiling of your valuable membership and credit cards.



Also FREE If you order at once We send you this beautiful Identification Key Tag and Gilt Chain to match, hand engraved with your name, address, city and state. Will last a lifetime.

Engraved Key Tag and Gilt Chain Also Given FREE for Promptness!

Remember if you send your order promptly we will include absolutely FREE a beautiful identification Key Tag and Gilt Chain to match, all hand engraved with your Name, Address, City and State. If after receiving your Billfold and Free Gift you don't positively agree that this is the most outstanding bargain you have ever come across, return them to us and your money will be cheerfully refunded in full. Send your order today, without fail, so you won't be disappointed.

Rush This Coupon For This Once-In-A-Lifetime Bargain!

ILLINOIS MERCHANDISE MART, Dept. 117,
54 W. Illinois Street, Chicago, Ill.
If you want a LODGE or ARMY or NAVY Insignia, state name here.

Gentlemen: I enclose \$1.98. Please send me a Genuine Calfskin Billfold with my name and Lodge Emblem engraved in 23k gold. Include absolutely free a lifetime Identification Plate carrying my full Name and Social Security Number, or Draft Number. Also include FREE an Identification Key Tag and Gilt Chain to match, all hand engraved with my Name, Address, City and State.

My Full Name (Please print clearly)

Address

City State

Social Security Number Army Draft Number

Please ship the above C.O.D. for \$1.98, plus a few pennies postage and C.O.D. charges.

Salesboard Operators!

HITCH ON TO THIS TERRIFIC DEAL NOW!
 "HOTZI-NOTZI HITLER PIN CUSHIONS"

It's New

They're sweeping the nation! Retail sales records are your best indication of their popularity.

It's Hot

We're selling thousands every day and the demand is skyrocketing from coast to coast. The "Original Hotzi-Notzi Hitler Pin Cushion" is a "Natural" and insures the success of your deal.

Cash In

We've created this deal especially for you! The oversize "Hitler" is 10" high and the five consolation "Hitlers" are standard size. Packed in special die-cut imitation wood veneer box ready for display. **Order today! Immediate delivery!**

JOBBER: WRITE FOR SPECIAL DEAL!



\$4.50
 COMPLETE DEAL
 1/3 Dep., Bal. COD, FOB, N.Y.

BASSONS DUMMY PRODUCTS

57-02 48th STREET

MASPETH, N. Y. C.



FURS COATS, JACKETS, BOLEROS

MAKE THIS A BIG PROFIT CHRISTMAS

Latest 1943 Styles, Coneys, Sealines, Caraculs, Muskrats, Mouton Lambs, Persian Paws, Skunks, Silver Fox, Red Fox, etc. Write for Large Illustrated Catalog, Free.

M. SEIDEL & SON 243 W. 30th St., N. Y. C.

LOWEST PRICES

MR. AND MRS. ENGRAVER:

As most of you know, we are now 100% war work and will have no merchandise to offer you for the duration.

We want you to know we are not forgetting you and still welcome a visit from you at our plant whenever you wish to call on us.

To those of you who have loved ones in the service and to those of you who are serving, we dedicate our entire production.

We extend to you at this time the Season's Greetings

EDW. H. MORSE & COMPANY Attleboro, Mass.

WE LEAD . . . OTHERS FOLLOW

Salesboard Operators, Coin Machine Operators, Specialty Men

If you make up your own Salesboard Deals, use your own Merchandise. We have in stock all supplies and accessories. Location Contracts, Serial Numbered, 15 Space Counter Display Cards, complete with cases and 96 inch length elastic, and special made pushcards for above display cards. 15 Hole 1¢ to 39¢ take in \$5.00, and 15 Hole 1¢ to 59¢ take in \$7.50. We supply hundreds of Jobbers and Operators with these Cards. ALSO STOCK 12 HOLE 1¢ to 39¢ CARDS AND 12 HOLE BINGO CARDS AND 36 HOLE 1¢ to 39¢ FOR CAPITAL PRIZE. TAKE IN \$12.00. SKIP NUMBERS. ALL PRINTED.

OUR LIGHTNING SELLERS, IN 1000 HOLE 1¢ PER SALE SALESBOARDS, OUR 2¢ PER SALE 1000 HOLE EVERSHARP DEALS, AND OUR 1200 HOLE 3¢ PER SALEBOARDS ABOVE DEALS. MERCHANDISE INCLUDED. ALL EXCLUSIVE DEALS. ALL NET THE OPERATOR ONE-THIRD PROFIT AND OVER.

To keep above samples and price information out of the hands of disinterested persons we will not forward samples of display cards and push cards unless \$1.00 is included with sample order, which will be credited to you on your first order.

DIRECT SALES SERVICE, 205 Insurance Bldg., San Antonio, Texas

Jewelry Workers-Engravers

The hottest Cedar Line in the country—PINS, PENNANTS—HEARTS. Order a supply today. Make yourself some real money for Christmas. Send \$5.00 for sample assortment. 1/3 cash with order.

CHICAGO CEDARCRAFT MFG. CO.
 4701-13 SHERIDAN RD. CHICAGO, ILL.

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 address and stamped envelope for prompt reply.

Rayon Embroidered Handkerchiefs

Handkerchiefs with Army, Navy and Marine Corps insignia are marketed by the K Handkerchief Company. They come in a range of pastel shades and should be of interest to those working army and navy posts. Holiday store operators should also be interested.

In addition to the embroidered insignia, the company also had handkerchiefs with the army and navy insignia printed rather than embroidered.

Wedge Cushions

Seatmaster Company is featuring handsomely designed wedge cushions in

We have on hand a few more of our popular OPEN CHROME TOP BINGO BLOWERS

and AUTOMATIC CAGES

The Reinhold Studio

8 Upham St., Revere, Mass.
 Phone: Revere 2604

Our New Sensation LUCKY BLACK CAT



No. 515—It's the Eye Catcher Supreme. Black Plush, 27"x18", with Movable Head and Roly-Boly Eyes. Look it over.

OPERATORS
 SEND FOR 3-COLOR ILLUSTRATED FOLDER

Showing 23 New and Timely Money Makers FOR IMMEDIATE DELIVERY

JERRY GOTTLIEB INC.
 303-4th AVE., NEW YORK, N.Y.



LEADING SELLERS IN FUR COATS

LOWEST PRICES JACKETS CAPES • SCARFS ALL GENUINE FURS!

Our new 1942-1943 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW GIANT CATALOG! Largest and most colorful we ever offered! Satisfaction guaranteed or money refunded. Same day deliveries.

H. M. J. FUR CO.
 150-B West 28th St., N. Y. C.



CHRISTMAS SALESBOARD ASSORTMENT

Christmas Salesboard Assortment consisting of 15 of the Loveliest Dolls and Bears running from 12 to 22 inches high, on a 1200-hole salesboard paying out 50 packs of cigarettes. Takes in \$60 and costs \$29.90. Special prices to jobbers. Cash must accompany order.

CANTON STUFFED TOY CO. Canton, Ohio

combination leatherette and lacquered plaid fiber center strip. Also wedge cushions in lacquered plaid fiber with leatherette center strip. Both of these cushions have a carrying handle and come in handy for football games. Size is 14 1/2 x 14 1/2 x 3.

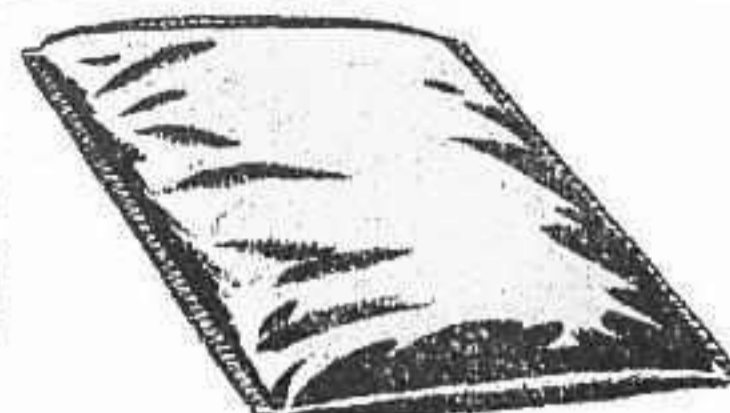
Over-Sized Hitler Figure

So many requests came thru from salesboard operators for an over-sized figure of the popular Hitler Pin Cushion that Arthur Basson, of Basson's Dummy Products Company, decided to mold one. The result is the large Hitler Pin Cushion shown in the illustrated group. It is 10 inches high. "As soon as word got around," says Basson, "that we were producing the larger figure operators began sending in orders in advance without even waiting to see a finished sample. To make the item even more appealing we have set up the large and smaller (See POPULAR ITEMS on page 70)



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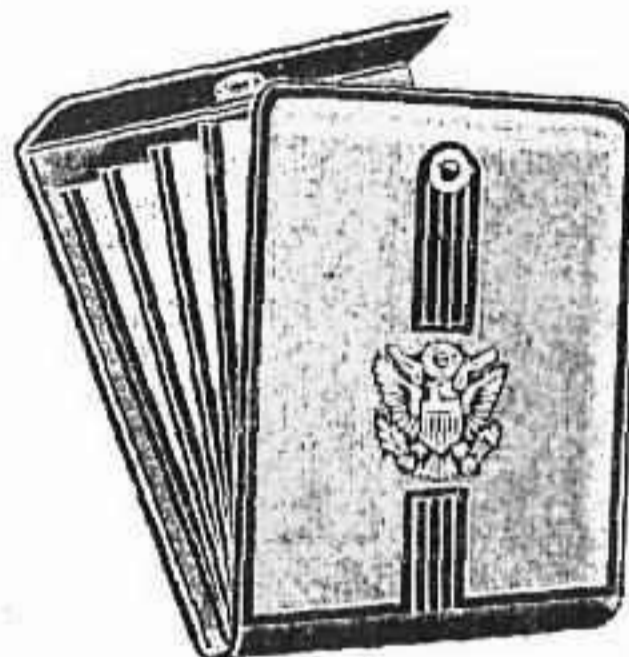
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VICTORY HEAT PAD!

Non-electric! Relieves pain, keeps hands warm, prevents frostbite. 1 oz. of water placed in pad containing chemical will produce up to 10 or more hours of heat per heating and can be reheated seven or more times. Size: 6 1/2 in. square. In leatherette envelope case.

No. B531E1—Sample Postpaid..\$1.00
Per Dozen 9.50



ARMY-NAVY BILLFOLDS

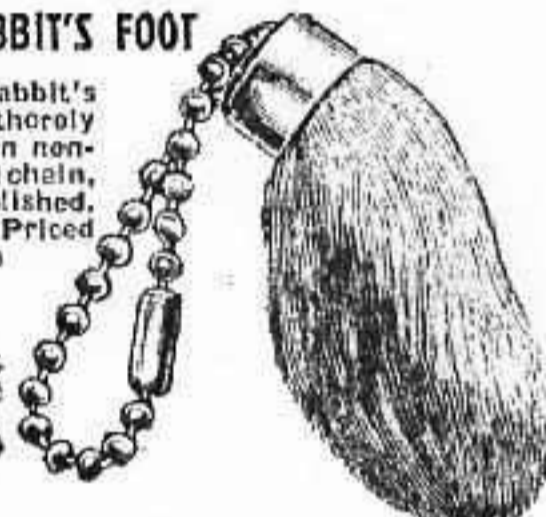
Styled of genuine calf leather in Brown with gold-stamped United States Seal or in Black with Navy Insignia. Four celluloid swinging windows accommodate eight passes; additional pass window on simulated leather. Snap button closure.

No. B412L121—Per Dozen... \$5.85

LUCKY RABBIT'S FOOT

Genuine Rabbit's Foot is thoroughly sterilized. On non-kinking chain, brightly polished. Bulk only. Priced for volume turnover.

No. B41J175
Per dz, 65¢
Per gross, \$7.20



25% deposit required on C. O. D. orders.
MENTION YOUR BUSINESS.
We do not sell retail.

JOSEPH HAGN COMPANY

Wholesale Distributors Since 1911
217-223 W. Madison St., Chicago



BEAUTIFUL HONOR ROLL Every Soldier a Prospect

A wonderful 4 color certificate with all branches of the service illustrated. Size 14x11 inches. Frame is a simulated leather finish and glassette. Fitted with both easel back and ring for hanging. It's complete and all ready to hang or display on table. This is a beautiful Honor Roll and the buyer will prize and keep it forever.

Each Roll comes in a heavy mailing envelope. Send 75¢ for Sample (Prepaid). **\$4.50** Doz. Retails Easily for \$1.00

A Real Flash! LACE-LIKE HANDKERCHIEFS

Dainty Handkerchiefs in Pastel Colors, size 11"x11", stamped with Assorted Service Insignia. Packed one Doz. to Box, 10 Beautiful Colors in Each.

These Pillow Tops and Handkerchiefs can be ordered with Insignia of Army, Navy, Air Corps or Marines; and in addition the words Mother, Sweetheart, Sister or Friendship. **PILLOW TOPS, DOZ. \$5.50**

Rayon Satin Pillow Tops with Military Insignia, Rayon Backed, Assorted Colors, Size 20"x20", including Silk-Like Fringe. Beautifully Processed in Embossed Velvet Effect.

- Glas Dog Chain, Gross \$18.00
- Bill Folds, Army Emblems, 5 Windows, Doz. 5.00
- Shoulder Patches, All Divisions, 100 12.00
- Pennants, 9"x18", Name of Any Army Camp or Reservation, 100 11.00
- Pennants, 12"x30", Name of Any Army Camp or Reservation, 100 18.00

25% Deposit With Order.
WORLD ADV. NOV. CO.

122 EAST 25TH STREET NEW YORK CITY



EVERYTHING FOR

BINGO

- SUPPLIES •
- EQUIPMENT •

Write For **FREE** Catalog and Latest Price List

METRO MFG. CO. 127 W. 25 St. New York City

LEVIN BROTHERS

HOLIDAY CATALOG

— NOW READY —
SHOWING A VARIED LINE OF RAPID MOVING HOLIDAY GOODS
Be Sure and Write for Yours Today!

Established 1886
TERRE HAUTE, INDIANA

BIG CHRISTMAS SALE
Lowest-Direct Factory Prices
NEW SEASON STYLES VALUES
Exclusive 1943 Coats, Jackets and Boleros. Smart details, radiant furs and quality workmanship. Furs of all types in all ranges. BUY NOW and make this the BEST CHRISTMAS SEASON you've ever had.
Send for Free Illustrated Catalog and Price List.

S. ANGELL & CO. Manufacturing Furriers
236 W. 27th St., Dept. B-3, New York City

ROLL TICKETS
Flat • Folded • Book • Coupon

- COAT ROOM CHECKS
- PRIZE DRAWING (RAFFLE) BOOKS
- RESTAURANT CHECKS
- CASHIER CHECK PADS
- SALESBOOKS, ETC., ETC.
- SPECIAL PRICES TO DEALERS & JOBBERS.
- Millions in Stock for Prompt Delivery.



AMERICAN TICKET CO.
515 GREENE AVE BROOKLYN, N. Y.

Glamorous FUR COATS

JACKETS AND BOLEROS

Make Your Selection for Christmas Direct From My Factory I carry a full line of distinguished 1942-'43 styles including Persians, Muskrats, Skunks, Foxes in all shades, Marminks, Kid Skins, Sealines, Beaverettes, Checkiangs, Caraculs, Krimmers, Pony and every other Fur from **\$5.50 up**

WRITE immediately for new illustrated catalog and price list just off the press. It is FREE.

BRIEN SEWARD
Manufacturing Furrier

299 SEVENTH AVENUE (DEPT. B) NEW YORK CITY

ENGRAVERS! WOOD JEWELRY WORKERS!

ANNOUNCING ANOTHER WINNER!! Aromatic Cedar PHOTO HEARTS (Necklaces and Pins), \$3.25 Dozen, \$35.00 per Gross.

Increased Production Facilities enable us now to take care of a few more customers. For the past 4 years we have been pioneers and leaders in the manufacture of AROMATIC CEDAR JEWELRY. We have created and designed the most outstanding money getters in this field, such as:

OUR 1939 WINNERS: Out-Out Cedar Names, Double Heart Pins, Double Hearts with Arrow, Hexagon Initial Pins, Scotty Dogs.

OUR 1940 WINNERS: Oval Initial Pins, 2 sizes of Full Cushion Heart Necklaces, G-Clefs, Music Notes.

OUR 1941 WINNERS: Love Birds, 2 sizes of Crosses, Prancing Horse, Small and Large Fiddles, Small Heart Necklaces.

OUR 1942 WINNERS: 3 Sizes of Aromatic Cedar Heart Necklaces with Beautiful Hand-Set Flower Designs, 2 Sizes of Crosses with Flower Designs, Double Heart with Arrow with Flower Designs, Soldier and Sailor Boy with Heart in his arm.

Cash in on these proven sellers and get into the BIG MONEY!!! All these items are suitable for engraving and are ideal for Department Store Demonstrations.

Our Aromatic Red Cedar Pins, Brooches, Bracelets, Necklaces, etc., are HAND FINISHED, BUFFED and POLISHED in order to turn out the HIGHEST QUALITY PRODUCT IN THIS LINE, created and designed by the country's foremost Xylographer.

Send for FREE ILLUSTRATED PRICE LIST or send for our \$5.00 sample assortment. (Our latest numbers are not in this price list.)

• • • **CHARLES DEMEE** • • •

Manufacturer of Wood Novelties, Ornaments, etc.

116 EAST WALNUT STREET MILWAUKEE, WISCONSIN

WRITE FOR CATALOG OF BINGO SUPPLIES

BY MANDELL THAT'S ALL!
★ MORRIS MANDELL, 131 W. 14th St., N.Y.C.

STILL JUMPING! Mexican Jumping Beans

50 for \$1.00; 500 for \$3.00; \$5.00 per 1000.
COLUMBIA, Box 900, Richmond, Va.

spend provided they are getting their money's worth. Wise merchandise men everywhere have realized this important psychological factor and have been making the most of it. The merchandise user of today must acclimate himself to merchandise that is available and salable today.

Last year the trend toward merchandise with a patriotic touch was terrific. Military buttons, jewelry, banners, etc., went over with a bang.

Today the country is more war conscious than ever before and occasionally

a military item will prove to be a "dud." A line of war dolls, which were big money makers last year, didn't move at all this year. On the other hand, however, inexpensive jewelry with a patriotic motif, service flags, banners, plaques and novelties which poke fun at the Axis are all going over big.

Aside from merchandise priorities affecting business other problems are facing merchandisers.

Ration Problems

Because of tire and gas rationing there will be no show movements over railroads permitted after December 1. On the other hand, the gas situation last summer didn't stop people from getting the most out of amusement facilities. Asbury Park, New Jersey, experienced one of the best seasons in years. The concessionaires spent \$35,000 for blackout canvas but more than made up for the money spent.

Another problem facing concession merchandise men is the help situation. There are many manufacturers remaining in business that can still produce but they can't get the needed help. The men are going into the army and many that aren't serving in the armed forces are working in war plants where the rate of pay is much higher.

The biggest problem facing the merchandiser today is not getting business but getting merchandise. If merchandise is properly advertised in the proper medium the merchandiser can get business provided he advertises continuously. The buying public is anxious to get merchandise but doesn't know where to get it. Jobbers can get cash for merchandise today and don't have to sell for credit. Merchandise on the shelf is more important than money in the bank. Business is good but it's just a question of "show me the merchandise and I can show you the customer." There is still plenty of merchandise available on the market but merchandisers can't be too particular in what they receive.

Take What You Get

The day of kicking about substitutions and delays in transportation or shipments is past. This is war and wise merchandisers realize the problems they have to face and are accepting it gracefully. They know the big job facing them is first of all to win the war and to keep our democratic way of life.

As for the future outlook of the merchandise business, that is hard to predict at the present time. As the war progresses more and more priorities will be invoked and the problems will become greater. But merchandise men aren't too upset over the future. They have hurdled seemingly unmountable barriers before and they will do it again. Merchandise men are ingenious, sensible and courageous, and those qualities will, as in the past, prove to be their saving grace.

DEALS

(Continued from page 64)
Eversharp Streamliner Pen for last sale, and as the merchandise is standard and nationally advertised is moving to a better than fair take.

Operators should be decidedly interested in the new 10-inch Hitler Pin Cushion just off the Basson Dummy Display production lines. The smaller edition went so well that the combination of the big fella as a major award and the baby as a consolation should prove a money-making natural.

PATRIOTIC BOW PIN



American made. For Pin-On Men, Ex-Service Men and Patriotic Novelty Workers.

\$1.35 GR.
\$1.25 GR.

In 10 Gross Lots.

JOBBERS: Write for Special Quantity Price.

MECHANICAL DUCK, Lays Eggs, Gr. \$24.00
MECHANICAL MOTOR CYCLE, Gr. 24.00

LARGE SELECTION OF XMAS ITEMS—ICICLES, DECORATIONS, NOVELTIES, Etc.

1/3 Deposit, Balance C. O. D.

HAMMER BROS.

114 Park Row NEW YORK CITY

HERE'S A FAST BIG VOLUME SELLER
HONOR ROLL PLAQUES
Be first in your territory to reap the profits on this timely War Specialty—big demand by all firms—organizations to honor their associates.

Distributors Wanted - - Big Profits
For organizations who have two or more associates in the Armed Forces, these plaques are in demand. Plaques are of rich brown woodgrain veneer, strong convex type cardboard frame (resemble expensive oak or mahogany type—) richly decorated with large bronze embossed eagle and scroll (scroll for company name to be embossed). Name plates of buff are attached with spring lock. Two sizes—11"x24", 18"x24".

10 NAME PLATES	20 NAME PLATES
1/2 Doz. \$ 5.60	1/2 Doz. \$ 8.30
1 Doz. 10.60	1 Doz. 16.00

Samples \$1.85 Ea. Prepaid
SPECIAL DISCOUNT FOR AGENT'S TRIAL ORDER.

C. A. NASNER & CO.
2273-77 HIGHLAND DR. SALT LAKE CITY, UTAH

BINGO BLOWER

Baker's Game Shop
2907 W. Warren, Detroit, Mich.

SENSATIONAL GIFT IDEA
FOR SERVICE MEN
SWEEPS COUNTRY!
REGULATION
KHAKI TIE
and
SEWING KIT
IN A PATRIOTIC, COLORFUL, READY-TO-MAIL GIFT BOX.
\$1.00 RETAILER.
Your Cost \$7.25 Per Doz.
Send 75¢ for Sample. Terms: Cash With Order or C. O. D. Write for Special Quantity Prices.
HUDSON CRAVAT CO., INC. 1123 Broadway N. Y. C.

FURS OF DISTINCTION
Direct From Our Factory

Make your selections from our sensational 1943 style Fur Coats, Chubbies, Jackets and Boleros.

Muskrats, Squirrels, Raccoons, Skunks, Foxes in all shades, Marminks, Chocklango, Caraculs, Moulton Lamb, Pony, Kid Skins, Sealines, Beaverettes, Persians and every other Fur from \$5.50 up. WRITE immediately for our new illustrated catalog and price list just off the press. It is free.

\$5.50 UP

ANDREW PAUL AND E. ARKAS
Manufacturing Furriers
154 W. 27th St. (Dept. 27), New York, N. Y.

Here Are REAL TIES
VALUES In

Order NOW Without Delay:—
1.—Acetates, \$1.50 Doz. \$2.00 Sample Doz. Postpaid.
2.—Solid Colors (including Black & Khaki), \$2.00 Doz. \$2.50 Sample Doz. Postpaid.
3.—Resilient Construction, Ass'd. \$2.50 Doz. \$3.00 Sample Doz. Postpaid.
4.—Jacquards, Figures, etc. \$3.50 Doz. \$4.00 Sample Doz. Postpaid.
5.—Also goods at \$4.00 Doz.; \$6.00 Doz.; \$10.00 Doz.

Prices F.O.B., N. Y. 25% Dept. Bal. C.O.D.
FREE SWATCHES & CATALOG ON REQUEST
HERCULES NECKWEAR MFG. CO.
772 Vermont St., Brooklyn, N. Y.

BINGO CARDS

100 to 5000 Card Sets. ALL SIZES, WEIGHTS, COLORS. COMPLETE LINE.

INCLUDING AD SPACE CARDS, CAGES AND MIXERS
CLEAR-VUE PLASTIC MARKERS

Write for bulletin
AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

MAKE YOURS A VICTORIOUS CHRISTMAS!!!

HAND CARVED AROMATIC CEDAR WOOD
JEWELRY WITH SAFETY CATCHES

Seashore Workers and Store Demonstrators have proven this is the outstanding item for Christmas Store Workers.

Send \$2.00 for Assorted Samples

SUPERIOR JEWELRY CO., 740 Sansom St., Philadelphia, Pa.

GENUINE FUR COATS AND FUR JACKETS

Well Known New York National Leading Wholesale Manufacturing Firm in Popular Priced Fur Coats Offers Latest Advance 1943 Fashions. 85 Beautiful Styles. Finest Quality. Masterfully Moulded by Skilled Fur Craftsmen.

GENUINE FUR JACKETS
Large Variety of all kinds, Full Skln and Pieced Seal Dyed Coney Fur Jackets. All colors. Finest quality, all lined. Sizes 12 to 40. SATISFACTION GUARANTEED OR MONEY REFUNDED WITHIN 3 DAYS IF NOT SATISFIED. Write for free catalogue.

\$6.50 UP

AGENTS WANTED

LARGE VARIETY OF ALL KINDS FULLSKIN & PIECED SEAL COATS
Brown, Black, Sable, Minklette, Silvertone, Skunkette, Beaverette and MANY OTHER UNUSUAL FUR VALUES. Superb quality, fancy lined. All sizes. ALL BRAND NEW FURS. At amazingly low wholesale prices. SATISFACTION GUARANTEED OR MONEY REFUNDED WITHIN 3 DAYS IF NOT SATISFIED. Write for free 1943 illustrated catalogue and price list on Fur Coats and Jackets.

\$14.50 UP

AGENTS WANTED

GENERAL FUR MFG. CO., 48 West 27th Street, New York, N. Y.

I HAVE A SON IN THE SERVICE **I HAVE A BROTHER IN THE SERVICE** **I HAVE A BEAU IN THE SERVICE** **I HAVE A HUSBAND IN THE SERVICE** **I HAVE A DAD IN THE SERVICE**

New Service Buttons, red, white and blue. Fastest selling buttons ever offered. Per hundred, \$1.20; per thousand, \$11.00. 25% deposit. Sample 12 different popular buttons for 25¢.

MECHANICAL TOYS—COMIC CHRISTMAS CARDS AND GIFTS—SERVICE BANNERS

WRITE FOR LISTS—BIG STOCK—ORDERS SHIPPED SAME DAY RECEIVED.

MIDWEST MERCHANDISE CO.
10TH & BROADWAY. KANSAS CITY, MO.

1317—Walking on Water
1177—Holy Family
1169—Sacred Heart of Jesus
1155—Madonna and Child
1161—Sacred Heart of Mary

1178—Saint Anthony
1229—Last Supper
1167—The Good Shepherd

\$27.00 Gross Net
Samples 35¢ Each.

1/3 Dep., Bal. C.O.D. F.O.B. N. Y.
1159—Little Flower

Set in Glass Wire Easel
Sells on Sight
NO CATALOG

ROTH NOVELTIES 2013 2d Av. N. Y. City

LATEST SENSATION
for Novelty Stores, Night Club Concessioners
NUDIE!

Made of flexible, rubber-like, lively material, 7 1/2 Inch doll. Yes! It seems to be alive!

\$10.80 per doz. F.O.B. N. Y. C.O.D. Immediate Delivery—Jobbers Protected.

ABRAHAM 258 W. 97th St. NEW YORK CITY
Novelty Creator

NOVELTY STORES, HUSTLERS
New printed numbers, cleverly worded, neatly packaged. Fast sellers, profitable. Dog Raffle Tickets, Business Cards, Quiz Packages, Puzzles, War Jokes, Ration Cards, etc. Sample packet 50 assorted items and price list, \$1.00 by express collect. No samples without deposit—no post cards answered.

KANT NOVELTY COMPANY
323 Third Avenue Pittsburgh, Pa.

ORIGINAL HOTZI-NOTZI HITLER PIN-CUSHION

\$4.20 per Doz.; Sample 50¢.
COLUMBIA, Box 900, Richmond, Va.

FOLDING CHAIRS
FOLD-FLAT HARDWOOD
NATURAL FINISH
BUILT FOR WEAR
Write for Prices
AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

WILSON "WALKIES"

Those Fascinating Self-Walking Miniatures—Twelve (12) Different Characters—Here's the Cast:

JOHNNY PENGUIN—the Village Cut-Up
AUNT JEMIMA—of Pancake Fame
CLOWN—a Typical Ringling Fellow
FISHERMAN—a Modern Izak Walton
SAILORBOY—"A Sweetheart in Every Port"
DOUGHBOY—Who Helped Chase the KAISER in '18
LITTLE RED RIDING HOOD—That Charming Nursery Character
PICKANINNY—the "HONEY CHILE" of Aunt Jemima
PA & MA Bunnies—with the "V" Ears
RED CROSS NURSE—On the Job Everywhere
OLD SANTA CLAUS—Hidin' in the Chimney
 A whole theatre, circus, carnival and homecoming, all in one. Put on a show, anywhere, you'll have a good attendance—everybody from gran'ma to Junior will want to put 'em thru their paces. And the prices? Bless you, that's where we shine—more value than you can get in any other toy. Here they are: Any single character, 40¢; any four characters, \$1.40—the complete set of twelve different characters, or any other dozen mixup you select, \$2.50—all post-paid. No C. O. D.'s. Prices subject to change without notice. This offer good in U.S.A. only. There will not be enough to go 'round—get that order here pronto!



WILSON "WALKIES"
 2144 Madison Ave., Dept. XB, Toledo, Ohio

POPULAR ITEMS

(Continued from page 67)
 Hitler Pin Cushions as a complete unit in an attractive die-cut imitation wood veneer box and are looking forward to an interesting volume of business from the boys."

Photo Tray

Cocktail trays featuring salon prints and artistic photographs of glamorous Hollywood models have just been placed on the market in a variety of beautiful subjects.

Tray frames and handles are of Alder-wood and the trays are carefully finished with five coats of lacquer. Each one is packed in an attractive white gift box.

Christmas Corsages

A popular holiday seller are Evergreen Corsages. N. Goldstein has a very attractive item which is well assembled, consisting of preserved holly leaves, pine cone and other evergreen foliage, attractively ribboned.

Cedar Wood Jewelry

The Badger Wood Novelty Company is featuring a line of natural cedar wood jewelry, consisting of the insignia of the armed forces, animals, solid hearts and initials. Good pitch items. Inexpensive but nicely made.

PIPES
 FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

PVT. A. DVORKIN . . . asks that Mark Steele pipe in Dvorkin's designation is Ward 39, Station Hospital, Keesler Field, Mississippi.

FAMOUS LAST WORDS. It looks and wears like gold.

HARRY GREENFIELD . . . pipes in after a long silence to report that Jack David, Joe Carrol, Jack Kahn and Eddie Leonard are working in New York department stores with vitamin foods and doing a very good business

SAILOR JIM WHITE . . . and Sol Addis are taking it easy in New York waiting for an opening.

ROBERT O'NEIL . . . health book writer, is doing his stint on New York street corners to big takes.

IT'S ONLY a matter of a few days now until we all start walking.

CLARENCE STEADMAN . . . breezes in from Hazlehurst, Ga., with the announcement that he still is among the living and still carrying his stripes, keister and mandolin. Says he is getting a living.

ED MURRAY . . . is requested to pipe in by Ed Keith who is now working a five-and-dime in Covington, Ky., with cleaner.

DOUG AND TUCK BARNETT . . . are with Ed Keith in a Covington, Ky., five-and-dime store, also handling cleaner.

WINTER IS COMING, BOYS. How about improving and enlarging the reading material for each other by shooting in more and more pipes.

V. L. TORRES . . . fogs in with a do-you-remember item: "Hello . . . hello Johnny O'Connors . . . do you remember when we made a killing at the Oregon State Fair in 1912 at Salem . . . you with calculators, John Powers with humanatones, Doc Travis with Thurber Liquid Life and Tiger Marrow Fat, Alexander with knife sharpeners and can openers, and yours truly with serpentine garters and the five-in-one combo made in Austria? . . . and do you remember Great Falls, Mont., when one evening in September, 1914, you had the stage set for the evening pitch and some petty larceny thief, while you were eating supper, walked away with your keister full of calculators? . . . when the twinkling gas torches on the stand kept the crowd around guessing and asking: 'What is he going to preach about?' Good old days, eh Johnny?"

EVERY PERSON has his faults. The greatest fault of all is to make no attempt to rectify them.

JACK SCHARDING . . . didn't like the cold winds and snow-flakes in Chicago, where he spent a week, so he filled his flivver with gas and headed for warm parts. Jack says that after spending 25 winters in Florida and California the Windy City was no place for him. Jack didn't even stop to write his pipe until he reached El Paso, Tex. He's on his way to Long Beach, Calif., where he expects to remain for the duration. Jack promises numerous pipes from Long Beach after he contacts pitchmen there.

DAN (SUGAR) LAYNE . . . and missus have hied themselves to California, where Dan is reported to have enrolled in a welding school.

NEWS ITEM—Less than two and one-half pounds of meat for each person on or about January 1. We're afraid that the emaciated tips won't be able to stand up long enough to hear the long-winded pitchman's lecture.

STANLEY NALDRETTE . . . gives us his first pipe since he was confined to the hospital in Columbia, S. C., last March. He is now in H. L. Green's store in Flint, Mich., with his juicer layout. Stanley will finish his stay there on December 5. He will move on to the Green store in South Bend, Ind., and will work with a leather goods layout. "I do not contemplate invading

SOCIAL SECURITY PLATES

Red, Blue and Gold colors on metal.
\$6.00 per 100
 F. O. B. Chicago.
 While they last. Sample 10¢.

IDENTIFICATION BRACELETS

STERLING SILVER. Hand Engraved. Name, Address, City and State.
Only \$1.00 each
 (Plus 10% Fed. Tax)

PICTURE THAT GLOWS IN THE DARK

Definitely New!
 Picture of Christ that illuminates in the dark, attractively framed in double leatherette folder. Extra space for favorite photo. Insignia and name stamped in gold on cover.
Only \$1.00 each

FAMOUS CAHILL PIPES

with full name engraved in gold on stem. Ounce of famous Cahill smoking mixture free with each Pipe. (Regular \$2.50 seller without any engraving) while they last
Only \$1.00 each
 —WRITE FOR CIRCULARS—

CHARMS and CAIN
 407 So. Dearborn St. CHICAGO, ILL.

ELGIN • BULOVA • GRUEN

Ladies' GENUINE DIAMOND RING
 Solid Yellow Gold, Low Priced **\$4.10**
 Take advantage of unusual values in Rings and rebuilt Watches.
 Send for New FREE Catalog

STAR WATCH CO.
 Wholesale Jewelers
 740 SANSOM ST., PHILADELPHIA, PA.

"HEARTS"

CEDAR WOOD NECKLACE
 LARGE SIZE 2 3/4 x 3 **\$2.50**
 SMALL SIZE 2 x 2 **2 Per Doz.**
\$28.00 Per Gross
 Samples 50c
CEDAR CRAFT MART
 146 RIDGE ST., NEWARK, N. J.

SIGNS EASILY PAINTED
 WITH LETTER PATTERNS
 MANY SIZES AND STYLES
AND SHOWCARDS
 Write JOHN B. RAHN
 FOR 1330 N. CENTRAL AVE.
 FOLDER, CHICAGO

NOVELTY WORKERS

MECHANICAL ROLL OVER CAT TOYS.
 \$2.40 Dozen, \$27.00 Gross.
 1/3 Deposit, Balance C. O. D.
MILTON D. MYER CO.
 332 Third Ave. Pittsburgh, Pa.

MIDGET BIBLE

(Over 200 pages, size of postage stamp, completely legible)
 And 10¢ & 25¢ Paper Covered Books on HYPNOTISM, JU JITSU, LUCKY NUMBERS, MAGIC, DANCING, WINNING CONTESTS, PALMISTRY, VENTRILOQUISM, MIMICRY & IMITATIONS, etc., etc. Over 100 books on unusual subjects. For premium and big-profit selling. 400% profit. Write for prices. Add this profitable side line!
JOHNSON SMITH & CO., Detroit, Michigan

CHEWING GUM SPEARMINT FLAVOR ONLY

20—5¢ Packs, F. O. B. Factory. Agents—Territory—Quantities Limited for Duration. Shipping delay now 2 months. No orders from "ad"—write first. For Victory buy U. S. War Bonds and Stamps.
AMERICAN CHEWING PRODUCTS CORP.
 4th and Mt. Pleasant Ave. Newark, N. J.

QUITTING BUSINESS

Only 95c Buys \$4 (50 cys) Electric Clocks
 Free Illustrated Circular. Send cash, money order or certified check. At least 1/3 dep. required.

LASALLE ELECTRIC CLOCK HOUSE
 4066 Whittier Blvd. LOS ANGELES, CALIF.

BEST SELLING XMAS Mechanical Toys

Limited Amount While They Last

O. U. Dog, Red Box, the Best . . . Doz. \$1.10, Gro. \$12.00
 Tumbling Cat, Large Size (Playful Pussy) . . . Doz. 2.50, Gro. 27.50
 Rollover Dog, Large Size (Playful Dog) . . . Doz. 2.50, Gro. 27.50
 Swiss Warblers . . . Gro. .75
 Imported Hawaiian Lols . . . Gro. 3.25
 Imported Saxophone for Workers . . . Gro. 7.50
 Dancing Santa Claus (American Made) . . . Doz. 40¢, Gro. 4.50
 Xmas and New Year Signs, 10 Ft. Long, Suitable for Ballrooms and Taverns. Ea. 35¢, Gro. 4.00
 Xmas and New Year Banners, #2044 . . . Doz. 90¢, Gro. 10.50
 1/2 Dep. on C. O. D. orders. Send \$2.00 for samples prepaid.

M. K. BRODY
 1116 South Halsted St. CHICAGO, ILL.

WHITESTONE RINGS

\$18 per gr. (and up)
 31 Different Styles.
 Sure-fire Sellers.

Send for Samples **\$2**
VOGUE JEWELRY COMPANY
 (of New York)
 219 West Seventh St. LOS ANGELES, CALIF.

HOTTEST ITEM FOR EVERY SOLDIER, SAILOR, MAN, WOMAN OR CHILD.
IMPROVED TRIM-RITE HAIR TRIMMER
 Combs and Trims Hair at Same Time
 Sample 25¢.
 Doz. \$1.75.
 Gr. \$15.00.
 25% Dep. with order.
Trim-Rite Co.
 New Kensington, Pa.

VANITIES SWIVEL MIRROR

IMMEDIATE SHIPMENT. Beautiful Blue and White Mirror Vanity with extra compartment, metal knobs. Made of California Redwood, \$1.40 ea. 1/2 doz. minimum order. Mirror Cigaret Boxes, \$4.20 doz. Mirror Curved Top Chest, \$14.00 doz.
MARTIN MIRROR CHEST CO.
 1120 W. 79th St., Chicago, Ill.

BINGO

Complete line of SPECIALS—Light and Heavy-weight Bingo Cards—Lap Boards—Movie Bingo—Master Charts—Stage Money.
RED AND BLACK PERFORATED MARKERS
 ADMISSION AND COUPON TICKETS
SERIAL PAPER PADDLES ATTRACTIVE COLORS
 FOR ALL LEADING WHEELS
SCHULMAN PTG CO. 11 E. 19th ST. NEW YORK

MEN'S Beautiful 4-Jewel PIN LEVER WATCHES

Fancy and Luminous Dials
\$10.00 EACH
 While a Limited Quantity Lasts



TUCKER-LOWENTHAL CO.
 5 So. Wabash Ave. CHICAGO

21 XMAS FOLDER ASSORTMENT AT A BARGAIN

No. D345—Twenty-one true quality folders. Beautifully designed, appropriate verses, varied assortment. Boxed.
 Designed to retail 5¢ to 10¢ each. Offered below our wholesale ceiling price of 47¢ a box. 1 Box, 37¢; 3 Doz. Boxes, 37¢ Ea.; 100 Boxes, 35 1/2¢ Ea.; 200 Boxes, 29 1/2¢ Ea. No. D92 contains 25 distinctive Christmas Folders with Envelopes. Boxed. Sample Box 27¢; Dozen \$2.95.
 No. D91 contains 21 asst'd Xmas Folders and Cards with Envelopes. Boxed. Sample Box 17¢; Dozen \$1.98.
SPORS CO., 1142 Lamont, Le Center, Minn.

NOVELTY JOBBERS, STORES

We have a special deal for you!
Night Club and Coat-room Concessioners!
HAVE YOU SEEN NUDIE?
 Nudie, the newest, most unusual Novelty. A 7-inch, amazingly lifelike doll.
NUDIE SELLS HERSELF
 \$10.80 per doz. (individually boxed). Sample \$1.25. Send for yours today. (Assorted hair colors)
HAMMER BROS. 114 Park Row NEW YORK CITY

ORDER TODAY For Immediate Delivery

#500-C—Calf Billfold and Pass Case, with 4 transparent cases, pockets for identification cards, etc. \$51.00 Gross—\$5.00 Doz.
 #801—Genuine Leather Cigarette Case (as illustrated). \$9.50 Gross—\$1.00 Doz.
 #70-L—Hand-Laced Photo Frame. Genuine Cowhide. Size 4 1/2" x 3". \$19.50 Gross—\$2.00 Doz.
 20% Dep., Bal. COD. FOB N. Y.
SUPREME LEATHER PROD. CO., 170 Fifth Ave., N. Y. City.

NEW CATALOG
Just Off the Press

Featuring an Extensive Selection of
MILITARY and PATRIOTIC JEWELRY.

Locketts — Pins — Compacts — Rings
 — Dog Chains, etc.

WRITE FOR COPY TODAY!!

BIELER-LEVINE
 37 South Wabash Ave. CHICAGO

the Deep South this winter," he reports. "Instead, I will stay up North for the first time since 1926. Freddy and Maggie Smith are also in Flint and we sure are cutting up some jackpots. Maggie really puts out some fine eats. They have rented a vacant store here and are mopping up with their cedar wood novelties. Maggie takes care of the front of the store and Freddy holds sway in the work shop in the back. We've had two visitors recently—Harry Kaymer, of jam fame, who is horse-backing 'rocks and sticks,' and Al Wallen, who is working med at sales in these parts." Stanley would like to read pipes from Al (Pop) Adams, Buster Robertson and Freddy Krause.

THOUGHTLESS PEOPLE are disposed to criticize the pitchmen without reason—but that's no reason for the pitch artist to take it out on his tip.

BARNER WEINER . . . a pitchman, is now in an outlet store in Providence, R. I., and expects to sell cedar wood jewelry.

DICK WOLFSON . . . another pitchman, has opened a kitchen gadget stand at Hearn's department store. He also expects to do a tremendous business at Christmas with cedar wood jewelry.

WHAT BRINGS forth more volumes of silence than a guilty conscience—such as the silence brought forth when the ration board questioner asked the guy how many tires he had.

DOC TOM McNEELEY'S . . . Pueblo Medicine Company closed for the season recently and Doc's now managing Victory Theater, Pueblo, Colo. He is reported to have boosted the show's take plenty.

BILLY GILBERT . . . and wife are now in stock in Denver.

FRANK L. BYNUM . . . from Reynosa, Ale., Mex., reports that he is still working trade papers. He hit the valley a little early this year, due to impending rationing of gas. Frank found business "just fair" in South Texas. He is heading north.

TALKING ABOUT PASS-OUTS, we'd like to have a tip that's as enthusiastic about getting our product as is the tip that surrounds the coffee clerk in the local chain store when he gets a load of coffee. What a pass-out!

CORSAGES

Direct from the manufacturer

Big Xmas Seller

\$5.00 per 100 and up

Sample Assortment \$1.00

M. GOLDSTEIN
 2739 Webb Ave., New York City

MOTHER OF PEARL FOBS

Can be engraved or used in mounting insignia. Also can be supplied without pin back for wire workers.

Wire Workers Assorted Fobs, 12 Pieces . . . \$2.00
 Jewelry Workers Assorted Fobs, 12 Pieces . . . 2.50

SEND \$1.00 for WIRE WORK ASSORTMENT—15 Pieces
 SEND \$2.00 for JEWELRY ASSORTMENT—15 Pieces

MURRAY SIMON 109 So. 5th St. Brooklyn, N. Y.

STERLING IDENTIFICATION BRACELETS

Demonstrators! Pitchmen! Military Jewelry, Signet Pins, Rings, Bracelets, suitable for engravers; Locketts, Roller Skate Pins, White and Yellow Identification Bracelets. Immediate delivery. Samples \$2.

JACK ROSEMAN CO.
 307 Fifth Ave. N. Y. C.

FOUNTAIN PENS

We have a complete stock on hand of Ring Top Push-Button Pens with Pencils to match and All Pearl Plunger Pens with Pencils to match. Write today for price list.

STARR PEN COMPANY, Dept. C
 500 N. Dearborn, Chicago

ZIRCONS 3 FOR \$2.75

Genuine White Diamond Cut
 Blue or Brown Zircons—\$1.25 per Carat

ZIRCON RINGS SOLID GOLD \$4 to \$8 EACH
 Ladies or Gents

B. LOWE, BOX 311, ST. LOUIS, MO.

FAST SELLERS

Service Men's Magazine, Thanksgiving issue, 26th year. Patriotic Calendars, timely Service Joke Books, Flag Respects, "Our Buddies in the Army Now," Speaking comics, gripping facts. Get a crew. Free copies Supreme Court decision on Freedom of Press. Samples 10¢. Trial order \$1. **SERVICE MEN'S MAGAZINE**, 169 Duane St., New York City.

SUBSCRIPTION MEN

Make more money selling this flashy, specialized Farm Magazine. Attractive \$1.00 deal. Sells fast at farm sales, carnivals, shows and on rural routes. Experienced men wanted anywhere in the United States. List publications previously worked and territory you expect to cover. Write **H. M. CURLEY, Manager of Agents, Room 311, Sandstone Bldg., Mount Morris, Ill.**

RUN MENDERS

With rubber handles and directions. Lower prices for balance of year. 54 gauge, gross, \$2.75; 1,000, \$15.00. Clifton Special (extra good), dozen, \$1.50; 50, 7¢ each; gross, 6¢ each. Special prices on large quantities. 5 samples, 50¢; one of each number.

RUN MENDER WORKS
 Dept. B, Waukesha, Wis.

Med Old-Timers
 —By E. F. HANNAN—

In 1867 Dr. Ambrose Lane hired a hall in Amesbury, Mass., to give entertainment and sell med products. Lane had practiced medicine in various towns in the East and had branched out to promote various remedies that he had found successful in practice.

A young Irishman named Slaney, born in Cork County, Ireland, went with him to entertain. This same Slaney in later years was well known in vaude. Slaney played the bagpipes and Lane told old-time performers that the pipes were a great drawing card. Lane also took on a young performer who afterward became a med lecturer named Atwood. Atwood was a first-class banjoist, so good that in his last days he taught banjo to youngsters in Boston. Atwood once said of all his med experiences the best money-maker he was with was the Penobscot show.

Atwood also trouped with Kickapoo shows and said that he once offered E. M. Hall, banjoist, \$50 per week and expenses, which was big money in those days, but Hall preferred to stick to minstrels, in which field he was a top performer. In the days of Atwood there was a professional horse trainer and tamer named Magner. Magner and Atwood teamed up on various occasions, and when they did Atwood lectured and sold his med products as an equine remedy. Atwood was versatile and, like many of these old-timers, he could switch from man to beast in his lectures and vice versa.

After Lane and Atwood came Tom Grady, who specialized in plasters of his own make. Grady had a good singing voice and between pitches took on vaude dates. At one time he was featured at Tom Early's Tavern, one of Boston's favorite old haunts. Grady was also versatile and sold his plasters to trotting-horse trainers, among others, to be used on the back of tired race horses. There was an old-time race

(See PIPES on page 73)

AT LAST!
THE PERFECT DOLLAR PACKAGE!

Including 4 Famous Aer-Flo Items—
 Individually Packed!

ALL 4 Pieces in Matched Ivory DuPont Plastic!



AER-FLO GRATER AND SHREDDER Grates—Shreds—Dices
AER-FLO KNUCKLE-FREE KNIFE Keen as a Razor
AER-FLO GRAPEFRUIT KNIFE New Utility Item
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This powerful set has been clicking tremendously throughout the United States! Don't wait! Write immediately for prices!

All items sold individually if desired

PLASTIC CREATIONS Telephone: Atlantic City 4-1781
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SONG BOOKS--AGENTS WANTED
FOR STREET SALE ONLY

FOR OUR FAST SELLING PUBLICATIONS • QUICK SALES • LARGE PROFITS

STAR Latest Song Hits This is positively the finest collection of song hits on the Hit Parade. \$2.50 per 100 Sells for 10¢	NATIONAL SONGS Full of top song hits from cover to cover \$2.50 per 100 Sells for 10¢	SONG PARADE Just send for sample and see for yourself. \$2.50 per 100 Sells for 10¢
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All Samples of Above Books Are 10c Each.

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THE BECKER LINE IS BETTER

Write for price list on Finer Soaps, Tonics, Liniments, Tablets and Salves. We also carry fastest selling Herb Package on the market, formula attached. Prices right; plenty margin for you.

BECKER CHEMICAL CO.
 (Established 1890)
 235 Main Street CINCINNATI, O.

Last Will and Testament of Adolph Hitler
 (Copyright 1942)
 Printed in 2 colors with seal, 8 1/2"x11". Funniest thing you ever read. A terrific seller . . . big profits. 100, \$2.00. 1000, \$15.00. Sample copy 10¢. Full cash with order. Satisfaction guaranteed.
TRIAL ORDER, 35 COPIES, \$1.00
JAY-JAY CO.
 1603 SURF AVE. BROOKLYN, N. Y.

RAYON EMBROIDERED HANDKERCHIEFS



Assorted Colors, Embroidered With the Following Inscriptions: Mother, Sister, Sweetheart, My Wife and Remember Me. 10x10 Inches.

\$33.00 Gross—\$3.00 Doz.
ARMY DESIGNS, Printed \$21.00 Gross—\$2.00 Doz.
 25% Deposit With Order (3 Samples \$1.00)
K. HANDKERCHIEF CO.
 270 WEST 39TH ST., NEW YORK CITY

GOODRICH HONES TOP THE FIELD
EVERY \$1 BRINGS YOU \$5

Pitchmen, window workers, jobbers, distrs. Flash demonstration sells 'em fast to the boys in camp and to every self-shaver. Made by the Goodrich Co., Est. 1864—your confidence statement. Each HONE in 50¢ Silver DeLuxe Box. Sample 10¢; low gross prices.

GOODRICH, 1500 W. Madison St., Dept. BG-11, Chicago, Ill.

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 137 E. Spring St. Columbus, Ohio
BUY WAR BONDS FOR VICTORY

STREET AND POSITIVE PHOTOGRAPHERS

Counter Visualizer for 1 1/2 or 2 1/2 to 5x7 . . . \$15.00
 Darkroom Enlarger from 1 1/2 to 3 1/2 and 5x7 . . . 22.50
 Darkroom Enlarger from 2 1/2 to 5x7 . . . 22.50

Complete line of patriotic mirrors and glass frames, leatherettes, mounts, etc.

BENSON CAMERA CO.
 166 BOWERY NEW YORK CITY

Pitching Under Wartime Conditions

By MADALINE E. RAGAN

IT IS a large order to write a complete and concise outline of the pitch business since we were delivered the stab in the back December 7 at Pearl Harbor. Altho I have been in almost every State since the start of the war, it is difficult to place on paper the change that has taken place in these few eventful months.

Do you remember the day we awoke to the fact that we, too, were at war? The people seemed to stop their buying

affected the sale and lowered the take on items usually easily sold at that time. The middle of January arrived before the public had adjusted itself to the fact that trade must go on as usual and again began its buying.

As spring rolled around new worries began to harass the man behind the keister. A shortage of metal and rubber began to be felt. Factories which produced the stock the demonstrator sold closed; others began manufacturing war supplies and dropped civilian manufacture.

Wholesale houses soon were writing to customers of years' standing: "Sorry, old friend, have no more goods to sell you." Prices doubled. Fortunate, indeed, was the pitchman who had a supply of his specialty on hand to tide him over the period until he could adjust himself to a new line of goods.

Many Items Discontinued

The summer found the jewelry workers running out of the wares so pleasing to the eye. Automobile gadget purveyors, the coil men especially, were buying all the stock obtainable and getting the same old story from each dealer or manufacturer: "So sorry; no can do."

One leather goods pitchman selling polks, cases, etc., wrote a dozen makers of this type of goods. Not one of them had stock to sell.

The most fortunate of all the fraternity seems to be the medicine man, as herbs, minerals and oils are still obtainable. Many of the herbs used in this country come from foreign lands and soon there will be a shortage. The solid, smart herb specialist will do his best to avail himself of sufficient stock to supply his demand for some time. Labels and paper boxes have doubled in price. Bottles, especially with metal caps, are becoming scarcer each day. The medicine pitchman, however, should be able to carry on indefinitely. The jam artist is possibly the hardest hit, as his line of specialty is mostly out of manufacture.

The gathering of the clan at the fairs



MADALINE E. RAGAN

this season did not number as many as in previous years, the result of many fairs calling it off for the duration. Those of us who played the spots that were left to us found more money in circulation, but smaller attendance to work to. In the war industry centers, such as Detroit, Pittsburgh and the like, it was impossible for many war workers to attend the fairs. Other parts of the country were affected by the tire and gas shortage, which kept attendance down. Some fairs proved as good as in former years, but they were few.

So many pitchmen have joined the armed forces that the ranks of the younger workers are at the vanishing point. And most of them enlisted, a fact we should all be proud of.

Takes Better Than Ever

Everyone seems to have plenty of money now. Store demonstrators report the largest takes in many years. The outside worker finds it much easier to get more money than in the past. Today the women have the money to spend and it is amazing the ease with which they buy. The store workers handling the articles that appeal to the feminine shopper are now coming into their own.

Transportation accommodations are harder to get and the thinking "Gallant of the Gadget" will remain in a city or State for the duration. Tires and gas for cars are out; busses and trains are crowded. . . . so we will stay in one spot whether we like it or not, even tho our feet do get that itchy feeling.

Gas rationing will keep the suburbanite and farmer from making so many trips to town where he might spend with the pitchman. Then again it will cause the city man to walk more and, instead of rushing by a pitch worker in his car, he may find it interesting to listen in to the brilliant oratory of the merchant king behind the tripe. It works both ways.

At this time in Detroit, where I may have to remain, most of the pitch people are in war work in the shops and all of them are doing rather well. Three of the boys I know are on the police force on guard duty at the plants. Two former

medicine men are connected with the medical corps of the navy and the army.

Sees Big Future

Women in the pitch business are doing their bit, too. My sister, Mary, is in San Francisco and is on call to drive an ambulance in case of emergency. Mrs. King, of the mind-reading Kings with Ray Marsh Brydon's Museum, will soon be wearing the uniform of a WAAC. Every branch of the service has members of our profession, and we who are not in active service are doing our bit by buying bonds and more bonds.

The pitch business is just starting. It will be better than it ever has in the past when the war ends. Forget the "good old days" and plan for the "new days" of the future.

MADALINE RAGAN, who has been pitching for 14 years, is one of the best known among the profession. It is seldom that a gathering of pitchmen cutting up jackpots and reminiscing does not mention Madaline. She is a personal friend and confidante to many.

It was in 1928 that she made her first pitch under the direction of Madame Geran. Since then she has been well known on carnival and circus lots, as well as in the pitch store and on the pitch lot. She has covered practically every principal city in the country and will pick up at a moment's notice to follow the "breaks."

Madaline and her twin sister, Mary, did a twin-sister act in vaude for many years. At the age of 5 they appeared in an amateur show and won the prize—she attributes her love of show business to this. Madaline is a real showman when it comes to putting the pitch over to her tip.

Her knowledge of show business and the pitch game is complete. Her recent travels thru the country since the start of the war qualify her to analyze the trends in pitchdom during the war.

at once. The outside pitchman found his tip quite jumpy and nervous; hard to hold the attention of those he confronted. The store demonstrator encountered the same difficulties. The psychological effect of being suddenly hurled into the greatest conflict of all time seemed to daze the usually good buying public and, naturally, the pitchman was among the first to feel the sudden letdown in business. Coming as it did just before the Christmas season, the specialty salesman's harvest time, it

Attention Engravers!

We still have Engraving Merchandise in stock—Pins, Bracelets, Locketts, etc. Good-looking, fast-selling items. Write for Catalog No. 26 today!

Big Military Line

For a complete line of Military and Patriotic Jewelry write for Special Military Circulars! (State Your Business)

Harry Pakula & Co. • 5 N. Wabash Ave. • Chicago, Ill.

WAXED FLOWERS

Best Quality—Attractive Colors

No. 60—Large Jumbo Georgines, \$37.50 per 1000; \$4.00 per 100.
 No. 8—Large Georgine, \$27.50 per 1000; \$3.00 per 100.
 No. 14—Medium Georgine, \$22.50 per 1000; \$2.50 per 100.
 No. 41—Large Chrysanthemum, \$37.50 per 1000; \$4.00 per 100.
 No. 7—Large Dahlias, \$32.50 per 1000; \$3.50 per 100.
 No. 12—Large Rose, \$27.50 per 1000; \$3.00 per 100.
 No. 15—Medium Rose, \$22.50 per 1000; \$2.50 per 100.
 No. 24—Large Xmas Red Laacquered Poinsettia. Can be mounted on laurel same as Georgines, Dahlias and Roses, \$7.50 per Gross.

MOUNTAIN LAUREL—50 Lb. Carton, \$8.50; 25 Lb. Carton, \$4.50; Small Quantities, 25¢ Lb.
Small STARFLOWERS—Used for filling Novelty Containers, 12 beautiful colors, per lb., \$5.00. Foliage to be used with Starflowers, Baby Breath, large bunch, \$1.00. Prepared Green Foliage, 10 lb., carton, \$3.50. Prepared Green Fern, doz. bunches, \$3.00. Novelty Floral Buttons on stems, 8 beautiful colors, 100 to the bunch, per doz. bunches, \$3.00.
 50% DEPOSIT, BALANCE C. O. D.

FRANK GALLO IMPORTER AND MANUFACTURER
 1429 LOCUST STREET, ST. LOUIS, MO.

VICTORY HOLIDAY CORSAGES

Clean up for the Holidays with our new **VICTORY HOLIDAY CORSAGE**. Positively New, Plenty of Color, Fast Seller, Per 100 Corsages, \$15.00. Manufacture your own Corsages and make 500% Profit. We have a complete line of all Materials used for making Xmas and Holiday Corsages. Illustration of Corsage shows one style you can make. Send for New List of all Flowers, all Materials for Xmas and Holiday Corsages and Fast Selling Holiday Items.

MILITARY STATIONERY

NEW—DIFFERENT

All the rage with wide margins of RED, WHITE and BLUE. Make it yourself and get the full profit by simply dipping edges of paper in our chemical colors. Ten cent boxes of correspondence paper (with envelopes) are quickly colored and are fast sellers at 50c. Write or wire for full information.

Staminite Corp.
 Dept. X, New Haven, Conn.

ENGRAVERS! DEMONSTRATORS!

For immediate shipment we still have many beautiful engraving numbers, such as bracelets, pins, tie holders, mother pins, military jewelry, etc.

SPECIAL!!

For your convenience and pleasure we put up assortments of several sizes from \$15.00 to \$100.00, an assortment of attractive, fast-selling numbers selected by us. Let us send you an assortment of \$15.00, \$25.00, \$50.00 or \$100.00. We guarantee you will be well pleased or your money back. Order now while stock is still available.

AMERICAN JEWELRY CO.
 PLAINVILLE, MASS.

MEDICINE MEN

Write today for prices on our quality Tonics, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices.

The HOUSE OF DEPENDABILITY

If you buy from us your goods will always be shipped promptly. PRODUCTS LIABILITY INSURANCE CARRIED.

BUY WAR BONDS

CELTONSA MEDICINE CO.
 CINCINNATI, O.

ONE MINUTE CAMERAMEN

No shortage on Plates, etc. Order direct from ad.

BLAC BAC CARDS, 1 1/2 x 2 1/2, 1000, \$8.50
 100, 90¢—Beautiful Mounts, 30¢ to 35¢ 100.
BLAC BAC CARDS, 2 1/2 x 3 1/2, 1000, \$17.00.
 100, \$1.80.
 Marvellous Mounts, 45¢ to 50¢ 100.
 Prices subject to change without notice. 25% deposit with order.

FREEDMAN CAMERA CO. 227 E. 119th St. NEW YORK

PATRIOTIC DECALS!

Complete line of fast selling Flags, Victory V's, Army, Navy, Marines, Air Corps and Coast Guard insignia Decals and Gummed Stickers. Also new and exclusive giant size Flag Decal, size 18x25 in. Retail \$3.00. A Super Scoop for Salesmen, Salesboard and Premium Users. Write for Folder.

J. H. KENNEDY 542 SO. DEARBORN ST. CHICAGO, ILL.

P-A-P-E-R M-E-N

Can use old timers in most States on National Farm Publications. Well known.

E. HUFF, 5416 Phillip, Dallas, Texas.

PIPES

(Continued from page 71)
trainer named Jock Bowen, who became so enthused with Grady's plasters that he spread the gospel for the med man far and wide.
In his later years Grady conducted a small variety store in Boston's South End and few pitch or med men passed it up when passing thru the city. One of the most interesting old-timers was Clayton Brown, well known as Three-Fingered Brown. Brown was also versatile and knew his stuff. He was the first I ever saw lecture on the old-fashioned razor. With every razor Brown gave a stick of paste to keep the edge on the cutter indefinitely. If a prospect already owned one or more razors, then Brown sold the paste. Brown also handled the so-called stripper deck of cards, which he sold as a change from razors. Recently when I saw an energetic worker hustling on the Svengali deck my thoughts drifted back to Brown. Many changes have come about since the day of these old-timers, but always has the med man been obliged to be restless in action to achieve success.

Pitchdom Five Years Ago

J. H. McCaskey, sub-getter, was in the hills of West Virginia. . . Tommy Adkins wrote from Atlanta that the lots were closed. . . Roving Al Burdick found

East Texas much to his liking. . . Burdie Simms was recovering from an illness in Clyde, O. . . Lew Yesner was doing okay in Philadelphia. . . Leland Johnson was working med in a Milwaukee chain store. . . H. D. Robinson, of corn-punk fame, was making passouts in Salem, N. C. . . Ken and Greta Reynolds, gold-wire artists, were in Cincinnati. . . Doc George M. Reed and Walt Byer joined forces to open a store in Columbus, O. . . Manion Sachs, vet whitestone worker, had opened a dry-cleaning establishment in Louisville. . . Chic Denton was moving fast thru Utah, Louisiana, Oklahoma, Kansas and Texas. . . Mr. and Mrs. Jerry Vaughn were stopping over in Ocean Lake, Ore. . . Willard Griffin was in Atlanta, headed for the mountains of North Carolina. . . Earle B. Wilson was in the Queen City. . . Benny Price was working novelties in Fort Smith, Ark. . . Doc B. B. Johnstone was suffering from lockjaw in Chattanooga. . . J. D. Vroonan was also on the sick list in Mishawaka, Ind. . . Babe Keating closed a successful season in Charleston, S. C. . . Chief Owen Redfeather, working thru Ohio, found Zanesville a good spot. . . Ricton, "Barnum of the sticks," was in his 240th week at Oliver, Ga. . . Jack (Bottles) Stover and Billy (The Kid) Dietrich, leaf doctors, were going native in Terra Alta, W. Va., donning top boots, red flannels and mackinaws. . . Doc Maynard, Buster Williams and Lewis Deen were working to fair returns in Oklahoma. . . That's all.

STAFFORD ELECTRIC ENGRAVING PENCIL

Favorite of the 5 and 10s, pitchmen, industries, insurance companies, libraries, etc. Great money maker for you wherever crowds appear. Many say they would not take \$100 for it if another could not be had, because it does such superior work and is "SO EASY TO HANDLE." Famous Professional Model, No. 3 switch on 7-foot SAFETY asbestos insulated resistance cord, with a sample superior gold foil, \$4.75, POSTPAID CASH WITH ORDER. No. 2, same as above, 5-foot cord without switch, postpaid, \$3.75. Deposit \$1.00 for C. O. D., you to pay postage. Guaranteed one year. Money back if not 100% pleased. Exclusive features insure long life, dependability, comfort in using continuously. No burned off handles, no loose, wobbly points. Engraves gold, silver or colors, very small, medium or big, wide lettering simply by a "twist of the wrist" on nearly any smooth material. Fast on silk, plastics, leather, sea shells, enameled metal, wood, etc. Two rolls superior gold, silver, black, blue, red, white, etc., 1 inch by 400 inches, \$1.00; six rolls, \$2.50; 12 rolls, \$4.80. Wire or air mail today with money order. We originated the Practical Electric Pencil in 1931. Avoid clumsy, disappointing imitations. R. E. STAFFORD 2434 N. Meridian St., Indianapolis. (Save this ad.) Order NOW before it is impossible to supply you.

Events for Two Weeks

November 23-28
ILL.—Chicago. Antiques Expo. & Hobby Fair, 20-25.
IND.—Evansville. Shrine Circus, 23-28.
New Castle. Poultry Show, 27-29.
ORE.—Gresham. Poultry Show, 21-25.
WIS.—La Crosse. Poultry Show, 24-28.
November 30-December 5
CALIF.—Los Angeles. Livestock Show, 1-4.
CONN.—Norwich. Poultry Show, 2-4.
ILL.—Chicago. Market & Fat Stock Show, 28-Dec. 5.
KAN.—Newton. Poultry Show, 2-4.
MICH.—Grand Rapids. Apple Show, 1-3.
MINN.—Alexandria. Poultry Show, 30-Dec. 4.
New Ulm. Poultry Show, 4-6.
OKLA.—Oklahoma City. Poultry Show, 1-5.
R. I.—Providence. Elks' Circus, 30-Dec. 5.

SPORT SWEATERS for HUSTLERS
SOLIDS & TWO-TONES
PULLOVERS Doz. \$8.00
BUTTON COATS Doz. 9.25
Camel Style Effect. Packed 2 to Display Box. 25% Deposit With Order. Sample Pullover or Coat, \$1.25 Prepaid.
PRUDENTIAL TRADING CO., INC. 1241 Broadway New York City

RAZOR BLADES—SELL ACE COST YOU LESS!
Each blade honed in oil to hair-splitting sharpness. Flashy display cards. Buy at factory prices. Many millions sold. Rush name for FREE BLADE offer. Dept. 56.
ACE BLADE CO. 68 E. Eagle St., Buffalo, N.Y.

Make Velva-Tex Flowers AT HOME
With The New Magic Flower Maker
Earn extra money making these gorgeously beautiful natural-looking flowers at home in spare time. Experience Not Necessary
Easily and quickly made with the MAGIC FLOWER MAKER, and the unequalled Velva-Tex Magic Craft petals. (Patented). Send \$1.00 for generous supply of material, the Magic Flower Maker and valuable book of picture instructions, patterns, ideas, etc. Kirchen Bros., 318 W. Washington, Dept. 25, Chicago

MAPS MAKE HISTORY
Daily reports from the war theatres cause people to seek out their maps. Handle an item that sells itself. New, timely, colorful, inexpensive.
GEOGRAPHICAL PUBLISHING CO. 621 S. PLYMOUTH CT. CHICAGO
ARMY-NAVY-MARINE BRACELETS
Boxed—\$6.00 a Dozen.
DEXTER ENGRAVING JEWELRY CO. 21 ARCH ST. PROVIDENCE, R. I.

ST. LOUIS (Continued from page 45)
and said he will have the concessions on Oscar Bloom's Consolidated Showboats for the winter. George Vogstad, who operated his Girl Show on James E. Strates Shows the past season, is visiting friends here. Morris Lipsky, of Johnny J. Jones Exposition, arrived last week and is expected to get his army induction papers soon. He is in hopes of being able to make the Chicago meetings. His brother, Ralph, last season with Hennies Bros.' Shows, was called to the armed forces two weeks ago.
Others from the Jones Exposition who arrived during the week were Mr. and Mrs. George W. Davis, Mr. and Mrs. George Proper, Harry Bernstein and Floyd Hesse. All plan to winter here. Bill Bloss, member of the Circus Fans' Association and a friend of many outdoor showfolk, was called to the colors Wednesday. Mr. and Mrs. Frank Hanasaki closed their season at Louisiana State Fair, Shreveport, and came in to spend the winter. Ace Redman, wild-animal trainer, last season with Jay Gould's Shows, joined the armed forces today after 20 years in show business. Mrs. Clarence A. Wortham passed thru the city Thursday en route from her home in San Antonio to visit relatives in Danville, Ill.

Penn Premier Quarters Work Progresses at Stroudsburg
STROUDSBURG, Pa., Nov. 21.—Working in Penn Premier Shows' local quarters is progressing in good style, William Hughes reported. With most of the shows' equipment stored in Erie, Pa., the Kiddie Rides have been brought back to quarters for rebuilding and repairs. Mr. and Mrs. Lloyd D. Serfass left for a six-week vacation in Mexico. They expect to purchase some equipment en route. Arthur Johnson, build-

Rose Midgets Marry
CHICAGO, Nov. 21.—Fred Ritter, 30, and Betty Ledair, 28, midgets with Mrs. Ike Rose's show now playing at a State Street department store, were married Thursday (19) by Judge Joseph Sabath. The marriage garnered plenty of space in the local dailies.

Fleming Tour Okay; Barn in Hickox, Ga.
HICKOX, Ga., Nov. 21.—Mad Cody Fleming Shows, which closed their 31-week tour in Fitzgerald, Ga., recently are in quarters here. Owner Fleming said that business was good, with the organization playing only one bloomer on the season. Louis Porter had the shows and rides up on time and shows didn't lose a single opening night. Only two fairs were played, the rest being canceled because of the national emergency.
Jack Orr, Snake Show operator, went to Punta Gorda, Fla., for the winter; Dave Davidson, general agent, returned to his poultry farm in Apopka, Fla., and Mr. and Mrs. H. E. Morey will winter here.
Louis Porter is in charge of shows' trucks. Robert Todd enlisted in the armed forces and Dewey Harrington went to North Carolina. Ola Harrington is raising chickens for Owner Fleming. McCoy Miller and John Dean went to Columbus, Ga.

SLA Absentee Ballot Info
CHICAGO, Nov. 21.—Joseph L. Streibich, secretary Showmen's League of America, informs The Billboard that many members are confused as to absentee ballots for the coming League election. Some of them, he says, think that every member must have such a ballot. He reminds them that only those who cannot be at the League rooms to vote in person require an absentee ballot.
Those who will not be at the meeting should write the League at once for a ballot, which should be returned properly marked for the candidates for whom the member wishes to vote. Membership card must accompany the ballot and will be returned to the sender.

Allens Add Another Ride
SYRACUSE, N. Y., Nov. 21.—Mr. and Mrs. Fred Allen, operators of the shows bearing their name, returned to quarters here this week from a buying trip in the South, on which they purchased another ride. F. Ackerman is in charge of quarters, and activities are expected to begin early in January. Recent visitors included Mr. and Mrs. Matt Collins, Penny Arcade operators; Mrs. Herman H. Leaman, and Mr. and Mrs. W. H. DeVaul, of arcade note.

ing superintendent, and William Bellis and William Hughes are in quarters here. After completing the work on the rides a new war show front will be built. During the season the shows lost 21 men to the armed forces.
A large service flag was placed on the permanent quarters and has brought much comment from the local folk. Mr. and Mrs. Walter Vallance, owner-operators of the Penny Arcade, have their equipment stored here and are vacationing in New Jersey.
A large panel truck, which was not used this year, was donated to the scrap metal salvage drive.
Joining the armed forces since the shows closed in Erie, Pa., were Frank Derrick, Pvt. Daulton Serfass, Walter Vallance Jr., Pvt. Harold C. Heller and Patsy Rosanla.

MILLS SERVICE KITS AND SPECIALS
All good buys. Contains every imaginable necessary article for the man in the service. Selling tremendously.
DUFFLE BAG SERVICE KITS. Complete with fittings, 4 price ranges, DOZ. \$3.60, 6.00, 7.80, \$15.00
COMBINATION DUFFLE BAGS & SHOE SHINE KITS. Extra quality. Complete. . . DOZEN 21.00, 27.00
APRON & SERVICE MILITARY KITS. Complete with fittings. . . DOZEN 7.80, 13.50, 18.00, 21.00
FIRST-AID DUFFLE KIT. For Service Men. Also for Wardens, Auto and Home use. . . DOZ. 4.20, 7.20
EMPTY DUFFLE BAGS. A very useful utility necessity. . . DOZEN 1.85, 1.95, 2.75, 6.00
LAUNDRY BAGS. A "must" bag for everyday needs. DOZEN 4.50, 6.00
CHRISTMAS FOLDERS & ENVELOPES. 10 Sets in Box. 50 Boxes CHRISTMAS FOLDERS & ENVELOPES. 21 Finer Quality Sets in Box, 50 Boxes . . . 7.00
CHRISTMAS FOLDERS & ENVELOPES. 21 Selected Quality Sets in Colorful Box. 12 Boxes . . . 3.00
TOYS & GAMES, 3 Assortments. Dozen Assorted . . . 1.80, 3.75, 7.80
GIFTS & PREMIUMS. 100 Piece Assortment. Deal . . . 15.00
SIDELINE MERCHANDISE, Find Grade, Gross . . . 3.25
RAZOR BLADES, First Quality. 5 to a Box. 1000 Blades . . . 5.75
WILLIAM A. WOODBURY, Genuine Assortment of Toiletries and Cosmetics. Limited Quantity. Gross . . . 7.20
Timely sellers for Salesmen, Stores of every kind, Premium and Sales Boards. Order quantities. You simply cannot buy for less anywhere. Many other items in our 192 page catalog sent with shipment. Our guarantee for over 26 years. "We are never undersold." All orders must be accompanied by 25% deposit or full payment.

MILLS SALES CO. 901 BROADWAY, New York, N. Y. WORLD'S Lowest Priced WHOLESALERS

This Brilliant Red, White and Blue FLUORESCENT CREATION
seen in hundreds of windows throughout America today—size 19"x17", is equipped with hanging chain and cord. Plugs into any outlet, A.C. current, 110-125 volt, 60 cycle. Complete with two 15-watt fluorescent lamps. Colored plastic sleeves. Can be hung on any wall or window. Uses very little electric current. PROSPECTS GALORE—EVERY SHOP WINDOW WILL WANT TO DISPLAY ONE. LOW IN PRICE—BIG IN RETURNS. Send for a dozen today and you'll be back for more tomorrow.
Price per doz., \$71.40—Sample, \$6.45
—Sells for \$10.95—
Send \$1.00 Deposit—Will Ship Balance C.O.D.
NATIONAL LIGHTING PRODUCTS, Inc. 4212 W. Van Buren, Dept. B11, CHICAGO

NEW Quick PROFIT LINE
added to FAMOUS "STORE-ROUTE" PLAN
Laymon's VITAMINS sell 7 for 10! Actually 1/4 to 1/2 lower than most other! Potency guaranteed! This selling sensation of the year now added to our Nationally Advertised Line—including over 200 products. Let us start you making BIG money in permanent wholesale business of your own.
Big Cash Pay Daily!
Show retailers how to DOUBLE profits! Prospects everywhere—stores, service stations, restaurants, pool rooms, post exchanges, beauty shops, etc. No car or experience needed. Free book gives amazing facts on how to make steady, sure income. Write today!
WORLD'S PRODUCTS CO. Dept. 8-X Spencer, Indiana

NATIONAL CONCERN OPERATING COAST TO COAST
Has exceptional opportunity for men with sales background. Draw. Commission. Write BOX D-294
Care The Billboard Cincinnati, O.

PURE INLAID SILVER ART RUBY GLASSWARE
SALESBOARD OPERATORS—Here is the hottest one shot item in the country. Tremendous Demand—Big Value—Plenty of Flash—Sells on sight. Lovely designs. Immediate Delivery—Order Some Today.
TERMS: 1/3 Cash With Order.
3 STYLES
Salad Bowl—11" \$2.00 Each
Fruit Bowl—12" In
Sandwich Plate—14" Doz.
Sample—\$2.25 Each Lots
GOLDWYN CO. 542 So. Dearborn St. CHICAGO, ILL.
"HOUSE OF CANDY DEALS"

LUCK-KEY 13 WEEKS for \$1.00 OFFER

INCLUDING BIG HOLIDAY AND CHRISTMAS ISSUE

13
BIG COPIES FOR ONLY \$1.00
REGULAR PRICE 13.25¢
YOU PAY LESS THAN 8¢
YOU SAVE MORE THAN 2/3 OF THE SINGLE COPY PRICE

The Billboard
25 Opera Place, Cincinnati, Ohio

Please send me the next 13 copies, your Christmas Offer that saves me \$2.25. I enclose ONLY \$1.

Name

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SPECIAL GIFT SUBSCRIPTION ORDER FORMS

HOW TO MAKE YOUR FRIENDS HAPPY WITH THIS LUCK-KEY OFFER !!



JUST PIN A DOLLAR BILL TO EACH COUPON

Regular Rates
One Year, \$7.50
Single Copy, 25c

Give them a 13 weeks' Special Christmas Subscription—a \$3.25 gift value that costs you ONLY \$1. We mail an appropriate greeting card announcing the subscription as a gift from you.

Remember, simply pin a dollar bill to each coupon with your friends' name and address. If you don't use all these coupons give some of them to your friends so they can save, too!

LUCK-KEY 13 WEEK GIFT SUBSCRIPTION for \$1.00

Mail to The Billboard, Cincinnati, O., Within 10 Days

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Green Sec of New Light Horse Body; Will Live in Cincy

CINCINNATI, Nov. 21.—Charles W. Green, former secretary of Missouri State Fair, Sedalia, and past president of the IAFE, is to make his home here as executive secretary of the newly organized Show Horse Breeders and Exhibitors, Inc. After he attends the Chicago meetings with Mrs. Green, they will move from Moberly, Mo., to Cincinnati where he has established headquarters at 1702 Carew Tower.

The new body, incorporated in Indiana, was formed in Chicago after a meeting on September 28 in the Drake Hotel of a group interested in the light horse industry, saddle horses, hunters, jumpers, walking horses, roadsters and Palamino.

A directorate of 18 members from 14 States has been named, said Secretary Green, who is a noted horse judge and widely known at fairs and horse shows in the States and Canada. President is Lewis C. Tierney, Bluefield, W. Va.

OUTDOOR BIZ AND WAR

(Continued from page 3)

continent were canceled in 1942, some due to their grounds being taken over by the government and others because they deemed it inadvisable to operate under existing conditions.

A large majority of fairs were successfully conducted. The question of whether they can operate in 1943 will be the chief matter to be considered at the convention of the International Association of Fairs and Expositions, which opens on Monday (30). That the fairs should be continued for the good of the nation is the belief of the fair men, founded on the attitude of the public, and they hope to bring about favorable action to that end.

Other outdoor meetings on at the same time will be those of the National Association of Amusement Parks, Pools and Beaches; American Recreation Equipment Association; American Carnivals Association, Inc., and Showmen's League of America. All indications point to a large attendance.

Slow Start, Good Finish

Outdoor attractions had pretty tough going in many parts of the country during the early part of the season, unfavorable weather being the chief cause. As the season advanced and the country became more deeply involved in the war effort, transportation problems became increasingly difficult, help more difficult to obtain, but in spite of these handicaps all of the shows kept moving, and from mid-July until the close of the season business was excellent.

Parks, less troubled by transportation and help than any other branch, had a spotty season. Most of the fairs drew their usual attendance and rolled up bigger grosses than in other years. Circuses did exceptionally well, and carnivals, with few exceptions, had a very satisfactory fair season in spite of cancellations.

What lies ahead for outdoor show business is problematical at present. Showmen feel certain that the two chief handicaps, transportation and help, will become more acute as greater demands are made on man power for the armed forces and war work, and more and more facilities are needed for transporting men and materials. But they are confident that means will be found to keep entertainment units moving during the coming year.

Over \$164,000 was the total of last week's compilation of funds contributed by outdoor showdom in its Army-Navy Relief drive, and it is expected that further returns will greatly increase the sum turned in.

Fairs Rise to Occasion

CINCINNATI, Nov. 21.—Altho several hundred of the 2,200-odd fairs in the States and Canada were canceled as a result of government's taking over of their grounds for military use as training centers or storage or because some felt it inadvisable to operate in wartime, those that did continue presented patrons with the best annuals possible under existing conditions. That most of them were successful, altho some did not reach the heights achieved in 1941, a boom year, is ample evidence that fairs play a major part in upholding the morale of the people.

All were hampered by gasoline and rubber rationing, dim-outs and other

wartime restrictions, but gas rationing did not prove as serious a deterrent as had been anticipated. Most managements that went ahead despite conditions and a suggestion by Joseph B. Eastman, Office of Defense Transportation head, that the abandoning of fairs might help the anticipated congested transportation situation, staged their annuals with little or no cuts in attraction budgets and premium awards.

They made up for the natural decreases in commercial exhibits with federal and State conservation exhibits, army exhibits and other displays which forcefully brought to the public's attention the part all can play in the war effort. That they were potent outlets for sales of War Bonds and Stamps is exemplified by the tremendous amount of money turned over to the government's war funds via this channel. Altho yet undetermined, the amount turned over to the government in taxes alone is expected to total hundreds of thousands of dollars.

Fair men for the most part gave special care in the booking of attractions, with the call being given to those which were within relatively easy traveling distance. Taken as a whole, the season proved a good one, but what 1943 presages for fair men, especially since rationing laws have been made more stringent, is purely a matter of conjecture. It will, however, be the chief point of interest and discussion at the annual meetings of the International Association of Fairs and Expositions, which get under way in the Hotel Sherman, Chicago, November 30.

Altho all are of the opinion that the annuals should be held for the duration, as a means of helping the nation in its fight for final victory, all have gone on record as favoring use of fairgrounds whenever and wherever deemed necessary.

Parks Blow Hot 'n' Cold

CINCINNATI, Nov. 21.—The amusement park season blew definitely hot and cold. There was no in-between. Those amusement resorts located inland enjoyed more or less a bonanza season. This was especially true of those fun spots located in defense areas whose potential draw was unsullied by gas rationing and whose favorable location near the larger centers gave them further asset in regular public transportation facilities.

It was those operators in the coastal areas who took the punishment. They struggled valiantly to combat such hindrances as gas and tire shortages, dim-outs, blackouts, limited transportation facilities, damaging rumors, military activity and numerous other stumbling blocks, not counting a long spell of inclemency early in the season in the East, but the overwhelming handicaps rendered their noble efforts useless. But

they never gave up and stuck it out to the finish.

In the favored areas, away from the coastal areas, increased grosses and larger per capita expenditures were noticeable thruout the season compared to 1941. Gross increases ranged anywhere from 12 per cent to 100 per cent. In the same territory, increases in per capita spending varied from 8 per cent to 65 per cent, with decreases almost nil. A few decreases in gross business and per capita spending came from inland parks whose locations off the regular public transportation routes worked against them. The public everywhere was too tire-saving conscious to drive great distances for any form of amusement.

Business in the coastal area was a far cry from that of peacetime days. While per capita spending was up some 35 per cent, the crowds were way off. While no official figures have ever come from these sections, a conservative estimate placed gross business approximately 40 per cent under that of 1941.

Weather, generally, was reported spotty, with not much general improvement over that of last year. Picnic trade and special promotions were also generally off in most sections.

Circus Biz All to Good

CINCINNATI, Nov. 21.—This year, as was the case last season, indoor and outdoor circusers fared very well, most of the shows coming home winners.

Leading producers in the indoor field, Orrin Davenport, Polack Bros. and Hamid-Morton, playing principally under Shrine auspices, registered solidly on attendance and performance.

Ringling Bros. and Barnum & Bailey Circus and Cole Bros.' Circus, the only rail shows, had very successful seasons, as did some of the motorized organizations such as Russell Bros., Wallace Bros., Dalley Bros. and Hunt Bros. RB, opening its season in Madison Square Garden, New York City, again had most successful engagement, as was its other indoor stay at the Boston Garden.

The canvas season was all to the good and in most stands crowded houses were the rule. The Cole show had one of its best tours, playing to average good business along the line. It went to the West Coast and this proved to be a good move. Both rail shows had lengthy seasons.

Carnival Appeal Is Big

CINCINNATI, Nov. 21.—In the face of cancellations of numerous major fair and celebration dates and handicapped by priority rulings, labor shortages, tire and gasoline rationing and dim-out regula-

Direct from the Lots

Texas Kidd

Throckmorton, Tex. Week ended November 13. Business, good. Weather, good.

This thriving cattle town gave shows good business, with capacity night crowds at the rodeo. Members of the Fire Department, under direction of Chief Charles Rush, co-operated. Mr. and Mrs. Ike Wabridge are planning on a visit to Colorado soon. Bob Rutherford, former electrician, is in the army and stationed in California. Season so far has been the best in the history of the shows. Ted Custer and Texas Kidd leave soon for Grand Prairie, Tex., to make arrangements for the Firemen's Rodeo to be held there in December. Shows move on 40 trucks and trailers. Street advertising sound car is in charge of Hope Basinger.

Munday, Tex. Week ended November 7. Business, good. Weather, rain two nights.

Texas Kidd Jr. spent a day at Fort Worth visiting his family. Andy Custer is in Houston operating the Penny Arcade, owned by Grafton Nuckols. Opening night at Throckmorton, Tex., nearly ended in disaster for the show as a severe windstorm struck about 8 a.m., but only slight damage was done. All canvas was dropped, but the horse top was torn slightly. Ted Custer and Texas Kidd spent November 10 in Olney, Tex., arranging for the date there. All arrangements for the show's return engagements at Fort Worth are being handled by Texas Kidd Jr. Radio publicity will be used to advertise the rodeo, and added stock and rodeo hands will be use in re-production of Frontier Days. As usual

the rodeo will be given free. All concessions and rides will operate in Fort Worth, keeping the entire show out as long as possible. Hope Basinger will be in charge of all street routing for advertising and parades. H. B. ROWE.

Dodson's World's Fair

Tyler, Tex. Week ended October 31. Auspices, American Legion Post. Business, fair. Weather, fair.

Train arrived here on time from San Angelo, Tex. Entering the yards, train was hit by a fast-moving freight from the rear and considerable damage was done to the equipment. Fifteen members of the organization were taken to the hospital for treatment of bruises and contusions. Among the injured were Larry Bedwell, trainmaster, W. S. McCaffery, George Johnson, Princess White and Samuel Johnston. Pinto, elephant, was sold during the week to Snake King. Shows did not open until Tuesday night. Sponsors and local papers co-operated. Jimmie O'Hearne, manager of the Guy Parea, closed here to open a wild-life exhibit. Visitors included Mr. and Mrs. Jim Taylor, Goodman Wonder Shows of America; Mr. and Mrs. J. Barton, Louisiana State Fair; Mr. and Mrs. Roy Marr, Elite Exposition; George Hall, Hall Bros.' Shows; Duke Hall and Ben Jones, Floyd's Wild-Life; Bob Morelock, Sol's Liberty Shows; Herman Schwartz, Great Sutton Shows; Mr. and Mrs. Herman Blackburn, Leonard (Tex.) Fair; George Golden, Hoyt Campbell, Mr. and Mrs. Buck McCallahan, Mr. and Mrs. Brewer and Mr. and Mrs. Smith, New Boston, Tex. Ray Cramer's Side Show and Minstrel Show were top money winners. TED GRACE.

tions, carnival operators went into winter quarters this year with gross business on the season closely paralleling receipts of 1941, one of the most outstanding in history of carnivalism. Aided by good weather the greater part of the season, showmen overcame the many difficulties by a general rerouting and setting their shows into towns and villages all over the country which had come in for allocations of billions of dollars utilized in construction of the nation's war machine.

That the public continues to be amusement-hungry is attested by the successful tours made by most traveling organizations. In some instances managements reported business increases of from 20 to 50 per cent over their 1941 boom results, again proving the prominent part carnivals play in upholding the country's spirit in wartime. Many spots played had increased populations from the influx of war workers, and much attendance came from adjacent army camps.

Feeling among many carnival men was that business in communities where war industries were located was much better than in spots where fairs and celebrations previously held had been canceled because of war conditions. Showmen met the gasoline and rubber situation by minimizing jumps, thus enabling them to make moves with the gas allowed them under the rationing set-up. Carnivals played a huge part in contributing to the war effort via War Bond and Stamp sales booths on midways, special Red Cross, Civilian Defense and various other war organizational activities directly connected with the war agencies. Characteristic determination on the part of showmen enabled them to carry on in the face of great odds, and contributions to war causes from the profession as a whole netted the government hundreds of thousands of dollars.

GENUINE FUR COATS JACKETS AND CHUBBYS

Buy direct from well known N. Y. wholesale firm. Brand new 1943 fashions. Large assortment full skins and pieced dyed Coneys, Striped Minkolette, Sable Blended Coneys, Black, Browns, Silvertons, Raccoons, genuine Skunks, Foxes, Leopardine, Opossums, Alpine Lamb, etc., fancy linings, sizes 12 to 46. JACKETS \$5.50 UP. FUR COATS \$14.50 UP. Money returned within 3 days if not satisfied. Write for our free catalog and price list. AGENTS WANTED.

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Itch Powder 12 Cd. .35
Bitter Cig. (24)65
Cig. Stinkies 2465
Skunk Perfume 1270
Hot Gum 12 on card .60
Hot Seat Joke 1280
Ball & Vase Trick85
Canary Songster 1270
Snow Pills 24 Cd. 1.10
Loaded Cigars 1265
Snap'y Gum Best 1265
Squirt Mule 1270
Squirt Chocofates 1270
Jumping Candy 1270
Lover Fun Cards45
Rubber Peanuts 1270
Rubber Walnuts 1270
Snake Match Book .45
24 on card 80, 36 1.05
Trick Soap 12 Cd. .60
Sooner Dog & Pill .90
Comb. Smokers Joke Card 52 Items2.00
Laff Station Card 52 Articles per card2.00
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Rides, Concessions and Shows with own outfits. Heart of projects. Business good. Buy War Bonds and keep our liberty. All replies: J. G. THOMPSON, Secy., 64 Wentworth St., Charleston, S. C.

HAVE 44 FOOT MERRY-GO-ROUND

Center pole on wagon. Wish to trade for a smaller machine, which must be in good shape. Also wish to book in park on good bus or car line Merry-Go-Round, new Octopus and Eli Wheel, Tilt and 16-car Auto Skooter.

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OUT ALL WINTER, PLAYING DEFENSE SPOTS AND ARMY CAMPS.

Have our own light plant and major rides. New playing Camp Stewart at Hinesville, Ga., until Dec. 5th to 20,000 soldiers. Plenty of money. One of America's largest army camps. Located just a few yards from the gates of the camp. Will book any legitimate concessions that will put out stock. Can place Grind Shows and other Novel Shows, percentage very reasonable. Want Ride Help and Workmen, top salary. Save tires and gasoline. Fatten up your bank roll on your way south for the winter. Address all communications to Hinesville, Ga. P.S.: Reasonable rates to all Stock Concessions.

The Washington Weekly

U. S. Issues Orders, Changes and General Data on Trailers, Patents, Property

WASHINGTON, Nov. 21.—Producers, dealers, distributors and other agencies concerned with full trailers and semi-trailers were told this week that they may store such rolling stock outdoors, but only under certain conditions. Details governing outdoor storage are set forth in Amendment No. 1 to Schedule No. 1 of Conservation Order M-216, War Production Board, and include the following:

All chrome-plated surfaces of trailers and semis stored out-of-doors must be washed, cleaned and protected with light oil, liquid wax or special preparations. The tires must be removed, wheels left mounted on axle spindles and weight of trailer rested on the wheels. Tires must be stored in a dark, cool place, protected from direct sunlight, in a horizontal position, with separators. Latches, hinges, brake connections, vertical supporting mechanisms and fifth wheels must be lubricated and doors and windows closed.

Manufacturers of riding devices and other amusement equipment which can qualify for patents or copyrights will be interested in an announcement made on Thursday (19) by Leo T. Crowley, Alien Property Custodian. All transactions between private persons or companies involving U. S. patents and copyrights in which any foreign country or foreign national has an interest are now subject to control by the Alien Property Custodian. Up to now such control has been in the hands of the Treasury Department. All patent applications, assignments, licenses and other agreements affecting foreign-owned patents are included in the controls. Details governing the shift and tightening are listed in Alien Property Custodian General Order No. 11 (Release No. 837 of the Office of War Information).

As far as the device business is concerned, the order is "in reverse" because patents on most devices are held by U. S. nationals or companies. Of the

countries in Europe, the biggest "appropriator" of devices has reputedly been France. U. S. patents generally "expired" there in a year. American manufacturers caught on after a while by refusing to send French companies "models" or "samples." Lacking practical inspiration, Frenchmen couldn't duplicate our stuff.

WPB, aided by the War Department and Metals Reserve Company, requisitioned obsolete military arms and equipment. Thru an order effective November 16 (Order L-230) the board also prohibited the sale, transfer or delivery of all military arms, operating or non-operating, except under certain conditions. This could affect rifle and cartridge firms catering to shooting galleries.

OPA announced that owners of trucks (and other vehicles) operated on service rations in the East are expected to make their "S" coupons last until December 1, even tho their ration books may be dated to expire before that date.

Office of Defense Transportation issued a statement that motor vehicle dealers do not need Certificates of War Necessity to purchase and install tank, truck or bus bodies on commercial vehicles which are held in stock exclusively for the purpose of sale. This is an interpretation of General Order ODT 21 issued November 18.

ROUTES

(Continued from page 18)

R
Randolph, Johnny (Patio) Cincinnati, nc.
Raye, Mary & Naldi (Versailles) NYC, nc.
Read, Paris (Holiday Inn), Flushing, N. Y., nc.
Revel & Allen (Athletic Club) Detroit, 16-28, nc.
Reynolds & McMahon (Park Central) NYC, h.
Rhythm Rockets (Capitol) Washington, t.
Richards, Don (La Conga) NYC, nc.
Richards, Cully (State) NYC, t.
Rios, Rosita (Havana-Madrid) NYC, nc.
Rivie, Adele (Wivil) NYC, re.
Roberts, Lucille & Eddie (USO Unit) Carolina Beach, N. C., 24-28.
Robinson, Al (Fensgate) Boston, h.
Rodney, Cyril (Versailles) NYC, nc.
Rogers, Danny (18 Club) NYC, nc.
Rosario & Antonio (Waldorf-Astoria) NYC, h.
Rosati, Sandro (Park Central) NYC, h.
Rose, Billy, Diamond Horseshoe Revue (Chicago) Chi, t.
Rosonski, Josefa (Music Hall) NYC, t.
Rossie Sisters (Shangri-La) Phila, nc.
Rowland, George (Chicago) Chi, t.
Roxettes (Earle) Washington, t.
Russell, Bob (New Yorker) NYC, h.
Ryan, Patricia (51 Club) NYC, nc.
Ryan, Sue (Earle) Washington, t.

S
Sailors, Three (Palace) Columbus, O., t.
St. Claire Sisters & O'Day (Shrine Circus) Evansville, Ind., 23-28.
Salute From Hawaii Unit (Orpheum) Des Moines, t. (Orpheum) Omaha 26-Dec. 2, t.
Samuels, The (Earle) Washington, t.
San Juan, Olga (Copacabana) NYC, nc.
Saro, Juan Jose (El Chico) NYC, nc.
Satten, George (Casino Russe) NYC, nc.
Saunders, Betty (Louise's Monte Carlo) NYC, nc.
Scott, Margaret (Pierre) NYC, h.
Scott, Raymond (Roxy) NYC, t.
Seville, Anita (Havana-Madrid) NYC, nc.
Shayne, Al (Aquarium) NYC, re.
Shaw, Sandra (Plaza) Elizabeth, N. J., nc.
Shea, Chauts (885 Club) Chi, nc.
Sims & Bailey (Drake) Chi, h.
Skyliners (Indiana) Fort Wayne, Ind., h.
Smleys (Tower) Kansas City, Mo., t.
Smith, Jerry (Ubangi) NYC, nc.
Southern Sisters (Patio) Cincinnati, nc.
Spoons, Jack (Chicago) Chi, t.
Stanley, Bert (Ghin's) NYC, re.
Star Dusters, Four (Palace) Columbus, O., t.
Stearns, Roger (1-2-3 Club) NYC, nc.
Stevens Bros. & Baer (Tower) Kansas City, Mo., t.
Stevens, Gary (Palace) Columbus, O., t.
Stooges, Three (Riverside) Milwaukee, t.
Sullivan, Maxine (Le Ruban Bleu) NYC, nc.
Sumner, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.

T
Talley, Mary (Cerutti's) NYC, nc.
Tamaris, Helen (Rainbow Room) NYC, nc.
Tannan, Don (Cafe Life) NYC, nc.
Taylor's, Frank, Follies Americana (Martin) Dothan, Ala., 25, t. (Lyric) Mobile 26-29, t. (Ritz) Marianna, Fla., Dec. 1, t.
Taylor, Hilda (Sawdust Trail) NYC, nc.
Therrien, Henri (George Washington) Jacksonville, Fla., h.
Thompson, Janet (Wivil) NYC, re.
Tint, Al (James) Newport News, Va., 24-25, t. (National) Richmond 26-Dec. 2, t.
Tip, Tap, Toe (Palace) Cleveland, t.
Tondelayo & Lopez (Ubangi) NYC, nc.
Tones, Three (James) Newport News, Va., 24-25, t. (National) Richmond 26-Dec. 2, t.
Toppers, Four (Enduro) Brooklyn, re.
Torres, Alberto, & His Four Dancers (Pierre) NYC, h.
Towne, Archie (51 Club) NYC, nc.
Towne & Knott (Village Barn) NYC, nc.
Townsmen, The (Sheraton) NYC, h.
Toy, Ming (Wivel) NYC, re.
Toy & Wing (Blackhawk) Chi, c.
Trudine (Flamingo) Chi, nc.
Tullah & Mia (Colosimo's) Chi, nc.

V
Valdez, Vern (Wonder) New Orleans, nc.

Vallea, Edee (Jimmie Dwyer's Sawdust Trail) NYC, nc.
Van, Gloria (Riverside) Milwaukee, t.
Vine, Billy (885 Club) Chi, nc.

W
Wahl, Walter Dare (Chicago) Chi, t.
Wain, Ben (Chase Club) St. Louis, nc.
Waldron, Jack (18 Club) NYC, nc.
Ware, Leonard Trio (Cafe Life) NYC, nc.
Watson Sisters (Colonial) Dayton, O., t.
Wayne, Jinja (18 Club) NYC, nc.
Weber Bros. & Chatita (Folly) Kansas City, Mo., t. (Grand) St. Louis 27-Dec. 3, t.
Wenton Ruth (Cafe Maxim) NYC, nc.
Whaling, Bobby, Co. (Roxy) NYC, t.
Whirlwinds, The (State) NYC, t.
White, Jerry (Bill's Gay '90s) NYC, nc.
Whitey's Maniacs (State) NYC, t.
Williams, Pearl (51 Club) NYC, nc.
Wilson & Steele (Cerutti's) NYC, nc.
Wilson, Derby & Frenchie (Ubangi) NYC, nc.
Woodd, Napua (Lexington) NYC, h.
Woods & Bray (Northwood Inn) Detroit, nc.

Y
Yacopis, The (Chicago) Chi, t.
Yates, Hal (Sheraton) NYC, h.
Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.
Yvette (State) NYC, t.

Z
Zalipskays, Lalla (Russian Krechma) NYC, nc.
Zorita (Famous Door) NYC, nc.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Bantly's All-American Park: Fayetteville, N. C. B. & H.: Cope, S. C.
Chatham Am. Co.: Branchville, S. C.
De Luxe Am. Co.: Statesboro, Ga.
Dumont Am.: Concord, N. C.
Great Southern: Franklinton, La.
Magic Empire: Dermott, Ark.
Miller, Ralph R.: Baton Rouge, La.
Scott Expo.: Atlanta, Ga.
Siebrand Bros.: Phoenix, Ariz.
Texas Kidd: Graham, Tex.
Tidwell, T. J.: Abilene, Tex.

CIRCUS

Polack Bros.: (Coliseum) Ottumwa, Ia., 26-29.
Ringling Bros. and Barnum & Bailey: Jacksonville, Fla., 25; Miami 27-28; Tampa 30; season ends.
Van Tilburg & McReavy: (Masonic Auditorium) Davenport, Ia., 23-29.

MISCELLANEOUS

Burke & Gordon: Indianapolis, Ind., 23-28.
Campbell, Loring, Magician: McDonald, O., Dec. 1; Steubenville 2; Mansfield 3.
Couden, Doug & Lola: School Assemblies, Orangeburg, S. C., 23-28.
DeCleo, Magician: Marysville, O., 23-28.
Doss, Benny, Comedy Co.: Linden, Tex., 23-28.
Long, Leon, Magician: Water Valley, Miss., 25 Starkville 26; West Point 27; Okolona 28-30; Aberdeen, Dec. 1-3.
Rickett's Dogs, school show: Gadsden, Ala., 23-28.
Virgil, Magician: Eugene, Ore., 25-28.

ADDITIONAL ROUTES

Andrew & Diane (Plaza Night Club) Massena, N. Y., 21-Dec. 4.
Bernhardt, Jeanne (Leon & Eddie's Night Club) New York 23-28.
Blanche & Elliott (Bowery Club) Detroit 23-Dec. 5.
Doyle, Eddie & Amy (Murry's Supper Club) Richmond, Ind., 23-28.
Lazara & Castellanos (Park Central Hotel) New York 23-28.
Louise, Phyllis (Coronado Hotel) Worcester, Mass., 23-28.
Romas, Flying (Theater) Shreveport, La., 24-26; (Convention) Chi 28-Dec. 2.
Rose's, Bert, Boots & Saddles (Va. State College) Fredericksburg, Va., 26.
Slout, L. Verne, Theater Workshop: Shippensburg, Pa., 25; Phila 27-30; Wharton, N. J., Dec. 1.

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Into
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MUSEUMS

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Two Weeks in South Bend Successful for Lewiston

SOUTH BEND, Ind., Nov. 21.—After a successful season under canvas, Lewiston's World Fair Freaks Museum opened here to good business the first week and drew near-capacity audiences the second week. Line-up includes Burkhardt, magician; Owner Harry Lewiston, big snakes; Baby Thelma, fat girl; Jo Bo Shuster; Pat Ryan, human pin-cushion; Madame Zindra, mentalist; Tola Grass; Marin Laurello, man with revolving head; Frisco, wonder dog; Kitten Lee; Major Fox, midget; Melvin Burkhardt, anatomical wonder; Grace McDaniels, annex No. 1; Theresa Rakow, headless girl and sword box illusion; Flo Jones, Amazon giantess; Dick Disco, vent and Punch and Judy; Maria Gonzalez Burkhardt, sword swallower; Geraldine Shaver, alligator girl, annex No. 2.

Harry Lewiston is owner-manager, with Earl Meyers Sr., assistant manager; Julie Allen, nurse; Johanna Rittley, secretary; Jack Goodbreak, cook; Buck Phillips, assistant; Fred LaPrairie, maintenance and electrician; Harold Henrich and Eddie Majewski, tickets; Jimmie Lewis, ticket taker; Dexter Blackman and Harold Henrich, truck drivers. Visitors included Shackles, handcuff king, and wife, Baby Betty; Mr. and Mrs. Loomis; Clint Milliken, magician; Jo Royden, mentalist; PFC Alan Greenstreet, rice writer; PFC Alexander, mentalist; Sergeant Hawthorne, ride operator, and Corporal Danowic, lecturer and magician.

Sorenson To Launch No. 2 Unit; St. Louis Biz Good

ST. LOUIS, Nov. 21.—Management of Joe Sorenson's Broadway Museum, which has been working to good business here for the last six weeks, is planning

PCSA

(Continued from page 44) and reported it brought \$110. Mora Bagby won the cloth.

Leona Barie, Wilma White, Marvis Matthews and Minnie Pounds were welcomed back. Delinquent members to be reinstated must add \$1 to their annual dues.

HASC

(Continued from page 44) award going to Billie Grimes. Prize was donated by President Ruth Ann Levin. Recent arrivals included Boots Marr, Ann Carter, Edith Buton and Blanche Francis. Twenty-four members attended. Refreshments were served by the men's club after adjournment of their meeting.

SLA

(Continued from page 44) and Louis Fulgona, all of whom are in the service, visited the clubrooms. Early convention arrivals included Harry P. Martin, Jack Jacobson, William E. Donahue, Maury Brod, Jack Grimes, Pete Andrich and Andy Kasin. Ned Torti and Fred Walters visited the clubrooms, as did Ed Wall, John Fox, Harry Ross, Walter Hale, Louis Berger, Denny Howard, Gus Woodall and Frank Bligh.

President Carl J. Sedlmayr spent a day in town before leaving for St. Louis on business. Listings in the Outdoor Amusement World Directory have been coming in nicely.

Ladies' Auxiliary

Club held its regular bi-weekly meeting November 12 at the Sherman Hotel with these officers presiding: Mrs. Joseph Streibich, president; Mrs. William Carsky, first vice-president; Mrs. Ann Doolan, second vice-president; Mrs. Edna O'Shea, third vice-president; Mrs. Jeanette Wall, secretary, and Mrs. Rose Page, treasurer. Correspondence was read from Mrs. Nan Rankine, Mrs. George Rollo, Muriel Reinholm, Helen James, Bess Hamid, Nell Allen, Elizabeth Yearout, Martha Kenyon, Sophia Carlos, Virginia Kline, Ann Doolan, Edna O'Shea and Mary Ann Pope. Christmas gifts will be sent to members whose relatives are in

to launch a No. 2 Unit soon in East St. Louis, Ill., it was learned this week. Unit will be managed by Mildred Russell and plans are being worked out to exchange the line-up of acts from one spot to the other.

Mr. and Mrs. Sorenson plan to attend the annual meetings in Chicago. Attractions at the museum here this week included Edward Chalmers, human blockhead; Lilly McGregor, iron eyelid act; Leroy Smith, frog boy; Pat Patman, magician; Clarence Catlett, fire-eater; Muscial May Mack, Nate Felton, Midget Sampson, Henry Thompson; Henry Blazic, pinkhead; Charlie Zerm, talker; Billie Zerm, inside lecturer; Mrs. Eldridge, ticket seller; Slim McCoy, tattoo artist. Dancing girls are in the annex.

Visitors included Mr. and Mrs. Dee Lang, Mr. and Mrs. Sam Solomon and Curtis Bockus.

Kortes Bows in Fort Worth With Augmented Personnel

FORT WORTH, Nov. 21.—Pete Kortes's World's Fair Museum opened its 19th consecutive winter tour at 1007 Main Street here with an augmented group of entertainers. New window displays, consisting of enlarged photos with luminate-lighted frames, are one of the modernistic features. A War Stamp booth is provided for on the inside of the museum and will be in charge of Doris and Thelma Patent, Albino twins.

Sam Alexander, Chicago, two-faced man, will be the extra attraction. Charles LeRoy will again have charge of the floor, with Anna LeRoy in charge of the ticket box. Mr. and Mrs. Kortes, after closing with Beckmann & Grety Shows, went to Houston for a vacation and to visit their daughters, who are attending school there. Museum will remain here for about three weeks, and only short jumps will be made all winter. Several dates in defense towns have been arranged.

army, navy, and marines. Phoebe Carsky is committee chairman.

Applications were from Mrs. James E. Strates, Elizabeth M. Anderson, Rose Brodsky, Mrs. Cowen, Effie Davis, Rose Shapiro, Dorothy V. Scott, Mrs. Rayspie, Mrs. Blenco, Agnes Barnes and Anna Stuart. Sister Hattie Wagner is seriously ill in Mobile, Ala. Margaret Fillograsso sent in a donation of \$10, and Rose Page came in with \$5. Mrs. Ida Chase donated \$5 to the bazaar to be held during the convention at Sherman Hotel. Mrs. Henry Belden is chairman and all proceeds will go to the Army and Navy fund. All award books out on War Bonds must be in by December 1. Installation dinner will be held December 2 in the Crystal Ballroom, Sherman Hotel.

Past President Mrs. Lew Keller will act as chairman of dinner arrangements and open house. Mrs. Virginia Kline will be installing officer.

On the committee for open house are Mrs. Clara Harker, Mrs. Anne Sleyster, Mrs. Bert Clinton, Mrs. Seery, Lillian Lawrence, Viola Blake and Elsie Miller.

NSA

(Continued from page 44) James E. Strates, Irving Udowitz, Clem Schmitz, Charles Lewis, Ben Weiss, George F. Whitehead and Frank Wirth. Ticket was brought before the board at the November 18 meeting and was approved as written.

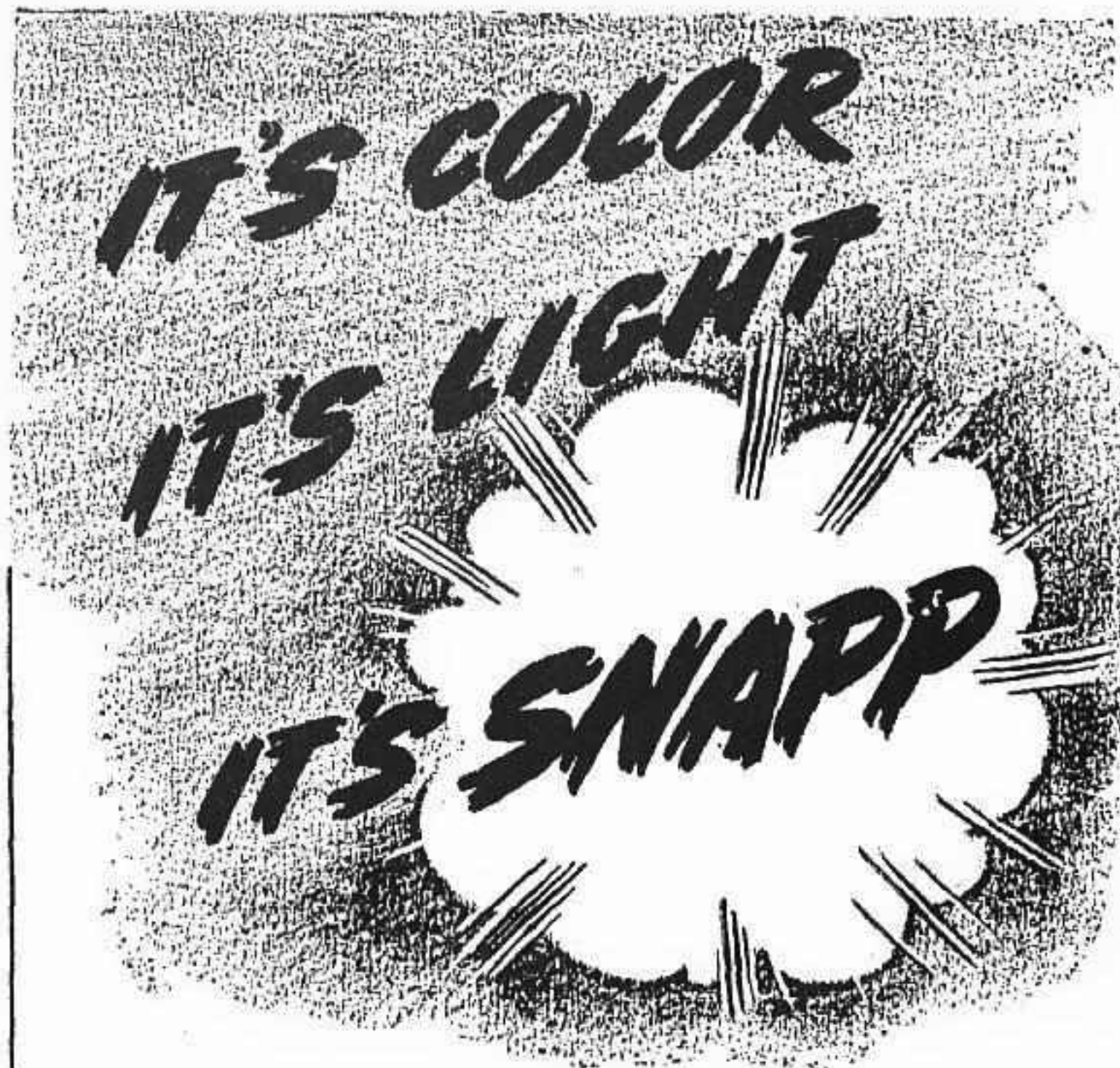
Governors' meeting and the general meeting probably attracted the largest group of members ever in the clubrooms. Banquet and year book committees made gratifying reports. Irving Rosenthal, banquet committee chairman, said his committee and members of Palsades Amusement Park had sold about 600 tickets. The office has also sold a like number, and as the capacity of the Commodore Banquet Room is about 1,200, it looks as tho the S. R. O. sign will be out.

Ladies' Auxiliary

At Thursday's (Nov. 12) meeting, Dorothy Packman, chairman nominating committee, took charge, aided by Ida Harris, Midge Cohen, Edna Lasures, Dolly Udowitz and Helene Rothstein. President Blanche Henderson, First Vice-President Marlea Hughes, Second Vice-President

Magnolia Hamid, Treasurer Anna Halpin, Assistant Treasurer Rose Rosen and auxiliary hostess were unanimously re-nominated. Sister Frances Garr Simmons was unanimously nominated for secretary, as was Sister Lydia Nall for recording secretary and Mildred Peterson for chaplain. It being unnecessary to hold a formal election, a motion was made that the secretary be instructed to

cast one vote for the entire panel, thereby proclaiming their election. At meeting to be held December 9 new committees will be named and a social hour staged. Sister Edna Lasures was named chairman of installations, to be held in January. Meeting was followed by a party in honor of our newest bride, Frances Garr, whose marriage to Brother Donald D. Simmonds took place recently.



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5 Cars, 900 Feet of Track and 10 Mechanical Scenes, \$2,500.00.

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Mechanical Bucking Donkeys, 5 Cars or Donkeys, Something New, Good Condition. Only Two of These Rides in This Country, \$1,750.00; Cost \$6,000.00.

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7 Illusions, Including Headless Olga, Levitation, Sword Box Escape Boy, Bird House. First \$500.00; Real Bargain.

ROSSITERIA — All Stainless Steel. Like New. Fine for Roast Beef Stand or Window Display in Restaurant.

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Side Show Acts, Museum Acts, Freaks, Novelty Acts suitable for my type of show. Now playing in a traveling museum and for a long stay in Minneapolis, Minn. Best of treatment and Cookhouse. Ticket if I know you. Wire or write

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WANTED — WANTED — WANTED

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Freaks, Novelty Entertainers and all Acts suitable for Museum. Mental Acts, Glass Blower, Talker; preference to Pitch Acts. State lowest salary expected. All mail and wires address: BROADWAY MUSEUM, 15 NORTH BROADWAY, ST. LOUIS, MO.



Coin Machines

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A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago, Ill.

Use Editorials

A series of editorial articles on the various phases of taxation of coin machines began with *The Billboard*, October 24, 1942. These articles will continue as a regular feature on the editorial page for some time to come. Since a lot of work and planning is put into these articles, it is not amiss to suggest that operators prepare to make full use of them.

The original reason for planning the series of tax articles was the fact that 44 State legislatures meet in regular session during 1943. Any operator can easily see what this means. In 1939 and in 1941, two previous "Legislative Years," there were at least 150 bills in some way relating to coin machines introduced each year in the various State legislatures. We planned to publish a series of articles that could be used in various ways to help meet these legal and tax problems that are sure to come in 1943.

But the federal tax situation developed so adversely that our plans had to be changed considerably. We had planned to offer a special tax service to the industry as a much-needed help in meeting State and city tax problems. But with the changed picture, the possibility exists that the federal tax situation may become more pressing in 1943 than State and city problems. In any case, we will continue to publish all the helpful material possible that may be used as propaganda in behalf of the industry.

The Associated Operators of Los Angeles County (Calif.) has this year made rather extended use of tax editorials by reproducing them thru planograph printing. In fact, this organization mailed copies of two editorials on the federal tax to all members of Congress, besides distributing them to other influential persons. Other associations have in times past found editorial articles on coin machines to be good propaganda material.

The Los Angeles group reproduced the editorials on standard letter-size paper (8½ by 11 inches) and also sent a personal letter along with the editorials. This makes a very effective means of doing missionary work for the industry. A personal letter plus an editorial article reproduced in attractive form. The trade certainly needs a lot of work done like that in its behalf. In every city and State there ought to be an association and scores of distributors and operators who will voluntarily take up this work. Plans ought to be made now for 1943. We will be glad to go into details with any operator, firm or group on this matter and also to refer them to organizations that have already tried some ideas.

There are two important points to keep in mind in distributing editorial articles. They must be printed or reproduced in attractive and readable form. Material that is unattractive should not be used in any case. Planograph printing is an economical way by which to reproduce our editorial articles.

The second point is to prepare a carefully selected list of people to whom to send propaganda material favorable to the industry. This list may include local and State officials, newspaper editors, leaders in civic and fraternal organizations and so on. The list should be so carefully prepared that a personal letter can go with each article. Every operator and distributor should know of at least four or five names to whom he could send articles in favor of the industry and also send a personal note along with it. Associations naturally can work out a more complete program for the local situation.

The editorials on taxation and other legal problems facing the industry will continue for some time. It is important that every member of the trade join in using this material in every possible way to inform influential people about the coin machine industry.

GAS RATIONING PROGRAM

Invasion of Africa Puts New Slant on Rationing

Confusion increases as strong opposition to program shows up in cities

CHICAGO, Nov. 21.—The gas rationing situation grew more complicated during the week. In Chicago an OPA official stated early in the week that few B ration books would be issued to motorists. It was reported that 75 per cent of the car owners who registered in Chicago asked for preferred mileage, and OPA officials said that probably 40 per cent of those registering would get the preferred ration.

Reports from the East also indicated that officials were checking up on motorists who already had B and C cards, and that they were beginning to crack down on many of them. The investigators found a lot of motorists going to the races on B cards and using their cars in other ways in violation of the rules. It has been understood that OPA officials have been carefully watching the East because rationing has been in effect there for some time.

News reports during the week indicated growing opposition to the national rationing program. The opposition seemed to be strongest in such cities as Detroit, Chicago and Los Angeles. It is expected that legislation will be introduced in Congress to delay the national program. The opponents of rationing are asking for a 90-day delay. At present the rationing program is supposed to begin December 1.

In the face of all of this opposition to gas rationing were serious reports from military authorities and high government officials. It was reported that the War Department had planned the invasion of North Africa with the understanding that big supplies of gasoline would be rushed from the Eastern Seaboard. Opposition to gas rationing may seriously hinder this plan, which would mean hardships for the armed forces in Africa.

Chicago Warning

A high government official in Chicago announced that the demands for gasoline by the army in Africa had already greatly exceeded what had been planned on in the beginning. This was taken to indicate that much greater supplies of gas would have to be shipped overseas. The army plans eventually to get a lot of gasoline from Iran, but at present the supply will have to be shipped direct from the United States. All of this

tends to complicate the gas rationing situation in the United States.

The gas quota in the East was cut from four gallons to three gallons on A cards during the week. This cut in the East will probably affect ration boards in all parts of the country when the new plan begins.

One cheerful feature in the gas situation was the announcement from Chicago that 15 civic organizations, representing large sections of the people, had announced unified support for rationing food, gas, and other items that might be needed by the armed forces. This group of organizations planned a conference in Washington, November 20, but no reports have been received at this writing of what had happened. The organizations profess to represent about 5,000,000 members.

At this writing the classification of coin machine operators still was not clear. Please read this issue of *The Billboard* carefully for any late announcements that might be received before the issue goes to press.

Still Converting

Some interest among operators was created by a house organ, published by an Eastern manufacturer. The house organ, sent out the third week in November, suggested that operators convert their cars to commercial vehicles in order to get extra supplies of gas. This information was evidently based on the previous experience in the East in which operators using commercial vehicles have been able to get S cards. Many operators converted their passenger cars into so-called station wagons. We had not been able to confirm from the OPA whether this practice will be considered favorably under the national program. Recent reports indicate that the ODT will have control over all trucks and commercial vehicles, and that the ODT rules will be much stricter than OPA rules.

At this writing we cannot advise operators whether to convert their passenger cars or to take their chances under the OPA regulations.

To add to the interest in gas rationing, a music operators' association in the East notified us that OPA regional bulletin No. 5223, paragraph six, section 1394.506, reads as follows:

"Preferred mileage is allowable under this section to the extent that a person requires transportation for the purpose of performing actual and bona fide repair work such as making adjustments or replacing parts on automatic vending machines, juke boxes, and similar equipment. (See GAS RATIONING on page 88)

People Called on To Aid Armed Forces by Sacrificing Food and Gas Now While Need Is Greatest

(A Contribution to the War Effort by Walter W. Hurd)

It is important that every industry and every citizen decide at once how much support should be given to the

American forces now making such a good fight overseas. The need to support these armed forces now, before it is too late, rises above every other subject in business or domestic life.

Expert opinion agrees that the recent invasion of North Africa by American troops, and the equally important navy success in the South Pacific, sets the stage for a possible collapse of Hitler's regime in 1943 and probably a complete victory for the United Nations in 1944. Some experts look for the collapse of Italy by January.

These are very optimistic hopes, and there is danger in too much optimism, but the hopes are worth fighting for.

Our leaders and our fighting men have already demonstrated that they can plan and they can fight. The real outstanding danger now is that the home front will fall miserably to support the fighting forces overseas at a time when they must have complete

Late Rationing News . . .

CHICAGO, Nov. 21.—Reports during the week indicated that operators registered with their local boards, along with other motorists, and also asked for supplemental mileage in common with other businesses.

A summary of all reports received definitely indicates that operators will get B cards. No official orders are yet available for publication. However, it is known that some important orders are in the hands of regional boards.

Confusion as to the status of operators is still being caused by differences in the Eastern rationing set-up and the pending national program. Local rationing boards are the key to the present situation, and some operators' associations have already accomplished much by definite co-operation with local boards.

The entire rationing program became seriously complicated during the week by strong political maneuvers and the war situation overseas.

Congress and government agencies, dependent on votes, were seen yielding to heavy pressure from powerful groups, and the stage was being set for a national crisis, marked by bitter party strife and a failure to send supplies to armed forces overseas.

Leon Henderson announced November 19 that in a show-down he would side with the armed forces overseas. It was understood that William M. Jeffers, hard-boiled rubber czar, would favor the overseas forces in every case. While strong opposition to gas rationing developed, 15 civic organizations met in Washington November 20 to support the general rationing program.

The country awaited what action the President and the military leaders would take as the crisis began to brew.

States Need Revenue . . .

CHICAGO, Nov. 21.—Growing evidence of the serious revenue problems facing many States is found in a report coming from Kentucky and Oklahoma. A recent report states that the revenue derived from the tax on gasoline in Kentucky has declined 47 per cent in October as compared with October a year ago. Oklahoma reported gas taxes declined about 20 per cent in October.

Both States also reported revenue collections declined in other fields. However, one optimistic note was found. Oklahoma reported sales tax collections rising 10 per cent, and revenue from the cigarette tax rose 28 per cent. Income tax collections, however, dropped 59 per cent.

support, or they will not be able to push thru to victory on schedule.

These fighting forces must have supplies, mountains of supplies, to keep pushing in the way they have started. To give them these supplies will mean giving up many comforts and necessities in the United States.

Evidence has already accumulated to show that millions of people in the United States are not willing to make the sacrifices needed now to help our fighting forces keep up their push. Or, maybe, these people have never stopped to consider how serious the situation is.

Food and Gasoline

These fighting forces will need vast quantities of food and they will need oil. That puts us all on the spot—whether we are willing to sacrifice in order that they may have food and gasoline in the quantities needed. For them to get it, we must be willing to do with-

out a lot in the United States.

This is not an idle dream of rationing boards. Anybody who has brains enough to walk across the street can see it, if he cares to devote one minute to serious thinking.

The War Department planned the African invasion with the idea that oil would be shipped in great quantities from the East Coast. Later, the plan is to get oil from Iran, but for the time being our forces must have oil direct from the United States, and they must have it in big quantities in order to win.

A government official, speaking in Chicago recently, said it had already developed that the African forces needed gasoline in much bigger quantities than had been expected.

This can mean only one thing—that gas must be shipped to the African forces as fast as possible in order for (See PEOPLE CALLED on page 88)

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Selling automatic U. S. Postage Stamp Dispensing Machines to new operators in quantities. Big commissions, quick money. One of the few remaining deals for high-class salesmen. We are manufacturing under priorities. Immediate deliveries. Essential product. Make this a career job! Write, telling us about yourself and get details. Old-established firm, rated with Dun & Bradstreet.

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LONG ISLAND CITY, NEW YORK

Taxes Change With Trends

Paul urges tax system that can be changed quickly to meet conditions and needs

WASHINGTON, Nov. 21.—After finishing a speaking tour in the East, Randolph Paul, general counsel for the Treasury Department, was back in Washington November 13 and addressed a group of business men here.

In addition to being an advocate of taxation according to ability to pay, Paul recently checked into the subject of excise tax on coin machines. The industry therefore will be interested in his general views on taxation.

In his recent speech here he declared: "Return to a world of peace will require changes as radical as those through which we are now passing. The problems that now call for taxes capable of speedy adjustment to changed conditions will, after the war, plague us in reverse."

Summation of Criteria

Summing up "the criteria which must govern our tax policy in time of war," Paul said:

"Tax action must be directed toward the removal of the upward pressure of excess spending power on prices and costs; toward fair distribution of the economic burden of the war; toward maintenance of productive incentives and the

protection of the health and morale of our population, and finally, toward the creation of a favorable environment for a high level of business activity in the post-war period.

How these problems of national welfare have been brought about in the mobilization to meet war needs was recited by Paul.

Labor, materials and equipment all have had to be shifted from the production of comforts to the production of implements of war, he said, and the resulting necessity of reducing our current standards of living is the war's economic cost as distinguished from its monetary cost. He explained how well-designed tax measures can help accomplish the distribution of this cost fairly, and warned against the unfairness of inflation as a distribution method.

Protection for Hardship

Protection from undue hardship of those with minimum incomes was stressed by Paul as of much importance.

"Exemption of a minimum level of income from taxation and imposition of a light burden on workers whose standard of living is barely adequate for productive efficiency is the social cost of providing vigorous workers in our steel mills, in our coal pits, and on our farms," he said.

"We shall lose much more than we gain if we so reduce basic living standards as to impair morale and productive efficiency. . . . The well-fed and adequately clothed worker is a better worker, and the maintenance, day by day, week by week, month by month, of intense and enthusiastic productive effort requires adequate economic incentive."

Taxes can relieve the spending pressure which threatens a runaway inflation either by absorbing excess purchasing power or by deflecting it from the market for consumer goods and services, Mr. Paul said.

But taxes aimed at inflation, he added, must be so designed as not to render more difficult the jobs of price control, rationing, and other direct methods of inflation control.

Texas Looks For Revenue

AUSTIN, Tex., Nov. 21.—An indication of how States are already beginning to search far and wide for new sources of revenue is seen in a news report from the State Capitol here this week. A State senator has already begun advocating increased State taxes on cigarettes, a small sales tax and a State lottery plan in order to raise much needed revenue.

Such extreme recommendations are being made now because State officials say that the loss of revenue from gasoline next year is going to create a big shortage in State funds. Senators are saying that the people can stand no more direct income and other personal taxes. They feel, however, that a tax on such items as cigarettes, liquor and perhaps a small sales tax can be paid without serious public reaction.

In mentioning the State lottery, senators were naturally very cautious. Perhaps their statements are merely intended for feelers to see how the public will react. One senator said he would be in favor of a lottery tax only in case of dire need.

City Finance Survey Made

Civilian defense costs seen as big item in city budgets during war

CHICAGO, Nov. 21.—As an addition to the great amount of material being issued on the revenue problems of cities, the Municipal Finance Officers' Association here has released a study which covers 250 cities of 25,000 or more population. This detailed report gives statistics on the amount, source and purpose of revenue obtained and spent by the many city governments.

A special feature in this report is that civilian defense costs are now a major item in city budgets. This suggests the great need of such industries as the coin machine trade giving close co-operation to city governments in helping the civilian defense organizations, and perhaps suggesting a licensing system as a source of revenue for such purposes.

A review of the report as published in *The Wall Street Journal* relates the following facts:

Portland, Ore.; Tacoma, Wash., and Long Beach, San Diego and Oakland, Calif., for example had to expand their regular municipal services, pay for civilian defense and take out war risk insurance. Portland's civilian defense cost last year was \$40,269, while this year, \$85,500 has been appropriated. Long Beach spent \$185,941 last year, and has set aside \$719,411 for the current year, while Oakland, which spent \$77,221 last year, has made current appropriations of \$346,300.

How Money Is Spent

"Money appropriated for civilian defense purposes," the study comments, "is spent on items ranging from air raid warning service, one of the commonest, to equipment for auxiliary policemen. One city, Hartford, Conn., spent \$15,000 for 100,000 cotton bags to be used for sand bag protection of vital war industries subject to periodic flooding by the Connecticut River.

"In addition to spending money for civilian defense, cities are making other contributions by assigning regular employees to this work, using public trucks for salvage collections, and supplying space for headquarters, office equipment, telephones and stenographic service. Many cities also consider as part of civilian defense costs their expenditures of war ration boards and special guards at utility plants."

Most civilian defense costs, the survey indicated, are paid from special appropriations made as part of the regular municipal budget, and are subject to the same controls as other expenditures.

Using Short Loans

Short-term loans or bond issues were used widely for financing by New York, Massachusetts and Pennsylvania cities. Buffalo, N. Y., floated a bond issue of \$170,000; Fall River and Lawrence, Mass., took loans of \$25,000 each; New Rochelle, N. Y., borrowed \$41,000 on temporary certificates.

Other financing methods were reported

as follows: Oklahoma City included part of the civilian defense costs in its war chest budget, and New Haven, Conn., in the community chest.

Private donations were made in Erie, Pa., and Evanston, Ill. Denver financed part of its cost by a Victory ball. East Chicago, Ind., sponsored a baseball game. Dallas used funds saved by not replacing employees entering military service. Nearly all cities used part of the money which ordinarily would have been spent for public improvements. Ohio cities and counties received direct contributions of State money.

Trade Must Keep Going in Wartime

CHICAGO, Nov. 21.—"We of the coin machine industry have much to anticipate when the final United Nations victory has been achieved and the American way of life begins to resume its normal course," asserts Maurice Ginsberg, Atlas Novelty Company co-head.

"Coin machine and allied manufacturers, now engaged in making war-winning products, will return to peacetime activities with increased knowledge of mass-production methods, new processes and novel skills. The equipment that will then be offered to operators will introduce a golden era in coin machine operating.

"But we have to do a job now if we are to enjoy prosperity in the future," Ginsberg warned. "Aside from the always first duties of helping to win the war with all we can give of time, energy and money, we must pay unceasing attention to the physical and social well-being of our industry. We must see to it that we receive the maximum of service from available equipment, and we must use that equipment as wisely as possible. Then, too, we must conduct our activities so that there may be no reflection on operating to affect us adversely during the post-war adjustment period. Such a course, faithfully followed, will guide any individual business safely thru the present, I am sure," Ginsberg said.

Distributors Fly To See "New" Game

CHICAGO, Nov. 21.—If you get the busy signal when calling United Manufacturing Company, "try, try again," says Harry Williams, of the company. "Distributors from all over the country have been phoning us about the 'new' game we have under our wing. More than that, several distributors have flown to our Chicago plant to get information about this new game."

And, according to Williams, United will be ready to make a formal announcement of delivery date on this new one in the very near future. All coinmen are urged to keep their eyes peeled for this one, Williams said.

WE NEED ROOM YOU GET A BARGAIN
All Machines Reconditioned—Ready for Location.

Genco Play Balls	\$159.50
Evans Ten Strike (High Dial)	88.50
Evans Ten Strike (Low Dial)	49.50
ABT Challengers	19.50
Metal Stands for Challengers	3.00

WURLITZER PHONOGRAPHS

800K, 24 Records	\$189.50
800R, 24 Records	149.50
24 Remodeled, 24 Records	124.50
24, 24 Records	99.50
616 Remodeled, 16 Records	69.50
616, 16 Records	64.50
412 Marble Glow, 12 Records	59.50
412, 12 Records	39.50
412, Double Value, 12 Records	39.50

1/3 Deposit, Balance C. O. D.

SAM KRAMER CO.
787 Coney Island Ave. Brooklyn, N. Y.
Phone: Buckminster 4-8721.

ATTENTION SLOT MACHINE OPERATORS

We will put on a new factory crackle finish, rebuff chrome trim, refinish the wood cabinet, clean escalator and slides and mechanisms on any of your machines—**ALL FOR \$19.50**

Parts extra—we carry complete stock of slot parts—in sending in machines, please state if you wish parts replaced. Prices reasonable.

We also repair any kind of coin machine—carry a large stock of parts—also new mats for skee-ball. Write us for prices.

A-1 WORKMANSHIP PROMPT SERVICE GUS SUNDMAN

8005 Coney Island Ave. Cleveland, Ohio

QUITTING BUSINESS FOR DURATION
Selling All Equipment in A-No. 1 Condition, Clean and Ready for Location.

3 Rockola Super Recklites with Adaptors	\$250.00
4 Rockola Supers, Light Walnut Finish	225.00
3 Wurlitzers 600, Piano Keyboard	189.50
4 Wurlitzers 616A, Good Condition	60.00
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4 Bally Grand Stands, Perfect Condition	89.50
5 Bally Pace Makers, Perfect Condition	89.50
4 Pace Saratogas Jr. Balls, 1940	99.50
7 Pace Reels Sr.	79.50
1 Western Derby Clock, Good Condition	69.50
3 Jennifery Chiefs, 10¢ Play, J.P. Bell	65.00

10 Mercury Cig. Machines (Coin Operated), Tokens 6.00
5 Marvels Cig. Machines (Non Coin Operated), Tokens 15.00
1/3 Deposit.

RAY THRAEN, TRACY, MINN.

A-1 MECHANIC

10 years' experience on 5-Ball Games. Also familiar One-Balls and Arcade Equipment. Draft exempt. Seeks connection in east. Can make small investment if satisfactory. **BOX 397, care The Billboard, 1584 Broadway, N. Y. City.**

"SPECIAL"—GAMES LIKE NEW

Venus	\$55.00	Hi Hat	\$27.50
Gun Club	35.00	South Paw	29.50
Big Chief	30.00	Double Mustang	20.00
Blondie	20.00	Texas Feature	45.00
Belle Hop	35.00	All American	25.00
A.B.C. Bowler	35.00	Four Roses	29.50

WANTED: Abbott & Downey Coin Counters.
CAMEO VENDING, 432 West 42d, New York

Federal Tax News . . .

CHICAGO, Nov. 21.—Reports received this week indicate that excise taxes on coin machines will come up again in 1943. Early reports say that all types of machines will be included in the new bill.

The industry will again have the opportunity to plead for adjustments on unfair provisions, it is understood.

Late reports from important officials say that consideration will be given to a new ruling on free-play games "at an early date."

James F. Byrnes, Economic Stabilization Director, is heading the main preparatory work on the 1943 Revenue Bill. Treasury Department officials, including Randolph Paul, general counsel, have also been doing considerable foundation work.

NOTICE: Amusement machines which come under the federal tax, as provided by amendments passed in 1942, also phonographs, have until November 30 to pay the tax for the rest of the fiscal year. A large group of amusement machines not previously taxed come under the 1942 amendments. Operators should co-operate with their locations to meet the November 30 deadline.

WANT

Experienced Mechanic—Phonographs, Panorams, Pinballs, Consoles and Slots. No gas or car necessary. Prefer aged man with draft deferment. Good wages to right party.

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COIN MOVIES NEW LOW PRICES \$32.50 to \$39.50

Reel of eight subjects. Just enough spice and oomph to bring in the dimes.

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Records of your business. Exceptionally useful standard location agreement, stock collection books and specially printed forms. Write for **FREE** samples.

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CLOSEOUTS

1¢ Q.T., Green, A-1	\$25.00
HOLLY GRIP	7.50
KEEP 'EM BOMBING (New)	6.50
PEEP-SHOW (New)	24.50

1/3 Deposit Required
MARION COMPANY
564 W. Douglas, Wichita, Kansas

After-the-War Business Plan

Financial paper says every firm should appoint someone to be making plans now

NEW YORK, Nov. 21.—An editorial in *The Journal of Commerce*, November 10, makes the unusual suggestion that many concerns are appointing one executive or perhaps a committee to begin at once making plans for business after the war. The financial paper calls this an excellent idea.

The present drive of allied forces in North Africa will greatly stimulate such moves, according to *The Journal*. It suggests that business should not be too optimistic, yet the idea of making one person or a committee responsible for future business plans is something that certainly should be followed.

Among other things, the editorial makes the following suggestions:

"For most enterprises, postwar planning involves a variety of problems, each requiring careful and detailed study. Where a large part of plant capacity is now devoted to the manufacture of armaments, conversion of machinery to the production of civilian goods will be necessary. Such conversion may not prove especially difficult for a company long established in a consumer goods field such as automobile manufacture. The situation is different, however, where an enterprise will have to turn out entirely new products, as will be the case with some airplane and other manufacturers who cannot expect to keep all their productive facilities employed after the war making the goods they turned out before the conflict began.

Plenty of Metals

"Producers of metals and other raw materials and semi-finished goods face two different groups of special problems. On the one hand, outlets must be found to utilize their greatly increased productive capacity. On the other hand, far more intensive competition looms for the old-fashioned metals from newer metals, alloys and plastics, the output of which will be greatly expanded. Such rivalry may force such concerns, in self-protection, to embark upon the manufacture of finished consumer goods.

"All concerns now busy on war orders face such common and basic postwar problems as reductions in working forces, reabsorption of employees who had left to join the armed forces, liquidation of inventories, financing of conversion back to a peacetime basis and the like.

"This is no time for premature and unjustifiable optimism. The United Nations in North Africa are winning their first successful land offensive, and one such campaign is certainly not going to end the war. The enemy is strongly entrenched in Europe and Asia. It will take an all-out production and military effort to defeat him. Serious reverses may be suffered, and the conflict still promises to be hard and perhaps long. An early victory can only be predicated upon a collapse of morale on the home front in Germany or Japan, and it would be wishful thinking to attempt to predict when this might take place.

"However, properly organized postwar planning need not interfere in any way with the fullest and most efficient prosecution of the war. It is a separate but highly important function. Unless plans are laid early enough, managements will find themselves unprepared to cope with the many difficult problems that the end of the war will produce for their enterprises. Study of these problems now will not necessarily produce solutions, but it will make less likely costly delays and errors in taking the proper steps when the fighting ends."

A-1 MECHANIC WANTED FOR

Consoles and Paces Races. Salary \$75.00 per week. Prefer man between 45-50. Only experienced men need apply. Address: BOX 155, Care Billboard, St. Louis, Mo.

FOR SALE—4 TOMMY GUNS

Shoots 50 shots in 3 seconds, same air pressure as A.B.T. and same principal. Also 90 thousand Steel Shot. No Targets or Compressor. All in perfect shape. Cost over \$600.00. First \$500.00 cash takes them. BEING DRAFTED. Give shipping instructions at once. F. S. SAUM, P. O. Box 693, Cheyenne, Wyoming.



FRED GAUNT, new manager of General Music Company, Los Angeles, writes an order. He has been in the coin machine trade since 1926, working in practically all branches. Gaunt is a veteran of World War I.

Canada Curbs Truck Routes

All trucks used in civilian business must be cut to routes of 35 miles

OTTAWA, Can., Nov. 21.—As a further step in diverting civilian business to the war effort, Canada has placed much greater restrictions on private trucks than the United States. However, Canada has postponed until November 30 a new curb on private trucks.

The new order will prohibit the operation of private trucks for more than 35 miles from the address of the firm owning and using the trucks. The order was issued by the Wartime Prices and Trades Board. Special permits to travel further than this may be obtained in a few cases.

The deferment was made due to seasonal conditions.

This amendment will enable the heavy movement of goods which normally takes place just prior to the onset of winter to proceed without interruption and will give private operators opportunity to make adjustments in order to conform to the 35-mile limit or to the requirements of any permit which may be issued to them on and after November 30.

No Further Extension

No further extension of time will be granted, the administrator emphasized. On and after November 30 a private truck may not operate more than 35 road miles from its registered address except by permit from the administrator. The registered address of a private truck is the address to and from which it normally operates, and the administrator has interpreted this as the address to and from which a truck normally operated on August 1, 1942, the day on which the original order went into effect.

Some thousands of applications for permits have been received by the administrator, and most of these have been reviewed, so that decisions have been or soon will be communicated to the applicants.

The attention of operators of private trucks is directed to the other provisions of the order, which require every private truck to have the name of the owner and the registered address of the truck shown on each side of the vehicle. This provision is now law, and truck owners whose vehicles are not so identified are warned to comply with the requirement immediately.

Brodson Launches Real Sales Drive

MILWAUKEE, Nov. 21.—Sidney Brodson, recently appointed assistant to Sam London, Milwaukee Coin Machine Company chief, has been advanced to sales and promotion manager for the company. Prior to London's departure for a West

Coast visit, he expressed great confidence in Brodson's ability to execute the duties of his new position. "Brodson has plenty on the ball," London stated. "His background, both in and out of the coin machine field, makes him a capable man for the job of keeping present Milwaukee patrons satisfied and introducing our service to new customers. Sid came to us several years ago after 10 years in the practice of law. He became interested in the coin machine business while still in law, and upon his association with us he

got right down to cases, learning the business inside and out."

In sole charge of all activities during London's absence, Brodson declares that efforts will be intensified to provide operators with equipment and parts of all types. "To prove to the nation's coinmen that Milwaukee Coin service is tops, we are inaugurating a policy of providing special values in machines and accessories," Brodson declared. "This will be continued for the benefit of operators, as will be our famed parts and reconditioning service."

OHIO SPECIALTY CO.

BIG VALUES

MILLS	Each	MILLS	Each
4 25¢ Chromes	\$225.00	2 1¢ Sky Chief	\$ 89.50
4 5¢ Chromes	225.00	2 1¢ Chiefs	82.50
4 25¢ Cherry Bells	130.00	1 5¢ Console	69.50
5 5¢ Cherry Bells, C.H.	125.00	PACE	
11 5¢ Cherry Bells	120.00	1 5¢ Slug Proof Red	\$ 99.50
1 10¢ Melon Bells	120.00	1 5¢ Red	95.00
8 5¢ Melon Bells	115.00	1 5¢ Console	84.50
2 25¢ Blue Fronts	95.00	WATLING	
5 10¢ Blue Fronts	95.00	1 5¢ Cherry Front	\$ 47.50
8 5¢ Blue Fronts, S.J.	95.00	5 5¢ Rola-Tops	44.50
6 5¢ Blue Fronts	79.50	1 1¢ Rola-Tops	42.50
3 5¢ War Eagles	62.50	MUSIC	
1 10¢ Roman Head	59.50	1 Seeburg 9800	\$375.00
1 5¢ Roman Head	59.50	3 Rock-Ola '40 Super Marble	209.50
1 5¢ Q.T. Smoker (New)	79.50	1 Rock-Ola '39 Deluxe	169.50
2 5¢ Q.T. Blue Front	54.50	2 Rock-Ola '39 Standard	139.50
1 1¢ Q.T. Blue Front	49.50	2 Rock-Ola 12 Record	32.50
JENNINGS		1 Wurlitzer 800 with 11 Packard Boxes & 1 Aux. Speaker	625.00
1 10¢ Silver Chief	\$125.00	1 Wurlitzer 500	210.00
1 5¢ Silver Chief	125.00	2 Wurlitzer 800, Rot. Dial	175.00
1 5¢ Club House	89.50	12 Wurlitzer 616	62.50
1 5¢ Sky Chief	95.00		

All Machines Guaranteed Perfect Condition Both Mechanically and Appearance.

Terms: 1/3 Deposit With Order, Balance C. O. D.

OHIO SPECIALTY COMPANY

539 S. 2ND STREET

LOUISVILLE, KY.

FOR SALE---MUSIC, PINS, CONSOLES---FOR SALE

1 WURLITZER 24 MECHANISM in Cabinet, with Keeney Adaptor and 9 Keeney Boxes. All for	\$169.50	PREAKNESS (Combination Ticket and Cash)	\$27.50
1 WURLITZER TWIN with Keeney Adaptor and 7 Boxes	149.50	GOTTLIEB'S PARADISE	24.50
BUCKLEY WALL BOXES, Each	7.50	DUPLEX	22.50
KEENEY WALL BOXES, Each	7.50	FLICKER	24.50
KEENEY 1938 COMBINATION TRACKTIME (Cash & Tkt. Model)	115.00	HIGH DIVE	42.50
KEENEY 1937 COMBINATION TRACKTIME (Cash & Tkt. Model)	60.00	HI HAT	39.50
		NEW CHAMP	42.50
		SPORT PARADE	37.50
		SPOT A CARD	59.50
		SPOT POOL	49.50
		SUPER CHUBBIE	39.50

Terms: 1/3 Deposit, Balance C. O. D.

ST. LOUIS NOVELTY CO.

2718 GRAVOIS AVENUE, ST. LOUIS, MO.

USED F. P. GAMES (All Checked, Ready to Operate)	BUY FIVE GAMES DEDUCT 10%				
Gobs	\$89.50	Clover	\$49.50	Sky Blazer	\$39.50
Yanks	94.50	Tower	49.50	Snappy	28.50
Air Circus	99.50	Texas Mustang	49.50	Champs	34.50
5-10-20	84.50	New Champ	49.50	Twin Six	34.50
Genco Defense	94.50	Spot Pool	49.50	Stratolliner	29.50
Knockout	79.50	Bolway	44.50	Sport Parades	29.50
Big Parade	79.50	Bosco	49.50	Do-Re-Mi	29.50
Victory	64.50	Argentine	44.50	West Wind	29.50
Monticker	69.50	Captain Kidd	44.50	All American	24.50
Venus	59.50	Jungle	44.50	Top Hats	24.50
Home Run, '42	49.50	Gun Club	39.50	Bakers Defense	19.50

Write for Prices on New Genco Four Aces, Gobs, Yanks. ALSO FACTORY RECONDITIONED LIKE NEW GOTTLIEB SHANGRI LA, EXHIBIT JEEP, UNITED MIDWAY AND LIBERTY. WRITE FOR COMPLETE LIST OF ARCADE EQUIPMENT, SLOTS, CONSOLES, COUNTER GAMES AND LOWER PRICE F. P. 5 BALL PIN GAMES. 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO., 419 Market St., Philadelphia, Pa.

100,000 USED PIN GAME PARTS

FOR EVERY TYPE PIN GAME EVER MADE—AT LESS THAN

HALF PRICE — YOU NAME IT — WE'LL SHIP IT!!!

SUPREME VENDING COMPANY

557 ROGERS AVE., BROOKLYN, N. Y.

(Phone: BUCKMINSTER 2-8400)

FOR SALE OR TRADE

6 PANORAMS

WILL TRADE FOR MILLS 3 BELLS OR 4 BELLS

ELUM SALES COMPANY

127 TREMONT AVE., S. W.

MASSILLON, OHIO

CLOSING OUT ENTIRE STOCK

THESE GAMES ARE LIKE NEW

Ten Spot	\$22.50	Marvels, 1¢	\$ 7.50	Wurlitzer #61	\$ 64.50
Wild Fire	22.50	Turfs, 5¢	7.50	Wurlitzer #71	109.50
Sports Parade	19.50	Bar Boy, 5¢	7.50	Wurlitzer #41	89.50
Baker Defense	19.50	Anti-Aircraft Guns	40.00	Rockola Counter Model	72.50
Silver Skates	22.50	Rockola Ten Pins (Large Dial)	62.50		
Wow	19.50				

Many Other Machines. Write for Complete List. Terms: 1/3 Deposit, Balance C. O. D.

THOMPSON MUSIC COMPANY

1623 RANKIN AVENUE, N. S.

PITTSBURGH, PA.

KEEP BUYING BONDS

New Bond Campaign Will Back Our Armed Forces

Trends focus attention on need for new drive to boost bond sales

WASHINGTON, Nov. 21.—The Treasury reported this week that in a few days full details would be given out concerning the special drive to greatly increase the sale of War Bonds to the people. Treasury officials stated that they did not want to say anything about the plans until full details had been completed, probably during the week of November 23. Many trends have been focusing attention on the need of a new and urgent drive for the sale of War Bonds. Important financial leaders, as well as government officials, have been trying to work

out some plan that will greatly increase the sale of bonds and at the same time serve as a curb on inflation. Trade reports show that holiday spending will set a record high above anything ever seen before, and the government naturally hopes to draw off some of this surplus spending money.

A trend that is causing Treasury officials some concern is the fact that people are increasing the cashing in of bonds. Treasury officials say that this is not alarming yet, but that it is a definite trend in that direction.

Treasury officials see in this a move on the part of the people to prepare for paying heavy income taxes. This is something that was feared when high income taxes were under consideration in Congress. Last year very few bonds were cashed during December. This year it is expected that people will begin cashing

in their bonds in December in order to prepare for paying income taxes early in the new year.

When Sales Drop

Bond sales last March dropped heavily, and it is expected that the closer people get to the income tax deadline, the fewer bonds they will buy. June, 1942, was the record tax payment month, and bond sales dropped slightly in that month. First reports for November indicate that bond sales dropped off and cashing in of bonds began to increase. If the cashing in of bonds gets too heavy, government officials have already considered the possibility of eliminating the 60-day redemption clause from War Bonds.

In the new bond drive the Treasury plans to enlist the support of newspapers in giving heavy publicity to the campaign. Newspapers were very successful in promoting the recent scrap drive, and it is felt that if they organize their support behind the next bond drive, real results should be accomplished. The objective is to get 10 cents out of every dollar of the nation's income invested in War Bonds. The Treasury estimates that 21 million people are buying bonds regularly and that the average runs to about 8 per cent of their pay. The new campaign will be designed to raise this average from 8 to 10 per cent. The drive will probably begin November 15 and run for six weeks.

As a part of the gigantic program to finance the war, the government is also calling upon banks to take more government securities. About four different types of notes and securities are now being offered in financial circles. The whole situation creates many financial problems that are provoking much discussion in banking circles. The Treasury is offering five-year notes, which is expected to appeal to banks and bond dealers. Banks are reported to be switching from long term securities to shorter term notes which the government is now

issuing. Another important trend noted by government and bank officials alike is the hoarding of cash by the public. The SEC recently reported that this hoarding of cash is the biggest single threat to all attempts to check inflation facing the nation. The SEC reported that recent investigation shows that cash is now being hoarded by the people at the rate of about 16 billion dollars a year. This is a bigger amount than is being invested in War Bonds.

Government officials feel that much of this hoarding of cash may be a saving in order to pay much higher taxes. Much publicity has been given recently to the big increase in income taxes and it is expected that people will begin saving now in order to pay their tax bill early next year. The present national income is said to be running at the rate of about 110 billion dollars, and 16 billion dollars of this is being hoarded in various ways.

Bond Sales Static

Investment in government securities during the year has remained almost static but the rate of cash saving has rapidly increased. The only bright spot, government officials say, is that much of this cash being saved up will be paid out in taxes by next March and the saving of cash will naturally prevent the cashing in of many War Bonds.

Organizations of operators have taken note of the new bond drive and some of the most active associations are expected to not only work at selling bonds to their members, but also to join with civic and business organizations in promoting the sale of bonds to the public in general.

CLEVELAND COIN'S TRADING POST

ARCADE EQUIPMENT

2 Chicago Coin Hockey	\$210.00	5 Mutoscope Electric Diggers	\$ 50.00
3 Ten Pins, H.D.	60.00	1 Exhibit Rotary Finger	165.00
2 Ten Strikes, L.D.	50.00	3 Exhibit Rotary Claws	135.00
2 1941 Ten Strikes, H.D.	100.00	1 Windmill	15.00
1 1941 Ten Strike, Free Play	125.00	2 Mutoscope Magic Fingers	125.00
5 Skeeball	85.00	5 Deluxe Buckley Diggers	85.00
5 Batting Practices	120.00	2 Exhibit Iron Claws	50.00
1 Texas League	39.50	2 Electro Holsts	50.00
2 New Keep Em Punching	149.50	2 Mills Punching Bags	125.00
1 Scientific Basketball	115.00	1 Gallo Strength Tester	125.00
2 New Casino Golfs	55.00	2 Groetchen Metal Typers	85.00
5 Used Casino Golfs	45.00	1 Combination Grip & Lung Tester	75.00
3 Mountain Climbers	175.00	22 Latest 3-Way Grippers with Cab. Bases	45.00
1 Major League	140.00	10 Gott, 3-Way Grippers	17.00
1 World Series	95.00	5 New Grip Tease	55.00
5 Used Keeney Sub Guns	195.00	10 Kicker & Catchers	20.00
6 Anti Aircraft Guns	55.00	5 New Home Run Guns	20.00
3 Chicken Sams	95.00	2 Counter Hitler Guns	20.00
2 Skip the Japs	110.00	5 New Selective type GRANDMA	125.00
1 Keeney Air Raider	165.00	HOROSCOPE Machines	125.00
2 Rapid Fires	175.00	1 Name In Headlines Outfit	139.50
1 Sky Fighter	245.00	2 ABT Model F Guns	15.00
4 Tom Mix Guns	65.00	6 Used Liteup Post Card Venders with Bases	35.00
1 Exhibit Duck Gun	65.00	1 Exhibit Disposition Meter	39.50
1 Radio Rifle, 1 1/2, with Film	65.00	2 Exhibit Punching Bags	165.00
2 Chester Pollard Golf Machines	85.00		

CIGARETTE VENDERS

19 Col. National	\$95.00	4 6 Col. Gorrettas, No Stands	\$12.00	4 7 Col. Gorrettas, no Stands	\$17.00
2 10 Col. Rowe Imperial	75.00	1 8 Col. Du Grenier	95.00	4 8 Col. Stewart-McGuire	40.00
6 Col. Nationals	35.00	Champion	85.00		
1 10 Col. Rowe Imperial	85.00	1/2 Deposit With Order—Balance C. O. D.			

CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect Ave., Cleveland, Ohio Phone: Prospect 6318-7

Coinmen Aid Scrap Drive

BIRMINGHAM, Nov. 21.—Coin machine men here certainly did their part to help the nationwide scrap drive. The Hurvich brothers, Birmingham Vending Company, turned in some 1,500 pounds of scrap. Nathan Allen, Ten Ball Novelty Company, donated 30 or 40 machines and as a result got his picture and his collection in the newspapers. Other distributors and operators donated lesser amounts.

From New Guinea . . .

The coin machine trade will be interested in the following letter from a former member of the industry, now in the thick of things in the South Pacific. He can't write much, but being in New Guinea says a lot between the lines. The letter follows:

"I should have written sooner but things happened swiftly. Orders reached me to embark for Australia and I went to San Francisco, lived there six weeks with Pat, my wife, and boarded ship. Reached Australia and was whisked up to New Guinea. I'm allowed to tell you I'm in New Guinea now, but can't indicate exactly where.

"I've seen much. Very much. When I get back and visit the trade (as I most certainly will) the boys won't be able to point out their superiority of experience and travel to me. Not any more.

Remarkable place, Australia. My short stay was spent in one of the larger cities, and I was impressed with the natural tendency of the inhabitants to play the pin games and otherwise gamble. More so than Americans. Strangely enough, there is no music here—I mean coin-operated. And I haven't seen any sales-boards. But lots of pin tables. No slots or counter games. Eventually, after the war, I imagine coin-operated devices will catch on here. There's a fortune to be made, too—but I sincerely hope nobody with the pressure temperament ever gets in to ruin the whole thing before it starts.

"My wife promised to contact you. She's in Chicago now—waiting for me to come home. Very sweet person—I love her very much. This is Rotkin speaking—the same Rotkin who expressed scorn, derision and contempt for the institution of marriage when he was advertising manager at Daval and Gardner.

"Hope the war hasn't upset The Billboard too much. Less business, I know—altho those who got their start in the coin machine business ought to have foresight enough to spend some of their war profits on advertising in the magazine which will help them remain active after the war is over—because they'll sure as hell return to coin machines when the going gets tough—and it will in due time.

"Write a guy, will you? He really values your friendship. And pass my regards to the gang in the office. My address is exactly as given below. Letters go to San Francisco, and are forwarded overseas from there. Use Air Mail or V-Mail.

Lt. I. D. Rotkin, 0560294, 374th Service Squadron, APO 929, care Postmaster, San Francisco.

All Kinds of Parts and Supplies—What Do You Need?

NEW MAPLE BALLS—FOR GENCO PLAYBALL	\$4.00 PER TEN
FOR SKEE ALLEYS	5.50 PER TEN
CARTRIDGE FUSES: 1, 2, 3, 4 AMPERE	PER 100 \$3.00 PER 5 20¢
5, 6, 7 1/2, 20 "	" " 1.75 " " 15¢
10, 15, 20 "	" " 1.50 " " 10¢
SCREW-IN FUSES: 3, 5, 9 AMPERES	" " 4.95 " " 35¢
10, 15, 20 "	" " 3.95 " " 25¢
G. E. MAZDA LAMPS: 7 1/2, 15, 25 WATT	PER 120 CASE \$ 9.00 DOZ. \$1.00
	" " 11.70 " " 1.25
MINIATURE LAMPS: NO. 51, 55, 63	PER 100 \$3.50 PER 10 45¢
NO. 44, 46, 47	" " 4.50 " " 55¢
NO. 50, 81	" " 4.95 " " 60¢
NO. T-5 CHILCO FOR GUNS: PER 10 \$6.00	
TUBULAR WRAPPERS: 75¢ PER M; \$7.00 PER 10M; \$16.25 PER 25M	
FRICTION TAPE: 25¢ ROLL; \$2.85 DOZEN ROLLS. SOLDER: 65¢ LB. ROLL	

1/3 DEPOSIT—BALANCE C. O. D.

NEW YORK SUPPLY CO. 585 TENTH AVENUE NEW YORK, N. Y.

LEW LONDON'S FAMOUS "TRUE-VALUE" BUYS

FOLLOWING CONSOLES RECONDITIONED LIKE NEW AND SPECIALLY PRICED FOR QUICK DISPOSAL!

3 Jennings Cigarolas, Comb.	5 Keeney Super Belts, Animal & Fruit Reels, F.P. & P.O. Comb.	1 Mills Four Bells, Fruit Reels, Serial Above 3,100, Used 5 Days
9 Keeney R.H. Track Times	8 Keeney Triple Entry	NEW IN FACTORY SEALED CRATES
7 Mills Jumbo Parades, F.P.	2 Keeney Pastime	Keeney Super Belts, Single Coin, F.P. & P.O. Comb.
3 Pace Saratoga, Latest Mod., Comb. F.P. & P.O., Chrome Rails with Skill Field	2 Mills Four Bells	Bally High Hands, F.P.
2 Pace Saratoga, P.O. Consoles with Skill Field	2 Bally Royal Flush, P.O.	Monte Carlo, Famous Electric Dice Game
1 Pace Saratoga, F.P. & P.O. Comb. with Skill Field & Automatic Photo	1 Evans Lucky Luara, 5-Coin Hd., 5 P.O. Drawers, Newly Factory Recond.	ARCADE EQUIPMENT
1,000 FREE PLAY PIN GAMES, Every Make, Every Kind; 500 Counter Games, Over 1,000 Other Machines on Hand. Write for This Price List Today.	3 Bally Club Bells	Brand New Scientific Batting Practices
	5 Bally Roll 'Em, Used Only 2 Weeks	

LEADER SALES CO., 131 N. 5th ST., READING, PA.

Hockey---\$185.00 Rock-Ola Ten Strike---\$62.50

\$10.00 added to above if crated. Brand new Genco Four Aces, in original cartons, \$132.50. Send your machines to us for thorough reconditioning.

A. P. SAUVE CO.

3002 Grand River Ave.

Detroit, Michigan

NEWS OF

PRIORITIES and MATERIALS

Developments of the Week in All Industries

GAS RATIONING—Supplies of gasoline probably occupy the front row in the materials situation these days. Reports from the oil industry show a slight increase in the gasoline stocks on hand last week. Meanwhile, State tax offices began to report decided decreases in supplies of gas. Iowa reported a 20 per cent decrease and Ohio reported a 10 per cent decrease.

The gas situation became more serious in the East and forced the OPA to decide on changes in the rationing plan. Strong opposition to national gas rationing began to develop in several large cities. This opposition to gas rationing comes at a time which may have a serious effect on the future of the war. The War Department had planned on big shipments of gasoline from the East when the invasion of Africa was planned. High government officials speaking in Chicago this week said that the demand for oil to support the armies abroad was already far above what they had planned on.

This no doubt means that the American people will have to choose between cutting their use of gas to the bone or else failing to support the African invasion to the limit.

CANADIAN TROUBLES—The entire Canadian system of war priorities and control of materials has recently been shaken up by decisions in lower courts against the priorities system. One court knocked out the plan to control the use of tires.

The Canadian government is now busy trying to find some way to save the war program. One idea is to pass a law which will force suits against the

government into the higher courts and thus prevent lower courts from declaring important laws null and void.

Another plan being considered is to speed up the process of appeals to the higher courts. Legislation is even being considered to rule out court actions on the government program until the war is over.

Canada has put up a brilliant fight during the war and has some of the bravest soldiers in the entire conflict. It seems a tragedy that so successful a war program should be upset when the Allied Nations need Canada's help to the utmost. The United States ought to take a warning from this disastrous situation.

USED CARS—A quietus has been put on the talk of rationing used cars. There has been a lot of talk for some months on this subject, but the OPA announced recently that it did not intend to ration used cars, at least for the present. The announcement was made to stop rumors that have been circulating.

OPA officials admitted that it may eventually become necessary to ration used cars, but the present stock is estimated to be about 300,000, which is called sufficient for present needs. Rationing of gas is expected to increase the supply of used cars.

PAPER PIPES—One of the important announcements of new materials this week was that of an invention which makes pipe of paper and resin. It is said that this pipe can be used in place of steel pipe, even for carrying oil. The new pipe will stand a pressure to 1,500 pounds.

The new material also has other important uses such as making bodies for trucks and buses and containers for shipping valuable materials. Experiments are even being tried to use it for automobile license plates. Great hopes are held for the new material unless a shortage of paper should eventually begin to interfere with the making of this new product.

The new product is called Vinsol.

TIN CANS—The OPA tightened its control over the collection of scrap tin cans by a new order last week. A lot of confusion and criticism has developed in the collection of old tin cans, and the government has been trying to work out a satisfactory plan for some time.

The use of scrap tin for making bottle caps became a hot political issue for some weeks and complicated the whole problem of collecting tin cans. Persons or firms that collect tin cans must be authorized by the government.

The new order permits bottlers to use 50 per cent of the old tin cans which they collect on their routes.

MORE STATISTICS—The WPB has recently announced that it has completed its staff for furnishing important data and information to industries. Plans have been under way for some time for completing a staff which would gather valuable information and furnish it to firms of all types interested in war production. The new staff will also do general research work, and the plan is expected to greatly boost all-out production for the war program. The staff is expected to be at work early in 1943.

COFFEE RATIONING—Due to the popular taste for coffee, rationing of this item has had a lot of attention in the newspapers. Plans are already set for rationing coffee thruout the nation.

Hotels, restaurants and other institutions are assured they will get an adequate supply of coffee. This may greatly increase the business of some of these locations when people can't get enough for home use.

SYNTHETIC RUBBER—New ideas and processes for making synthetic rubber come almost every week. A new process, said to be revolutionary, was announced November 17. The new process is for making 100 octane gas, which also is very useful in making synthetic rubber.

One of the big oil companies developed this process in its own laboratory. The new process is being kept very secret because of conditions at the present time.

COFFEE SUBSTITUTE—A touch of humor often shows up, even when things begin to look blue. Now that people are worrying about future coffee supplies, some scientists have developed a process for making tea from persimmon leaves. The new tea is said to have an unusually pleasant taste, which should please the American palate, and is rich in vitamin C, which will make it important for good health.

Skeptics are now asking where we will get the persimmon leaves.

STEEL ALLOYS—Army engineers are said to be busy every day devising new combinations of steel with other metals which will make important new alloys. Reports say that they have recently developed some really important alloys which cannot be made public until the war is over. However, these alloys are already being used in the manufacture of important war materials.

The army engineers work in co-operation with engineers from industry, and the army also has its own private experimental work. It is now reported that 65 per cent of the steel output goes into war production.

NEW RUBBER SUPPLY—In our developing trade with South America, imports of raw rubber from Latin American countries are becoming an important business item. Recent government reports say that the supply of rubber from our southern neighbors promises to run ahead of the first estimates.

One of the problems is to get workers into the jungles to get the rubber and also who are able to stand the hardships of such a life. Trading posts are being set up in many jungle areas just as in pioneer days. At least 16 South American countries are co-operating in this big rubber program.

The next problem is to transport the raw rubber from the jungles to the United States. Boats, trains, planes, pack animals and every other possible means are being used to get the rubber out and to American plants. One report says that the present stock pile of crude rubber is enough to supply our needs for nearly a year. Every plane coming from South America to the United States uses any available space that it may have for bringing rubber.

Many pleasant surprises in this new rubber supply are turning up as the work is being expanded. The close co-operation between South American governments and our government is aiding the progress of the work. Our government warns, however, that the encouraging prospects of this supply of rubber should not delay the scrap rubber collection in the United States because the need for rubber in war production is increasing far more rapidly than can ever be obtained from South America.

SUPPLIES TO RUSSIA—A report coming from London says that the Allied Nations in one year sent to Russia a total of 3,052 planes, 4,084 tanks and 30,031 motor vehicles of various types. The report said this was the amount shipped, but no information on the quantities lost in shipment could be revealed. A lot of other miscellaneous materials had been sent to Russia during the past year.

THINNER MAGAZINES—An important business journal reports that magazines and newspapers may be getting thinner soon. *Life Magazine* has already announced plans to limit both its editorial and advertising space. At the same time it increased its advertising rates.

Some magazines are planning to use lighter paper.

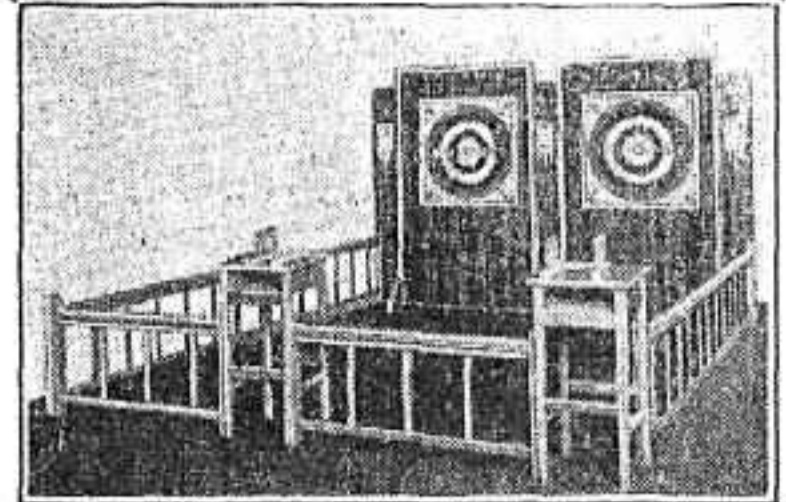
MORE SILVER—The Treasury has agreed to the release of a large part of the silver supply which the government has kept stored for money uses. Silver is being widely used as a substitute for copper, and now that big quantities are to be put on the market by the government, silver will be finding many more industrial uses.

Magazines are beginning to publish many popular articles on the subject of silver. *Liberty*, November 21, published an interesting article on the big supply of silver that Uncle Sam has on hand and some of the uses he has for it. Mention is made in the article of the new nickel which uses 35 per cent silver. The article mentions coin machines and says that the new coin will work in them.

The 25-cent piece, at the present price of silver, has silver in it worth about 6 cents.

FLYING DARTS

THE GAME OF SKILL THAT BRINGS THEM BACK



Biggest money-making game. Best competition for bowling alleys developed in years. Profits up to \$5.00 per hour. Ideal for all game rooms. Alleys 5' wide up to 14' long.

Wire or write for prices today!

SLECTOR PRODUCTS CO.

3800 Park Ave. St. Louis, Mo.

WURLITZER

- 1 Wurlitzer 616, Lite Up Cabinet, D. C. Current \$ 50.00
- 7 5¢ Races, Dayal 5.00
- 4 1 1/2 American Eagle 7.00
- 12 Gottlieb 3-Way Grips, Each 10.00
- 22 Holly Grips, Each 6.00
- 13 Holly Jigger 6.00
- 3 Selectaview 17.50
- 3 Advance Shockers 8.75
- 18 Kicker-Catcher on Stands, Each 18.00
- 1 Seeburg Jap, Blue Finish, Like New 100.00
- 1 5¢ Galle Commander 22.50
- 2 10¢ Rotatops, Late, Each 65.00
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bot's all AUTOMATIC PHONOGRAPHS

Automatically TRIPS and PLAYS any COIN OPERATED PHONOGRAPH

AVERAGES 5¢ to 7¢ EACH RECORD PLAYED

100% INCREASED COLLECTIONS GUARANTEED or MONEY REFUNDED IF RETURNED IN 30 DAYS!

FREE! 25 FEET TWO WIRE ARMORED CABLE... \$19.50

LEGAL! IS NOT GAMBLING. PLAYER CAN'T TAKE ANYTHING AWAY.

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COLLECTION BOOKS Location agreement and other standard forms for all types of machines. Write for FREE samples. **BALTIMORE SALESBOOK CO.** 120 W. 42nd St. New York Att.: Chas. Fleischmann.

MUSIC MERCHANDISING

Offers To Buy Shellac Stock

Government buying agency enters field to purchase any shellac stocks held in U. S.

WASHINGTON, Nov. 21.—Shellac was back in the news again this week when the Defense Supplies Corporation announced November 15 it will purchase stocks of shellac held in the United States. Offers must be received by March 1, 1943, and should be sent to the New York office of the corporation.

The purchase price, basis f. o. b. cars or trucks, seller's warehouse or plant, will be 10 per cent less than the prices specified for the particular grade in Maximum Price Regulation 245, issued by the Office of Price Administration October 21.

On this basis, the purchase price for London TN shellac is 31.95c per pound. The customary allowances and penalties determined in so far as practical in accordance with the rules and regulations of the United States Shellac Importers' Association, will be deducted from these prices. If the shellac is matted or blocked, a further deduction will be made for condition. Prices for the grades of shellac and for private brands not listed in the OPA regulation, as well as forms upon which to submit offers, can be obtained upon application to the associated representatives.

Shellac purchases will be handled for the Defense Supplies Corporation by the associated representatives, who are the former representatives of Indian shippers of shellac.

Under War Production Board Conservation Order M-106, as amended, shellac can be used or sold only pursuant to War Production Board allocation. This restriction does not apply to sales to specified government agencies, including Defense Supplies Corporation, and holders of less than 10,000 pounds of shellac on July 31, 1942, can sell such shellac to established shellac dealers or importers. Holders of less than one bag of shellac (164 pounds) should consult with the chemical branch of the War Production Board before offering their shellac to Defense Supplies Corporation.

New Clarinet To Give More Sound

WASHINGTON, Nov. 21.—The patent office in its report last week gave out news of a new type of clarinet which may give this instrument greater importance in orchestras. The report said that if a band leader stands up now and you start hearing sounds coming from a clarinet that you would never guess to be possible, you may expect that his instrument is wired for sound.

The patent covers a new electrical clarinet and was issued to Leo F. J. Arnold of this city. Mr. Arnold's clarinet operates on the same general principle as the familiar electric organs, except that the notes are controlled by a complicated system of silver keys instead of the conventional organ keyboard. The inventor says that his instrument has a far greater tonal range than the conventional clarinet, that trill and tremolo effects at present quite impossible are easy for it, and (most important of all to the working musician) it eliminates altogether the tricky reed, which will sometimes betray even an expert with a sudden break into a piglike squeal.

Another interesting item in the patent news for the week was that patent No. 2,301,908, being handled by the United States Alien Property Custodian, had been assigned to the Rudolph Wurlitzer Company. This patent is an alien patent covering a remote-control device for automatic phonographs.

A number of German patents were recently assigned to various American firms, and the phonograph patent assigned to Wurlitzer was among the 741 German patents assigned to American firms.

Important Recognition

Dear Phonograph Operator:

Your co-operation in promoting the use by operators of "Any Bonds Today," about a year ago, is greatly appreciated. Your further co-operation in encouraging operators to use the new Treasury Department release is necessary to bring to the public the vital message contained in the record and will also allow you an opportunity to serve your country once more in its all-out effort.

The new Treasury Department record, "Everybody, Every Pay Day," will be released thru record distributors about November 15. Please advise all phonograph operators to obtain this record and place in No. 1 spot on all phonographs.

Vincent F. Callahan,
War Savings Staff,
U. S. Treasury,
Washington, D. C.

Note: This important message was recently sent in letter and telegraphic form to a list of members of the music industry.

New Cabinet To Improve Phonos

ST. LOUIS, Nov. 21.—A new cabinet is being offered to music operators by a new firm here. The firm is known as the Aristocrat Cabinet Company and its managers are Walter Gummersheller and Dan Baun, both of whom spent many years in the coin machine industry.

They report that quantity orders have already been placed for the new phonograph cabinet. The cabinet will be called the Aristocrat and is made of materials not on priorities. The firm states that they use oak lumber and specially molded glass that produces one of the most attractive cabinets known to the industry.

The new cabinet is adapted to all mechanisms now on the market and two 12-record mechanisms can also be installed in the cabinet.

The designers of the cabinet have carefully studied the needs of operators and assure them that every convenience has been built into the new product to make it practical for the industry. The firm states that the mechanisms can be installed in the new cabinet very easily and that they are establishing distributors in all parts of the country who will do the work for a reasonable charge; or that any mechanic can do the job in a few hours.

The firm states that this new cabinet will pep up the music business for any operator who wants to have the best appearing equipment for 1943.

Bond Song Ready . . .

WASHINGTON, Nov. 21.—An official of the Treasury Department here this week said the new pay roll savings song, "Everybody, Every Pay Day," is about ready to be released to the public thru all possible channels. It will be widely used in the new bond campaign just beginning.

Naturally, the use of the song by the broadcasting trade is expected to be a big part of the plan, but the juke box industry is not overlooked. Three records have already been made, one by each of the major recording companies. And the Treasury official said the entire juke box industry would help to create one of the biggest song promotions in history.

Authors of the song are Dick Uhl and Tom Adair, both now in the armed forces. The Victor recording is by Barry Wood, the Decca record by Guy Lombardo, and the Columbia recording by Tommy Tucker.

Rock-Ola Plant Serves Workers

CHICAGO, Nov. 21.—A large, modern cafeteria is nearing completion in the busy war plant of Rock-Ola Manufacturing Corporation here.

With the pay roll rapidly approaching the 4,000 point in total employees, the need has rapidly developed for a special cafeteria within the premises of the plant.

By serving a well-prepared assortment of nutritious foods, the cafeteria in a large war plant occupies an intangible but very important position in the production plans and results.

A large percentage of women war workers are employed in the Rock-Ola factory. In most cases the woman worker has a son, brother, husband, or other close relative in the armed forces, and therefore, feels that she, too, is doing her daily bit toward winning the war.

Rock-Ola is one of the largest concerns in the coin machine industry, and started negotiating for their first war contract over two years ago. Today the entire plant has been converted to war production.

Six months ago, when President David C. Rockola turned the entire plant over to war production, the inventories of coin-operated phonographs and other civilian goods were placed in outside warehouses where the sales departments have been conducting their transactions and shipments up until now.

Jack Nelson, vice-president and general sales manager, in speaking of the program recently, stated, "While it is sometimes mighty inconvenient to handle our Commando phonographs out of warehouses in every part of the United States, we are mighty proud that we could turn over the entire facilities of our mammoth plant to the war program right in the beginning, when a fast start meant so much to the winning of the war."

Record Supplies Draws Operators

PITTSBURGH, Nov. 21.—Officials of the B. D. Lazar Company here report that music operators have really been swarming into their offices during the past two weeks. The reason for this big line of customers is that the firm now handles the Beacon and Capitol line of phonograph records for Western Pennsylvania and West Virginia.

Due to the record situation in general, the firm reports that music operators really come in crowds now and that all reports indicate the records are giving good satisfaction.

The firm says they will be able to have a good supply of records and urge all music operators who want to keep the very best music on their machines to come early and get a new supply. Operators have already become well acquainted with the Beacon and Capitol lines, they state, and know that the hit tunes are carried.

The Lazar firm also distributed the Rock-Ola phonograph, Commando. They recommend it as the best phonograph on the market.

Find Folk Tunes Please

Operators report on records that have shown success by trial in juke boxes

LOS ANGELES, Nov. 21.—Music machine operators in the Los Angeles area are going heavy with American folk tunes, hillbilly and "corn" on their locations under the assumption that records of this type are played longer. Not only is the length of service and play afforded these tunes a selling point to the local operators but the fact that native Californians are not too plentiful and the majority of the West Coast population hails from Texas, Oklahoma, Arizona and other Western States where folk tunes, hillbilly and "corn" are the Prairie Hit Parade.

Spike Jones's *Der Fuehrer's Face* draws the rating of novelty by most of the operators. Novelty it is, but Jones's method of banging cowbells and hitting washboards puts it in the real of corn that gives the operators the swell idea that it is a tune that will last. Some have even hinted that it may become a rural classic. However, in the near-classic spot of this type of music is Spike Jones's *Pass the Biscuits*, *Mirandy* along with *Red Wing*. These two numbers are getting good play today and *Der Fuehrer's Face*, whether it be novelty or corn, is leading in many locations.

Many Recordings

Walking the Floor Over You, which is available by most any kind of artist an operator can name, is going good. It is offered by Bing Crosby, who heads the list; Ernest Tubb, Bob Atcher and Dick Robertson. *Tweddle-o-Twill*, a Gene Autry recording, is listed as a tune that has possibilities, especially with the wired music operators in this section.

Phonograph patrons have come to look on Spike Jones as a "good buy" in the field. Spike Jones is to the corn music field what Glenn Miller was to the popular field at the time he went into the army. No matter what is out, as long as it is by Spike Jones, it is considered a good buy. Since most music buyers like to know either the band or the tune, Spike Jones has the battle half won with the popularity built by his *Der Fuehrer's Face*, coupled with his radio shows and now a forthcoming picture, *Thank Your Lucky Stars*, which he is now making at Warner Bros.' studio. *Swingin' Doors*, for this reason is considered a good buy, as are *Barstool Cowboy*, and the *Covered Wagon Rolled Right Along*. His *Little Bo Peep Has Lost Her Jeep*, which is timely, is getting some play, but it doesn't compare with *Pass the Biscuits*.

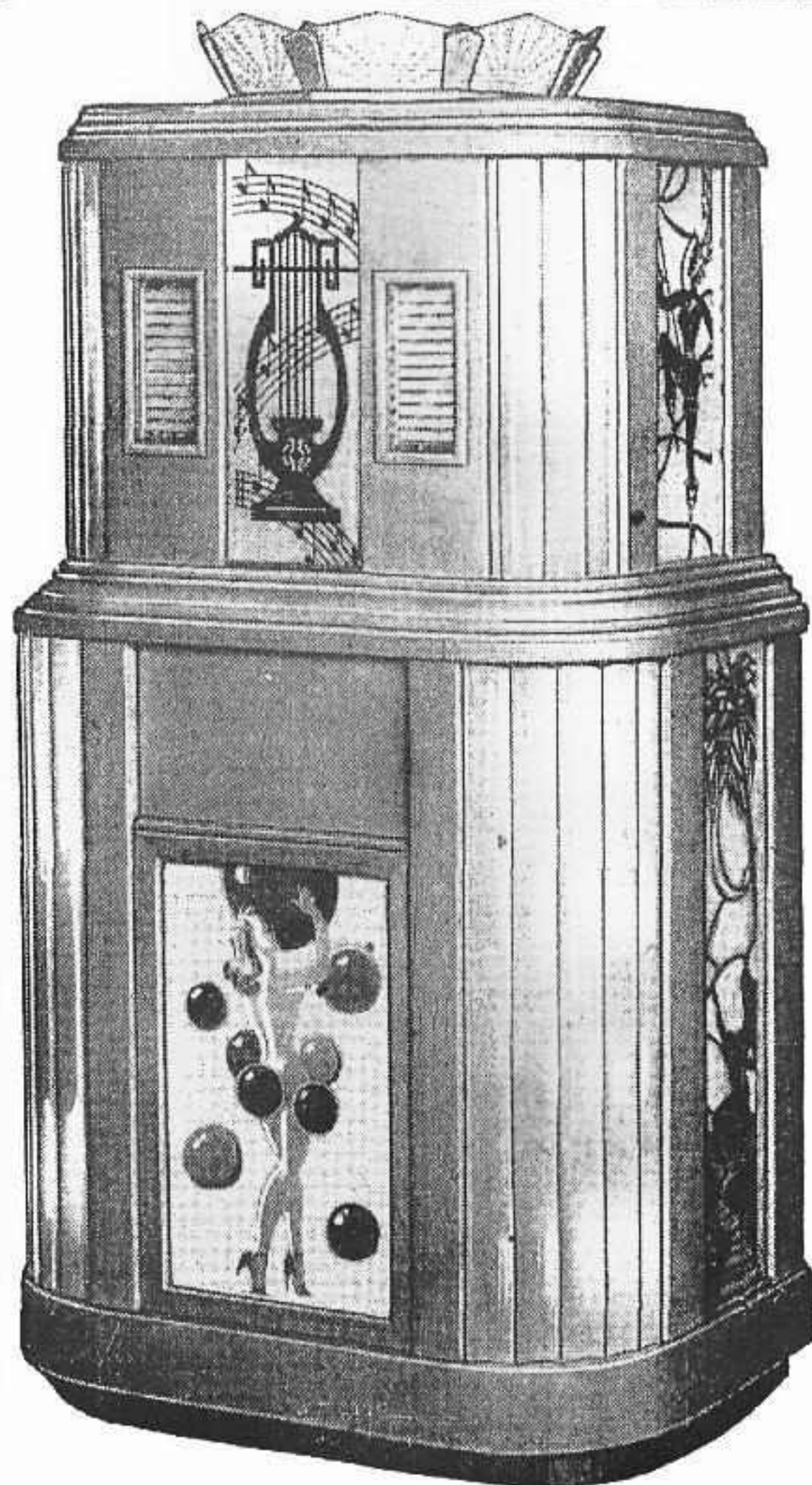
Signs in Spanish

On the West Coast where signs are posted in stores to the effect, "Se Habla Espanol," one wonders why real American music goes well when there isn't a too general use of rumbas, sambas and congas. This might be explained by the fact that people are quite familiar with this trend. Then, too, there are many Texans who live and die by the prairie tempos.

Ernest Tubb is a favorite with the Texans and so is Bob Wills. *When the World Has Turned You Down*, by Tubb, is a good seller. There is no sensation displayed when one checks a music machine to find that 16 or 20 of the 24 records are hillbilly. Sometimes the entire set-up of 24 records is hillbilly.

A recent survey of music machines showed that *I'm a Cow Poke Poking Along*, Gene Autry; *She Got It Last Night*, the Ramblers; *She's Always Too Tired*, the Ramblers; *What's Gonna Happen to Me*, Autry; *You'll Be Sorry*, Autry; *I'll Be Faithful*, Cliff Brunner; *Evening on the Lehigh*, Jack Robel; *Trail of the Lonesome Pine*, Georgia Wildcats; *Sweethearts or Strangers*, Bob Atcher; *It Makes No Difference Now*, Autry; *Lil Liza Jane*, Bob Wills; *Rose of the Border*, Texas Jim Lewis, and *Rainbow on the Rio Colorado*, Autry, were favorites. There are others but these tunes were considered the most popular.

Music operators with spots that use this kind of record are taking advantage



"Aristocrat" Mechanism Cabinet

A MESSAGE TO THE PHONOGRAPH OPERATORS OF AMERICA

Keep Your Music Equipment in Tip Top Shape. Music is a Mighty Weapon to our All Out National War Program. It Helps to Build Public Morale.

RIGHT NOW is the time for phonograph Operators to start preparing for the duration, protecting their profitable operation by preserving their equipment which has performed so faithfully in the past.

It would be different if you could keep on buying new equipment—but this will soon be impossible. You have phonographs that are out dated and others

where the cabinets show wear. Yet—The mechanism is still good for many years to come. The location owners still demand attractive phonographs—this also applies to the music playing public. Naturally the operators expect to do their part by making the necessary sacrifices required and demanded of all right thinking Americans—but—still he is going to have to keep his business alive.

★ HERE IS THE ANSWER ★

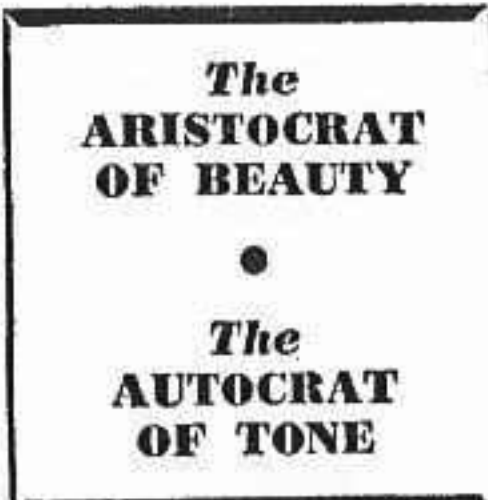
Convert those Mechanisms to "Aristocrat" Cabinets
THEREBY CREATING BRAND NEW 1943 MODELS

"Aristocrat" Cabinet—is not—Just Another Cabinet. It is the most unique, outstanding light up job ever offered to the operators. A streamlined cabinet, substantially constructed of solid oak, specially bleached to a Chinese wheat color finish, with extra heavy, translucent, specially moulded crystal glass corners and exclusive art work on front and side panels which produces a lighting effect of numerous color combinations, by merely switching around the light bulbs.

"Aristocrat" cabinets are adaptable to all makes of phonograph mechanisms, including twin mechanisms plus ear level tone. This cabinet is easily accessible to service men due to the back paneling and front lower panel being demountable.

When ordering "Aristocrat" cabinets—Please state make and model of phonograph mechanism that you desire to convert—so that we can ship proper cut out panel on the front for selector and coin chute.

We have the facilities to convert the mechanism for you at a nominal charge. In this case the operator is required to ship up the phonograph prepaid and completely intact because we are not in a position to furnish any parts. Our charge will include revamping the pick up and amplifier and the job will come to you ready to place on location.



Built by KILGEN ASSOCIATES, INC. Organ Builders with a National Reputation

ARISTOCRAT CABINET CO.

3825 LACLEDE AVE., ST. LOUIS, MO. PHONE, FRANKLIN 2290.

Dimensions—Height: 5' 7".
Width: 3'. Depth: 2' 1/2".

Buy More
War Bonds

of their long life and stocking up. With the record situation sometimes causing headaches, these operators are glad they have those patrons from Texas.

However, hillbilly and American folk tunes go in cycles, and the cycle started about two years ago by San Antonio Rose is still going strong in this section. Perhaps it is an extended cycle. That may be true. Most operators are inclined to believe that people want something that is strictly American. The hillbilly, operators say, is to the music machine patron what the blues is to Harlem. The lyrics and the freshness of the melody give one an escape from this chaotic world.

Record Supply Outlook . . .

WASHINGTON, Nov. 21.—A report was made early this week that Congress may begin hearings before December 1 on legislation against the Petrillo record ban. Senator Wheeler has finally named the Senate committee to consider the resolution to investigate the record ban.

Senator D. Worth Clark, of Idaho, was named as chairman. Other members are Senators Ernest W. McFarland, Arizona; Charles W. Tobey, New Hampshire; James W. Tunnell, Delaware, and Wallace H. White Jr., Maine.

Senator Wheeler said he had delayed appointing the committee for several months because he hoped to bring about a settlement by private conference with leaders of the various factions. Reports here say that Petrillo turned a cold shoulder to all of the plans.

Senator Clark was discouraged by delay in the investigation and later introduced a bill which would make such actions as the record ban liable to criminal prosecution.

Broadcasters said they had made a proposition to Petrillo recently, but that he had refused to consider it. Broadcasters are greatly incensed by the snubbing.

No other important news on record supplies was received.

For Juke Box Release . . .

LOS ANGELES, Nov. 21.—A California company has announced that it is making a recording for juke-box release of a new song recently written by Mrs. Artie Sweet entitled "Don't Forget Pearl Harbor."

Altho Mrs. Sweet has been writing songs ever since she was a little girl, she has never had any of them published. She wrote the song now being recorded when she heard that a close friend was missing after Wake Island. After it was published it was sung for the 153 men whose names are on the honor roll in her home town, where a memorial was dedicated to them.

Mrs. Sweet has written another song which she hopes will be published soon.

SELLING OUT!
Phonograph Plastics

We have a limited amount of PLASTIC REPLACEMENT PARTS for the Wurlitzers 24, 600, 500, 700, 800, 850, 750, 61, 71. Plastics for Seeburgs and Rock-Olas. Also sheet plastics. Production is stopped for the duration. **BUY NOW!**

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Our moulded plastics are **UNBREAKABLE!**

ACME MOULDED PLASTICS CO.
414 W. 45th St. New York, N. Y.

Use *Miracle Point* needles and buy *Defense Stamps* with the difference!

MIRACLE POINT NEEDLE / MIRACLE POINT NEEDLE

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

WURLITZER

16 Record Marbiglo

Complete, Ready to Operate, Money-Back Guarantee.

\$119.50
1/3 Dep. With Order.

Buy BONDS BONDS and more U. S. BONDS

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914 Diversy Blvd., Chicago

Compare These Prices

WURLITZER	
616 with Ill. Gr.	\$ 59.50
816	54.50
500A	175.00
Twin-12 Steel Cab. with Keeney Adapter	110.00
ROCK-OLA	
Stand. Lux Lite Up	\$150.00
Imperial 20	64.50
SEEBURG	
Hi Tone 9800 Remote	\$375.00
Hi Tone 8800 Remote	360.00
Regal E.S.P.O.	189.50
Regal Marble Glo	145.00
MISCELLANEOUS	
Keeney W. Bxs., 20 & 24	\$ 10.00
Blue & Gold 1¢ V. P.	25.00
Mills 3 Bell Console	410.00
1/3 Deposit Required.	

R & S SALES COMPANY
3rd & Butler Street MARIETTA, OHIO

DON'T SHOOT, PARD!
BUT I HAVE
FIVE ACES ON...

VICTOR RECORDS



READ 'EM AND REAP

A WHITE CHRISTMAS
 —
FREDDY MARTIN
 27946

A THERE ARE SUCH THINGS
 —
TOMMY DORSEY
 27974

A JUKE BOX SATURDAY NIGHT
 —
GLENN MILLER
 20-1509

A WHEN THE LIGHTS GO ON AGAIN
 —
VAUGHN MONROE
 27945

A HAYFOOT STRAWFOOT
 —
DUKE ELLINGTON
 20-1505

HELP YOUR CUSTOMERS KEEP GOING WITH MUSIC



ORDER TODAY FROM YOUR

VICTOR RECORD

DISTRIBUTOR

KEEP BUYING WAR BONDS



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

MR. FIVE BY FIVE (2d week)	HARRY JAMES (Helen Forrest) Columbia 36650 ANDREWS SISTERS Decca 18470 FREDDIE SLACK (Ella Mae Morse) .. Capitol 115
KALAMAZOO (15th week)	GLENN MILLER (Tex Bencke-Marion Hutton-Modernaires) Victor 27934 JIMMY DORSEY (Phil Washburn) Decca 18433
BE CAREFUL, IT'S MY HEART (12th week)	BING CROSBY Decca 18424 KATE SMITH Columbia 36618 TOMMY DORSEY (Frank Sinatra) ... Victor 27925
MY DEVOTION (11th week)	JIMMY DORSEY (Bob Eberly) Decca 18372 VAUGHN MONROE (Vaughn Monroe) . Victor 27923 CHARLIE SPIVAK (Garry Stevens) ... Columbia 36620
I LEFT MY HEART AT THE STAGE DOOR CANTEEN (10th week)	SAMMY KAYE (Don Cornell) Victor 27932 CHARLIE SPIVAK (Garry Stevens) ... Columbia 36620 RUSS MORGAN (Russ Morgan) Decca 18444
STRIP POLKA (9th week)	KAY KYSER (Jack Martin-Glee Club) .. Columbia 36635 ALVINO REY (King Sisters-Chorus) .. Bluebird 11573 ANDREWS SISTERS Decca 18470 JOHNNY MERCER Capitol 103
PRAISE THE LORD AND PASS THE AMMUNITION (5th week)	KAY KYSER (Glee Club) Columbia 36640 MERRY MACS Decca 18498
WHITE CHRISTMAS (5th week)	BING CROSBY Decca 18429 FREDDY MARTIN (Clyde Rogers) Victor 27946 CHARLIE SPIVAK (Garry Stevens) ... Columbia 36649

COMING UP

MANHATTAN SERENADE	TOMMY DORSEY (Jo Stafford) Victor 27962 JIMMY DORSEY (Bob Eberly) Decca 18467 HARRY JAMES (Helen Forrest) Columbia 36644
Again Coming Up is packed together tightly with one entry tagging on the heels of the other. <i>Manhattan Serenade</i> , tho, put together enough mentions to cop the top slot for the second week running.	
SERENADE IN BLUE	GLENN MILLER (Ray Eberle-Modernaires) Victor 27935 BENNY GOODMAN (Dick Haymes) .. Columbia 36622
This <i>Orchestra Wives</i> tune faltered slightly last week after a steady upward climb since first mentioned as a Possibility. Recession was obviously temporary, for here it is moving to the higher rungs and skirting the fringe of Going Strong.	
DER FUEHRER'S FACE . . .	SPIKE JONES (Carl Grayson) Bluebird 11586
As expected, the bird-call ditty is right up there with the others and just waiting for coverage to pick up before it goes higher. Been running along in this category for several weeks without any competition worries.	
THERE ARE SUCH THINGS	TOMMY DORSEY (Frank Sinatra-Pied Pipers) Victor 27974
Wonderful things were predicted for this TD waxing along <i>I'll Never Smile Again</i> lines, and gradually the disk is living up to prophecy. Moved into Coming Up last week, is here again and looks to be rallying for the supreme bid.	
I MET HER ON MONDAY	FREDDY MARTIN (Eddie Stone-Chorus) Victor 27909 GUY LOMBARDO (Bobby Gibson-Rose Marie) Decca 18435 HORACE HEIDT (Donna and Don Juans-Charles Goodman) Columbia 36636
Surprise! There are still some pages left on the calendar for <i>Monday</i> . Not only that, the tune has taken what looks like a second-wind jump. Helped along by Martin and Lombardo mainly.	
I CAME HERE TO TALK FOR JOE	SAMMY KAYE (Don Cornell) Victor 27944 CLEN GRAY (Kenny Sargent-LeBrun Sisters-Ensemble) Decca 18468
The old ones are hanging around since new releases became scarcer. <i>Joe</i> is still doing its duty on the machines, with both Kaye and Gray earning a fair number of spins.	
AT LAST	GLENN MILLER (Ray Eberle) Victor 27934 CHARLIE SPIVAK (Garry Stevens-Stardusters) Columbia 36642
No news is good news, so this ballad is doing all right. Was in about the same spot last week and the week before that, but it may break the monotony next time. The way some songs suddenly pop up or drop off, anything is possible.	
WHEN THE LIGHTS GO ON AGAIN	VAUGHN MONROE (Vaughn Monroe) . Victor 27945 LUCKY MILLINDER (Trevor Bacon) .. Decca 18496 DICK TODD Bluebird 11577
<i>Lights</i> flickered up last week long after it had been deemed dead. Mentioned as a Possibility several months ago, its batteries are evidently still functioning, with Monroe sparking most of the glow.	

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.

THAT'S O. K...
I HAVE A
ROYAL FLUSH ON

BLUEBIRD RECORDS



A "PAT" SPREAD THAT CAN'T LOSE

A DER FUEHRER'S FACE
 —
SPIKE JONES
 B-11586

K THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE
 —
ELTON BRITT
 B-9000

Q STRIP POLKA
 —
ALVINO REY
 B-11573

J AMEN
 —
ABE LYMAN
 B-11542

10 STORMY MONDAY BLUES
 —
EARL (Father) HINES
 B-11567

HELP YOUR CUSTOMERS KEEP GOING WITH MUSIC



ORDER THESE HITS FROM YOUR

VICTOR-BUEBIRD

RECORD DISTRIBUTOR

BUY MORE WAR BONDS EVERY PAYDAY





Make it a Merrier Christmas
with these great
DECCA RECORDS

WHITE CHRISTMAS LET'S START THE NEW YEAR RIGHT 18429	BING CROSBY
HELLO, MOM A BOY IN KHAKI—A GIRL IN LACE 4367	BING CROSBY
PRAISE THE LORD AND PASS THE AMMUNITION TWEEDLE O TWILL 18498	THE MERRY MACS
PRAISE THE LORD AND PASS THE AMMUNITION DRY BONES 4406	DELTA RHYTHM BOYS
STRIP POLKA MISTER FIVE BY FIVE 18470	ANDREWS SISTERS
MASSACHUSETTS HERE COMES THE NAVY 18497	ANDREWS SISTERS

Silent Night

(Complete selection for every type of location—timely—popular—profitable)

BING CROSBY 18510 Silent Night Adeste Fideles <small>(De Luxe Edition. Bing Crosby with Max Terr's Mixed Chorus, John Scott Trotter Orchestra)</small>	FRED WARING 18500 Silent Night Oh Gathering Clouds <small>(Fred Waring Glee Club; Stuart Churchill)</small>
BING CROSBY 621 Silent Night Adeste Fideles <small>(Bing Crosby)</small>	ROY ROGERS 5883 Silent Night Adeste Fideles <small>(Roy Rogers)</small>
MANHATTAN SERENADE AT THE CROSS-ROADS 18467	DEANNA DURBIN 18198 Silent Night Adeste Fideles <small>(Deanna Durbin)</small>
SANTA CLAUS IS COMIN' TO TOWN JINGLE BELLS 18512	JIMMY DORSEY ORCHESTRA
WHY DON'T YOU FALL IN LOVE WITH ME? THEN YOU'LL KNOW YOU'RE IN THE CAROLINES 4375	WOODY HERMAN ORCHESTRA
STREET OF DREAMS DON'T GET AROUND MUCH ANYMORE 18503	JOHNNY LONG ORCHESTRA
HIP HIP HOORAY TAKE IT AND GIT 4366	INK SPOTS
WHEN THE LIGHTS GO ON AGAIN THAT'S ALL (with Rosetta Tharpe) 18496	ANDY KIRK ORCHESTRA
THE CHICKS I PICK ARE SLENDER AND TENDER AND TALL WHAT'S THE USE OF GETTING SOBER 8645	LUCKY MILLINDER ORCHESTRA
THERE'S A STAR-SPANGLED BANNER WAVING SOMEWHERE STANDING OUTSIDE OF HEAVEN 6059	LOUIS JORDAN TYMPANY FIVE
	JIMMY WAKELY

Get your orders in early!

It's first come first served at your regular Decca Branch

DECCA RECORDS, INC.
NEW YORK, N. Y.

CANADIAN DISTRIBUTORS: THE COMPO CO., LTD., LACHINE, MONTREAL

Information Grows on Value of Music for Industrial Workers

(From U. S. Department of Commerce)

The power of music has long been recognized, but only in recent years has it become an "industrial" power. The theory that music could be utilized to stimulate production, now being followed in many manufacturing plants in the United States, was introduced in factories in Great Britain in June, 1940, and has successfully passed the experimental stage. Studies made by the Ministry of Labor and National Service and by the British Broadcasting Corporation all indicate that while it is almost impossible to offer comprehensive statistics to prove that music is responsible for increased production, there is not the slightest doubt that this is the case.

How Music Aids Production

The British Broadcasting Corporation, which regularly presents "Music While You Work" programs, states that its investigations show music aids production by:

1. Boosting the tired worker.
2. Acting as a mental tonic.
3. Relieving boredom.
4. Increasing happiness.
5. Improving health.
6. Minimizing conversation.
7. Relieving nervous strain.
8. Cutting down absenteeism.

Relieves Monotonous Tasks

It is generally believed that not more than two and one-half hours of music during a regular working day are desirable; the effectiveness is lost if too much music is provided. The special programs of the British Broadcasting Corporation are available from 10:30 to 11:00 a.m., 3:00 to 3:30 p.m., and 10:30 to 11:00 p.m. These are supplemented in many factories by phonograph-record programs, perhaps at the beginning and end of the day.

In addition, Entertainments National Service Association and the Council for Encouragement of Music and Arts give many concerts in factory canteens, usually during lunch periods, and groups of workers frequently present programs for the entertainment of their fellow employees. Extra music periods on days when the weather is bad, or after air raids, have also been found helpful in giving the workers' spirits a "lift."

Workers, especially women, performing repetitious tasks apparently benefit most from the musical programs. Skilled workers also like them, but are more critical of the type of music and of the manner of presentation. The programs seem to be of least value to office workers and executives.

Mechanical Problems

The mechanical problems involved in presenting the music should be given careful consideration. Poor equipment or faulty installation can make the programs a liability rather than an asset.

Loud speakers should be properly placed to insure an even distribution of sound and each should be adjusted so that the volume is suited to the particular location in the plant. A number of small speakers is usually preferable to a single large speaker.

Must Be Well Chosen

The selection of program material is of vital importance. Music should be an incentive to the workers, not a distraction. Dance music is usually popular, but it becomes wearisome if used exclusively. Other preferred types are Viennese waltzes, selections from light opera and musical comedies, and marches.

Vocal selections are seldom suitable for factory programs. The sound of the voice, either in song or in speech, seems to disturb the workers and, consequently, to lower production. Organ music should also be avoided, as it has been found that organ tones "boom" when amplified sufficiently to be heard above factory noises.

Factors in Planning Program

The British Broadcasting Corporation lists four factors which should be kept

in mind in planning a program of music for workers.

1. The music should be familiar to the ordinary worker. He likes to recognize the selection. If employees sing, hum, or whistle the tune being played, that proves it is a success.

2. The melody and rhythm should be clear and well defined. This eliminates "swing" arrangements, in which the melody is obscured by complicated orchestrations. Moreover, selections of this type seldom survive in competition with factory din, and the listeners hear only a confused jumble of sounds.

3. The volume should be relatively constant. Selections with wide volume range are difficult to present. In order to make all parts audible, the selection must be amplified to such a degree that some parts are unpleasantly loud.

4. The tempo and rhythm should create a bright and cheerful atmosphere. This does not necessarily mean that the tempo must be rapid, however. Music that is unusually fast distracts the workers.

Many Advantages Claimed

Some strong advocates of music for workers claim that it lessens the danger of accidents; but no conclusive evidence has yet been presented to substantiate this. It is quite possible, however, that by relieving boredom and nervous tension, music keeps employees more alert and thus does decrease accidents resulting from carelessness.

Welfare workers and industrial psychologists, as well as the workers themselves, agree almost unanimously that well-chosen, properly presented music is an excellent morale builder and an aid to increased production. That factory owners are of the same opinion is shown by the fact that thousands of them throughout the United Kingdom have adopted the idea. Indeed, the movement is spreading so rapidly that it may not be long before music will be considered an essential part of the British industrial machine.

International and Foreign Record Hits of the Month

(Note: Here are the most popular international and foreign recordings of the past month. Similar lists will be published in this section once every month.)

INTERNATIONAL RECORDINGS: Tap the Barrel Dry, Cuckoo Waltz, Pound Your Table Polka, Squeeze the Bottle, Pennsylvania Polka, Tick Tock Serenade, Finger Polka, Julia & Henry Polka.

FOREIGN RECORDINGS: Bohemian, Vy Ochi Modrave, Dancing Shoes; Croatian-Serbian, Mladi Kapetane, Ponoc Kad Dodje, Po Mjesecini; German, Rutschbahn, Isarwinkler Schuetzenparade, Erika, Kornblumenblau, Das Kannst Du Nicht Ahnen, Du Kannst Nicht Treu Sein; Greek, Tsimplari Hirohito, Mourgo Mousolini, Misirlou, Melanourski; Hebrew-Jewish, Zog, Zog, Zog, es mir, Mein Yiddische Mame, Misirlou, Dem Nayem Sher, Der Alter Zigeuner, Belz; Hungarian, Szereted-e meg a kek ibolyat, Juliette, Mit susog a feher akac, Feher selyem csipkes szelu kendo; Italian, Lombardi—O Signor Che Dal Tetto—Natio, Nabucco—Va Pensiero Sull'Ali Dorate, Chitarra Sola, Bionda Biondina, Ill Rossetto; Norwegian, Den Siste Vognmann, Baerpeller, Gamle Norge; Polish, Mularze-Mularze, Tu-Lu-Lu Waltz, Z Swiebodzina, Siwy Kon, Biffo Polka, Poczekaj, Powiem Mamme; Russian-Ukrainian, Ciom Ta Lullie, Korobushka, Dve Gitary, Ochi Chornya; Scandinavian, Blonda Charlie, Dina Bla Ogon, Bohuslandska Sjomanvalsen; Swedish, Bland Kobbar Och Skar, Glittrande Vag, Jungman Jansson, En Sjoman Alskar Havets Vag.

GAS RATIONING

(Continued from page 79)

ment, and such person is not disqualified even tho he may refill and service machines incidentally on the same trip. However, persons who merely clean or dust such machines are not so eligible."

Up to the present we have not been able to verify from the Chicago or Washington offices of the OPA whether this section as quoted is a part of the regulation for rationing in the East as practiced for the past several months, or whether it is a regulation to apply in the new national program. Until we obtain proper information from Washington, our opinion is that this is a part of the Eastern program.

About a week ago we received notice from a coin machine distributor in the South that his local OPA rationing board had a mimeographed copy of the ruling from Washington which stated that juke boxes and vending machines were not included in the preferred mileage set-up as mentioned in the above quotation. We will publish elsewhere in this issue any late reports that we may have received before going to press in answer to telegrams that we have sent asking for information.

Record suggestions

For YOUR MUSIC MACHINES

from



JIMMY DORSEY

AND HIS ORCHESTRA

featuring

BOB EBERLY and HELEN O'CONNELL
on DECCA records

18462

I'M GETTING TIRED SO I CAN SLEEP

backed by

EV'RY NIGHT ABOUT THIS TIME

18460

DAY BREAK

"Based on Mardi Gras"

backed by

BRAZIL

Personal Management Bill Burfon
Direction
General Amusement Corporation

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.

- EV'RYBODY EV'RY BARRY WOOD Bluebird
- PAYDAY 30-0804
- TOMMY TUCKER Columbia

This patriotic of patriotics, the Treasury Department's new bond song is assured of a plugging drive that will top any commercial venture ever tried. The Treasury has received pledges of all-out support from all branches of the entertainment world. Radio stations, theaters, bands and singers—all are ready to go on it. The American Federation of Musicians has not hesitated to co-operate and waived its restriction on recordings in this case. Place *Ev'rybody* in your No. 1 slot.

- CONSTANTLY BING CROSBY Decca 18513
- JOHNNY LONG (Helen Young) Decca 4389

Companion piece to *Moonlight Becomes You* in Paramount's *Road to Morocco*, it is bound to win itself a large following even tho its background beat is more unusual than the average song. Paramount Music, a subsidiary of the picture firm, has it slated for a big ether campaign and in a short time should produce calls at the music boxes. Keep it in mind.

- YOU'D BE SO NICE TO COME HOME TO DINAH SHORE Victor 20-1519

Victor got the jump on its competitors by bringing this sophisticated item out a month or so before the film from which it comes gets national release. It is not known whether the other recording outfits have this Cole Porter tune on wax. No matter, Dinah Shore is no Tillie Tonsils. The gal can carry a song into the best selling brackets all by herself. I. e., witness what she did for *Yes, My Darling Daughter*. Locations that are seldom without Shores in the machines won't want to miss up on this one.

NOTES

Possibilities in future issues of the Record Buying Guide may be curtailed due to the infrequency with which disk firms are releasing new songs. This week Decca announced there would be no more releases until January. Columbia's last bulletin announced cancellation of all numbers on release sheet No. 151. Victor's output of new selections has been growing sparser. Next week we will carry more information on the subject.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the Record Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinions of The Billboard's Music Department.

- THIS IS THE ARMY, HORACE HEIDT (Donna and Her Don
- MISTER JONES Juans, with Charlie Goodman) Columbia 36667

The title song from Irving Berlin's all-soldier show, *This Is the Army*, is already enjoying a wide measure of popularity with the public. With the show playing to capacity audiences in key cities throught the country, Horace Heidt's entry comes at a most propitious time to create a steady flow of coins for the music boxes. A spirited and good-humored song of army life, the song has the possibilities of attaining the song heights already being enjoyed by the *Stage Door Canteen* ballad from the same production. Heidt adds an individual and distinctive touch in its presentation, making it rich in vocal as well as instrumental color.

- MINE, ALL MINE, MY MY INK SPOTS Decca 18528

This whimsical rhythm ditty finds the Ink Spots whipping up a bright disk to stimulate the meter clicks of the music phonos. Packing a melodic kick in their harmonizing about the joys of enjoying a honey who is "mine all mine," the foursome adds a novel twist in the song treatment by ringing in a jovial sermon admonishing the two-timing conduct of the playboys. Plattermate should also figure prominently in phono play, offering a sentimental ballad in *If I Cared a Little Bit Less* that follows their click *If I Didn't Care* song pattern.

- DER FUEHRER'S FACE ARTHUR FIELDS (Vocal Refrain) Hit 7023

Already going strong in the music boxes, this late entry fills the gap for operators caught short on the original Spike Jones version. It's strictly a singing side to the accompaniment of a cowboy-styled band, with a second set of lyrics offered up. The "hells" are all attended by the accepted sound effects, and the unidentified voice adds a marked Dutch dialect to his delivery to give full meaning to song's spirit.

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.

PEOPLE CALLED

(Continued from page 79)

them to continue their fight against the enemy.

That also means that people in the United States must be willing to use much less gas in their cars and trucks. There is no other way around it, except to fail the American forces that are fighting overseas.

Gas Rationing Hurts

In the face of this serious need for all possible supplies of gasoline, there is considerable opposition developing to the plans for gas rationing. Even so conservative a paper as *The Wall Street Journal* is worried about the situation because it may mean failure to get supplies to American forces in Africa soon enough.

Government officials, after all, have to depend on votes and they hesitate to do their duty in so critical a situation. A man like Jeffers, the rubber czar, is supposed to be tough and not have to worry about votes. He is doing the best he can to help, but he is only one man and cannot make people sacrifice now in order to win the war sooner.

About 75 per cent of the people in Chicago who registered for gas rationing asked for preferred mileage. Officials estimate that about 40 per cent may be entitled to preferred mileage. But remember that officials must be generous because they have to depend on votes.

It all boils down to the fact that the American people will have to choose whether they will cut the use of gas to the bone here in the U. S., or else let the American armies overseas suffer for needed supplies.

Judging from outward signs, it appears there are millions of people here at home who would rather let our armies suffer, let the war last longer, let thousands more be killed, than to cut the use of cars and trucks as much as possibly can be done.

That is the way the situation stands today and that is the question people are having to decide. Ignorance of the job facing our armed forces overseas will not help matters any.

Food Rationing Hurts

Food will become a serious matter in the United States also. In fact, we might as well begin to do without now. The conservative *Wall Street Journal* has the following to say on food:

"American farmers will be the garrison troops to hold territories conquered by our armies. Food will pacify strategic areas. Africa will test this policy. But the test of United States food production will come later—a year or more hence. By that time rationing of most foods will be well established, ready to stand considerable strain if necessary. We think it will be necessary."

Food is necessary to feed our ever growing army abroad and must be sent in much larger quantity than will be used, for a lot of it is lost. We will have to do without at home to send it abroad.

Also, food is being used to win other nations to our side. The Axis peoples are hungry. Food will do more than guns and bullets to bring peace in this war. It will take food, and still more food, to do the job.

In plain words, our side plans to use good old American food as a bribe in every way possible. And the trial in Africa has already shown that it will work.

But, in order to do this job, the people at home will have to do without many things in order to ship mountains of American food overseas.

We face the question of whether we are willing to do without a lot of food in order for it to be used by our armed forces in conquering the enemy.

Judging from the signs, there are a lot of Americans who had rather see more thousands of American boys killed than to do without as much food as possible at home.

There are even Americans who have qualms of conscience about using food as a bribe. They do not seem to worry so much about our soldiers being butchered in battle.

Keep Up the Fight

Our armed forces have shown what they can do. They have already made a good start. If they can keep it up, we can already begin to plan for peace.

They can keep it up if they get the proper support from home. What they need in all possible haste is more food and more gasoline. They will need all sorts of supplies, but these are the items which we have to do without in order to get plenty there on time.

It is not a question of how much they will actually need, but the job is to get everything possible to them in good time.

AMERICAN FOLK-RECORDS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column designed to help operators select money-making recordings of folk tunes. Address all communications to Folk Records Editor, The Billboard, 1564 Broadway, New York City.

News Notes

Square dancing will get another boost in a metropolitan center when Zeke Manners adds Ed Durlacher to his regular Sunday broadcasts over WNEW, New York. Durlacher is a leading square dance caller who has practiced his art east and west. Manners, of course, is known to operators thru his recordings. Broadcasts are from 12 noon to 1 p.m. . . . Folk music will be represented in the huge Thanksgiving Day variety show to be broadcast over the Columbia network from 4 to 6 p.m. on the holiday, sponsored by Elgin watches. One of the stars of the big show will be Judy Canova. Broadcast is aimed at taking the place of the usual home celebrations for the boys in the armed forces.

Week's Release

Roy Rogers (Decca 6074)

It's Just the Same and You Were Right and I Was Wrong

Rogers offers his usual effortless, unassuming but tremendously effective singing on this coupling. He has one of the most pleasing voices now around, and brings plenty to both the numbers, backed by an outstanding crew. *Just the Same* is a pleasant but rather run-of-the-mill sentimental ballad, lifted by the treatment it gets. *You Were Right*, on the B, may quite possibly be pulled into the hit category by Rogers's rendition. He does a standout job, and the fine instrumental backing is topped by a terrific fiddle and guitar chorus. Side should prove extremely popular.

Recommended

Records showing indications of becoming music machine hits, based on nationwide reports and the judgment of The Billboard's Music Department.

"I HOPE YOUR HAPPY NOW": Dixie

Ramblers (Bluebird 5-9035)—Appealingly sad country ballad featuring some fine fiddle work and a solidly effective vocal. Has been out for some time now without going too strongly on the lists; but it's a good job on a good number, and current shortage of new releases may bring it the attention it deserves.

Letter Box

Probably the most interesting aspects of reports received during the week comes from the East, where Gene Autry has literally snowed under all competition with the exception of the more popular war songs. Practically everything in the eastern reports is Autry. His *Tweddle-o-Twill*, long-time top favorite which seemed to be beginning to dwindle a couple of weeks, now appears stronger than ever. Not only is it the top tune on the lists received from the East but also on those coming in from the West, where, in some cases, it's listed as just coming up—indicating that there's an entire new life ahead of it in such spots. . . . Among other Autry tunes implicated in the Eastern blanket are *Tears on My Pillow* (runner-up to *Tweddle-o-Twill*), *I'll Wait for You*, *I Want a Pardon for Daddy*, *Goodbye Little Darlin' Goodbye* and *Poke-Pokin' Along*. . . . In East only two waxing that stand a show in the reports against the Autry landslide are the two ace patriotics, Elton Britt's *There's a Star-Spangled Banner Waving Somewhere* and Carson Robison's *1942 Turkey in the Straw*. . . . *There's a Star-Spangled Banner Waving Somewhere* is still a terrific national favorite. In addition to its Eastern mentions, it places high on countless lists from the West, the Midwest and the South. . . . Catching on strongly in Midwestern territory is Louise Massey's recording of *Honey, I'm in Love With You*. It's the top record on the lists from the Milwaukee area. . . . Another long-standing Milwaukee

favorite is still going strong as a nickel-puller—the Plehal Brothers' version of *Happy Hour Polka*. . . . Out around Detroit the three current favorites, according to the reports, are Denver Darline's *Little Brown Jug Goes Modern*, Bob Willis's *Honey, Keep Your Mind on Me* and Roy Acuff's *Night Train to Memphis*. . . . Baltimore is shelling out plenty of nickels to hear Zeke Manners's recording of *I Betcha My Heart I Love You* and Ernest Tubbs's always popular waxing of *Walking the Floor Over You*.

Marble Story From First World War Beats Pinball

LEBANON, N. J., Nov. 21.—The death of Col. Charles R. Morris here recently brought to light an interesting story about marbles. The mention of marbles recalls the great importance these tiny spheres had in the early days of pinball history.

Many years ago Morris put the spotlight on marbles that exceeded even the publicity given to them in pinball history. The story is that in planning to select draftees in the First World War, Morris had been assigned to the job of deciding how the lottery would be conducted. The natural idea was to use white and black marbles. Black marbles would indicate that the lot of the drawee would be to go into the armed services, but when Morris began to look about for marbles he discovered that it would take at least 6,000,000 marbles, and there were not that many to be found in the United States.

It will be recalled that the early days of the pinball games greatly stimulated the manufacture of marbles, and if Morris had had his lottery plan in 1932 or 1933 he probably could have found all the marbles he needed because they were being turned out in large quantities then.

Treasury Reports That U. S. War Bonds Stay Sold

WASHINGTON, Nov. 21.—The Treasury said recently that only 1.5 per cent of all War Bonds had been redeemed by September 30, the latest date for which returns are complete. Treasury spokesmen said that by the end of last month \$9,000,000,000 of War Bonds had been sold and that only \$142,000,000 had been redeemed.

"This means that 98.5 per cent of all the War Bonds sold are still in the hands of their original buyers," the Treasury said.

The Treasury compared redemptions of War Bonds with pre-war "baby bonds." In the first 17 months during which the baby bonds were sold 3.33 per cent was redeemed, compared with the 1.5 per cent redemption of War Bonds during their first 17 months of sale.

Manufacturers May Have Girl for Miss Victory

CHICAGO, Nov. 21.—The *Chicago Herald-American* recently published a review of the various industrial firms in the Chicago area that are co-operating in their search for "Miss Victory—the typical American girl war worker."

Included in the list were firms well known in the coin machine industry. Among them were Lion Manufacturing Company (Bally Manufacturing Company), Mills Novelty Company, National Lock Company, Rock-Ola Corporation and Stoner Manufacturing Company.

Included also were the names of several firms that were prominent suppliers of parts and materials to coin machine manufacturers before the manufacturing industry was closed by priorities.

IN STOCK—NOW!

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DON'T DELAY—See Your Local Jobber!

STANDARD PHONO CO.

168 WEST 23rd STREET, NEW YORK, N. Y.

PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

By SHIRLEY FROHLICH

"Cabin in the Sky"

Two tunes from M-G-M's *Cabin in the Sky*, featuring Ethel Waters, Duke Ellington and Louis Armstrong, offer good opportunities for tie-ups. They are the title song and *Taking a Chance on Love*. Both have been recorded by Ella Fitzgerald for Decca. Other waxings of *Cabin* made by Benny Goodman (Columbia), Frankie Masters (Okeh), and Vaughn Monroe (Victor). *Taking a Chance* pressings include Goodman (Columbia) Masters (Okeh), Teddy Powell, (Bluebird), and Sammy Kaye (Victor).

Republic Releases

Republic is spotting *Johnny Doughboy Found a Rose in Ireland* in both Jane Withers' *Johnny Doughboy* (to be released December 15) and *Ice-Capades Revue*. Double plugging may win the oft-recorded number return plays in some machines. Also to be heard in the Withers pic is *Better Not Roll Those Blue, Blue Eyes*, waxed by the Jesters (Decca), Shep Fields (Bluebird), and Dick Jurgens (Columbia).

Ice-Capades Revue, starring Jerry Colona, will sound-track four service songs: *Marines' Hymn*, *anchors Aweigh*, *Army Air Corps and Caissons Go Rolling Along*. Other oldies in the ice musical are *Moonlight Cocktail* and *Song of the Islands*. All of these have been recorded by the major waxworks and may pull nickels anew.

"For Me and My Gal"

All the World War I tunes featured in

M-G-M's *For Me and My Gal* have been recorded by Victor. Included are *Don't Leave Me, Daddy*; *After You've Gone*; *Over There*; *Till We Meet Again* (all Victor) and *Oh, Johnny*; *When You Wore a Tulip*; *Smiles*; *Oh, Frenchy*; *Pack Up Your Troubles in Your Old Kit Bag* and *When Johnny Comes Marching Home* (all Bluebird). Title tune, pressed by all the top disk firms, is a must.

Kate's Patriotic Short

Columbia Pictures is planning a wide distribution campaign for its musical short, *America Sings With Kate Smith*. Kate sings *We're All Americans*, *Marines' Hymn* and *America, I Love You* in the pic. All have been recorded for Columbia.

Madriguera Short

Number five in RKO-Pathe's *Jamboree* series features Enric Madriguera's treatment of *Brazil*. Tune has been recorded by Madriguera for Victor; also by Xavier Cugat (Columbia), Jimmy Dorsey (Decca), Eddie Duchin (Columbia), and Fred Waring (Decca).

"When Johnny Comes Marching Home"

Phil Spitalny will present his arrangement of *We Must Be Vigilant* in Universal's *When Johnny Comes Marching Home*. Spitalny has waxed the tune for Columbia, and Glenn Miller did his version of it under the *American Patrol* title for Victor.

"BEACON" A NEW 50c RECORD

ENJOYING TERRIFIC SALES ON TWO BIG HITS

BEACON RECORD No. 106

TWO FACED MAN

AND

TELL ME YOUR BLUES

BEACON RECORD No. 104

FAT MEAT IS GOOD MEAT

AND

HE'S COMMANDER-IN-CHIEF OF MY HEART

SUNG BY

PLAYED BY

SAVANNAH CHURCHILL

JIMMY LYTELL

AND HIS ALL STAR SEVEN

JOE DAVIS
OWNER



SEND FOR
OUR CIRCULAR
OF COMPLETE
RELEASES

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 22)

INK SPOTS (Decca 18528)

If I Cared a Little Bit Less—FT; V. *Mine, All Mine, My My*—FT; V.

GIVEN a whimsical ditty and dressing it up in their individualistic patterns, Chauncey C. Lee's *Mine, All Mine, My My* gives the Ink Spots a sock side that is bound to create a widening gulf of enthusiasm for the foursome. It's a catchy thing, rhyming the joys of having a honey who is "mine, all mine." Taken at a moderate tempo, with a neat lift to the rhythm, the Ink Spots have all voices on deck of the opening chorus. Special treatment for the second stanza is what gives the side its special appeal. The fatherly voice of the bassist twists the lyrics in reciting a sermon on the double standard of the male species. The foursome reverts back to the original song form for another half chorus to carry out the side. Berkeley Graham and Carley Mills's *If I Cared a Little Bit Less (And You Cared a Little Bit More)* is a typical ballad of sentimentality which the Ink Spots always do so well. Follows the tried, true and tested *If I Didn't Care* pattern of delivery.

This is a double-barreled release for the music operators. Always socko for a sticky ballad of sentiment, the Ink Spots deliver in their customary professional eclat for "If I Cared a Little Bit Less." And for the more rhythmic dissertation, their "Mine, All Mine, My My" is a natural to keep catching the coins to most generous returns.

JOHNNY JONES (Hit 7022 and 7024)

Moonlight Becomes You—FT; VC. *Tickeytboo*—FT; VC. *I Had the Craziest Dream*—FT; VC. *Moonlight Mood*—FT; VC.

Again the Hit label comes up with song material of the moment, even tho the presentation musically borders heavily on the mediocrity. The Johnny Jones orchestra is a fully instrumented crew giving out in full force on what sounds very much like stereotyped stock arrangements. However, it is the timeliness of the tunes that counts most, for the merchandising and the unidentified male voice help loads in making it tolerable listening. *Moonlight Becomes You* is the Johnny Burke-Jimmy Van Heusen ballad for *Road to Morocco*

movie, starring Bing Crosby, Bob Hope and Dorothy Lamour. Taking it at a slow tempo, the baritone voice lends good piping for the opening chorus, with the ensemble picking it up with a rhythmic punch for another half chorus to finish it out. *Tickeytboo* (7022) is a repetitious rhythm ditty of meager meaning from the *Count Me In* musical currently on Broadway boards. Title alludes to a new variation on the colloquial "okey-doke." Set at a moderate tempo, band plays the opening chorus, singer carrying the second and the band bringing up a third, with the tenor sax carrying the bridge bars. An additional 16-bars of the chorus makes for a coda to complete the side. *I Had the Craziest Dream* (7024) is the Gordon-Warren dream ballad for *Springtime in the Rockies*, the Harry James flicker feature. Taken at a moderately slow tempo, muted trumpet and band ensemble share the opening chorus, the soft baritone makes for a just-right vocal on the second chorus, and the band returns in full force for a sock chorus to complete the side. Harold Adamson and Peter DeRose's mood-inspiring *Moonlight Mood* is also taken at a moderately slow tempo, with the singer handling the lyrics well for the opening chorus. Unison saxes start a second stanza and the band brings up the last half in sock style to complete the side.

"I Had the Craziest Dream," "Moonlight Becomes You" and "Moonlight Mood" all loom as major song items for the music boxes. And with the existing record emergency, operators are bound to get some measure of play from these sides on the strength of the song titles alone as the ballads start building.

JERRY ABBOTT (Standard T-2071)

Young McDonald Has a Horse—FT; V. *You Never Cared for Me*—FT; V.
With automobiles fast becoming part

of the curio classes resulting from rationings, Harold Grant has caught the spirit of the emergency in whipping together a neat novelty ditty in *Young McDonald Has a Horse*. It's no twist on the *Had a Farm* classic. Young McDonald, in this instance, is the city slicker who once had a car for the sparking, but now fares just as well with the horse and buggy. Jerry Abbott, displaying a pleasant baritone voice, capably assisted by the Main Streeters for the orchestral accompaniments, takes it at a moderately slow but rhythmic tempo. Sings verse and chorus to start the side. Accordion and clarinet share half of a second stanza, with the band doubling up on the tempo for the bridge bars. And Abbott returns for the last half, bringing it back to the original tempo to take it out. *You Never Cared for Me* is a nice enough love ballad, with a torch character along love me or leave me lines. Set at a moderate tempo, Abbott sets the stage for his opening chorus in singing the introduction. Subtone clarinet and violin split a second stanza and Abbott sings another chorus to complete the side.

A timely novelty, well presented, "Young McDonald Has a Horse" looms as a likely item for the music boxes. Teaser appeal of the title also helps in stimulating the phono play.

Has Varied Stock Of Coin Machines

CHICAGO, Nov. 21.—"Recent additions to the game stock of the Monarch Coin Machine Company have created a widely varied supply of top equipment, all in first-class condition and all ready for immediate operation," reports Al Stern, Monarch executive.

"In spite of the fact that sales continue to show increasing activity from day to day, we are in a position to provide our customers with the most desirable games in every classification," Stern declares. "While every unit gets a complete check-over and is efficiently renewed in our shops, we do not impose a price premium. Consequently, Monarch patrons have been able to adhere closely to pre-war financial arrangements with locations and are reporting even better than pre-war results. We are often told that Monarch service in every department—games, service and delivery—has been effective in helping operators maintain the profitable status of their activities. Encouraging reports of this nature inspire us to more determined efforts in seeking out the best the market affords for our customers. That we are successful is evidenced by the growing number of operators who daily make selections from our offerings," Stern added.

Detroit Firm Change

DETROIT, Nov. 21.—The Brilliant Music Company, which has conducted a business in music and other amusement machines here for several years with Joseph Brilliant, Max Lipin and William Palmer as proprietors, was recently reorganized. Brilliant and Palmer have bought the interest of Max Lipin and will continue to operate from 4604 Cass Avenue under the same name.

New Orleans

NEW ORLEANS, Nov. 21.—The coin machine industry in this section welcomes the news of the arrival and distribution here of the new nickels. Coins were becoming scarcer of late as dimes and pennies flooded the town. Also welcoming has been the news that Washington may soon act to reduce the unreasonable tax of \$50 on free-play pin machines. Rumors that recorders were soon to hit the market with a good substitute for shellac disks was also encouraging.

Record distributors report that falling off in disk sales thus far has not been as large as many had expected, although some music ops have been forced to take less numbers of most popular hits on orders of late.

A genial visitor here was E. C. Steffen, vice-president and general sales manager of Permo Products Corporation, Chicago. Steffen was the guest of Walther Bros., Permo point distributor here. Walthers also enjoyed the visit last week of Gene Chandler, Dallas, division sales manager for Columbia and Okeh records.

Lieutenant Bob Bosworth, former partner of the New Orleans Novelty Company, has been transferred to the New Orleans Naval Base after being in Florida for some months. Bosworth is an instructor on aviation.

Sam Ayo, partner in the R. & A. Music Company at Houston, gets a big hand from this direction for his tireless work in the war effort. During the scrap-metal drive in Houston, Sam not only used his firm's trucks to haul tons of metals but donated four coin phonographs owned by the company.

Pittsburgh

PITTSBURGH, Nov. 21.—Record distributors estimate that 400 operators are servicing about 6,000 automatic phonographs in the Tri-State area of Western Pennsylvania, Eastern Ohio and Northern West Virginia.

Music operators' personnel problems are causing some of them to hire women for machine servicing. Many routes are changing hands because of the record shortage and service problems.

Race tunes continue to find favor in some spots in Homestead and Pittsburgh's Hill District. Rufus Jackson, of Manhattan Music, handles many of the machines in the territory's colored locations.

Mrs. R. L. Schreiber, of Canonsburg, Pa., has begun calling on sites handling her husband's music boxes.

Some operators have opened retail record stores, although not all are considered dealers by the record distributors. Recognized retail dealers are R. L. Schreiber, Canonsburg; Gem Vending, Wilkinsburg; Reda Novelty, Beaver Falls, and Monarch Music, East Liberty.

Tire rationing has materially cut down the out-of-city calls made by operators and distributors. Some have combined territories.

Manager Jackie Fields, of Mayflower, reports that business has picked up, and that new boxes are being sold. He leaves soon for the army.

Fort Worth

FORT WORTH, Nov. 21.—The labor shortage really has struck night spots and cafes in this section of the country and it has begun to have an ill effect on coin machine business, although such business is still good. The move to cut hours of spots where coin machines are located is growing because enough help cannot be obtained.

Petrillo may be the reason, but some old records of bygone days are proving popular at many spots where juke boxes are located. The records, however, last only about a week.

A *Touch of Texas* is getting a fair play but it didn't get off to such a good start as did *Deep in the Heart of Texas*, which came in with a bang. Even now the latter tune will gather lots of nickels if put on for a few days at a time at most any night spot.

ATTENTION OPERATORS

Here's a Sure-Fire Nickel Snatcher You've Been Looking For! A Record that will make history.

"RHYTHM and BUGS" and "TRICKS"

Colored and Jitterbug locations—this is a sure-fire puller! A new record with long life and a smash hit! A record that will make history, from the pen of the composer of the "Jersey Bounce," played by the Savoy Dancers.

List price, 53¢. Usual trade discounts. Minimum sample order—12 records. Open territory for distributors and selected dealers.

New York Metropolitan Distributor Sold by Modern Music Sales Co. 10th & 45th St., N. Y.

SAVOY RECORD CO. 58P Market St., Newark, N. J.

Phono Motors Rewound

WURLITZER — SEEBURG — ROCKOLA — MILLS MOTORS REWOUND

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Give Us a Trial—All Work Guaranteed

Send us your motors express prepaid or parcel post. No deposit required. Takes about one week.

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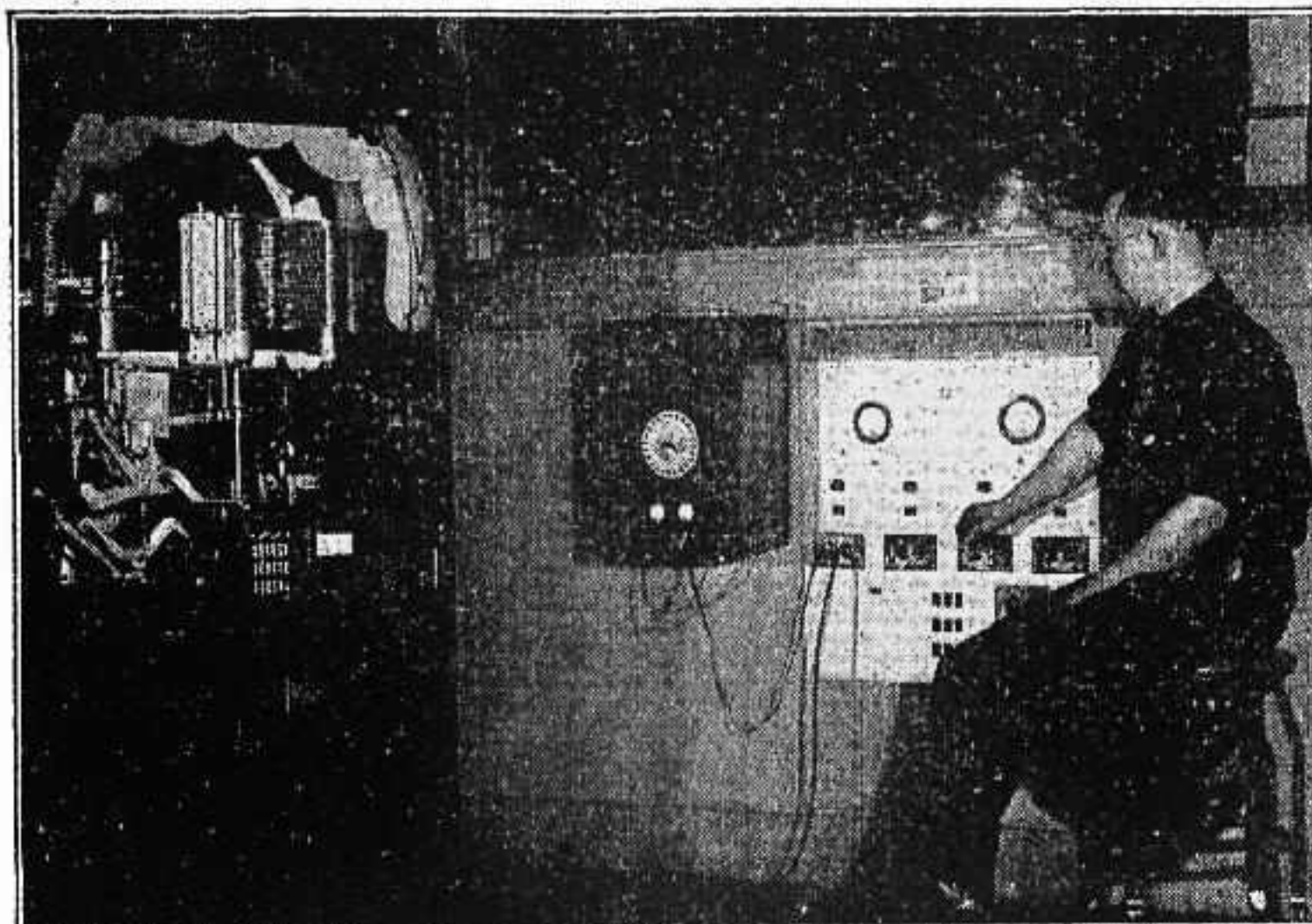
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COMPLETE MUSIC SYSTEM

Seeburg Rex, wired conversion. Approx. 100 ft. 30 wire cable. 4 Selectomatics, Cleartone Speaker. Price complete \$195.00.

DELAWARE MUSIC CO.

413 Shipley St. Wilmington, Delaware



SELECTOR CONVERTED. This picture, released by the Office of War Information, shows a factory test for a juke box mechanism. The record selecting mechanism has been converted to an important war idea, the report says.

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 JOSEPH R. CARLTON

Rumors that the recording ban will be lifted by January 1 are around again, with little foundation in fact. Most of the disk firms point to the terrific backlog of orders for "White Christmas," "Praise the Lord" and other top tunes as proof that desperation is far from setting in. However, wax execs are optimistic about '43 production, even tho the AFM is sitting back waiting for results of the Senatorial sub-committee now investigating Petrillo's edict. . . . New shellac order, cutting off supply completely from December on, also has wax execs undisturbed. Basis for the serenity may be the rumor that Victor has a new non-shellac process on tap that is really good. Substitute processes are being bruited about to the effect that one out of every five Capitol records now contains no shellac; Decca is experimenting with a new-type disk, and independent record pressers are toying with plastics. Whoever pops up with a marketable non-shellac platter, other firms figure to have a strong selling point in Washington, on a patriotic count, to get any secret formulac opened up. . . . If you run out of "Praise the Lord" disks, remember that Decca has a new version by the Delta Rhythm Boys, and Victor has an offering by the Southern Sons. . . . Johnny Long has signed for Universal's "Oh, Doctor," starring Abbott and Costello. Ginny Simms booked for the same pic.

. . . Joe Davis's Beacon Record firm has a new Buddy Clarke side coming up. . . . Lots of record data that operators may find beneficial appears on the Retail Records-Sheet Music page of the music department, front of the book. Turn back and draw your own picture of over-the-counter trends. They often influence machine play and vice versa.

Territorial Favorites

FOLLOWING are reports from operators in various sections of the country, mentioning artists and tunes as local favorites, in addition to the national leaders listed in the Record Buying Guide.

KNOXVILLE, TENN.:

By the Light of the Silv'ry Moon.
Ray Noble.

Interest in this standard has been kept fresh by the Noble and Fats Waller recordings. Tune hobs up every once in a while, and this week Knoxville reports it in Going Strong. Probably will continue to make daubs on the machine picture; good standards are making occasional stop-gaps for operators who find getting new records a little tough.

MANCHESTER, N. H.:

There Will Never Be Another You.
Woody Herman.

Touted two months ago in Possibilities, this torchy tune from the pic Iceland still hasn't done anything too exciting, but in Manchester Herman's vibrant vocal is at the top of the heap. This may well mean that where the film has gotten around to the second and third-run houses there'll be a call for the ballad. Worth watching; pic tunes frequently provide sleepers.

LOS ANGELES:

Strictly Instrumental. Harry James.

Strictly Instrumental dropped from Coming Up weeks ago, but in no way has it showed signs of petering out completely. Los Angeles rates the rhythm-piece in the Coming Up class, and a couple of other locations credit it with a fair share of nickels. Isn't figured to re-agitate the coin slots too much, but in various spots it should fill in nicely.

Note

FOR a comparative listing of songs played most often over the radio for the week ended Thursday, November 12, and the week previous, ended November 5, see the Music Popularity Chart in the Music Department, this issue.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of the septian best-sellers under Harlem Hit Parade.

UMO Members Discuss Taxation

DETROIT, Nov. 21.—A method of handling the payment on the new federal tax of \$10 on music machines is being worked out by the United Music Operators of Michigan. It proved to be the chief topic of interest at their recent semi-monthly meeting. Plans offered by various operators differed and no formal action was taken by the association.

However, the opinion of nearly all operators present was that the operator should offer to split the cost of the tax so that the operators and location owners each pay half. This would be equitable, it was argued, inasmuch as both operator and location owner profit from the machines. This action was voluntarily taken by the operators despite the fact that the legal obligation for the tax is placed upon the location rather than upon the machine. It was decided, however, to leave the action in the matter up to the initiative of each individual member, with most of them operating on this principle.

As a new wartime conservation measure, the office of the UMO will be closed on alternate Wednesday mornings, after the night meetings, in order to allow the office staff due time off. The offices will open at noon on these days. Growth of the UMO was signaled at



CARLOADS AGAIN. A. R. Kiser, distributor in Charlotte, N. C., gets an order of Commando phonographs. Jack Nelson, Rock-Ola official, congratulates Kiser.

the Tuesday meeting by the admission of two new members—William Rheaume and Mickey Powers. Both men are large operators, and among the few of the larger men in the business here who were not already members of the UMO.

Plans for gas rationing were discussed in detail at the session, and J. Henry Denning, counsel of the UMO, advised operators to make individual applications for the requisite gas ration, pointing out that certain rations will be granted to carry on businesses.

Roy Small, conciliator of the UMO, has been transferred to Harper Hospital, where he underwent a second operation. He is now reported out of serious danger, altho no visitors are allowed. He was given two blood transfusions this week by members of the UMO, John Magaz, former field man for the organization, and Sam Claramitaro, an operator.

Chicago Council Talks Of Taxing Movie Machines

CHICAGO, Nov. 21.—The chairman of the city council license committee this week said his committee will recommend at the next council meeting, December 3, that an ordinance be passed to place a \$20 a year tax on coin-operated movie machines. The committee estimated that there are some 2,000 of these machines which would turn in revenue of \$40,000 a year.

The main purpose of the license, however, was said to be to establish a censorship of the films being used in the machines. The report that there are 2,000 movie machines in operation in Chicago is considered optimistic.

**SMALL INVESTMENT!
STEADY INCOME!**

**DOUBLE-VALUE
PHONO**

PLAYS 2 RECORDS FOR 5¢

12 Record Model . . \$55.00
16 Record Model . . 89.50

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1/3 with Order, Bal. O. O. D.

I. L. MITCHELL & CO.
MACHINES AND SUPPLIES
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PHONO MECHANICS WANTED FOR SOUTHERN CALIFORNIA

Well-known West Coast automatic phonograph company has openings for draft exempted mechanics experienced on remote control. PERMANENT JOBS. TOP WAGES. Age no barrier. Give all information in first letter.

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PHONOGRAPH MECHANICS

Care The Billboard, 416 West 8th St., Los Angeles, Calif.

USED PHONO NEEDLES RE-CONDITIONED

Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 2/3 on your needle cost.

NEEDLES RE-SHARPENED

1-10 15c per needle
10-50 12 1/2c per needle
Over 50 10c per needle

Re-Sharp Needle Service

P. O. Box 770 Fort Dodge, Iowa
A Precision Service

ATTENTION

NORTH CAROLINA AND VIRGINIA COIN MACHINE OPERATORS

We are distributors for the famous Pfanstiehl Coin Machine Needles and for a limited time we have a special Free Postpaid Scale offer. Write us for details.

JOHANNESSEN ELECTRIC CO., INC.,
312-14 N. Eugene St., Greensboro, N. C.

PERMO POINT



*The favorite needle of coin
phonograph operators everywhere!*

PERMO PRODUCTS CORP. 6415 RAVENSWOOD AVE.
CHICAGO, ILLINOIS

At Lowest Prices Ever Offered
JUST RECEIVED NEW LOT

FILMTONES

COIN OPERATED MOVIE MACHINES

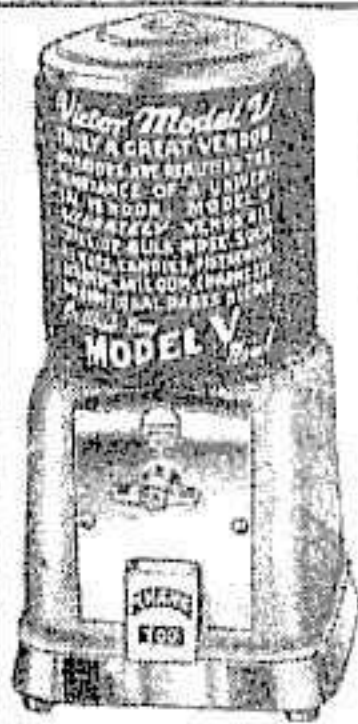
\$695.00 VALUE NOW AT \$225.00 EACH

Most Beautiful and Best Movie Machine on the Market!

<p>FILMS</p> <p>\$25 Each. 8 Subjects on Reel.</p>	<p>GRAB THESE QUICK!</p> <p>Will be worth twice as much after the war. MACHINES ARE LIKE NEW! Perfect condition and clean. A knockout for Arcades—It's something new! They stand in line to play it! It's a red-hot number! SLOT MACHINE PROFITS. Taverns and restaurants—they go wild about them! With 1/3 Deposit—Act Quickly.</p>
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JERSEY SPECIALTY CO.

Route 23
At Passaic River Bridge
SINGAC, N. J.



VICTOR'S FAMOUS MODEL 'V'

For dependability. Capacity 6 lbs. of Bulk Merchandise or 1,000 to 1,200 Balls of Gum.

Price Only \$8.50 each

Porcelain finish \$1.00 additional.
1/2 cash with order, balance C. O. D.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

MERCHANDISE MACHINES

Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago.

Candy Board Views Future

Shortage in materials brings up questions as to future of trade

CHICAGO, Nov. 21.—The directors of the National Confectioners' Association announced recently that an important meeting may be held within the next month to decide on policies for handling the materials situation in the candy industry. The main object of the meeting will be to decide on plans for maintaining the quality of candy when there is such a great shortage of materials. It is feared that this shortage in materials may lead to a decline in quality.

Research experts are at work and in full co-operation with government nutrition experts.

The extent to which supply shortages are beginning to cut into the candy industry was shown clearly in the September statistics of the United States Department of Commerce. Sales in dollars were up 8 per cent, due to increased emphasis on candy in the higher price bracket, but the poundage moved by manufacturers was 38 per cent under last year. And practically every candy manufacturer in the Chicago area, at least, could sell more candy if he had the materials.

Biggest problem is the growing shortage of butter, eggs and milk. The candy makers consume 169,000,000 gallons of milk yearly in their products, and the use of butter and eggs is correspondingly high. Lease-lend requirements for all three products are being stepped up and confectioners fear that supplies of dairy products may become as difficult to obtain as chocolate.

While recent military developments in Africa may conceivably ease the chocolate situation, the present outlook is for a continued lack of this important ingredient and there is a possibility that a reallocation of stocks might cut candy makers' quotas even more sharply. Sugar, once a vexatious problem, now ranks as a minor annoyance.

Some of the Chicago manufacturers have taken note, also, of the emphasis laid by WPB speakers here on the concentration-of-industry program. In England, this program allowed a few of the most efficient candy manufacturers to remain in business. Others were told to convert or else—a situation which also could happen here.

Transportation Hurts

Increasing pressure of war needs on the nation's transportation system has likewise put the candy men to guessing what the future may hold. A fairly successful campaign has established the place of candy as "delicious food," but there are a good many other items which rank ahead as nutritious "musts" in the event transportation of consumer goods should be held to an absolute minimum.

Meanwhile the outlook is for big holiday sales of candy at retail even though the varieties available in all price brackets may be somewhat different from those of 1941.

Census Report Names Vender

WASHINGTON, Nov. 21.—The fifth volume issued by the census bureau on the 1939 census of business mentions cigarette vending machines. The theme of this new report by the census bureau is that in recent years the distribution of merchandise has been switched to some extent from distributing firms to factory branches. The report shows that many large manufacturing firms have established factory branches in various parts of the country and in that way have eliminated jobbers and distributors.

The volume reports cigarettes as an important example of this trend. In 1929 nearly 100 per cent of the total cigarette production in the United States was distributed thru regular jobbers. In 1939 the percentage had dropped to 60 per cent sold thru regular jobbers. Tobacco manufacturers had established their own branch houses which were handling about 40 per cent of the production.

The report adds that sales of cigarettes to industrial users (thru vending machines in plants and canteens) rose from less than one per cent in 1935 to one and one-tenth per cent in 1939. This interesting bit of information would suggest that cigarette venders in 1939 were selling a little more than 1 per cent of the total annual production of cigarettes. There are many sections of the country, however, in which reliable reports indicate that cigarette machines handle 10 or more per cent of the total sales to consumers. Apparently the census figures are intended to apply to the entire United States.

Manufacturers' sales of cigarettes in 1939 reached the dollar value of \$1,031,165,000.

WE HAVE IN STOCK READY FOR IMMEDIATE DELIVERY

Over \$10,000 worth of NEW AND RECONDITIONED VENDING MACHINES AND COUNTER GAMES. We have what you are looking for. Write us your requirements. All machines sold on a money-back guarantee. Trade-ins are accepted.

VENDING MACHINES	
Name	Amount
1c Vendex Peanut, 2 lb.	\$1.95
1c Vendex Ball Gum, 200	2.95
1c Moderne Hershey, 50 Bar	2.95
1c King Jr.	2.95
1c Universal	3.45
1c Stick Gum, 2-Col.	3.95
1c Snack Tab Gum, 1-Col. Adams	3.95
1c Silver King	3.95
1c Columbus Model M	3.95
1c Advance #11 Peanut	3.95
1c-5c Stewart-McG. Peanut	4.45
1c Shipman Hershey, 2-Col.	4.95
1c-5c Northwestern Standard	5.95
1c Master Porcelain	5.95
1c Snacks, 3-Col.	6.95
1c Esquire	6.95
1c Jennings In-a-Bag	6.95
1c Stewart-McG. 6 Col. Adams Gum	6.95
1c Bural 3-Col.	8.95
1c-5c Triselector, 3-Col.	14.95

COUNTER GAMES	
Name	Amount
1c Du Grenier 5 Col. Adams Gum	\$8.95
1c-5c Deluxe	9.95
5c Rowe Gun & Mint, 7-Col.	14.95
5c Du Grenier Candy, 41 Bar	17.95
5c U-Select-It Candy, 52 Bar	22.50
15c Du Grenier Cigarette, 7-Col.	34.95

COUNTER GAMES	
Name	Amount
1c Imp	\$5.95
1c Cub	5.95
1c Ace	6.95
Bingo	7.95
1c Hole-in-One	9.95
1c HomeRun	11.95
1c Spiffles	11.95
Criss-Cross	6.95
1c Holly Grip Tester, New	14.95
Hitler Target	19.50
1c Keep 'Em Bombing	10.50
1c Liberty Token Pay	19.50
1c Mercury Token Pay	19.50
Gum Single Grip Tester	5.95
1c Poison This Rat	15.00

We also have Postage Stamp Machines, Ball Gum, Candy, Parts, etc. Write us for our complete price list.

ASCO, 140 ASTOR ST., NEWARK, N. J.

VENDER SUPPLY NOTES

The first major change in a cigarette package since blended cigarettes became popular occurred recently. The Lucky Strike Company has given up its familiar green package and is now using a white one because of the impossibility of importing from the Philippines the chrome ore necessary. A new chant is now being heard on its Saturday night radio program—"Lucky Strike green has gone to war."

Nicotine, once a "drug" on the market, now is in great demand. The reason is a great need for nicotinic acid, a "B" vitamin needed to fortify white flour. Until recently the million pounds of nicotine recovered annually in this country were used in insecticides, but research has now found more extended industrial uses for tobacco. A jump from 10,000 pounds of nicotinic acid produced in 1940 for the treatment of pellagra to an estimated 300,000 pounds for flour fortification this year has used up the supplies of nicotine.

Honey, a product which has always, to some extent, been a substitute for sugar, is going to be all the more important now that there is sugar rationing. Despite a growing labor shortage there must be just as much honey and beeswax produced next year as there was this year, and it may be necessary to use boys to maintain the high production standard. Beeswax is being used in production of many industrial and war materials.

The Office of Price Administration has announced that registered industrial and institutional users of sugar may draw on excess stocks of sugar at the rate allowed under rationing regulations and need not obtain prior allotment from their war price and rationing boards. Amendment No. 24 to rationing order No. 3, effective November 19, applies only to applications on OPA Form R-314. It is made retroactive to the beginning of

sugar rationing so as to remove penalties from registered users who did not apply for their allotments but who used sugar from their excess inventories only up to the amount of the allotment to which they were entitled.

The new Philip Morris advertising is built around the fact that, altho a new tax has been put on cigarettes, its price remains the same. They advertise that "Philip Morris pays the tax for you." As a matter of fact, their absorption of the tax simply brings its price more into line with competing brands, since in most States they have sold at higher prices.

The Office of Price Administration has issued Order MPR 262, effective November 14, which raises ceiling prices at the processor level on fig bars, blended maple sirup, maple sugar and peanut candy.

OPA Order M-205 prohibits release to civilians of dried apples, apricots, peaches, pears, prunes and raisins except on specific WPB allocation, but permits packers to sell to army and Agricultural Marketing Administration without allocation.

The War Department has announced that candy will be included on the menu for the Thanksgiving dinner to be served to American soldiers in all parts of the world, as well as in the United States. The menu will also include such Thanksgiving specialties as roast turkey with dressing and pumpkin pie.

A plan has recently been advocated for keeping trade-marks alive when supplies of civilian products are shut off or their manufacturers are forced to close down. Under this plan wartime products themselves would carry the brand names of an entire industry. If it should become necessary to standardize on only one model of any particular article, some-

Northwestern

OPERATORS' HEADQUARTERS IN THE BULK VENDING FIELD

Keep Informed—know what's going on in the industry through

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Packed with ideas to help you make and save money. It's free!

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Parts and Repair Service at Your Disposal.

NORTHWESTERN, MORRIS, ILLINOIS

Roy Torr Features SALESBOARDS, CARDS, JARS

SALESBOARDS

1,000 hole Cigarette Boards

ONLY 60c Ea. in Lots of 50

70c in smaller lots

VICTORY JUMBO, 1,250 holes, \$3.85 each

In lots of 10 or more

FULL CASH WITH ORDER

Complete line of ACME BOARDS at factory prices

THIS TIME TRY TORR

CLOSE OUTS

All New in Original Cartons.

60 Mills Vest Pocket Bells, \$34.50

350 Book Match Vendors, \$4.95

217 SKIPPERS, Counter Game, \$6.95

Send For November Bargain List

Over 9000 Bargains

50% Deposit, Balance C. O. D.

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INDIAN NUTS

Pistachio Nuts and Squash Seed for Venders. Peanuts, raw or roasted, at daily market prices.

INTERSTATE FOOD PRODUCTS

285 East Houston Street New York City
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RAKE 2014 Market Street PHILADELPHIA, PA.



VICTOR'S MODEL 'V'

For dependability. Capacity 6 lbs. of Bulk Merchandise or 1,000 to 1,200 Balls of Gum.

PRICE NOW Ea., \$8.50

Porcelain finish \$1.00 extra.

PIONEER

461 SACKMAN ST. BROOKLYN, N. Y.

1/2 Deposit With Order.

MEDICOS CRITICIZE SWEETS

Candy, Soft Drinks Lack Essential Food Elements

Report of committee suggests idea that may become big ad theme for future

CHICAGO, Nov. 21.—The Council of Foods and Nutrition of the American Medical Association has recently issued a report which criticizes the use of candy and soft drinks at the present time. The mention of soft drinks and candy is part of a general criticism of the wide use of refined sugar.

The committee is made up of doctors who are members of the AMA, and their complaint against the use of sweets is that it deprives the body of needed vitamins and minerals. It is the old story that all of the vitamins and minerals have been removed from the materials made into candy, refined sugar and soft drinks, and hence people who eat sweets do not get the proper nourishment.

The committee report fills two and a half pages in the November 7 issue of *The Journal of the American Medical Association* and thus constitutes an authoritative discussion on the present consumption of refined sugar, candy and soft drinks.

The committee made the extensive report in discussing the benefits that might come from the present rationing of sugar. The doctors suggest that the public should benefit in the long run because the total consumption of sugar in the country will be cut down considerably. Interest is added to the medical report because *The Chicago Tribune* editorialized at length on the report.

Suggests Improvement

The medical report may not be so adverse to the candy and soft drink trade as it may at first seem, for the doctors in discussing the shortcomings of refined sugar and soft drinks say that if the proper vitamins and minerals were added to such food product there would be no criticism, and in fact their use might be a pleasant way in which to supply vitamins and minerals. Suggestions have been made previously in this department, based on scientific reports, that the time may come when the biggest advertising copy for candy bars and soft drinks may be the fact that vitamins and minerals necessary to health have been added to these. The possibility all depends on whether the chemical industries can supply cheap sources of vitamins and minerals. Vitamins have already become a big advertising topic in such food items as bread and milk. If vitamins can be added to such articles as bread and milk, the time is not so far distant when cheap sources of vitamins may be found for adding such elements to candy bars and soft drinks. Then it will be possible to make big advertising copy of the fact.

The medical report in question states frankly that if the human body has sufficient reserves of vitamins and minerals, then no harm can come from eating large quantities of sugar and other sweet foods. If this is true, then it is possible either to add the vitamins and minerals to candy bars and soft drinks, or else people may take their needed vitamins and minerals in the form of capsules or pills and still enjoy their candy and soft drinks.

Names Candy Materials

The article discusses the various materials used in the manufacture of candy. It says that molasses, sirups and brown sugar are better than refined white sugar, but that none of them have a full quota of vitamins and minerals. The article states that considerably more corn starch and corn sirup are being used at the present time in making various sweet products, and that these are short in vitamins and minerals also.

The report suggests that candy bars which contain appreciable amounts of powdered milk, nuts, eggs and other food products are much better than those

which are lacking in these items. This is an approval to some extent of the many varieties of candy bars on the market today, because most of these bars have nuts and other valuable food substances added.

The report is much more critical of the soft drinks on the market today than of candy bars. However, if vitamins and minerals can be added to candy bars, the same possibility exists for soft drinks in the future. Vending machine operators will be interested in one phase of the report which especially criticizes the large amounts of soft drinks and candy bars consumed by workers in the factories and also men in the armed forces. Vending machines are performing a large service in supplying candy bars and soft drinks to factory workers and soldiers and sailors.

As a sidelight on the medical report, the editorial from *The Chicago Tribune* has some interesting angles. As would be expected, *The Tribune* accuses the doctors of committing the same crime that government agencies are committing in trying to regulate what the people eat. *The Tribune* editorial in full is as follows:

CHICAGO TRIBUNE

"The council on foods and nutrition of the American Medical Association says that we are not getting enough vitamins because we eat too much sugar. The sugar is almost a chemically pure substance, containing no vitamins, and it replaces other foods, principally flour, that are vitamin sources.

"The council therefore recommends that sugar be eaten as a sweetening agent with other foods bearing vitamins. It laments the huge American consumption of candies and soft drinks, which contain little nutritive value beyond the sugar itself.

"This may be very good advice, but the doctors are too impatient to wait for its acceptance on its merits. They want the program forced on the public by governmental decree. They suggest that the powers of the sugar rationing program be used to curtail severely the amount of sugar allowed for making candy and soft drinks, and that action be taken to control the advertising of these products.

"The council's report favoring government whip cracking on behalf of its dietary judgment appears in the current issue of *The Journal of the American Medical Association*. On another page of the same issue the editor of *The Journal* takes to task Senator Pepper, Surgeon General Parran and others who predict a shortage of physicians for civilians and advise such schemes as the 'rationing' of medical services. This would amount, of course, to the drafting of physicians for civilian duty.

"Certainly the medical profession should know by now that such forces seem to be urging regimentation of the medical profession by a federal agency," declaims the indignant editor.

"That there should be the slightest inconsistency in asking the government to dictate to all citizens how they shall eat their sugar ration, while protesting to heaven against the same government telling doctors where to head in is apparently lost on the spokesmen for the AMA.

"This form of myopia is not, unfortunately, confined to the medicos. It is general, and it is the greatest single factor in obtaining public acceptance of bureaucratic interference with the life of Americans. The bureaucrats, of course, are willing to run anything and everything. But the only reason they get away with it is that whenever they invade a new field they find some one applauding them in the hope that they will grind an ax or two for the applauder. The fact that everyone has an ox that can be gored as well as an ax to be ground doesn't usually occur until the horn has been driven in.

"The AMA, or its spokesmen, are even

a little less bright than the average in this respect, since their ox is in the process of being gored. They are now appealing before the Supreme Court the association's conviction on the charge of violating the anti-trust laws. One would assume that that experience would make them a little chary of the system of government-run-everything."

NEW YORK TIMES

The Associated Press considered the medical report on sugar, candy, etc., as important enough for a release to all member newspapers. Many papers reduced the dispatch to small space, but *The New York Times* probably gave more liberal space to it than any other newspaper. *The Times* reported the sugar incident as follows:

"The American Medical Association urged that consumption of sugar in soft drinks and candy low in nutritional value be limited to improve public health.

"It suggested a change in candy and soft-drink advertising and said 'there is merit' in a suggestion that the sale of candy and soft drinks be prohibited around schools.

"The recommendations, made by the AMA council on foods and nutrition in the journal of the AMA, urged that priority be given in rationing to the use of sugar in 'more nutritious foods.'

"The consumption of sugar and other relatively pure carbohydrates has become so great during recent years that it presents a serious obstacle to the improved nutrition of the general health," the council declared.

"The report said that sugar, like flour, was a highly processed food and a staple item in the modern diet. It recalled that in 1939 the council advocated restoring vitamin B-1 and other nutritious elements lost in highly refining flour, which led to action by the cereal industry and the government to make available and promote the use of enriched white flour and white bread.

Sugar Loses Vitamins

"Vitamins and minerals in sugar cane and sugar beets are 'almost completely removed' in processing, it added. The council said that enriching flour was feasible because other members of the vitamin B complex, besides the B-1, are lost much less in milling, but that in refining sugar 'only traces of vitamins survive the process.'

"Another solution, it said, was to reduce sugar consumption, which is now being done because of war conditions, so that people eat more of other foods containing vitamins lost in refining sugar.

"The council concurred in the opinion of the National Research Council's food and nutrition board that 'very considerable reduction of sugar in products which carry no other nutrients in considerable amounts, such as candy and soft drinks, would certainly not be deleterious to the nutrition of the public health.'

"It said that such views 'regrettably have not as yet been adopted in official rulings on the allocation of sugar.

"Likewise action may be taken,' it said, 'as has been done with alcoholic drinks, to control the advertising of products like candy and soft drinks which tend to be used excessively by many persons to the detriment of health.'

"On this point an AMA source said:

"What the council had in mind by this suggestion is the desirability that manufacturers and distributors of candy, carbonated beverages and other such products, realize that a person can consume too much sugar and that it would be in the interest of the public health to prepare their advertising with this in mind."

Walnuts to Benefit As Victory Food

RICHMOND, Va., Nov. 21.—Walnuts seem to be the only item of tree-grown nuts to have been benefited materially when these edibles were designated Victory Food Specials recently. Almonds are currently meeting a splendid demand at good prices and pecans are virtually unobtainable thru the usual wholesale channels.

Peanuts Enter Trade Problem

Canada may object to taking part of bumper nut crop from U. S.

OTTAWA, Nov. 21.—Peanuts figured in a recent report here on the problems confronting the mutual co-operative program of the United States and Canada. The coin machine trade has been well aware that the two governments have passed many regulations governing trade between the two countries in order to promote the greatest possible accomplishments in the war program by both countries.

Statements by government officials here say that the Canadian government now fears that it may become more and more in debt to the United States. This is probably preliminary to a request by the Canadian government that present agreements be changed to relieve the situation for Canada. One reason for the unfavorable change to Canada is due to the curtailment of the paper production industry. Exports of gold into the United States have also declined. American production of war materials is rapidly increasing, which means that the United States is not using so much goods from Canadian factories.

Under previous agreement, Canada was compelled to import certain materials from the United States. One of the cases mentioned is that of peanuts. Canadian officials say that apparently there is an unlimited supply of peanuts in the United States and that steady pressure is being put on Canada to take more peanuts. Reports coming from the United States say that the 1942 peanut crop is practically double that of the previous year. Business people in Canada are saying that they cannot see why they should curtail their production of paper and at the same time have to take big quantities of peanuts from the United States.

This will probably remind Americans of the political bickering that arose a year or so ago about buying Canadian cheese when the cheese-producing States in the United States argued they could produce more cheese than the country would ever use.

The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., Nov. 21.—In the Virginia-North Carolina area harvesting is under way on a large scale in most sections. Crops were badly damaged by the heavy rains experienced thruout the two States in the past weeks and consequently there is practically no hand picking from the present harvest. There are very few farmers' stock peanuts available at the present writing with prices on offerings varying, according to quality, from 7 to 7½ cents. A few best are bringing 8 to 8¼ cents with the poorest grade dropping as low as 6½ (See PEANUT SITUATION on page 98)

**FIRST
COMES
VICTORY
PAN CONFECTIONS**
345 W. ERIE ST., CHICAGO, ILL.

3 GREAT BUYS

Brand New CHICAGO COIN GOBS . . . \$99.50

MILLS THRONE OF MUSIC . . . \$129.50

MILLS EMPRESS, Newly Marbleglowed . 189.50

SOUTHERN AUTOMATIC MUSIC CO.

540-542 SOUTH 2ND STREET LOUISVILLE, KY.

MAYFLOWER SPECIALS

SLOTS—NEW		PAYOUT TABLES—RECONDITIONED		Lucky Lucre (floor sample) 3-5¢, 2-25¢	
Gold Chromes, \$260.00, \$285.00, \$270.00	Blue Fronts \$185.00	Grand National \$ 69.50	Hawthorne 39.50	Super Bell (new) in crate 209.50	Fast Time 89.50
Cherry Bell 205.00		Winning Ticket 59.50	Jockey Club 225.00	Triple Entry 89.50	Track Time 1938 55.00
SLOTS—REBUILT		CONSOLES		500 COUNTER GAMES	
Blue Fronts \$119.50	Chrome—Original 210.00	Buckley Track Odds (late) \$275.00	Buckley Riviera 225.00	Liberty—Mercury—Sparks	—American Eagle—Marvel—Ace Cub. ALL \$4.50 EACH
Bonus, 5-10 190.00	Callies 30.00	Bally Club Bell (now) 249.50	Club Bell (used) 165.00	ARCADE EQUIPMENT	
Watling 30.00		High Hand (now) 209.50	Pace Saratoga Comb. (new) 225.00	Photo-Matic (late), one only, 2,500 films \$890.00	New Torpedo 229.50
PHONOGRAPHS		Mills Jumbo Parade P. O. 105.00	Mills Jumbo Parade F. P. 89.50	New King Pin Scientific Batting Practice 149.50	Rapid Fire 159.50
New Empress—Original crate \$239.50	Mills Throne 89.50	Pace Saratoga 89.50	Pace Saratoga Rails 89.50	6 Portable 54-Foot BOWLING ALLEYS, 6 months old. Lot of six \$2,800.00	
Seeburg Classic 169.50	Seeburg Regal 129.50	Bally Big Top P. O. 79.50	Bally Royal Draw 89.50		
Seeburg Major, magic voice amp. 240.00	Seeburg 9800 R. C. 390.00	Galloping Domino 1940 89.50	Lucky Lucre 1941 189.50		
Seeburg 9800 360.00	Seeburg Colonel, ES, RC 275.00	Lucky Lucre 1940 110.00			
Seeburg Crown 125.00	Seeburg Concert Grand 149.50				
Seeburg Casino 120.00	Wurlitzer 750E 419.50				
Wurlitzer 800 339.50	Wurlitzer 850 450.00				
Wurlitzer Twin 12; adapter; 6 Wur. boxes 265.00					

Terms: One-Third Deposit With Order, Balance C. O. D.

MAYFLOWER NOVELTY CO.

2218 UNIVERSITY AVE.

ST. PAUL, MINN.



RED, WHITE AND BLUE

2050 Tickets Take In..... \$102.50
 Pay Out..... 72.00
 Profit..... \$ 30.50

Doz. Refills \$18.00
 Sample Refill 1.50

Tickets made up in bundles of 5 or single. Jobbers, Distributors, write for Quantity Prices. We manufacture a complete line of Tip Books, Jar Tickets.

MUNCIE NOVELTY CO., Inc.

2704 SO. WALNUT ST. MUNCIE, IND.

Keeney's Super Bell Se BRAND NEW \$249.50

CONSOLES	FREE PLAYS	PHONOGRAPHS
Mills 4 Bells \$379.50	BALLY	SEEBURG
Bally Club Bells 179.50	Crossline \$24.50	Royale, 20 Record \$ 89.50
Bally High Hand 104.50	Flicker 22.50	Model "J," Keyboard 59.50
Bally Royal Flush, PO 49.50	Play Ball 29.50	Model "O," 12 Rec. 49.50
Keeney Twin Super Bell, 5¢, 25¢ 324.50	CHICAGO COIN	Model "A," 12 Rec. 49.50
Mills Jumbo Parade, PO 89.50	Home Run, '42 \$59.50	Illum. Cab. 64.50
Mills Jumbo Parade, FP 89.50	Legionnaire 37.50	WURLITZER
Mills Square Bell 79.50	Majors '41 34.50	600, 24 Rec., Round \$159.50
Jennings Bobtail, FP 104.50	Star Attraction 42.50	P12, Universal Cab. 69.50
Jennings Silver Moon, FP 104.50	GENCO	50, 12 Rec., '38 59.50
Jennings Derby Day, Giant 49.50	Hi Hat \$42.50	61, Count. Mod. 82.50
Jennings Derby Day, Flat 39.50	Jungle 49.50	41, Count. Mod. & Stand 129.50
Walling Big Game, PO 89.50	Ten Spot 44.50	ROCKOLA
Pace Saratoga, Comb. Chrome Railing 119.50	GOTTIEB	Rhythm King, 16 Rec. \$ 69.50
Groetchen Sugar King 39.50	ABO Bowler \$39.50	BELLS
Galloping Domino, Black 69.50	Horoscope 34.50	Mills Vest Pocket Bells:
MISCELLANEOUS	Spot Pool 49.50	Chrome \$54.50
Bumper Bowling \$79.50	KEENEY	Blue and Gold 44.50
Rockola Dial-a-Tune Bar Boxes 21.50	Sky Ray \$82.50	Green 34.50
Keeney Wall Boxes, 20 Rec. 12.50	Towers 64.50	Mills Smoker Bell 59.50
Curved Ten Strike Glasses 2.50	Twin Six 37.50	Mills 5¢ F.O.K. 49.50
10 Seeburg Melody Parade, 5 Selector Counter Box 8.50	Wildfire 34.50	Pace 5¢ Rocket Bell 119.50
	Special Group of 89 Different Free Play Games, Reconditioned, \$12.50 EACH!	Groetchen Columbia 89.50
		Walling 10¢ Rotatop 69.50
		Jennings Cigarette XXV 169.50

* PARTS FOR MILLS BELLS IN STOCK *

5¢ Escalators \$12.50	Club Handles \$4.75	Jackpot Glasses \$1.25
Clocks 6.00	Regular Style Handles 3.75	Payout Guide Brush 1.25
Main Clock Gears 2.00	Back Doors 5.00	Payout Slide Cover Assembly 1.50
Medium Clock Gears 1.50	Mechanism Bases 3.00	Reel Operating Lever Assembly 1.50
Payout Slides 1.00	Handle Starting Lever 1.00	Cash Box Door Assembly 4.00
Reel Discs 2.00	Main Operating Lever 3.00	Cash Boxes 2.00
Payout Lever Brackets 1.50	Pump Assembly 3.50	
Handle Starter Lever Bracket Assembly 2.50	Operating Fork and Roller Assembly 5.00	

MILLS BRAND NEW AND FACTORY REBUILT BELLS STILL AVAILABLE! TERMS: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL.
 ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
 OFF. CES. ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

As is the case with many other industries the coin machine field has many of its people in the armed services. We know many operators have joined up from this territory, but haven't a complete list on hand. However, we can list the names of the boys who were connected with jobbing, distributing and manufacturing houses from the metropolitan neighborhood. They are:

JOHN A. FITZGIBBONS: Jimmy Gilroy, Larry Davin, Tony Kobash, Johnny Geroski, Dick Coucl, Joe Francino.

GEORGE PONSER COMPANY: New York office—Milton Friedman, Stanley Oles, Sammy Goodman, George McCormick, George Maier, Bob Smoler; Newark office—Bill Zuk.

MODERN MUSIC SALES COMPANY: Walter Jossen, Jules Danto, Frank Gould.

SEABOARD SALES COMPANY: Sandy Warner, Hank Silver.

CHARLES LITCHMAN: Murray Litchman, Eddie Slavin.

ARTHUR H. DUGRENIER: New York office—Mike Chauce.

MANHATTAN DISTRIBUTING COMPANY: Bernie Margolin, William Smith.

INTERNATIONAL MUTOSCOPE CORPORATION: Samuel Bausch, Theodore Bielefeld, George Cast, Louis Cohen, Angelo Comparetto, John Corallo, Harold Deutsch, Samuel Factor, Harold Feld, Louis Frank, Louis Gittleman, Bernard Kelberman, Harry Kowalaski, Robert Kurs, Gilbert Levy, Joseph Lowinger, Andrew Merget, Charles Micalles, Alex Ostrowski, Michael Predd, John Rinan, Abraham Schiffer, Joseph Sinatra, Gabriel Spieff, Chester Tarnowski, Tony Violante, Earl Winters, George Bianco, Fred Cates, Allen Chapman, Sidney Cohen, Julius Corhan, Michael Cuoco, Arthur Elkin, James Facinello, Harry Frank, Joseph Giacinto, Leo Goffin, Herbert Klein, Morris Kurlich, Jack Longfan, Charles Liebe, Vincent Margen, Anthony Merget, Edward Ofverberg, Mike Philips, William Rowe, Martin Rotenberg, Michael Schumacker, Francis Sklenar, Eddie Stec, Solomon Taub, Morris Warshaw, Anthony Zuck.

RUNYON SALES COMPANY: Dave Ruggerio, Victor Bonnell, Albert Finn, Charles Bronstein.

LOUIS H. CANTOR COMPANY: Albert Horth.

ACME SALES COMPANY: Tony Di

Musso, Carl J. Fazio, Harry Sacks, Henry C. Kapolowitz, Louis Xcepolitos.

MIKE MUNVES COMPANY: Charles Morano, Benny Cochran, Frank Slavik, Harry Peckman, Bernie Beder (in Enlisted Reserve Corps awaiting call).

NEW YORK SUPPLY COMPANY: Sam Lerner.

NATIONAL NOVELTY COMPANY: Harvey Conds, Fred Muro Jr., Osman Pearce, Robt. E. Protese, John Arthur Willidge, Leroy Conn, Irving Askt, Arthur P. Caldwell Jr.

SUPREME VENDING COMPANY: Burton Blatt, Dick Suttot, Willie Drochow-ski, James Tucker, George Tucker, Ray Tucker, Howard Tucker, Frank Zemt, John Finkel, Eddie Wilson, Ralph Hirsh-berg, Charles Thorpe, Ernie Puglisi, Johnny Puglisi, Walter Ravit.

Distrib's Sons in Service

While gathering the names of colmen for the list printed in this column we find that the sons of three distributors are serving their colors. They are:

BURTON BLATT—son of Willie (Little Napoleon) Blatt, recently enlisted in the Ordnance division of the army. Altho only 19 years old, Burton enlisted immediately upon receiving consent of his parents.

BERNIE MARGOLIN—son of Dave Margolin. Bernie was helping at Man-hattan Distributing, but figured out that the service was the most important job at the moment, so he quit his "old man."

MURRAY LITCHMAN—son of Charley Litchman. Murray joined up early in the struggle—and today is a sergeant in the intelligence division.

Party for Bronstein

The bunch over at Runyon Sales ran a party for Charley Bronstein, who left to join the army. Barney Sugarman and Herman Perin joined in on the hilarity and sent Charley off with an evening he will long remember.

Dick Suttot on Furlough

Dick Suttot, formerly employed by Supreme Vending Company, now with the RCAF in Canada, was in town on a furlough and naturally dropped in to see his old business friends. Dick has many interesting stories.

Manny Fruchter a Father

Manny Fruchter, brother-in-law of Hymie Budin and former employe of Hymie, became a pop on November 13 to a girl. Hymie came in from Norfolk for a party held November 19.

Distributes Victory Needle

New York Supply Company has been appointed Eastern Distributor for Victory Needle, a specially constructed needle for music machines.

New FOUR BELLS, Original Grate, 4-5¢ Chutes \$500.00	1 Blue Front, 5¢, Serial #407901 \$ 85.00
New JUMBO PARADES, Payout 125.00	1 Blue Front, 10¢, Serial #408898 90.00
SUGAR KING, Groetchen's 35.00	1 Blue Front, 5¢, Serial #338804 75.00
MILLS 1-2-3 Free Play, 1939 22.50	2 Blue Front, 5¢, Each 75.00
New SUBMARINE by Keeney, Original Grate 240.00	1 Jennings Console, 10¢ 150.00
Used DRIVEMOBILE 220.00	1 Jennings Console, 25¢ 170.00
1 PUNCHING BAG, Exhibit, Like New 185.00	1 Jennings Console, 50¢ 200.00
1 OHIN MACHINE, Exhibit, Like New 185.00	5¢ Yellow Fronts, Rebuilt by Mills, 3-5 Payout, Each 100.00
New Q. T.'s Gold Giltter, 5¢ 85.00	1 10¢ Yellow Fronts, Rebuilt by Mills, 3-5 Payout, Each 110.00
1 Blue Front, 5¢, Serial #409022 85.00	2 25¢ Yellow Fronts, Rebuilt by Mills, 3-5 Payout, Each 125.00
10 Blue & Gold 5¢ Vest Pocket, Used, Ea. 30.00	1 25¢ Cherry Bell, Serial #422849 110.00
1 Bonus Bell, #395391, 25¢ Play 185.00	10 5¢ Mills Smoker Bells, Each 37.50
1 Mills Original Chrome, 10¢ 180.00	1 10¢ Mills Bell, Like New 170.00
1 Mills Copper, 5¢ 175.00	

ARCO Headquarters for Leading Rebuilt Games in Stock for Immediate Delivery.
 Thumbs Up UNITED MFG. EXHIBIT GOTTIEB
 Fishing Sun Valley Jeep Shangri La
 Alert Midway Action

H. Z. VENDING AND SALES CO.

Nebraska's Largest Distributors of Amusement and Merchandise Machines
 1205 DOUGLAS STREET, OMAHA, NEB.
 Office Telephone, Atlantic 1121 Residence Telephone, Walnut 8428

GOOD RECONDITIONED VENDING MACHINES ARE GOING FAST

WE HAVE A LIMITED SUPPLY REMAINING FOR IMMEDIATE DELIVERY — ORDER NOW!

9-30 NATIONAL CIGARETTE	\$54.50
9-30 WITH 9-50 MECHANISM. All Columns for Regular or King Size.	79.50
DU GRENIER MODEL "S" — 7 Column	33.50
DU GRENIER MODEL "W" — 9 Column	59.50
DU GRENIER MODEL "WD" — 9 Column—Dual	69.50

All Orders Subject to Prior Sale.
 1/3 Deposit, Balance on Delivery. Write for Descriptive List.

LOUIS H. CANTOR COMPANY

250 WEST 54TH STREET, NEW YORK CITY
 (Eastern Representatives: National Vendors, Inc.)

TAX LABELS

Stickers—Cards

Every Machine Is Now Subject to Federal Tax



★ NO PRIZES... OF ANY KIND ARE PAID ON THIS MACHINE FOR AMUSEMENT ONLY.

Be Sure Your Machines Are Identified Properly as to Tax Classification, thereby eliminating inquiries and various other annoyances.

Attractive RED, WHITE & BLUE LABELS for EVERY PURPOSE:

- Gummed on front for installing under glass.
- Gummed on back for installing on cabinet.
- Cards for tacking on cabinet.

\$2.00 Per 100 ... or \$4.95 for Assortment of 100 Ea. (300 Labels)

Special Labels for Phonographs \$2.00 Per 100 ... or \$4.95 for Lot of 300

Terms: Cash in Full With Order

MANN NOVELTY COMPANY

4815 S. Cottage Grove Ave., Chicago

WANT TO BUY (Late Models)
MILLS 3 BELLS
MILLS 4 BELLS
State Serial Numbers and Lowest Prices in First Letter.

ALSO PIN GAMES
GENCO DEFENSE
SKY CHIEF
CAPTAIN KIDD
BOSCO GUN CLUB

8147 Locust St. ST. LOUIS, MO. **CALL NOVELTY CO.**

"CHROME STEEL BALLS"

These are the same Balls which were supplied by manufacturers for use with new games. Balls are perfectly round and are highly polished and were manufactured by the Hoover Ball & Bearing Co., of Ann Arbor, Michigan.

1 1/8"\$1.50 Per Doz.

Chicago Novelty Co., Inc.

1348 Newport Ave., Chicago, Ill.

MILLS SLOTS (BLUE FRONTS)

Excellent Condition—Ready To Go.
Serials Around 400,000,
5c-10c-25c\$99.50 Ea.
2 1c Blue Fronts 75.00 Ea.
2 1c Blue Fronts, Like New 110.00 Ea.
2 5c Blue Fronts 75.00 Ea.
Menna Welding Co. Dble. Cabinets 90.00 Ea.
Marvel Counter Machines, Like New, 1 and 5c 25.00 Ea.
1/3 Cash With Order, Balance C. O. D.

GORDON STRUNK

R. R. 2, Franklin, Ohio

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street.

LOS ANGELES, Nov. 21.—Coin machine people here have had their troubles with equipment and taxes and other problems shadowed by the man-power situation. Not that the equipment problem is getting any better, but the man-power situation continues to grow steadily worse. When the pinch was first felt, operators made switches and some of them even donned working clothes to handle the service calls. Their wives and daughters made the collections. Things went along very well for a time. However, the man-power decrease is now hitting men that cannot be replaced as easily as collectors and general service men. What the outcome will be no will venture.

Operators in the upper brackets are the ones who are being hit the hardest. Music machine operators that have large routes are doing their best to arrive at some solution but they have no solution other than putting in men. When they can't get the men, the problem remains as is.

On the other hand, the bright thing on the operating horizon out here is the good collections. Collections are tops, and some machines, because of lack of servicing, stop working because the operators have been unable to give them the proper attention.

Arcade business, despite the fact that it is supposed to be winter out here, continues to do good. This is especially true at the beachfront spots, such as Long Beach and Mission Beach. Local arcades on Main Street are doing good business with the servicemen in town on leave or furloughs are getting plenty of recreation there over the week-ends. Continued warm weather indicates that these spots will do good business for weeks to come, as Southern California has been having good weather this season.

While there are several bright spots in the picture, these do not have any effect in relieving the man-power shortage existing here.

Badger Adds Men

In view of the labor shortage and good business, Badger Sales Company, headed

by William Happel, has added Albert H. Griebahn to its service department. In addition to Griebahn, Richard Sharp is also in the repair department. These men are in addition to the regular staff repairmen. According to William Happel, business continues on a high plane here, with many of the Badger Replacement cabinets being shipped out. Happel recently returned from San Francisco, where he went on a week-end business trip. While there he entertained Norman Dallmann and wife at dinner. Dallmann is a popular operator in that section. . . . Milton Lang, of Glendale, is back from San Francisco. Lang and Happel made the trip to and from San Francisco on the same trains, but didn't know it until several days later. . . . Nels Nelson, Seeburg factory man, working with the E. T. Mape Music Company, has passed his draft physical examination with flying colors. If Nelson goes into the army, he will leave Mape shorthanded, as the other serviceman, Jack Daly, has been transferred to the Mape branch in Stockton. . . . A. J. Fox, San Diego music operator, was in town during the week to visit coin machine jobbers.

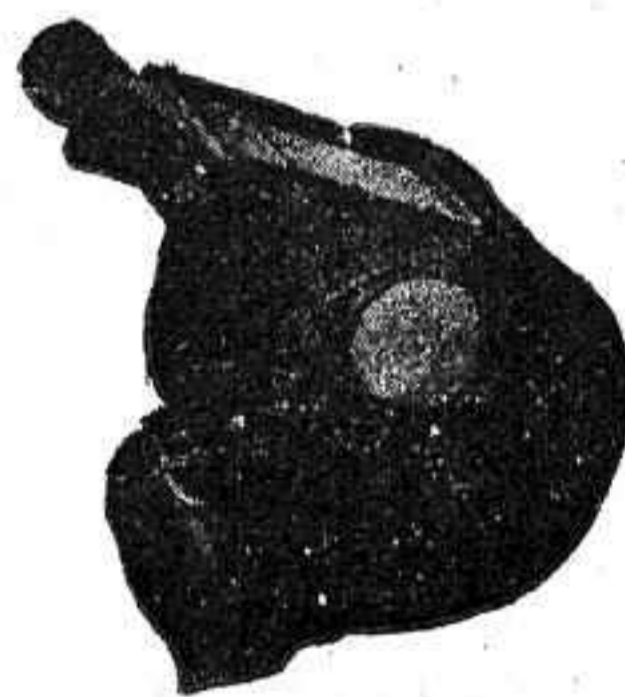
Peverly in Town

Charles Peverly, of Oxnard, made one of his regular buying trips to Los Angeles. While here he picked up several pieces of needed equipment. . . . Clark Shaw, of Long Beach, 30 miles from Los Angeles, was in the city and put in some time on West Pico visiting friends in the jobbing circle. . . . Paul Johnson, Los Angeles operator, reports that his business is going along smoothly and that collections are good. . . . Lee Webb, Los Angeles music operator, is one of the music operators who report good business. . . . R. H. Causey, South Gate operator, is busy with the plans for the Masonic dinner which will be staged soon. Causey is popular in civic circles. . . . J. A. Ewing, of Bakersfield, reports that music and games are going good in that area. . . . R. Robb, of Needles, Calif., made one of his infrequent trips to Los Angeles.

SCULPTOSCOPE

Coin-Operated Picture Machine

LEGAL EVERYWHERE



Six different shows of snappy girl photos in each machine. 5c play only. Place in beer joints, around camps or where phonographs are running.

WRITE FOR INFORMATION

NOTICE:

We are now prepared to supply FILMS for FILM-SCOPE, VIEW-A-SCOPE and VISTAFILM picture machines. Large list of selections. Write for late circular.

L. B. KLUGH COMPANY

903 FEDERAL AVE.

ZANESVILLE, OHIO

FOR SALE

A large unusually profitable coin machine business located in one of the West's most beautiful cities and surrounding territory. This business extends through the heart of three large defense areas, controlling 90% of the top locations. It consists of about 170 units of music; 85% Wurlitzers, 15% Seeburg and Buckley, with lots of remote control. This operation has one of the highest averages in the country. The equipment is in top shape and a very large percentage of it new. Operate about 100 Free Play Pin Games and about 40 Slots. The Slots and Tables are licensed and running on city ordinances. This is an old established operation and grosses from \$120,000 to \$130,000 per year. The prospective buyer must have at least \$50,000 in cash. My reasons for selling are legitimate and bona fide. This operation will stand the most rigid investigation.

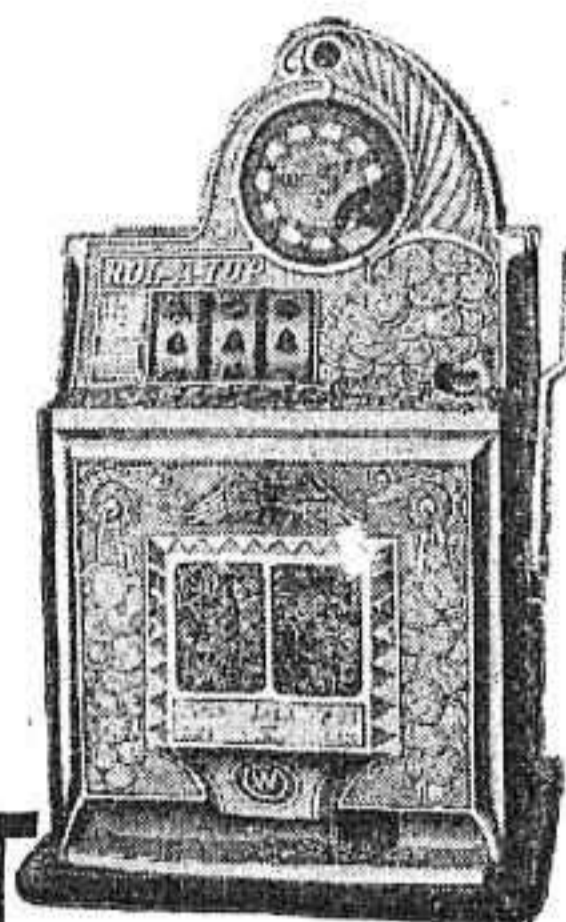
BOX D-12, Care of The Billboard, Cincinnati, Ohio.

16 PACE AUTOMATIC DUCK PIN ALLEYS \$150.00 EACH

IN PAIRS OF TWO. 1/3 DEPOSIT, BALANCE C. O. D.

CONTE DISTRIBUTING CO.

42 FRANKLIN STREET PROVIDENCE, RHODE ISLAND



We have a few more Rebuilt ROLL-A-TOPS left

We can still repair your machines and make them look like new

WATLING MFG. CO.

4640-4660 W. Fulton St. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770, Cable address "WATLINGITE," Chicago.

CLOSING OUT SALE

All in First-Class Condition

- 1 5c Mills Century Progress, 3-5 Pay \$45.00
- 10 5c Mills Blue Front, S.J.P. 75.00
- 10 5c Mills Blue Front, D.J.P. 65.00
- 3 10c Mills Blue Front, S.J.P. 80.00
- 1 1c Mills O. T. Green 27.50
- 1 5c Mills Smoker Bell, Like New... 27.50
- 5 5c Jennings Chiefs, 3-5 Pay ... 45.00
- 3 10c Jennings Chiefs, 3-5 Pay ... 50.00
- 1 Evans Ten Strike 35.00
- 1 Grand National 65.00
- 2 Bally Reliance Dice 12.50
- 1 5c Watling Roll-a-Top, 3-5 Play 25.00
- 1 25c Mills Dice 15.00
- 1 Columbia Chrome Slot, J. Pot, Late Model 55.00
- 2 Columbia Bells, J.P. Model 30.00
- 1 Counter Model Exhibit Digger ... 20.00
- 1 Floor Model Mills Punching Bag... 30.00
- 1 Floor Model Exhibit Digger, New Repair 30.00

ALL IN WORKABLE CONDITION

15 5c Play—1 25c Play—3 10c Play—1 1c Play

Watling, Caillie, Mills and Pace Goose Neck Slots, \$12.50 each

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Industry Mentions
Magazines -- Newspapers -- Radio

Cartoonists Please

Cartoonists seem to be giving more consideration to coin machines in recent weeks. Everything seems to move by trends, and cartoons are no exception. For a time cartoonists were using coin machines frequently in their sketches, and then there seemed to come a dry spell. Now the artists seem to be using coin machines in their pictures more frequently.

Some of these are very interesting and suggest how much a part of American life coin machines have become.

Saturday Evening Post Publishes Unusual Story

The Saturday Evening Post, November 14 (page 24), has a very interesting fiction story which makes a pinball game in a candy store an important part of the plot. The story itself is by Zachery Gold.

The story has a touching human interest plot about a sick boy who decides he has been in bed too long and gets up and starts on a jaunt. On this jaunt he meets up with a stranger, they go into a candy store for refreshments, and there is the pinball game. The article sketch would suggest that the boy is about 14 years old, but there is no implication in the story that the author objects to the boy in any way playing the pinball game. It is recorded as a very normal procedure.

The incident is so interesting that it is reproduced as follows:

It was dead in the candy store. It was too early for any of the bigger guys to be around and it was empty in there. They had some tables in the back against the wall and there was a pinball machine over by the telephone booth. I popped over to take a look at it. They certainly got some crazy kinds.

This one was nothing special. It had bumpers and lights, but nothing extra. "Know how to play?"

"Pa don't let me," I said. "But I've seen how the big fellows do it."

He slipped a nickel in the slot, pulled back the plunger and stepped away.

"Go ahead," he said. "Take a try."

It was a little trickier than I thought. On the third ball I got the hang of it, tho; it needed a little extra spin and if you twisted the plunger on the way back it gave just enough english to catch the bumpers right. I rolled up

17,000. That was pretty good. You needed 19,000 to win anything.

"Not bad?" I said. "It's pretty good."

"You didn't win anything," he said. "Let's see you try it," I said. "Go ahead. Beat my score."

"It's pretty late," he said. "Yeah," I said. "You just talk a good game."

That got him. He took out another nickel and put it in the slot.

It was a howl, I tell you. He stood up there like an ickle. I could tell from the first he wasn't going to get anywhere.

He got two bumpers on his first ball. That must have got him mad because he let the second one go like a rifle shot. You know what happens with those; it just skittered right down after coming off the springs and he didn't even get one hit. Not one! He grunted and bent over a little.

He played the next one easy. It just dribbled out of the alley and onto the board. It didn't have anything behind it at all. It dribbled down into the gutter and he was lucky at the bottom to get a hit or so. He had a grand total of 800 going into his last ball.

"Well," I said, "You're only 16,000 behind, mister."

He pushed the last ball out and let it fly. It started to bounce up and back between the springs at the top of the board and then it slid down between two bumpers without hitting either one.

"Hah!" I said. "Keep quiet for a minute," he said.

He grabbed the machine and began to shake it.

It was all over then, I knew. That's stuff for experts. A guy who doesn't know what it's all about is sure to tilt her. And he did. But he didn't even know it. He kept shaking her with the ball bouncing against the bumpers and not registering at all.

"Hit," he said. "Hit."

"Relax," I said. "It's all over."

He saw the TILT sign then and he dropped the machine back on its legs with a bang.

"What'd you make?" I said without cracking a smile.

"You talk too much," he said. "Don't get sore," I said. "You'll

850—Wurlitzer	\$420.00
750—Wurlitzer	335.00
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Buckley Track Odds, new payout units	225.00
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Cadillac	12.00	Sporty	10.00
Five & Ten	62.50	Steal-a-Liner	21.50
Formation	12.00	Seven Up	27.50
Four Roses	19.50	Spot-a-Card	59.50
Flicker	19.50	Sports Parade	27.50
Glamour	12.00	Summer Time	15.00
Gold Star	16.00	Sluggo, Genco	34.50
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Legionnaire	44.50	Ten Spot	27.50
Majors, '41	21.50	Texas Mustang	54.50
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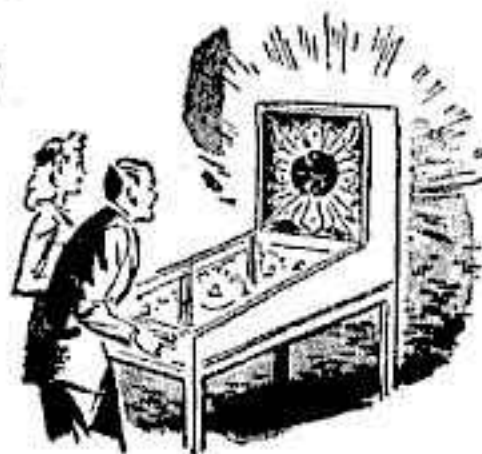
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PINBALL COMPLIMENT. This illustration was used in an advertisement by the Taylor Instrument Company, Rochester, N. Y., in Business Week magazine, November 7, 1942.

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| 2 Hi-Hat... 42.50 | 5 Texas |
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learn. Come around; I'll give you some lessons."

He had that watch out again, looking at it. He seemed surprised. "I didn't know it was that late," he said. "We'll have to hurry."

He grabbed my hand and we were out on the street before I could catch my breath. He sure was in a hurry, all right. I guess he was sore about the game. He yanked me down a couple of blocks and then made a few turns. It was getting dark and I couldn't tell where we were heading. He had my hand tight in his.

Arcades Get Boost in Los Angeles

The Los Angeles Times, November 15 issue, published a short feature with the heading "Penny arcades popular again; one-cent sensations in style." The article is not only favorable to arcades but is accompanied by a cartoon of considerable size which shows the various types of machines in arcades and how customers act when playing them. Included in the cartoon are the target machines, peep machines, advice to the lover and other devices.

The proprietor of the arcade is quoted as saying that the target guns get more play than any other type of machine.

The article relates that new machines cannot be obtained at the present time and that the machines now in use must last for the duration.

For Racing Fans

The Baltimore Sun, November 8, in a half-page cartoon feature entitled "Sporting Blood" has one sketch in the group which suggests what racing fans may do for diversion when transportation shortages make it impossible for them to go to the race tracks.

Thanks to the cartoonist, this sketch suggests that racing fans can go to the nearest drugstore or tavern and find pinball games to their liking. As is to be expected, the cartoon shows players in funny attitudes, and the scoring boards on the games have ideas that would touch off the sparkplug of many inventors who have worked hard to originate new ideas for games. One player is trying to tilt the game.

Runyon Mention

Damon Runyon, well-known columnist, refers to juke boxes in a column widely published in newspapers November 17. His mention of the machines comes about in a discussion of what kind of music people like.

Runyon has recently devoted considerable space to his observations of the songs that people like in time of war. He says the idea that songwriters can sit down and write a war song just because the country wants a war song is not possible.

In the column he does not call them juke boxes but says, "Records for coin machines." He suggests that the juke boxes are a good index to which songs are most popular.

For Football Star

The sports page of The Des Moines Register, November 14, had a good testimonial for juke boxes. An attractive picture of Bill Parker, Des Moines stellar end of the Iowa team, was shown as spending his leisure time playing a juke box on the day before a big game with Minnesota. The caption explained that Parker was listening to the tune *Pass the Ammunition*.

Juke Box Mention

On the editorial page of the Saturday Evening Post, November 7, was a brief reference to juke boxes. The reference was contained in an editorial on Petrillo and his activities in banning records and music. The editorial suggested that Petrillo should relax and not take life so seriously.

Juke boxes were simply mentioned as an object of the ban on recordings.

Silver in Coins

Liberty, November 21 issue, has an interesting article on the silver stocks which Uncle Sam has in his vaults. In the article mention is made of the new nickel and the question of whether the new nickel will work in coin machines of certain types. The writer of the article does not seem to know that the government spent a good deal of time developing a coin that would work in machines.

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- NEW MILLS SLOT MACHINES . . . ORIGINAL CRATES**
 Gold Chrome Bell, 1c \$220.00
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 Gold Chrome Bell, 10c 285.00
 Gold Chrome Bell, 25c \$310.00
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 Mills Four Bell, 5c Play, Like New . . . 367.50
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All American	17.00	Gold Star	21.00	Show Boat	30.50
Anabel	16.50	Gun Club	35.50	Silver Skates	24.50
Argentine	37.00	Hi Dive	45.00	Sky Blazer	37.50
Attention	22.50	Hi Hat	36.50	Sky Ray	22.50
Band Wagon	15.00	Home Run '40, (Plas- tic Bumpers)	14.50	Sluggo	20.50
Belle Hop	27.50	Home Run '42	40.00	Snappy	24.50
Big Chief	17.50	Horoscope	26.00	South Paw	42.50
Big Parade	71.50	Jungle	32.50	Sport Parade	19.50
Bo'away	32.50	Knockout	69.50	Spot a Card	49.50
Boom Town	17.50	Leader	22.50	Spot Pool	34.50
Bosco	49.50	League Leader	16.50	Star Attraction	27.50
Broadcast	18.50	Legionnaire	24.50	Stars	24.50
Captain Kidd	41.00	Line Up	16.50	Strote Liner	14.50
Champ	29.50	Majors '41	21.50	Super Chubby	24.50
Clover	49.50	Micro	21.50	Sun Beam	24.50
Cross Line	15.00	Miami Beach	36.00	Target Skill	19.50
Defense, Baker	18.00	Mills 1-2-3, '39	24.50	Ten Spot	28.50
Defense, Now	79.50	Monicker	69.50	Three Score	17.00
Do-Re-Mi	35.00	New Champ	47.50	Topio	62.50
Double Play	23.50	Pan American	31.50	Towers	42.50
Doughboy	16.50	Paradise	24.50	Twin Six	29.50
Dude Ranch	16.00	Polo (New Plastic Bumpers)	17.50	Ump	18.50
Duplex	23.50	Pursuit	27.50	Velvet	17.50
Five, Ten, Twenty	77.50	Red, White, Blue	19.50	Venus	49.50
Fleet	22.50	Repeater	18.50	Victory	58.50
Flicker	16.50	Salute	17.50	West Wind	34.50
Formation	16.50	School Days	22.50	Wild Fire	26.50
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These games are in good condition—we need the space—you can have your choice—three for \$29.00.

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CONSOLES

Keeney Super Bell, Cash, Check or Free Play, Slot	\$149.50	Bally Big Top, Free Play	\$ 52.50
Paces Racer, Combination F.P. & P.O.	89.50	Mills Jumbo Parade, Blue Cabinet, F.P.	57.50
Bally High Hands, Cash or Free Play	94.50	Watling Jungle Camp	54.50
Jennings Silver Moons, Cash or Free Play	65.00	Bally Club Bell, Comb. F. P. & P. O.	149.50
		Baker's Races, Daily Double, Comb.	219.50

COUNTER GAMES

Marvals	\$8.50	Mercury	\$8.50	Eagles	\$8.50
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All Prices Subject To Prior Orders. Terms: 1/3 Deposit, Balance C. O. D.
Write for Your Needs in Parts—We Have It!

New Plastic Bumpers

MECHANICS SERVICE CO.

2124 Fifth Avenue Atlantic 0662 Pittsburgh, Pa.
WE BUY, TRADE OR SELL ANY COIN-OPERATED DEVICE

ARCO'S Creations

THUMBS UP • FISHIN' • ALERT
Are Tested and Proven Money Makers
NO EXPERIMENTS!!

Plus—"Sweet Sixteen" Features which will skyrocket YOUR PROFITS!
IMMEDIATE DELIVERY! NO OPERATING PROFITS LOST WHILE
WAITING INDEFINITELY FOR YOUR MACHINES! LOSE NO TIME,
ORDER YOUR SAMPLES NOW FROM YOUR NEAREST DISTRIBUTOR
OR DIRECT FROM US.

\$139.50
F.O.B.
PHILA.

ARCO Sales Co. 802 N. BROAD ST.
803 N. CARLISLE ST.
PHILADELPHIA, PA.

Descriptive Literature Gladly Mailed Free to You!!

CARL TRIPPE Price Plus Guaranteed Satisfaction

RECONDITIONED PANORAMS— PHONOGRAPHS—STANDS

Mills Panoram	\$297.50	Wurlitzer 616 (Bottom & Side Grills)	\$ 79.50	Wurlitzer Counter Mod. Stand, New	\$ 22.50
Mills Throne of Music 119.50		Wurlitzer 616 (with- out Grills)	69.50	Rollable Cabinet (Cleve- land, Light Up for Wall Box & Speaker, New 75.00	
Aristocrat Cab., Rock-Ola Imperial 20 Mecha- nism, New	285.00	Wurlitzer Counter Model 61	74.50	The Above Prices Are Cash. No Terms.	
Aristocrat Cab., Seeburg Rex 20 Mechanism, New	287.50	Wurlitzer 412 (See- burg Cabinet)	69.50		
Aristocrat Cab., Wur- litzer 618 Mecha- nism, New	277.50	Wurlitzer 412 (Bottom & Side Grills)	47.50		
Rock-Ola Commandos, New in Crates	Write	Wurlitzer 400 (Bottom Grill)	47.50		
Rock-Ola 1941 Tone Col- umn & Playmaster	239.50	Wurlitzer 412	35.00		
Rock-Ola Super 41	235.00	Wurlitzer 312	32.50		
Rock-Ola DeLuxe 40	189.50	Seeburg Model A, Rock- ola Finish)	29.50		
Rock-Ola Standard	149.50	Rock-Ola Counter Mod., 39, Light Up Stand, New	24.95		
Rock-Ola Counter Model 39	74.50	Rock-Ola Counter Mod. 39 Stand, Used (Metal)	17.50		
Rock-Ola Rhythm King 12	85.00				

Send for Our Complete Price List on Any Games You Are Interested in.
WANT TO BUY: EXHIBIT DOUBLE PLAY (Free Play).

IDEAL NOVELTY CO. 2823 Locust St.,
St. Louis, Missouri

PEANUT SITUATION

(Continued from page 93)

cents. There are virtually no cleaned or shelled nuts being offered as yet.

In the Southeastern area movements in both farmers' stock and shelled goods have been rather light with the market slightly weaker on shelled stock but holding about steady on farmers' stock. Farmers still seem inclined to hold their quota peanuts until the market prices become further settled. Farmers' stock Spanish, No. 1, are bringing from \$150 to \$155 per ton with a few offerings going as low as \$145. Runners, No. 1, are currently quoted at from \$130 to \$135 per ton.

While the market in the Southwestern area has been holding rather steady there has been very little recent movement. Farmers' stock Spanish No. 1 are still bringing around \$139 per ton. This market should be well under way within a week.

The Bureau of Agricultural Economics of the United States Department of Agriculture has announced the parity price for peanuts at 7.39 cents per pound. This figure is higher than the quoted parity price of September 15 and a bit over one-half cent a pound greater than the parity price of one year ago.

While there has not been any noticeable shortage in bagged salted nuts by retailers, it is becoming increasingly hard for the over-the-counter boys to buy nuts in bulk for self-bagging. Several of the larger producers are completely out of their holdovers from last season and there are none for sale on the open market.

BARGAINS

Photomatic, \$395.00; Mills Free Play, \$95.00; One-Cent Columbia, \$40.00; Jennings Little Duke, \$17.50; Mills Five-in-One, \$42.50; Caille 25¢ J.P., \$50.00; Jennings Cigarolla, \$95.00; Pikes Peak, \$15.00; Jennings Derby Days, \$40.00; Caille Roulette Quarter, \$65.00; Jennings Dime J.P., \$37.50; Pace Quarter J.P., \$45.00; brand-new Mills Jumbos, in original crates, payout, \$139.00—Free Play Combination, \$165.00; brand-new Mills Three Bells, \$500.00; Mills Four Bells with quarter slot, \$495.00; Mills Q.T. Safe Stands, \$9.50; Regular Safe Stands, \$10.00. Write for our special prices on Music. Have several National Cash Registers, like new; trade for Slots or music. One-third with shipping instructions.

McGUIRE SALES COMPANY
30 Years of Service, DUBUQUE, IOWA

PRE-INVENTORY CLOSEOUT SPECIALS!!!

PANORAMS—Only Used Three Weeks	\$375.00
BATTING PRACTICE	119.50
KEENEY ANTI-AIRCRAFT	49.50
TEN STRIKES (High Dials)	69.50
BALLY BULL'S-EYE	69.50

Phonographs

Rock-Ola Super Rock-o-Life	\$249.50
Rock-Ola Deluxe	169.50
Rock-Ola Standard	149.50
Rock-Ola Monarch or Windsor	99.50
A. C. Spectravox (New, Col. Only)	135.00
A. C. Glamour (New, Column Only)	125.00
Moderne Tone Column (Col. Only)	60.00
Wurlitzer 600A	169.50
Mills Empress	169.50
Used 1502 Rock-Ola Bar Boxes	20.00

Consoles

Club Bells (New)	\$229.50
Club Bells (Used)	165.00
Mills Jumbo Comb. (New)	149.50
Mills Jumbo Comb., Front Mint Mint Vendor (Used, Good as New)	90.00
Mills Jumbo, F.P. (Used)	69.50
Super Bell (New)	239.50
Super Bell (Used)	165.00
Evans Jungle Camp	59.50
High Hand	99.50
Big Top	59.50

Good Used Free Play Games

Air Circus	\$77.50	Captain Kidd	\$39.50	Knockout	\$69.50
A.B.C. Bowler	32.50	High Hat	39.50	Spot Pool	45.00
Argentine	39.50	1940 Home Run (Con- verted Bumpers)	32.50	Seven Up	24.50
Bosco	57.50	Jungle	45.00	South Paw	39.50
Bo'away	47.50			Victory	69.50

(Send for complete list of Used Free Play Games,
Merchandise Vendors and Counter Games.)

ALL MERCHANDISE SUBJECT TO PRIOR SALE.

TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT.

B. D. LAZAR COMPANY

1635 FIFTH AVENUE Telephone: GRant 7818. PITTSBURGH, PA.

SALESBOARD OPERATORS AND DISTRIBUTORS

HERE'S THE HOTTEST SERIES DEAL OF THE YEAR
"GUESS WHAT"

625 HOLES — 25¢ PLAY — NO. 876

FOR ONE SET OF 3 BOARDS

Takes In (1875 Holes at 25¢)	\$468.75
Pays Out:	
36 at \$5.00	\$180.00
Last Sale in Each Section	75.00
15 at \$5.00	
Last Sale on Each Board	50.00
1 at \$50.00	25.00
1 at \$25.00	10.00
1 at \$10.00	

Total

PROFIT (DEFINITE)

PRICE: \$3.60 PER SET OF 3 BOARDS

B. & N. SALES, 112 N. BROADWAY, ST. LOUIS, MO.

NOW \$12.50
OUR LARGE VOLUME
MAKES PRICE REDUCTION
POSSIBLE — FORMERLY \$15.00.



LEFT SIDE VIEW FRONT VIEW RIGHT SIDE VIEW
**THE LATEST CREATION
CHICKEN SAM OPERATORS
"HIT THE SIAMESE RATS"
HITLER AND THE JAP
PLAYERS STAND IN LINE TO
SHOOT AT THIS FREAK FIGURE**

A new wooden fiber figure and wooden legs. Figure reverses showing Hitler on one side and a Jap on the other. New scenery and streamer in 18 colors furnished with each unit. All units thoroughly checked ready for easy installation.
For complete unit, F.O.B. San Antonio. Terms: 50% with order — payment in full saves C.O.D. fee, \$7.50 EACH FOR FIGURE AND LEGS ONLY.
\$12.50
STRAIGHT JAP CONVERSIONS FOR
**BALLY SHOOT THE BULL
BALLY RAPID FIRE**
\$12.50 each with new scenery.
Bona fide distributors, write,
Manufactured exclusively by

HAROLD W. THOMPSON
(Seeburg Distributor)
415 CAROLINA ST. SAN ANTONIO, TEX.

**Cessation of Curb
Service Improves
Machine Patronage**

FORT WORTH, Nov. 21.—It's an ill wind. . .

Curb service has ceased at most coin machine locations here where drinks and food are service. Labor shortage is blamed. But the operators have found that when the persons in cars go into a place to eat or drink they linger longer and play the machines.

Cafes already are complaining of the coffee allotments they are receiving. The managers say it will hurt the coffee patrons' coin machine business because the coffee drinkers will stay shy of a place that has been selling coffee—if there's no coffee.

The call to service is still being felt by coin machine concerns. The wife of practically every operator has gone into the place of business and has learned the trade—ready to take over when the operator gets into uniform.

Jack Maloney, Panther Novelty Company, believes that the records being received at this time would compare favorably with those turned out a year ago. He also has noticed that the disks are apparently made of better material than was coming this way three months ago—the records just wear better, he says.

Prohibition's defeat made the operators feel better. They realize that a big part of the coin machine play comes from taverns, drive-ins, cafes, hotels and dance spots where beer and wine is sold and where harder drinks are available near by. The Legal Control Board which fought the return of prohibition in Tarrant County, of which Fort Worth is the county seat, will remain on hand permanently to take a crack at any prohibition movement that might break out during the next year, its officers said.

Another Gardner New Play Idea!
A BASIC BOARD WITH A CHOICE OF PAYOUT PLACARDS
THAT ATTACH EASILY-QUICKLY! ORDER TODAY!

"No. 1000 CHATTANOOGA CHOO-CHOO DEAL NUMBER AS SELECTED
DEAL NO. 1—5c PLAY — DOUBLE STEP UP — AVGE. PROFIT \$27.94
DEAL NO. 2—5c PLAY — TRIPLE STEP UP — AVGE. PROFIT \$27.94
DEAL NO. 3—5c PLAY — DEFINITE PAYOUT — DEF. PROFIT \$27.00
DEAL NO. 4—10c PLAY — DEFINITE PAYOUT — DEF. PROFIT \$49.00
DEAL NO. 5—25c PLAY — DEFINITE PAYOUT — DEF. PROFIT \$90.00
DEAL NO. 6—5c PLAY — DEFINITE PAYOUT — 140 PACKS CIGARETTES
DEAL NO. 7—5c PLAY — SINGLE STEP UP — AVGE. PROFIT \$28.96

PIN TABLES

Big Chief	\$24.50
Metro	24.50
Seven Up	32.50
Ten Spot	37.50
Belle Hop	29.50
Miami Beach	29.50
Horseshoe	34.50
School Days	24.50
Star Attraction	49.50
Broadcast	24.50
Hi Dive	34.50
Flicker	24.50
Pan American	29.50

Three Up \$29.50
Defense (Baker) 34.50
Umps 19.50
Playball 29.50
Paradise 24.50
Dude Ranch 24.50

EXTRA SPECIAL
1 Ball Sport Special \$74.50

SLOTS

Mills 5c Gold Chrome	\$184.50
Mills 10c Gold Chrome	189.50
Mills 25c Gold Chrome	194.50
Mills 5c Blue Fronts	107.50

Mills 10c Blue Fronts \$110.00
Mills 25c Blue Fronts 115.00
Paco All Star Comets 49.50
Paco Club Console, 5, 10 or 25 129.50
New Mills Four Ball 495.00

ARCADE

Rebuilt Jap Gun	\$134.50
Gottlieb Single Gripper	8.50
Gottlieb Triple Gripper	16.50

Complete Line of Late Model Used Phonographs and Accessories.

TERMS: One-Third Deposit With Order, Balance C. O. D.
PLEASE NOTE OUR NEW ADDRESS
Due to the volume of business and the large variety of our stock we were forced to move to larger quarters.
KLEIN NOVELTY CO.
144 E. Highland Ave. Phone, Broadway 8484 Milwaukee, Wis.

FREE PLAY IN GAMES

Alert	Write for Prices	Broadcast	\$28.00	Four Roses	\$25.00	Leader	\$17.50
Fishin'		Drum Major	15.00	Buckaroo	10.00	Metro	20.00
Scour Champs	\$12.50	Blondie	12.50	Dude Ranch	25.00	Victory	75.00
		Lucky	10.00	Rebound	15.00	Gold Star	22.50
		Zig Zag	40.00	Hi Dive	35.00	Kicker & Catcher Stands	4.00

SLOTS

Mills 5c Skyscraper	\$40.00	Rockola Ten Pins	\$45.00	Pikes Peak	15.00
Mills 5c Blue Front	80.00	Keeney Anti-Aircraft	37.50	American Eagles	15.00
Mills 1c Q.T. Green Frt.	40.00	Brown	37.50	Daval Comet	10.00
Mills Free Play Slots	65.00	COUNTER MACHINES		Bomb Hits	5.00
Mills 5c Front Vendor (Rebuilt)	40.00	Gottlieb 3-Way Gripper	10.00	Half-Mill, 7 Slots	10.00
Paco 5c Twin Comets	45.00	Holy Late Gripper	8.00	Korner Kings	5.00
Wattling 25c Roll-a-Tops	75.00	Holy First Models	5.00	Poker Face	5.00
Wattling 5c Roll-a-Tops	70.00	Challengers	18.50	CIGARETTE MACHINES	

LEGAL EQUIPMENT

Batting Practice	\$115.00	Target Skills, Red & Yellow	12.00	Uneda Pack, 12 Col.	\$55.00
Evans Ten Strikes	45.00	Target Skills, Blue	15.00	Rowe Royals, 8 Col.	50.00
Western Baseball, Brown, F.P.	79.50	Big Game, Old Style	4.00	Rowe Royals, 10 Col.	80.00
		Kicker & Catchers	17.50	Rowe Imperials, 8 Col.	40.00

All Equipment Clean, Ready to Operate. Terms: 1/3 Certified Deposit, Balance C. O. D.
All Listings Subject to Prior Sale.

MILLER VENDING CO. 615 Lyon Street, N. E. Grand Rapids, Michigan

WANTED
WE WILL PAY CASH FOR:
Bally Fairmont \$330.00
Bally Turf King 240.00
Bally Jockey Club 220.00
Bally Kentucky 150.00
Bally Long Shot 125.00
Mutascope Voice-O-Graph
Wurlitzer's 800, 700, 750
ARE NEEDED BADLY

FOR SALE

MILLS

4 5c Natural Chromes	\$220.00
2 10c Natural Chromes	230.00
4 5c Bonus	190.00
1 10c Bonus	200.00
1 5c Gold Chrome	225.00
1 25c Gold Chrome	250.00
1 5c Copper Chrome	220.00
1 10c Copper Chrome	235.00
4 5c Club Bells	225.00
2 10c Brown Fronts (Late)	185.00
2 5c Brown Fronts (Late)	175.00

MILLS (Continued)

1 50c Brown Front	\$325.00
3 5c Blue Fronts	85.00
2 10c Blue Fronts	90.00
1 25c Cherry Ball	150.00
1 5c Cherry Ball	125.00

JENNINGS

5 \$1.00 Silver Dollar	\$475.00
3 5c Silver Moon Chiefs (Now)	220.00
1 25c Victory Chief	220.00
1 5c Club Bell	210.00

FOR SALE

1 Power House	1 Skyline
1 Seven Up	1 Snappy
1 Showboat	1 South Paw
2 Turf Champs (F.P. or Automatic)	1 Strat-o-Liner
2 Sky Blazers	2 Ten Spots
	1 West Wind

All Games Will Be Sold Regardless of Price. Make Individual Bids Only F. O. B., San Diego, Calif.
SACHS & DIXON
1469 UNIVERSITY AVE., SAN DIEGO, CALIFORNIA

HERE IT IS—THE BEST BRAND NEW LEGAL MACHINE
"GOOFY GOLF"

ARCADE EQUIPMENT

Every Machine Listed Here Is Guaranteed To Be in Perfect Mechanical Condition, Thoroughly Clean and Ready for Location.

Chicago Coin Hockey	\$185.00
Keeney Submarine Gun	185.00
Evans Play Ball (Late Model)	225.00
Genco Play Ball	185.00
Evans Ten Strike (High Dial)	65.00

Teasing, tantalizing, thrilling, roll-down action! Beautiful Cabinet, New play ideas. A complete 9-hole game of golf with an entirely new, light-up, scoring angle. A game that makes real money wherever placed. RUSH YOUR ORDER FOR A SAMPLE IMMEDIATELY!!
Operator's Price \$259.50
(Special Prices to Distributors on Request)

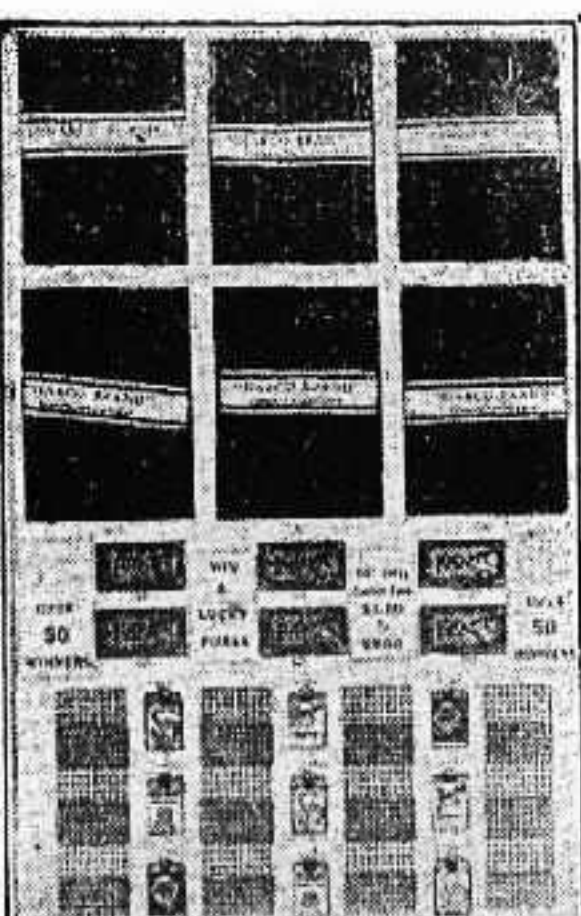
BROOKLYN AMUSEMENT MACHINE COMPANY
660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVERGREEN 8-4732)

MAKE YOUR BID
On These Thoroughly Reconditioned Free Play 5 Ball Games

1 Argentine	1 Duplex	1 Power House	1 Skyline
1 Big Parade	1 Four Roses	1 Seven Up	1 Snappy
1 Blondie	1 Horseshoe	1 Showboat	1 South Paw
2 Capt. Kidds	2 Knockouts	2 Turf Champs (F.P. or Automatic)	1 Strat-o-Liner
1 De-Re-Mi	1 Majors	2 Sky Blazers	2 Ten Spots
1 Double Play	1 Metro		1 West Wind

All Games Will Be Sold Regardless of Price. Make Individual Bids Only F. O. B., San Diego, Calif.
SACHS & DIXON
1469 UNIVERSITY AVE., SAN DIEGO, CALIFORNIA

SPITFIRE WANTED
Can also use Fly-o-Plane, Roll-o-Plane, Tilt-a-Whirl or other Thrill Rides in best ride territory. New York and Western Pennsylvania industrial centers, opening Saturday, May 1, 1943. Want to book Wild Life Exhibit, Animal Show, Monkey Show, Fat Show, Big Snake Show. The following are sold: Photos, Cook House, Candy Floss, Pop Corn, Penny Arcade, Bingo, Beat the Dealer, Pea Pili Pool Game, Over and Under, Color Pan Game. Will sell Ball Games and Penny Pitches but not exclusive. Will book any other Games. What have you? Want to contract Free Acts, not just Acts, but outstanding, sensational features that are recognized crowd getters. We have our ODT Certificates. Preparing for a long season close in around the defense plants and army bases of the Central-Eastern territory. All address: **HOWARD POTTER, General Manager.**
BUFFALO SHOWS
BUFFALO, N. Y.



OPERATORS---DISTRIBUTORS
Our Board Prices Are Not Controlled
BILLFOLD JACK POT
— 1200 HOLES — 5c —

Takes in	\$60.00
Gives Out	
1 Billfold and	\$5.00
5 Billfolds and \$1 Each	5.00
6 @ \$1	6.00
24 Last Sections @ 25c	6.00
42 Packs Cigarettes	5.88
	\$27.88
YOUR PROFIT	\$32.12

PRICE \$2.90 EACH
1000 Hole 1c Cigarette Boards 60c Each.
25% Deposit or Full Remittance With All Orders.
WRITE FOR CATALOGUE
A. N. S. COMPANY
312 CARROLL ST. ELMIRA, N. Y.

You've **NEVER** Seen ANYTHING LIKE THIS Before

Switche-top

Patent Pending

SENSATIONALLY New GLOBOARD IDEA

Watch For Further Announcement

GLOBE PRINTING CO. 1023-25-27 RACE ST., PHILA., PA.

Assn. Warns Of Ceiling

Minnesota group tells members how to comply with OPA order 165 on services

MINNEAPOLIS, Nov. 21.—The Minnesota Amusement Games Association issued a brief official bulletin November 16 telling its members that ceiling prices on services may apply to some of their work. The bulletin stated that service dealers are under ceiling prices as much as dealers in other commodities. All operators are classed as service dealers under OPA regulation 165.

"You must post your ceiling prices, based on the top price during March, 1942, in a conspicuous place from where you do business.

"You also must file these commissions or service charges with the Office of Price Administration. Contact your local rationing board immediately. Warning: Avoid a severe penalty. You can be put out of business for failure to do this. Signed, Minnesota Amusement Games Association, Inc."

An amendment was issued to OPA order 165 last week which permits sellers of service to base their selling prices on the prices of competitors under certain conditions. The amendment states that when a seller of service cannot determine his maximum price under other provisions of order 165, his ceiling shall be the highest price charged in March, 1942, as compared with his closest competitor selling the same class of service or similar service. This is amendment 8 to order 165 and became effective November 18.

OK for CONDITION OK for VALUE

Argentine \$39.50	Leader \$19.50
All American 22.50	LineUp 17.50
Airport 54.50	Lucky Strike 29.50
ABC Bowler 36.50	Metro 19.50
Attention 24.50	Monicker 77.50
Bellehop 34.50	Majors '41 32.50
Big Chief 17.50	Miami Beach 29.50
Bosco 46.50	Mills Owl 84.50
Blondie 17.50	New Champ 49.50
Big Parade 77.50	Pan
Champ 29.50	American 44.50
Clover 56.50	Punch 14.50
Capt. Kidd 39.50	Sun Beam 27.50
Crossline 19.50	Sky Ray 29.50
Cadillac 14.50	Seven Up 24.50
Chubbie	Super
(Nov.) 17.50	Chubbie 27.50
Double Play 26.50	School Days 29.50
Dixie 19.50	Sky Blazer 44.50
Do-Re-Mi 32.50	Sea Hawk 27.50
Dude Ranch 21.50	South Paw 42.50
Dbl. Feature 17.50	Star Attr. 39.50
Flicker 19.50	Silver Skates 32.50
Formation 16.50	Spot-A-Gard 54.50
Four	Ten Spot 29.50
Diamonds 29.50	Towers 49.50
Four Roses 29.50	Twin Six 37.50
Gun Club 44.50	Trailways 32.50
Homo Run	Topic 77.50
'42 59.50	Texas
Horoscope 32.50	Mustang 49.50
Hi-Stepper 22.50	Victory 74.50
Hi-Hat 34.50	Velvet 21.50
Holdover 16.50	Venus 59.50
Jungle 49.50	Wild Fire 34.50
Knockout 79.50	West Wind 36.50
Leader 26.50	Zig Zag 32.50
Logonairo 32.50	Zombie 26.50

10 Lot Buyers—Write for Special Deal.
All Games Advertised Free Plays, Perfectly Reconditioned, Packed Ready for Immediate Shipment.
Special: Brand New Cartons With Fillers, \$2.00 Each.
Exhibit and Keeney Face Glass, 42x21 \$12.00 for Case of 8
Bally, Stoner & Gottlieb Face Glass, 43x21 \$10.50 for Case of 7
Genco and Chicom Face Glass, 42x20 \$13.50 for Case of 9
Backboard Glasses for Old and Late Games Price on Application
1/3 DEPOSIT, BALANCE C. O. D.
O. K. MACHINES, INC.,
1/2 JACK FITZGIBBONS
453 West 47th Street, New York City
(Tel.: Circle 6-8343)

From a Collection Standpoint, Our "JAP" Ray Guns Top All Others.

The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns — in the U. S. A.

"SHOOT THE JAP"

RAY-O-LITE GUNS

\$139.50 — 1/3 deposit, balance C. O. D. — \$139.50

Reconditioned Seeburg "CHICKEN SAM" Guns converted to the "JAP" Ray Gun by factory-trained mechanics. Oriental doll and entire inside of cabinet is hand painted by well-known Chicago artist. When we get through the machine in appearance and condition is practically new. Amplifier, tubes, cables and all parts checked and ready for location. Special cash offer. A certified check of \$134.50 will start one of these quick income Ray Guns on the road to you. Cabinets are refinished in a solid blue lacquer with attractive black trim.

CHICAGO NOVELTY CO., INC.
1348 NEWPORT AVE. CHICAGO, ILL.

WANT TO SAVE MONEY... TIME... SERVICE CALLS ON LAMP REPLACEMENTS? Then Replace with

MATCHLESS LAMPS

1489 21CP. 6-24

MOST COMPLETE LINE FOR ALL AMUSEMENT and MUSIC BOXES

Write for Descriptive Literature and Prices

Matchless Electric Company
ESTABLISHED 1912
564 W. RANDOLPH ST. CHICAGO, ILL.

Philadelphia

PHILADELPHIA, Nov. 21.—W. F. Hemminger, district sales manager of Permo Products Corporation, is in the East calling on record distributors in the interest of the firm's phono needles. Coming to Philadelphia after taking in the music operators' dinner in New York, he made the rounds here with genial Marty Freeman, Permo local representative, and was feted by Elliott Wexler, record promotion chief for the Motor Parts Company, Columbia distributor. Freeman leaves for a road trip next week, calling on music operators in the Baltimore; Richmond, Va., and Washington, D. C., territory. It was also revealed here that Sherman Pate, former sales manager of Permo Products in Chicago, has been released by the army to accept a commission in the navy. He is now Lieutenant (s. g.) Pate and is stationed in Rhode Island.

Jack Beresh, head of Berlo Vending Company, was appointed by the U. S. District Court here as one of the trustees in drawing up a plan of reorganization of Lewellyn Laboratories, Inc., bankrupt drugstore chain.

Sam Lerner, one of the veteran music machine and pinball operators in the city, has closed the books of his Stanley Music & Amusement Company for the duration and has sold his route to Phil Dribbin, head of the Stan-Lee Music Company. He will continue his association with the industry, however, in the operation of his Stanley Amusement Arcade in Wildwood, N. J., during the summer season. In the meantime, he is associated with the Dorothy Lerner Shop, gift and novelty shop in the downtown district, operated by his wife.

Lou Lall, head of Mutual Music Machine Company, has left Jefferson Hospital after a long siege of illness and is recuperating at his home.

C. R. Record Company had Lucky Miller and Sister Rosetta Tharpe, Decca recording artists, make a personal appearance at its showrooms, the promotion of Samuel Seifon.

BARGAINS

ALL MACHINES LIKE NEW

CONSOLES

Keeney Super Bells, New	\$250.00
Bally Club Bells, New	250.00
Keeney Super Bells, Used One Week	189.50
Bally Club Bells, Used One Week	200.00
Bally Sun Ray, New	200.00
Jumbo Parades, Free Plays, Like New	75.00
Bally Big Tops, Free Plays, Like New	75.00
Jennings Totalizers, F. P., Like New	100.00
Jennings Fast Time, Perfect	65.00
Jumbo Parades, Pay Out	100.00
Galloping Dominoes, Rd. Head, Perfect	60.00
6 Slot Palooka One Ball Pay Out, Perfect	35.00
Mills 25¢ Snake Eyes Dice, Like New	50.00
Vest Pockets, Green, Perfect	22.50
American Eagles, Fruit Reels	7.00
Mercurys, Libertys, 1¢ Cig. Reels	7.00
Se-Lect-Ums, Penny Packs, Jiffys	4.00

MISCELLANEOUS

Seeburg Envoys Phonographs, R.C.E.S.	\$275.00
Wurlitzer 500, Like New	189.50
Wurlitzer Model 616, Lite Up Fronts	69.50
Wurlitzer Counter 71, Like New	125.00
Rock-Ola Counter with Stand, Like New	85.00
Seeburg Remote Speakorgans, New	50.00
250 Ft. 30 Wire Cable, New, Per Foot	.25
Packard Speakers, New	25.00
Wurlitzer Speakers, New	25.00
Ten Strikes, Perfect	45.00
Pikes Peak, Like New	12.50
Pace Scales	20.00
Mills Modern Scales	30.00

FIVE BALL FREE PLAYS
Like New Condition

Knockouts	\$85.00	Spot Pool	\$50.00
Monickers	75.00	Super Chubbie	40.00
Sunbeam	40.00	Sluggo	40.00
Boombow	35.00	School Days	40.00
Play Ball	40.00	Defense, Baker	35.00
Stars	30.00	Gold Star	25.00
Band Wagon	30.00	Paradise	30.00
Seven Up	30.00	High Dive	40.00

1/3 Deposit, Balance C. O. D.

L. H. HOOKER NOVELTY CO.
ARNOLDS PARK, IOWA

ATTENTION

SENSATIONAL BARGAINS IN NEW AND USED EQUIPMENT

BRAND NEW EQUIPMENT	
Bally Club Bells	\$235.00
Columbia Bells, Rear Door Pay, GA	85.00
Evans Gal. Dominos, Latest Model	395.00
Keeney Super Bell	215.00
Mills Jumbo Parades, Comb. Cash & FP	175.00
SLIGHTLY USED EQUIPMENT—SAME AS NEW	
Bally Club Bells, Comb. Cash & F.P.	\$145.00
Evans Pacers, Extra Clean, Daily	
Double Model, 30 Pay	195.00
Col. Bells, R. Door Pay, GA	50.00
Col. Bells, JP Model	50.00
Paces Races, Red Arrow, JP Model	195.00
Daily Double JP Model Buckley	
Track Odds	400.00
Evans Gal. Dominos, Latest JP Model	295.00
Evans Bangtail, Latest JP Model	295.00
Evans '41 Lucky Lucre	295.00
Jennings Chief, 50¢	175.00
Keeney's Super Track Time	325.00
Keeney's Super Bells, Floor Samples	190.00
Keeney's 4-Way Super Bell, 2/5¢	
& 2/25¢	400.00
Mills 4-Bells, 3/5¢ & 1/25¢	450.00
Mills 4-Bells, 5¢, High Serials	400.00
Mills 3-Bells	500.00
Mills Jumbo Parades, Latest Type, Used 3 to 10 Days	125.00

All Orders Must Be Accompanied by One-Third Certified Deposit.

JONES SALES COMPANY
1330-32 Trade Ave. HICKORY, N. C. Tel. 107

Mills Original Chromes, 5¢	\$212.50
Mills Original Chromes, 10¢	217.50
Mills Melon Bells, 5¢	110.00
Mills 5¢ Blue Fronts	85.00
Mills 10¢ Blue Fronts	95.00
Mills 25¢ Blue Fronts	125.00
Mills Bonus Bell, 5¢	195.00
Mills Bonus Bell, 25¢	225.00
Mills Cherry Bell, Floor Sample	215.00
Mills Cherry Bells, 50¢	160.00
Mills Blue Fronts, 50¢, Recond.	250.00
Mills Futurly, 5¢, Late	75.00
Mills Futurly, 25¢, Late	75.00
Paces Comet, Late	75.00

GOOD USED EQUIPMENT

AC, 5¢, 7 Coin Head, JP	\$ 75.00
Bally High Hand, #22677	85.00
Evans Bangtails, '39 Model	165.00
Evans Gal. Dominos, Brown Cab., Slant Head	125.00
Jennings Fast Time, Cash Pay	65.00
Mills Green Vest Pockets	22.50
Mills Jumbo Parades, Clean	75.00
Mills Square Bells	50.00
Wattling Roll-a-Tops, 5¢, Double JP	35.00
Wattling Goosenecks, 1¢, Double JP	25.00

JONES SALES COMPANY
31-33-35 Moore St. BRISTOL, VA. Tel. 1654

WANTED FOR CASH

Bally Defenders, Rapid Fire, Basketball, Blowball, Windjammers, Evans Super Bomber, Air Raider, Air Defense, Night Bomber, Sky Fighter, Chicken Sams, Western Baseball.

Also any other Machines suitable for Penny Arcade.

MIKE MUNVES, The Arcade King 520 W. 43rd St., New York
Bryant 9-6677

ARCADE MACHINES

ARE SELLING FAST

GET YOURS WHILE THEY LAST

MACHINES FACTORY RECONDITIONED, ARTISTICALLY PAINTED AND DECORATED.

Mutoscope Sky	Mutoscope Drivemobile	Streamlined Card Vendors
Fighters \$225.00	225.00	with 4,500 Cards \$ 45.00
Seeburg Chicken Sams	Groetchen Skill Jump	Card Vendors, Floor
Jap Conversion 229.50	37.50	Size, Old Model.. 15.00
Keeney Anti-Aircraft	Groetchen Skill Jump,	Rotaries 179.50
Gun, Late Model 49.50	New, New Model	Mutoscope Maglo
Keeney Air Raider 175.00	With Stand 69.50	Finger 110.00
Keeney Submarine 174.50	Groetchen Mountain	Western Baseball,
Bally Bull's Eye 75.00	Climber 150.00	De Luxo Model.. 105.00
Bally Rapid Fire 175.00	Chester Pollard Golf,	Western Baseball,
Radio Rifle, 1¢ or	Small 34.50	1939 Model... 69.50
5¢ Play 69.50	Chester Pollard Football	Scientific Batting
Evans Tommy Gun 125.00	75.00	Practice 90.00
Baker Sky Pilot 139.00	Chester Pollard Golf.	Atlas Baseball... 95.00
Mills Punching Bag 125.00	75.00	Rock-Ola World Series 95.00
Mutoscope Windmill	Bally Racer 85.00	Bally Basket 85.00
Grip 100.00	Chicago Coin Hockey 169.50	Evans Ten Strike 59.50
Exhibit Knockout	Kirk Blow Ball 85.00	Exhibit Bowling Alley 135.00
Puncher 125.00	Hoot Mon Golf 50.00	Gott. Skee-Ball-ETTO 78.50
Exhibit Punching Bag	Stoner Skill Derby,	Genco Play Ball... 149.50
Trainer, F1. Sample 175.00	1 or 2 Players 115.00	Pokerino Scientific, New
Exhibit Star Striker 110.00	Keep Punching, New 159.50	In Original Cases 149.50
Exhibit Foot-Ease	Kup Ball, Billiards in	Scientific—Light
Vitalizer 65.00	Pin Ball Form,	Cabinets 79.50
Exhibit Tiger Pull 90.00	Played with a bil-	Scientific—Dark
Exhibit Chinning Rings	liard stick instead	Cabinets 50.00
(Floor Sample) 175.00	of a plunger. A fas-	Mutoscope Pokerino 65.00
Lighthouse Grip 110.00	cinating competitive	Stereoscopic Drop Pic-
Advance Shocker, New 29.50	game. A big money	ture Mach., complete
Grip Tease, New 69.50	maker. Legal every-	with new Pictures,
Super Grip 55.00	where 69.50	Sign and Frame.. 35.00
Comb. Grip and Lift 85.00	Poison the Rat, Counter	Mutoscope Moving Pic-
Lifter 60.00	Game, New, Deluxe	ture Mach., com-
Dumb Bell Lift 85.00	Model 32.50	plete with Reel,
Uncle Sam Grip (in	Kill the Jap, Counter	Sign and Frame.. 35.00
Cabinet) 95.00	Game, New 39.50	View-a-Scope 22.50
Mickey Finn Rope Pull 65.00	Gypsy Palmist 100.00	
Galileo Grip 35.00	Exhibit Cupid Arrow,	
Red Top Lift 85.00	Fortune 32.50	
Strikette (Shyver), 3-	Love Meters, Whatsis,	
Way Fist Striker	Wheels of Love,	
(Floor Size) 45.00	Wise Owls (Light	
	Up Models), Meter	
	Sets, 3 to a Set.	
	Each 132.50	
	Stands for Above 17.50	

Full Assortment of Parts for the Penny Arcade, Including a Complete Line of Exhibit Cards, Always on Hand.

PROFIT IN PENNIES A 20-Page Guide To Success In Modern Arcade Operation \$1.00

Terms: 1/3 Cash With Orders, Balance C. O. D.

MIKE MUNVES

THE ARCADE KING

520 WEST 43RD ST., NEW YORK CITY

(Tel.: BRyant 9-6677)

VENDER SUPPLY NOTES

(Continued from page 92)

where on that article would be listed all the manufacturers who formerly made up that industry.

The British public has been warned by the minister of food that there will be no extra rations of food or sweets for Christmas. In fact, not only will there be no relaxing of the rationing orders, but the present allowance of milk will be cut from two and one-half pints to two pints weekly.

The War Production Board has been formulating a wartime simplification or conservation program for the candy industry, and an order to that effect will be issued shortly. While details of the conservation program have not been made public, the basic provisions are aimed at conserving sugar, chocolate and other commodities of which supplies are dwindling.

Two gum companies have recently declared extra dividends. The American Chicle Company has declared an extra dividend of 50 cents and the regular quarterly dividend of \$1 on common stock. The Beech-Nut Packing Company has declared a special dividend of \$1 on common stock.

Warehouse supplies of cocoa are at the lowest level they have been in the last 10 years. Early last week licensed warehouse stocks dipped under the 300,000-bag mark, which is the first such occurrence since 1932. While a few shipments were received from the South American countries, the market was exceptionally quiet and arrivals remained slim.

The prime minister of Cuba announced a week ago that a commission will leave soon for Washington to negotiate the sale of the coming Cuban sugar crop. Cuban sugar producers declared that production costs of the coming crop will be considerably higher because of increased wages and other expenses.

The candy industry has been gaining a lot of publicity in the papers recently. The army has announced that candy bars are now being issued as part of the regulation army food ration. The government has also announced that many candy factories are being converted to the manufacture of war materials.

Altho candy manufacturers are facing many problems, especially the labor shortage and the dwindling supplies of needed raw materials, they are co-operating with the war effort in every way possible. Many manufacturers are taking part in numerous civilian defense activities.

Development of a formula for a new type of fruit bar has been announced by the University of California. The formula calls for ground and dried fruits, including figs, apricots, prunes, raisins and enough honey to prevent drying out.

The new formula has been submitted to the army in the hope that it will supply a concentrated source of vitamins, minerals and quick energy.

With orders for holiday candies pouring in, manufacturers are hard pressed to fill even a part of them. Usually they have a large reserve stored away to meet such orders, but this year, due to the shortages of raw materials, they are unable to meet the demand.

Chewing gum, a product that most people have always taken for granted, is becoming increasingly difficult to obtain. The war has skyrocketed the demand for gum so far beyond the industry's capacity to produce that jobbers and retailers everywhere are finding it hard to obtain enough to satisfy the needs of their customers.

The industry has known from past experience that people chew more gum under conditions of stress or strain, and it is natural that with the whole country under nervous strain and tension during the present war, the demand for chewing gum far exceeds the industry's ability to produce. The industry not only is limited to a percentage of the sugar it used last year, but it has not been able to find a substitute for the imported gum bases, which were formerly obtained from the Far East and Central and South America.

Recent market reports show that peppermint oil remains firm. Some prices are said to be more favorable. This is in keeping with general market trends.

Presenting Three New
SPIN-N-WINS
A Brand New Size.
Plenty of Action.
EXCELLENT PROFITS!



"POKER" — 11"x12 1/2"
Takes in 602 Coupons @ 5c...\$30.10
Total Payout (Average) 15.03
PROFIT (Average)\$15.07

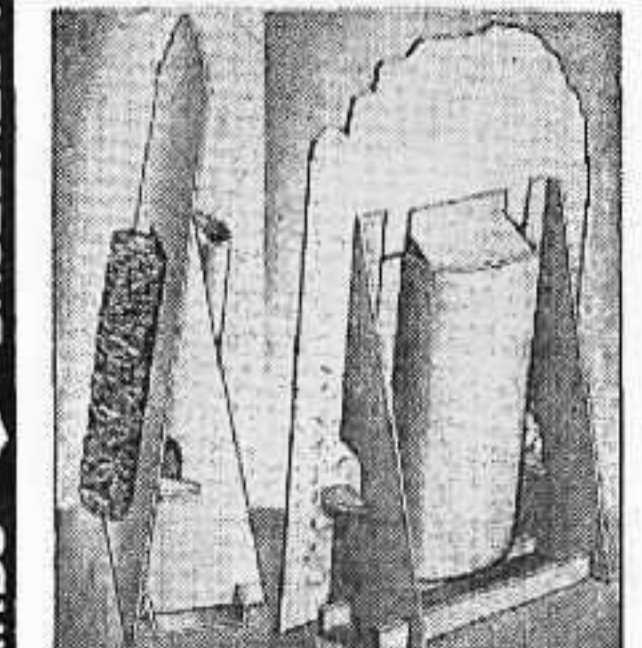


"CHARLEY BARREL" — 10"x12 1/2"
Takes in 600 Coupons @ 25c \$150.00
Total Payout (Average)..... 113.96
PROFIT (Average)\$36.04



"LITTLE EAGLE" — 10 1/2"x11 1/2"
Takes in 700 Coupons @ 5c \$35.00
Total Payout (Average)..... 20.86
PROFIT (Average)\$14.14

STURDY EASEL CONSTRUCTION.



Side View of SPIN-N-WIN Back View of SPIN-N-WIN

SEND NOW FOR NEW COUPON GAME, SALESBOARD AND SPIN-N-WIN CATALOGUES!

NOEL'S
Gay Games
INCORPORATED
Muncie, Indiana

CENTRAL OHIO QUALITY BUYS SLOTS, CONSOLES, ARCADE EQUIPMENT

5c BLUE FRONTS, new crackle, late.....\$ 95.00	10c BLUE FRONTS, new crackle, late..... 109.50
5c CHERRY BELLS Original 3-10 P.O., Drill Proof, Club Handle..... 139.50	5c SILVER MOON CHIEFS, late..... 159.50
5c BROWN FRONTS, A-1..... 119.50	5c CHROME BELLS, A-1..... 179.50
10c GOLD CHROMES 3-5 P. O..... 229.50	25c GOLD CHROMES 3-5 P. O..... 249.50
50c BLUE FRONT- Knee Action, Club Handle, 389,564 Serial, New Crackle..... 259.50	5c BLUE FRONTS, slug proof, A-1..... 89.50
5c Q. T.'s BLUE FRONTS, late..... 49.50	5c COLUMBIAS, Cig. reels, rear P. O..... 49.50
1c NEW VEST POCKETS, Blue & Gold..... 29.50	COLUMBIAS, Club Models, Brand New..... 115.00



Wolf Solomon

SPECIAL!
NEW REBUILT TABLES:
SHANGRI LA...\$139.50
MIDWAY 135.00
JEEP... 139.50

CONSOLES	ARCANE EQUIPMENT
FOUR BELLS, Over 2000.....\$345.00	BALLY CONVOYS.....\$219.50
FOUR BELLS, Animal Reels..... 295.00	RAPID FIRES..... 169.50
FOUR BELLS, Fruit Reels..... 295.00	BALLY TORPEDOS..... 189.50
SUPERBELLS, Like New..... 159.50	HOCKEYS, Like New..... 189.50
HIGH HANDS, Late Serials..... 99.50	AIR RAIDERS..... 169.50
JUMBO PARADES, Comb. F.P. & C.P. 109.50	
JUMBO PARADES, F.P..... 69.50	
JUMBO PARADES, C.P.....\$ 85.00	
KENTUCKY CLUB, A-1..... 69.50	
SILVER MOON TOTALIZERS, F.P. 79.50	
DOUBLE BELLS, 2-5¢ Units..... 159.50	
JUNGLE CAMPS, F.P..... 89.50	
SARATOGAS, Late, With Rails..... 95.00	
BATTING PRACTICE, Like New...\$119.50	
CHESTER POLLARD GOLF..... 99.50	
CAILLE STRENGTH TESTER..... 115.00	
TEN PINS..... 55.00	
CASINO GOLF (New)..... 47.50	

One-Half Certified Deposit With Order. Write for Complete List of Games.

CENTRAL OHIO COIN MACH. EXCHANGE, Inc., 514 S. High St., Adams 7949, Columbus, Ohio

EVERY MACHINE FULLY GUARANTEED

PIN GAMES	CONSOLES	ARCANE
Genco Defense.....\$75.00	Multiple Racer.....\$ 19.50	Western Baseball...\$ 55.00
Zig Zag..... 39.50	Golf Ball Vendor... 135.00	(combination)
Attention..... 27.50	Triple Entry..... 114.50	Ten Strike.....\$ 55.00
Home Run 1940..... 17.50	Redhead Tracktime. 75.00	Test Pilot..... 257.50
Follies..... 12.50		
South Paw.....\$34.50		
Stratoliner..... 25.00		
Seven Up..... 29.50		
West Wind..... 35.00		
Big Time..... 14.50		
Sparky.....\$15.00		
Big Chief..... 18.00		
Anabel..... 15.00		
Home Run 1940 (converted)..... 24.50		
Baker's Pacers.....\$195.00		
Super Tracktime..... 295.00		
Club House..... 19.00		

Wurlitzer 800...\$299.50 | Wurlitzer 600...\$169.50 | Wurlitzer 750...\$324.50

WRITE, WIRE OR PHONE YOUR ORDER NOW!!

SEIDEN DISTRIBUTING COMPANY

1226-30 BROADWAY Phone - 4-2109 ALBANY, N. Y.

WILL PAY CASH FOR USED

616 OR 716 WURLITZERS
1939 STANDARD OR DELUXE ROCKOLAS MILLS THRONE OF MUSIC

Must be complete machines—no parts missing.

Wire lowest prices—quantity—condition.

NORTHERN NOVELTY CO. Tomah, Wis.

Industry Tries Experiments To Help Distributive Firms Stay In Business Under War Stress

(From U. S. Department of Commerce)

The "big brother" business movement grows. Large manufacturers are steadily joining the government in expressing a deep interest in the distributive trades. What's more, they are taking definite action.

Recent volunteers in this important cause are Johns-Manville; the National Dairy Products Corporation; Electric Storage Battery Company; Esso; Libby, McNeill & Libby; California Packing Corporation, and Nash-Kelvinator. Undoubtedly there are many more that have not come to this department's attention.

Johns-Manville's approach to the problem of helping its dealers survive in wartime is thru a clear-cut list of suggestions. It is called "101 ways the Johns-Manville territorial representative can assist his dealers, his country and himself in maintaining strong local construction industry service centers during the remaining war period."

Here are some of the highlights of this aid-to-the-dealer plan:

"Fully understand the 'Can't Do's!' but

concentrate on the 'Can Do's!' and 'Should Do's!'

"Be the 'Can Do' expert in the retail field in your territory. Getting the most service done within the rules is helping the war effort. When the government needs further sacrifices, it will ask for them. Failure in business is not patriotic."

Causes of Dealer Failure

Among the many definite steps on improving the management of small business, J-M representatives are urged to act as sales manager and advertising manager for their dealers. They are further asked to analyze the specific cause of wartime retail failures in their territories. "Based on this," the home office continues, "make a list of the things dealers do and fail to do that cause failure. Check this list with dealers who are slipping and work with them in developing counter measures."

Under a heading "Concerning What the Dealer Can Sell!" the company steps out into other fields with suggestions

such as these:

"Be a nail hound. For the want of nails your dealers may be lost. Be sure that you personally leave no stone unturned to see that your dealers are supplied.

"Discuss pooling of hard-to-get items and services with your dealers.

"Get every dealer to start selling building labor. Idle building labor is an intolerable economic waste in wartime. Induce your dealers to make their establishment the headquarters for the sale of every type of building labor service.

Stimulate Dealer's Imagination

"Stimulate the dealer's imagination with merchandise suggestions in unusual fields. Firestone now ranks next to Sears-Roebuck and Montgomery Ward in home-supply items; 48 per cent of Chevrolet dealers are surviving at a profit because they are merchandising items they never dreamed of before Pearl Harbor.

"Watch wrecking, demolition and second-hand merchandise opportunities in your own territory. Anything you can suggest which will enable the dealer to turn an honest dollar will not only strengthen your own marketing structure but will earn the sincere gratitude of the dealer."

Concerning the manpower problem, J-M field representatives are asked to look for temporarily unemployed, highly successful, middle-aged automobile salesmen and put them to work for dealers selling insulation.

As to methods of selling, Johns-Manville advises the use of telephone and cameras. Both these methods, it is pointed out, will save time, rubber and gas.

Proving its faith in advertising and promotion, the company devotes 24 of its 101 suggestions to these subjects.

On advertising, representatives are told to analyze home-office material and to induce dealers to use that which is consistent with wartime policies and problems to their territory.

"Get your dealers to advertise and feature items the consumer can build and install himself. Get them to use 'show how' techniques in their advertising."

Among promotional suggestions given are the rearrangement of dealers' offices, displays, decorations and customer rooms to fit wartime needs. The installation of War Bond sales booths, manned by volunteers, is also urged.

The foregoing represents but a brief picture of the 101 ways that Johns-Manville feels its field men can be of assistance to dealers. But it indicates a heartening "big brother" attitude.

Dairy Products Campaign

Realizing the pinch of priorities felt by drug and other retail stores handling ice cream and related products, the National Dairy Products Corporation is conducting a dealer-help campaign.

The plan is known as the "Sealtest Dealer Merchandising Service." It shows retailers how to sell more available goods to offset losses caused by shortages.

More than 20,000 dealers are receiving this service. Included in it are a monthly bulletin in loose-leaf form containing tips on improving and increasing business; a monthly fountain radio special; fountain lunch suggestions and ideas on the sales of related items.

Demonstrations on each month's radio special are conducted by salesmen in the dealer's store to insure uniform service.

Costly But Successful

While this dealer merchandise service is costly, it is proving highly successful. The National Dairy Products' salesmen are improving their knowledge of the fountain business; and, most important, dealer confidence in the company is being continually fostered.

Future developments under consideration are (1) a training film for the use of dealers breaking in new employees; (2) an expanded clearing house for information concerning dealer problems.

Aid to Battery Dealers

In its advertising, dealer kits and house organ, the Electric Storage Battery Company seeks to aid retailers who handle Exide batteries. They are urged to sell a new wartime battery and to stress the importance of a battery re-charge.

To encourage dealer participation in the plan, the battery company offers a deal which calls for the purchase of a certain number of new batteries. With each purchase goes a special wartime car use kit, containing a wall chart, vender cards, posters and folders.

Producers of Esso inaugurated their widely seen and heard campaign, "Care Saves Wear," for the express purpose of bolstering dealer morale and of sustain-

CLOSE-OUT! EVERLASTING AUTOMATIC SALESBOARD



NOW \$5.00 EACH WHILE THEY LAST! List Price \$17.50

NOT COIN OPERATED—NO TAX!

A money maker for the duration! Colorful, appealing, permanent. One cost—no refills, no service. Just set up and collect! Positive check on income and payout. Colored balls win, plain lose. Convenient size: 7 1/4" wide, 13 1/4" high.

Rush Your Order!

1/3 Deposit Required.

H. C. EVANS & CO.

1520 W. ADAMS ST. CHICAGO

STRIP FOR ACTION —f-a-s-t a-c-t-i-o-n! OVER 125 WINNERS!

Deal yourself a winning hand with this new, colorful, ACTION-FULL number. Standard poker-hand symbols (printed in full colors) die-cut, thick board. Celluloid Jackpot Protector.

1500 SALES

TAKES IN.....\$75.00

PAY OUT (Average).. 36.74

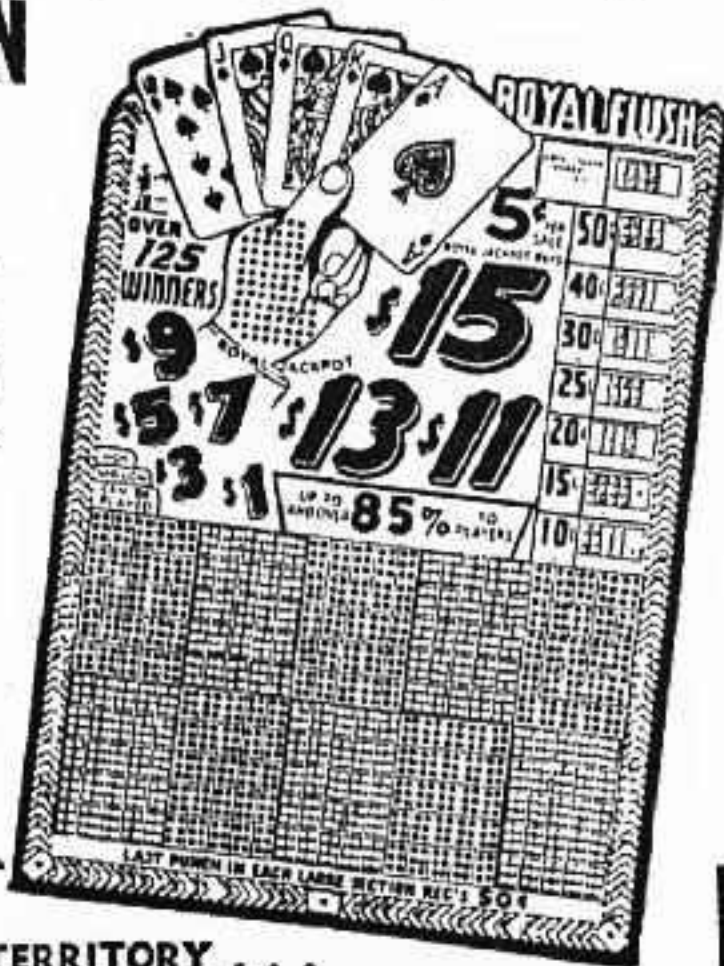
YOUR PROFIT.....\$38.26

Generous pay-out display speeds play-off action! A deal you can't "pass"! Rush your order—NOW!

SALESMEN WANTED

OHIO AND SOUTHERN TERRITORY . . .

Attractive side-line "extra-income" opportunity for men with salesboard or coin machine experience. Modern, diversified line assures profitable volume. Please write fully (STRICTLY CONFIDENTIAL), outlining territorial background and availability. Sales Manager.



AJAX BOARD CORP. • 54-56 BLEECKER STREET • NEW YORK

PANORAMS

TIME PRICE \$424.50 DISCOUNTS TO CASH BUYERS

Arrangements can be made to secure film under license from Soundies Distributing Corp. of America. SPECIAL TO RELIABLE OPERATORS—A TIME PAYMENT PLAN NOW AVAILABLE—12 TO 15 MONTHS TO PAY!! SUBMIT CREDIT REFERENCES AND NAME OF YOUR BANK!

PANORAM PARTS & SUPPLIES
 Guaranteed Film Cleaner . . . \$4.50 Per Gallon
 Brand New Monarch 10" Wall or Bar Box, \$7.00
 Brand New Adaptor for Panoram Used for Wall Box . . . 7.00
 4 Wire Armored Cable, Per Foot10
 Combination Adaptor for Phonograph
 Panoram Hookup35.00

Mills Empress with Adap. \$224.50
 Mills Empress \$189.50
 Will Rent Panorams to Reliable Operators. Write for Details.

SPECIALS
 Chicago Coin Hockey . . \$209.50
 Genco Play Ball 209.50
 Ten Strike . . 74.50

SPECIAL!! COMPLETE STOCK OF ALL PARTS OF EVERY TYPE PIN GAME EVER BUILT. TELL US WHAT YOU NEED!

GEORGE PONSER CO. 763 S. 18TH STREET, NEWARK, N. J. (All Phones: ESsex 3-5910)

ECONOMIZE WITH ECONOMY

ON ALL PARTS AND SUPPLIES FOR AMUSEMENT AND MUSIC MACHINES

SERVICE KIT

• COIN WRAPPERS

Contains Switches, Levers, Fibre Lifters, Silver Points, Contact Point Adjusters, Separators, Bakelite Bushings, Copper Pig Tail Wire, Rubber Rings and Brass Rivets.
 65¢ Per 1000 — Up to 10,000
 55¢ Per 1000 — 10,000 to 50,000
 50¢ Per 1000 — 50,000 to 100,000
 45¢ Per 1000 — Over 100,000

OUR PRICES ARE LOW! WRITE FOR OUR FREE LIST!

ECONOMY SUPPLY COMPANY

631 TENTH AVE. (PHONE BRYANT 9-3295-6) NEW YORK, N. Y.
 705 WEST NORTH AVE. (PHONE MADISON 9591) BALTIMORE, MD.

There is no substitute for Quality Quality Products Will Last for the Duration D. GOTTLIEB & CO. CHICAGO

SEE Bally's GREATEST HIT! OUT WITHIN 2 WEEKS AFTER WE LICK THE AXIS BALLY MANUFACTURING COMPANY 2640 Belmont Avenue - Chicago, Illinois

HITLER GIRL PETTING DOG MUSSOLINI RUNNING DEER Pep up Keeney Anti-Aircraft and Air-Raider Guns with these new inserts. Takes one minute to change. SET OF 4—ONLY \$3.95 X. L. SALES CO. Greenville Rd. No. Smithfield, R. I.

HELP THE OTHER FELLOW WANTED TO BUY All parts for SEEBURG RAY GUNS, Amplifiers, Cartridges, Trigger Assemblies, Sights and Gun Stocks; in fact, all parts you are not using. We will mail you our check for practically Seeburg list prices on any of these parts. Chicago Novelty Co., Inc. 1348 Newport Ave. CHICAGO, ILL.

ing distribution outlets. Advertising of all types is teaching consumers about tire conservation. They, in turn, go to their dealers for service.

In addition to this tire service, dealers are urged to push the need for servicing all other parts of the car. To help them Esso has furnished a cut-out manual that explains why such attention is necessary. An inspection form is provided for each customer, showing a complete case history of every car serviced.

Thus, in every way possible Esso is 100 per cent in favor of keeping its dealers in as flourishing a condition as possible.

Food Concerns Aid Housewives

Among the food concerns that are showing active interest in their grocery outlets are Libby, McNeill & Libby. They help their grocers explain current food problems thru posters which carry no advertising. In national advertising they urge women to look around their grocers' shelves for other foods when they can't find exactly what they want.

The California Packing Corporation is furnishing grocers with wartime meal planners. These list foods the government suggests in its nutritional drive. Also included in the "planners" are a check list of nutritious foods and a convenient form for making up menus.

Among large companies that have nothing to sell to consumers and that have not forgotten their peacetime dealers is Nash-Kelvinator Corporation. This

manufacturer of automobiles and refrigerators is now producing exclusively for our armed forces.

Yet thru extensive advertising, Nash-Kelvinator is striving to promote the war effort, help protect the future of its dealers, and keep the company name in the public eye.

In business papers covering the automotive and refrigeration field, dealers are told the purpose of consumer advertising is threefold.

A Threefold Plan

"The company describes it as—
"1. To report to our present and future owners on the vital part Nash-Kelvinator is playing in America's war effort.

"2. To promise that the Nash and Kelvinator of the peacetime to come will be finer, better than ever because of the amazing technological developments called for in present war work.

"3. To maintain and to increase, for the future profit of Nash and Kelvinator dealers, the public esteem for the company's products."

From the cases described above, it is clearly evident that the "big brother" business movement is growing. The Department of Commerce views it as a particularly healthy, typically American procedure that is bound to help many in the distributive trades to solve wartime problems.

Operators Given Important Data On Paying Taxes

LOS ANGELES, Nov. 21.—The most recent bulletins issued by Curly Robinson, managing director of the Associated Operators of Los Angeles County, advise members that tax form 11-B can be used for declaring the tax on phonographs, bowling games, target guns and all other amusement machines that come under the new federal tax beginning November 1, 1942. Warning is issued to members also that November 30 is the deadline for payment of taxes on any type of machines which were due on November 1.

Another bulletin issued by the association gives detailed information on the new income taxes which will apply to all individuals. The bulletin urges operators to begin now to keep careful records and also to save money for paying taxes which become due in March. The bulletin calls attention to certain legal provisions in the State of California and how these are harmonized with the federal income tax laws. The bulletin will prove a great service to members of this association.

Check on Store Changes In Downtown Cleveland

CLEVELAND, Nov. 21.—A newspaper reporter here made a recent check on the number of retail stores on certain streets and his report may be interesting to operators who have to look for locations.

In the downtown shopping area the reporter counted 600 retail store units. A city organization had made a survey in May and there were 608 stores on this same street, indicating that eight had gone out of business. In classifying these stores, there were 143 dry goods stores, 30 jewelry stores, 139 eating places, 34 grocery stores, 28 automotive stores, 27 drugstores, 20 general stores, 20 cigar stores and 12 florists.

Reports indicate that one year ago there were 629 stores in this same section. During that year eight eating places had closed up. It seems that more eating places had closed up than any other type of store in proportion.

BRAND NEW MACHINES
Buy Now While You Can Get Deliveries

Baker's Paces, 5¢ Play \$299.50	Mills Four Bells, 5¢, Latest Md. \$485.00
Evans Jackpot Dominos 399.50	
Keeney Super Bells 239.50	
Keeney Super Bells, 25¢ Conv. 259.50	Northwestern Stamp Venders, 3 3's for 10¢, 4 1's for 5¢ \$29.50
Mills Vest Pocket, 5¢, B. & G. 74.50	
Mills Jumbo Parados, Cash Pay 129.50	Pace Race, 5¢ Play 335.00
Mills Jumbo Parade, Conv. 148.50	Pace Race, 5¢ Jackpot 375.00
	Pace Race, Quarter Play 375.00

FLOOR SAMPLES, GUARANTEED NEW, NEVER ON LOCATION.

Bally Club Bell \$185.00	Mills Four Bells, Four Ninkels \$445.00
Chicago Coin Hockey 189.50	Keeney's Super Bells, 5¢ Conv. with Mint Vendor 239.50
Mills Jumbo Parade, Cash Pay 125.00	Waiting Big Game, CP. 82.50
10 Mills Jumbo Parades, Conv. FS. 139.50	

USED MACHINES—RECONDITIONED AND REFINISHED

25 Super Bells, 5¢ Conv., SU \$142.50	2 Mills Square Bells 49.50
25 Dominos, JP, Light Cab., SU 282.50	10 Mills Jumbo Parades, Free Play, Blue Cabinets, Serials over 6500 107.50
5 Super Track Times, SU 300.00	9 Mills Jumbo Parades, Free Play, Late Style Coin Head 87.50
1 Wurflitzer 950, 1942 Md., Brand New, Never Unpacked Write	1 Pace Race Jackpot 199.50
10 Mills Three Bells, Like New, High Serials 500.00	10 Sky Fighters 255.00
Jackpot Dominos, Brown Cabinets, Factory Reconditioned 225.00	5 Seeburg Organ Speakers, Perfect 49.50
1 Keeney Submarine, Like New 187.50	

SPECIALS

1 Jennings 1¢ Duchess, #1712 19.50	2 Mills Blue Front, 5¢ Play, Club Bell, #445249-445256 \$125.00
Mills 5¢ Cherry Bell, #432000 110.00	1 Mills 10¢ Blue Front, #389392 90.00
Mills 5¢ Melon Bell, #430000 110.00	7 Daval Penny Packs, Latest Md., Revoly a Round Base 7.50
Mills 5¢ Red Front 85.00	
2 Mills 10¢ Q.T., #1724-19802 37.50	

SLOT MACHINES—RECONDITIONED AND REFINISHED

1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and Ask To Be Put on Our Mailing List. Above Prices Effective November 28, 1942, and Subject to Change Without Notice.

MOSELEY VENDING MACHINE EXCHANGE, INC.
00 Broad St., Richmond, Va. Day Phone 3-4511, 3-4512. Night Phone 5-5328.

SLOTS WANTED
MILLS Q.T., 5¢ and 10¢ Play, New or Used.
MILLS MYSTERY PAY, Blue and Brown Fronts, 1¢, 5¢, 10¢, 25¢ and 50¢ Play.
MILLS ESCALATOR TYPE SLOTS, in Two-Four payout, Such as F.O.K., FRONT VENDERS, WAR EAGLES and ROMAN HEADS, 1¢ to 50¢ Play.
Write Us What You Have, Serial Numbers and Your Lowest Price.
SICKING, INC.
1401 Central Parkway CINCINNATI, O.
Phone: Cherry 5732.

NEW SUN RAYS... \$169.50
Slightly Used SUN RAYS, \$137.50

If Automatic Pay Out Desired, Either 5¢, 10¢ or 25¢, \$10.00 Extra.
On 50¢ Pay Out, \$15.00 Extra.

SAM MAY & CO.
855 N. Flores Street, San Antonio, Texas



BARGAINS FOR SALE

(MARBLE TABLES)

10 1-2-3, '40 Mills with Fruit Reels @ \$85.00 Ea.
2 1-2-3, '40 Mills with Animal Reels @ 85.00 Ea.
1 Keeney Contest 150.00
1 A.B.C. Bowler 25.00
1 League Leader 25.00
1 Playmate 15.00
1 Evans Skill Bowling Ten Strike 55.00
2 Exhibit Congo @ 35.00 Ea.
1 Doughboy 15.00
1 Fox Hunt 15.00
1 Double Feature 15.00

(PHONOGRAPHS)

3 Wurflitzer 81 Counter Model with Stands @ \$85.00 Ea.
2 Wireless Seeburg Pipe Organ Speakers @ 25.00 Ea.

(CIGARETTE MACHINES)

6 Exray Cigarette Machines, 1¢ Play, Token Falling Inside of Machine, All Good and Clean Merchandise @ \$ 8.00 Ea.
--

Shreveport Novelty Co.
608 N. Market St. SHREVEPORT, LA.

MILLS THE GREATEST NAME IN COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years.

MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO

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PHOTO ELECTRIC CELLS
C. E. NO. 23

None being made except on very high priority. For Seeburg Ray Guns, this Cell can be used on "CHICKEN SAMS," "JAPS," "CHUTES" and also "RAPID FIRES."

Special \$2.50 Each

GUN CABLES
8-ft. Standard Lengths, 5-Wire Shielded, Woven Mercerized Cloth Covered, "Belden Made."

Excellent Quality \$1.90 Each

50-FOOT MAIN CABLES
5-Wire Mercerized Covered, Heavy Insulated, "Belden Made." This cable can be used for the main by placing the knocker in the Gun Cabinet. Instruction Card with each Cable.

\$9.90 Each

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Write us today for an Assortment, consisting of Gun Cables, Gun Lamps, Tubes, Photo Cells, Condensers and Resistors that are necessary for Seeburg Amplifiers.

Open up the package, examine carefully, and you may return any merchandise not wanted for full credit. We will either make the refund by check, or you can use the credit to apply on any other "Scarce Items" you may want.

An Assortment of about \$35.00 will come in mighty handy for your Service Calls, especially when you will have to watch your gas a little more carefully.

CHICAGO NOVELTY CO., INC.
1348 NEWPORT AVENUE CHICAGO, ILL.

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SEEBURG'S "CHICKEN SAMS"
"JAIL-BIRDS"

\$72.50 \$72.50

Biggest Buyers of "CHICKEN SAMS" in the Country.

We are not fussy because cabinets are refinished anyway. Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$10.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

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5Y3G .. .65	6X5GT .. .95
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6C6 .. .95	30 .. .95
6FAG .. 1.25	38 .. 1.05
6H6GT 1.05	47 .. 1.05
6J5GT .. .85	58 .. .75
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Brand-new remote receivers with tubes included for use in wireless Seeburg Speakers. \$16.50 Ea.
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Daval's Latest Tax Free Counter Game, Keep 'Em Bombing \$ 7.95
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CONSOLES

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Jennings Liberty Bell 24.50
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We will pay cash for any quantity of late model One Ball Free Plays or Payouts, late model Five Ball Free Plays, Rockola, Wurlitzer or Seeburg Phonographs, Slots of any description or quantity, or Legal Equipment of any description. Write, wire or phone what you have to sell and your best price.

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Watling Jungle Camp, F.P. .. 67.50
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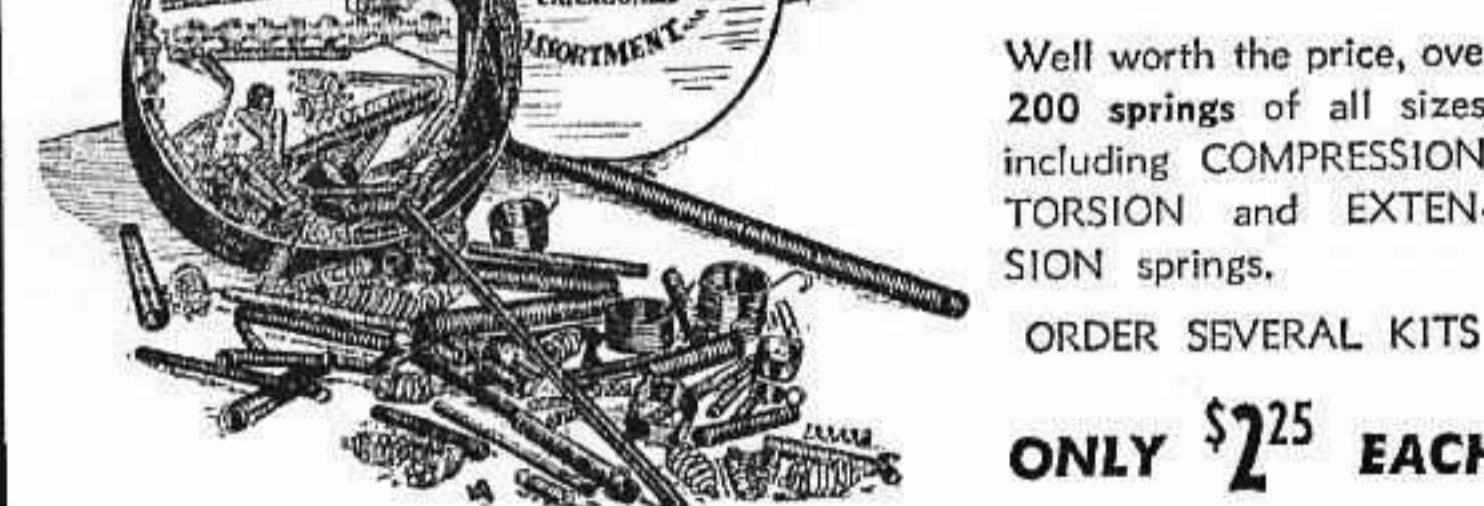
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You can't go wrong on this one. One of the most complete kits ever offered at this low price. Over 500 pieces, such as PIG TAIL WIRE, SILVER CONTACT POINTS, FISH PAPER, CONTACT BLADES, BUSHINGS, BRASS RIVETS, CONTACT POINT ADJUSTER, SWITCHES AND MANY OTHER ITEMS. A SMART REPAIRMAN WILL ORDER SEVERAL ONLY \$7.50 EACH

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BIG PARADE—KNOCKOUT—FIVE, TEN, TWENTY—TOPIC—AIR CIRCUS .. \$ 95.00
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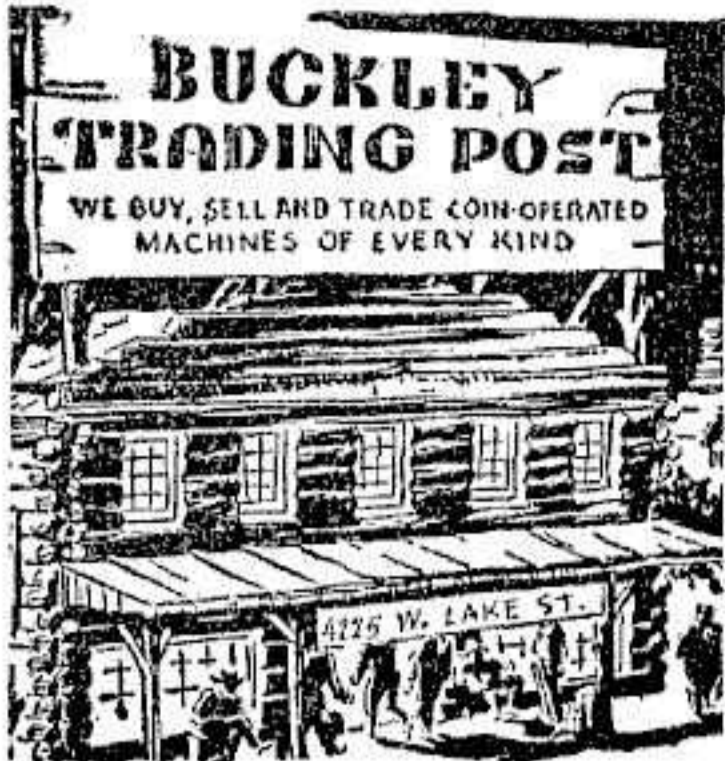
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SPECIALS—Salesboards—Lowest Prices

Name	Holes	Style	Net Price
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Charmers	1280	5¢ Thick	4.04
Cocoanuts	1600	2 1/2¢ Ex. Thick	7.16
Combinations Symbols	1000 (Jumbo)	5¢ Thick	3.43
Derby Day	1050	5¢ Ex. Thick	4.04
Dough Barrel	1080	5¢ Thick BC	4.29
Duke Mixture	1050 (Jumbo)	5¢ Semi-thick	3.44
Easy Money	1500	5¢ Thin (Definite)	2.38
Forward Pass	1280	5¢ Semi-thick	4.14

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Wurlitzer 850 \$450.00	Classic Slug Ejector \$175.00	Wurlitzer Wall Boxes, No. 100, New \$25.00
800 335.00	Vogue 155.00	Wall Boxes, No. 125 39.50
750 350.00	Regat 144.50	STEEL CABINETS
750M 400.00	Gem 137.50	Buckley Single Mechanism \$27.50
750M 375.00	Rex 150.00	Buckley Double Mechanism 31.50
700 279.50	Rockola 40, Rockolite 245.00	COMPLETE MUSIC SYSTEM
600 175.00	DeLuxe 175.00	Twin 12 Wurlitzers in Metal Cabinets with Adaptor, Amplifier, Speaker \$125.00
600 Keyboard 185.00	Masters 180.00	SUPPLIES
500 170.00	Monarch 132.50	New Buckley Needles .50
500A Keyboard 180.00	Mills Empress 159.50	Perforated Program Strips, Per M Sheets 3.00
24A 120.00	MUSIC SYSTEM EQUIPT., SPEAKERS & CABINETS	Buckley 275A Bulbs for Wall Boxes .12
71 119.50	Buckley Zephyr Cabinet, New \$11.25	
61 79.50	Buckley Tone Tower, New 69.50	
616 69.50	Buckley Wall Baffles 5.50	
412 69.50	Illuminated Organetto Speaker, New 19.50	
P12 34.50	WALL BOXES	
Seeburg High Tone, Remote \$410.00	Buckley Illum. Wall Boxes \$35.00	
High Tone, Reg. 395.00		
Colonel, E.S. 300.00		
Envoy, E.S. 252.00		
Majors 225.00		

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CONSOLES Buckley Track Odds—All Models Keeney Super Bell—2 Way 5¢ & 25¢ Keeney Super Bells—2 Way 5¢ & 5¢ Keeney Super Bells—4 Way Mills Three Bells COIN MACHINES Mills Bonus Bells Mills Brown Fronts—5¢, 10¢, 25¢	Mills Yellow Fronts—3-5 Payout Mills Gold Chromes Mills Emerald Chromes PHONOGRAPHS Wurlitzer Phonographs Wurlitzer 600 Wurlitzer Wall Boxes Packard Wall Boxes Wurlitzer 30 Wire Boxes Bobby Teletone Boxes Scales—All Makes & Models	ARCADE MACHINES Kirk Night Bomber Bally Rapid Fire Mutoscope Sky Fighter Mutoscope Ace Bomber Mills Bag Punchers Mutoscope Bag Punchers Chicken Sams Rockola World's Series Texas Leaguer Gottlieb Grippers Wurlitzer Skee Balls Western Baseball ABT Aromatic Shoot Gallery
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SPECIALS—ARCADE MACHINES

Three-Way Grip (with Floor Cabinet) \$52.50	Gott. Triple Gripper \$14.50	Mills Punching Bag \$95.00
Bally Bull's Eye 79.50	Jungle Dodger 50.00	Pikes Peak 12.50
Bally Rapid Fire 165.00	Keeney Air Raider 172.50	Rockola World's Series 85.00
Baker Bomb Hit 9.50	Keeney Anti-Aircraft 45.00	Shoot the Chutes 82.50
Chicken Sam 86.50	Keeney Submarine 220.00	Test Pilot 210.00
Jail Bird 85.00	Keep Punching 150.00	Abbott Coin Counter 142.00
Gottlieb Single Gripper 7.50	Mutoscope Sky Fighter 219.50	Standard Coin Counter 132.00
		Johnson Coin Counter 122.00

PIN TABLES

GENCO Big Chief \$27.50 Big Town 20.00 Blondie 20.00 Captain Kidd 45.00 Four Roses 39.50 Gun Club 54.50 South Paw 49.50 Ten Spot 39.50 Victory 75.00 Zig Zag 39.50	EXHIBIT Double Play \$30.00 Duplex 30.00 Leader 24.50 Play Ball 27.50 Sky Blazer 44.50 Spot Pool 55.00 Stars 30.00 Sun Beam 30.00 West Wind 48.00 Wings 18.50 Zombie 27.50 Do-Re-Mi 37.50	KEENEY Clover \$59.50 Four Diamonds 99.50 Repeater 33.50 Sky Ray 32.50 Super Six 14.50 Towers 47.50 Twin Six 42.50 Velvet 21.50 Wildfire 28.00
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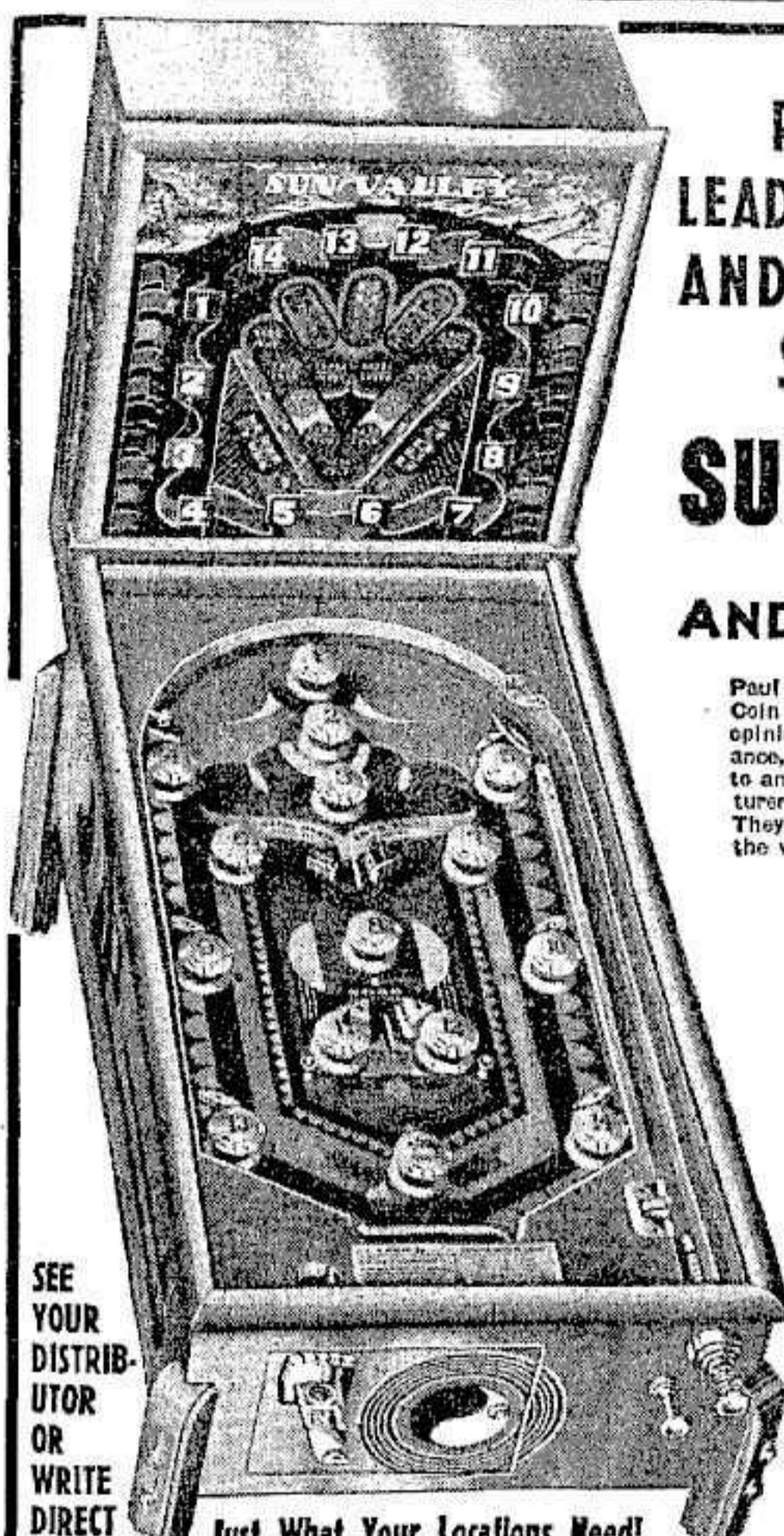
SPECIALS—SLOT MACHINES

MILLS Gold Chrome Bells, 5¢ \$212.50 Gold Chrome Bells, 10¢ 217.50 Gold Chrome Bells, 25¢ 222.50 Blue Fronts, 5¢, Serials 400,000 99.50 Mellon Bells, 5-10-25¢ 96.00 Brown Front Club, 5¢ 112.50 Bonus Bell, 5¢, New 215.00	PADE Comet Front Vender \$ 42.50 10¢ Comet B.F. Bell 60.00 25¢ Comet B.F. Bell 60.00 25¢ Rockets 100.00	WATLING 5¢ Rolatop 2-4 P.O. \$35.00 10¢ Rolatop 2-4 P.O. 35.00 25¢ Rolatop, Late 72.50 5¢ Double J.P. 25.00
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SPECIALS—CONSOLES

Mills Three Bells \$445.00	Mills Jumbo, F.P. \$ 67.50
Mills Four Bells 292.50	Watling Big Game, F.P. 74.50
Jennings Fast Time, F.P. 75.00	Buckley Daily Double Track Odds 500.00
Jennings Bob Tail, F.P. 69.50	Buckley Track Odds 400.00
Keeney Super Bells, 2 Way, 5 & 5¢ 275.00	Buckley Seven Bells, 7 Coins 700.00
Keeney Super Bells, 2 Way, 5 & 25¢ 287.50	Buckley Long Shot Parlay, 7 Coins 700.00
Mills Jumbo, Cash P.O. 119.00	

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Paul Blackford, editor and publisher of Coin Machine Review, says: "In my opinion, these games are equal in appearance, appeal and money-making ability to any games to issue from the manufacturers prior to the May 1st close-down. They are masterfully turned out and show the work of true craftsmen."

Harry Rosenthal, genial head of Automatic Amusement Company of Pittsburgh, Pa., says: "Operators in Western Pennsylvania have reported earning power on these games very satisfactory. They claim it is like a 'new game.'"

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