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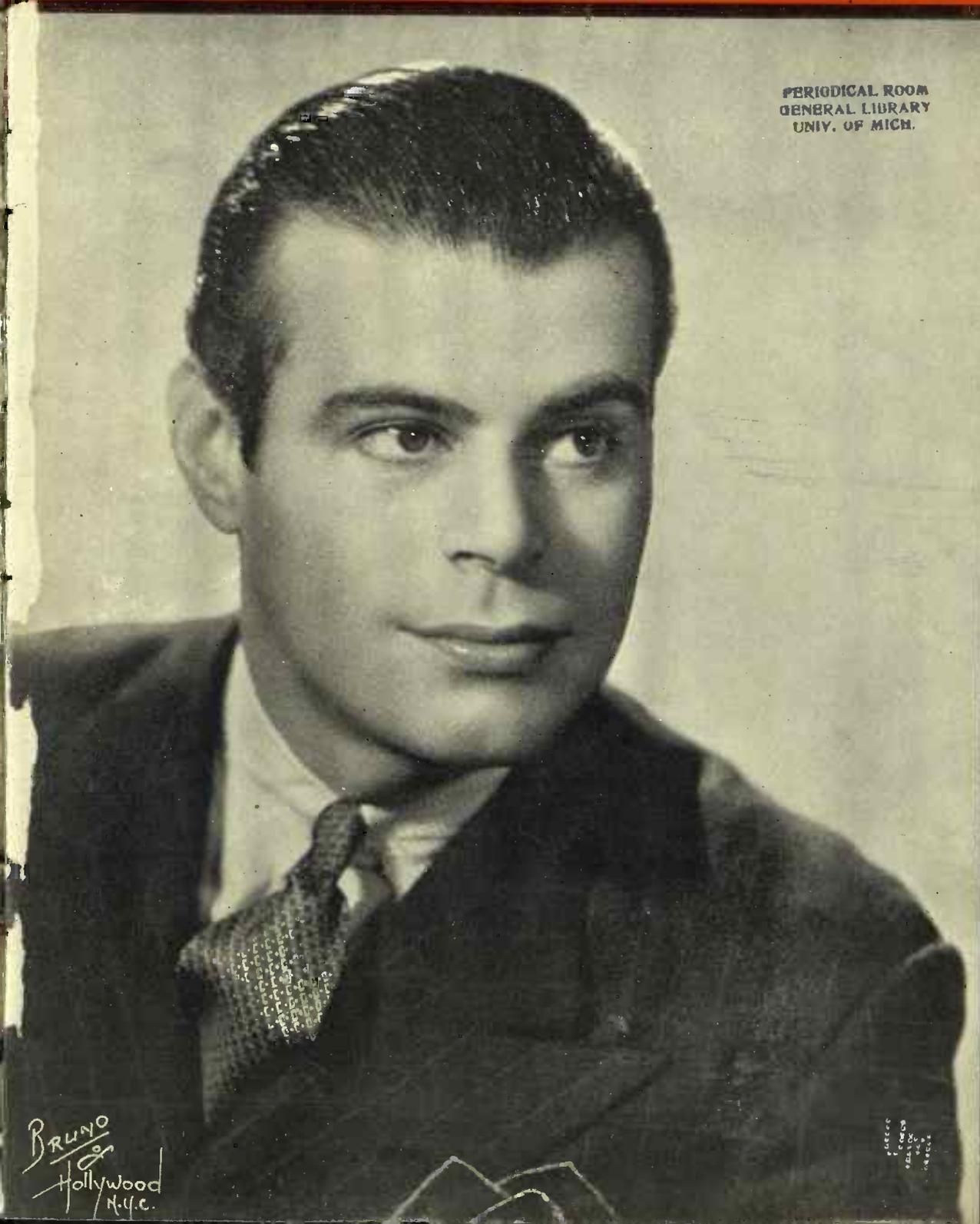
# The Billboard

The World's Foremost Amusement Weekly

OCTOBER 4, 1941

15 Cents

Vol. 53. No. 40



PERIODICAL ROOM  
GENERAL LIBRARY  
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## BILLY de WOLFE

Opening Rainbow Room,  
Rockefeller Center, on  
Repeat Engagement  
October 8.

Just Concluded 3 Weeks  
Strand Theater, New York.

Management:  
MCA Artists, Ltd.

BRUNO  
Hollywood  
N.Y.C.

PERIODICAL ROOM  
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# How GALE blows up a cyclone of interest

in the recordings of

## ELLA FITZGERALD

### THE FOUR INK SPOTS • ERSKINE HAWKINS



FROM:  
DOROTHY KILGALLEN  
8'WAY COLUMNIST  
N.Y. JOURNAL-AMERICAN  
N. Y. C.

"A GOLD STAR TO  
ELLA FITZGERALD'S  
DECCA DISC NO. 3608  
"The One I Love"  
THE BEST RECORDING SHE EVER MADE"  
BACKED BY "THREE LITTLE WORDS"

PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N. Y.

BAND leaders and their managers devote a great deal of time and effort to their recording activities. They battle for the tune they want to make; take pains to get a good arrangement of the tune; rehearse till the boys are blue in the face; cut and recut masters, etc., ad infinitum.

But too few recording artists or managers know anything about "follow-through."

MOE GALE, of Gale, Inc., does. He makes it a point to follow through on every good recording made by the Four Ink Spots, Ella Fitzgerald and her orchestra and Erskine Hawkins and his orchestra. He's stirred up a veritable cyclone of interest in every one of their recent tunes. How? Like this:



WHY GRANDMA  
WHAT BIG EARS  
YOU HAVE!

THE BETTER TO  
HEAR  
ERSKINE HAWKINS  
and his Famous Orchestra  
LATEST JUNE BOX FAVORITES  
"KEEP COOL FOOL"  
AND  
"NO USE SQUAWKING"

BLUEBIRD VICTOR RECORD NO. 11019  
PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N. Y.

HE SELECTS the one medium which is read every week by every important music machine operator—as well as by thousands of record retailers, by one-nighter dance promoters, ballroom owners and managers, theater owners and managers, band-buyers in all branches of the show business, indoor and outdoor.

The medium? The Billboard, of course.

HE GETS together with his advertising and publicity factotum, one Art Franklin, and carefully works out an advertising campaign which will catch the eye, will tell a brief and interesting story about his artists' records. Six sample ads in the series are shown on this page (original size in The Billboard of each ad was 5 inches deep, 2 columns wide).



CHARMING!

THE  
FOUR  
INK  
SPOTS

NEW DECCA RECORDING OF  
"YOU'RE LOOKING FOR ROMANCE"  
BACKED BY  
"WE'LL MEET AGAIN"  
NO. 3650

PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N. Y.

THAT'S all record promotion (via trade papers) amounts to. Select the right medium, spend enough time on your advertising in that medium to make each of your ads distinctive, appealing to the eye and the buy-instinct of your audience.

If this was one of those correspondence school ads, we'd say: You too can sell more records!

Simply advertise your good records in The Billboard interestingly and consistently.

I KNEW HE COULDN'T RESIST STOPPING  
TO LISTEN TO THE SWELL RECORDING OF  
"MUFFIN MAN"  
BY ELLA FITZGERALD  
AND HER FAMOUS ORCHESTRA



DECCA RECORD  
# 3646

BACKED BY  
"I'M THE LONESOMEST GAL IN TOWN"

PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N. Y.

"YOU'LL NEVER FORGET,"  
SAYS  
WALTER WINCHEA  
IN  
650 NEWSPAPERS,  
THE FOUR  
INK SPOTS  
RECORDING OF  
"PLEASE TAKE A LETTER, MISS BROWN"  
DECCA RECORD #3626  
BACKED BY "RING TELEPHONE RING"  
PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N. Y.

"KEEP COOL FOOL"

LISTEN TO!  
THE NEW BLUEBIRD—  
VICTOR DISC NO. 11019  
RECORDED BY  
THE 20th CENTURY GABRIEL  
ERSKINE HAWKINS  
and his Famous Orchestra  
BACKED BY "NO USE SQUAWKING"  
PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N. Y.

# PRIORITIES PINCH FELT

EDITORIAL

## "Keep 'Em Turning!"

Action as to priorities on amusement equipment does not call for snap judgment. The subject is vastly deeper than may be generally realized. It is to be hoped that the powers-that-be in Washington will give it the full and careful thought that it deserves. Defense is bound to limit use of many materials, of course. That is to be expected and is as it should be. Real Americans approve.

But industries supplying the ginneys for attractions that the public enjoys in the great outdoors should not be throttled. There must be some part-way mark that can and should be arrived at. There is a strong background of experience from the last war which can be profitably used. Materials for construction or repair of riding devices and other equipment can continue to flow into those channels to some extent, with the assurance that they are heavily contributing to preservation and upbuilding of the nation's morals.

The thought that amusement parks, piers, pools and tented shows should, along with fairs and expositions and allied events, be maintained in time of war or national stress is not new. Official Washington okayed and encouraged them thru the last war and during the later depression. They were justly called morale builders. They more than did their part in keeping the balance in a naturally exuberant America.

England now, with the wisdom of its ancient people, urges its amusement caterers to carry on. Its purveyors of fun are as active as they can be under attack conditions. Parks, zoos and many traveling shows are granted the wherewithal to operate. Canada, like the mother country, refuses to flirt with any eventualities that deprivation of loved amusements might bring.

It would, it seems, be far-fetched to put into the "luxury class" amusement parks and their allied pleasure spots and equipment needed by them. The park has aptly been called "the 3-and-19-cent store" of the amusement world. Surely, the millions who flock to the riding devices, pools, danzants and enterias during the summer would also indicate that those things are a huge portion of the poor man's playground.

Co-operation of the National Association of Amusement Parks, Pools and Beaches in the early codifying days of the NRA more than proved its patriotism and intelligence. The leaders in the American Recreational Equipment Association worked and learned with those in charge of priorities during the last war. So why not, in all justice, add another slogan to "Keep 'Em Flying" and "Keep 'Em Rolling?" Uncle Sam's scions are seldom too young or too old to pass up the life and laughter of the whirling rides.

Let's "Keep 'Em Turning!"

## N. J. Fair Tops Previous Marks

TRENTON, N. J., Sept. 29.—New Jersey State Fair closed a brilliant run yesterday with a record-breaking attendance of 300,000 and gate receipts of \$69,421. Attendance last year was 228,000, with grandstand crowds totaling 73,500 as compared with 60,000 last year. Weather was ideal all week. Monday was the banner day with an attendance of 60,000, mostly children.

Typical farm exhibits attracted attention from growers, and the products of (See N. J. FAIR TOPS on page 52)

## Old-Timers' Discharge From San Leaves Them Destitute, Is Claim

SARANAC LAKE, N. Y., Sept. 27.—Four of the oldest patients at the Will Rogers Memorial sanitarium here have been notified by Dr. George E. Wilson that they will be discharged October 1 but, as an alternative, may accept lodgings in basement rooms of the san. But will lose medical attention privileges. The patients claim the basement rooms will not be comfortable in the winter and that loss of medical privileges will be injurious, as they lack funds.

The patients are Richard J. Moore, John C. London, Ben Snider and Margaret Newell, all over 50 and all formerly in vaude, light and burlesque.

According to a spokesman for the four, the same situation arose in 1939 when Harold Rodner, NVA Fund official in charge of the san, asked Dr. Karl Fischell, then superintendent of the san, to discharge them. Dr. Fischell, they

## But No Serious Shortages Yet; Big Firms Buy Reserves; Tele Worried; Theaters Unaffected

By PAUL DENIS

NEW YORK, Sept. 27.—Show business has not been hampered much by defense priorities as yet, but already some firms and performers have felt the pinch and many others are stocking up on materials, just in case. Larger show business firms, with the capital and re-

sources, had experts check on possible scarcities and then promptly stocked up. Examples are the larger theaters, film equipment concerns, major recording companies and film producers. But some of the smaller concerns and individuals, including performers, have had to pay more for essential goods or hold up work waiting for orders to be filled.

Since nobody knows how long the war situation will exist, most theatrical manufacturing firms have had to guess how much stuff to hoard. The big firms admit they have stocked up "the top" for three years on raw materials that may appear on defense priorities lists. Aluminum, steel, canvas, silk, notions, rope and wax used for recordings are some of the materials that are hard to get or that have become prohibitive in cost.

One of the four, London, tried to get relief from the Actors' Fund of America but was turned down because he was not a citizen. (The Fund passed a rule in 1939 limiting aid to aliens to a total of \$25.) London left for New York last week to look for work, and Miss Newell has gone to Philadelphia to join relatives.

NEW YORK, Sept. 27.—Harold Rodner, when queried about the complaints of the four patients who have been at the san since it opened 11 years ago refused to comment.

## Equity To Vote on Subversives; LNYT Plea Falls on Deaf Ears

NEW YORK, Sept. 27.—Refusing to accept Equity council's defeat of a proposed constitutional amendment to bar from office or paid positions in the union anyone with Communist, Nazi or Fascist leanings or "sympathetic" membership meeting of Actors' Equity yesterday voted to submit the question to a membership referendum. At the same time it passed a resolution supporting President Roosevelt's foreign policy, which includes aid to Communist Russia.

The meeting, which was attended by 500 members, heard a plea from the League of New York Theaters to withdraw the membership opposition to the old exclusive service clause in the standard contract, but it fell on deaf ears. Instead of a League representative addressing the meeting, which was requested by the producers' organization several weeks ago, a letter was sent by James Kelly, exec. secretary of the League, asking the membership to reconsider. They wouldn't. This is the

only point in the basic agreement negotiations where there is any disagreement.

Storm center of the meeting, however, was the resolution to prohibit Communists, Nazis, Fascists and their "sympathizers" from holding office in Equity, which was defeated in council last week after being kicked around from one committee to another for the past year. Council's reasons for defeating the amendment were highlighted by an unwillingness on council's part to cause any embarrassment to the national government because of its policy of aid to Russia.

Argument was finally narrowed down to a proposal by Robert Hoar to submit the question to a referendum, which was carried by a vote of 92 to 53. President Bert Lyell publicly expressed his dissatisfaction with the council's action, saying, "I find myself in an unbearable position and in complete disagreement with the council."

## Problem of Unemployment Tax For Club Performers Muled

NEW YORK, Sept. 27.—More and more performers who apply to the State Unemployment Insurance office here are discovering that their employers have failed to pay the tax.

Many night club owners, called to task by the U. S. Internal Revenue Bureau here, claim performers are "independent contractors" and that, therefore, they do not have to pay the tax. Many cafe owners admitted refusing to take down the Social Security numbers ordered by performers.

Thomas F. O'Brien Jr., deputy collector in charge of employment tax investigations in this area, this week took into the complaint filed by Murray Lane,

of the Actors' Retirement Committee, concerning the Goodshow at the Florida Restaurant on 47th Street. The show at the Florida, which closed Saturday, included Lola Werber, Baroness Chichny, Eddie Chester, Diana Lawrence, Joy Williams, Louise Bryden and Paula Bianca.

Lane pointed out to the bureau that night clubs pay tax for waiters, musicians and other help, and there is no reason why performers should be excluded from the benefits of the law.

Lane says the American Guild of Variety Artists should be doing this policing for performers, claiming the (See Unemployment Tax on page 24)

the recording industry is faced with a shortage of pyralite, a form of lignite found in Saxony-Thuringia. Aluminum, steel, canvas, silk, notions, rope and wax used for recordings are some of the materials that are hard to get or that have become prohibitive in cost.

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# LIVING COSTS UP SCALES

## Equity Follows Musicians' Lead With New Contract Clause; Some Employers Give Voluntary Raise

NEW YORK, Sept. 27.—Following the lead of the local musicians' union, which has ordered a 15 per cent wage increase to cover increased living costs, Actors' Equity Association, in its basic agreement negotiations with the League of New York Theaters, has obtained for the first time in its history a "protective" clause whereby actors' wages will be increased if living costs reach a new high. Percentages haven't been determined yet, but will be worked out before the signing of the new basic agreement, terms of which have been agreed upon on everything except the elimination of the exclusivity service clause.

Other unions are picking up the cue

on the increased cost of living, which has risen 7 1/2 per cent in the past year, according to the Bureau of Labor Statistics of the U. S. Department of Labor. American Federation of Radio Artists was the first union to recognize this condition and obtained a contract with the networks and independent stations that provides for reopening of negotiations if living costs rise a minimum in the event that living costs rise 10 points according to the Labor Department Index. This was effected last year with the signing of the commercial and sustaining agreement with the networks.

Situation has become so acute in the (See Living Costs Up Scales on page 28)

## Actor Unions Again Ban Celebrity Nights; Positively This Time

NEW YORK, Sept. 27.—Board of the Associated Actors and Artistes of America sounded the death knell on "celebrity nights" at a meeting Monday (23) after Harry Richman appeared before the board to inform them of American Guild of Variety Artists' adoption of a resolution to this effect and urging them to make it mandatory for the 12 AAAA unions. This marks the umpteenth time the kibosh has been put on celebrity nights, but both Richman, a member of the AGVA board, and Gerald Griffin, executive secretary, said that the newest

attempt has teeth.

Richman, describing the condition as "degrading and deplorable," said that this will take actors off the spot, especially from columnists who put the slug on performers for free performance. From now on, Richman said, performers must be paid \$10 each for "celebrity night" appearances (club date scale) or, if the performer's salary is over \$100 a week, 1/7 of his weekly salary. A union delegate will collect the money.

Rules will take effect Monday (29), which will allow Leon & Eddie's one more celebrity night, according to Richman. Richman said that L. & E. offered to pay the Stage Relief Fund \$5,000 a year for an open stage on celeb nights, but AGVA would rather see the actors get the dough. Any actor found guilty of violating the rule will be subject to a \$500 fine or six months' suspension or both.

## Billy de Wolfe (This Week's Cover Subject)

NO PINCHANT for polysyllabic words inspires the description of "satirical impressionist" when alluding to Billy de Wolfe. His humorous mimicry in mirroring other people and their general behavior hits way above the average job of impersonations. The individualism and finesse which he displays in his work make it necessary to grab at the high-sounding words of description.

The daily press has acclaimed Billy de Wolfe as one of the greatest comedian finds of the year. He recently concluded a vaude tour of the country's leading theaters, finishing up with a three-week engagement at the Strand, New York. He proved to be a consistent show-stopper for Strand audiences with his eccentric dancing and satirical impersonations. On October 5 he plays a return engagement at New York's Rainbow Room in Rockefeller Center.

His life has been as unique as his performance. His parents had their home in North Wales, but Billy was born in Boston, where his father had come for a business transaction. Five weeks later the increased family went back to Porthell, North Wales, where the young William spent his early childhood. At the age of 21 the family again returned to the U. S., this time to remain. While still in school he secured a job as an actor in a theater in Quincy, Mass. From this small theater he went touring as a dancer with Jimmy Connors and His Radio Band—an act that played Quincy while Billy was still wearing there.

He later became a hit in London when the two famous partners in his act, Dr. Wolfe, Maccoby and Fox, left for other fields and Billy started doing his single with the impression and a dance or two mixed in. He returned to the U. S. in 1940 after eight years on the other side, and later made his New York debut in the Raleigh Room of the Warwick Hotel, New York.

## Netherland, Cincy, Gets Another Icer

CINCINNATI, Sept. 27.—Star-Spangled Ice Revue, Fredricka Brock's unit featuring Dot Francy, moves out of the Hotel Netherland Plaza's Restaurant Continental Monday to be replaced by another icer which Miss Francy has been busy lining up this week. Headliners of the new unit, which will operate without the usual four-girl line, will include Douglas Duffy, comedy skater, and Anne Haralson.

The new icer will carry on here until the opening of the hotel's Pavilion Caprice October 24 with the Jose Morand cec and a Hoorshow. The hotel management wanted to hold the Star-Spangled layout until the 24th, but a previous booking for the Claridge Hotel, Memphis, opening October 10 prevented.

## Wirtz Plans New Henie Icer

NEW YORK, Sept. 27.—Arthur Wirtz and Robert Linden, of Sonart Productions, producers of *It Happens on Ice*, currently at the Center Theater here, have left for Hollywood to start casting for a new Sonja Henie ice revue.

Rehearsals will begin October 1 at the Chicago Stadium, and it is planned to open the show in Omaha the second week of November. Following, it will play Indianapolis, St. Louis, Detroit, Buffalo and Chicago, ending up the last week in January at Madison Square Garden, New York.



ON THE build-up that preceded the September 23 World's Best program on WJZ and the NBC-Blue the narrator said the stories couldn't be credited to any particular source or author because they were folk tales. But the yarn that made up the second half of the program was taken directly from a short story by Tolstai called *Too Deep!* Except that the Russian novelist's original was superior even in the matter of locale, which was Monaco in his version. The adaptation changed it to a mythical Monrovia—don't ask why. . . . Mme. Nicotina, Russian singer who was a Patane Theater favorite in the old days, was caught in the invasion of Holland, and is still there. . . . Maurice Zolotor, Broadway p. a., is hitting the big time as a magazine writer. He had two articles in a row in the *Saturday Evening Post*, one on Broadway Boss and the other on Miss Gale, and has still another coming up soon in *Collier's*. . . . Blue God, which was originally known as *Brother Cain*, drew just seven paid admissions one night, but despite that it threatens to keep running indefinitely. Michael Kailowitz, co-writer and producer behind the billing of the American Civic Theater, is telling backers at daily meetings that *Abie's Irish Rose* beat the critics, and *Cats-and-Coat* can, too. . . . An unusual piece of doubling is being done by Lucia Seger, who plays the mildly kleptomaniac grandmother in *The More the Merrier* and, at the same time, serves as understudy for Josephine Hull and Jean Adair in *Ardenne and Old Lace*. The *Ardenne* management said it was all right for her to take the second role. . . . They're circulating a legend these days concerning lucky customers at a drugstore near the Eltinge. A burly stripper was having lunch there one day, says the tale, when someone put a nickel into the coin phonograph and the automatically went into her act.

AN AGENT tells of the time he went 90 miles out on Long Island to catch an emcee who had been there for 43 weeks, during which time not a single agent had caught him. So on the night he came the room was flooded with agents. . . . Allki, who was a top actress in Athens before she came here, is probably the only film star in existence who begs people not to see her picture. The picture in question is *Astera*, a silent that was the first film ever made in Greece; it was shot years ago—in 30 days and on a \$1,000 budget. It's now playing the Miami on Sixth Avenue, and Allki is trying to keep friends from catching it. . . . Alan Brock is writing a Broadway column for *The Hungarian Radio News*. The rest of the paper is in Hungarian, but the column is in English. . . . From the seat of the Hurricane in the dailies: "Harry, Prince and Clark—the most-talked-about trio to come out of Baltimore since Wally Simpson." So now the Duches of Windsor's a trio. . . . Fame: On the *Take It or Leave It* quiz program last Sunday, *The Blue Danube* was played and a quizee was asked to identify it. His couldn't, and the emcee prodded him with "Come on now, what's the most famous waltz in the world?" Whereat the quizee gulped and answered, "A Wayne King waltz!"

VIRGINIA FORBES, manager of the Where To Dine Bureau for the New York *Venus*, will do the Sun's annual Where To Dine booklet this year. Malcolm Johnson did it last year. . . . Nicholas Porocoff, p. a. for Sam Morgan, has taken over the publicity post at the McAlpin Hotel. Nell continues to handle press for Morgan. . . . NBC's Phil Kirov, one of the more erudite gentlemen in the radio industry, speaks five languages—but says his mandarin is now a trifle rusty. Incidentally, he's getting up a brochure on 15 years of music on NBC. . . . Frank C. Barber and Bernard Maxwell are a new local publicity combo. . . . Nell Spink's Broadway columnist, L. L. Stevenson, has had several eye operations, and Mrs. Stevenson says she's appointed herself his Seeing Eye dog in making the rounds with him. . . . Kate Smith has signed with Watkin Syndicate to do a daily human-interest column. . . . Speaking of columns, Editor and Publisher reports that there are 30 syndicated daily Broadway pillars. Who says that gossip isn't a major industry?

## British Vaude Grosses Huge; Many Houses Break Records

LONDON, Aug. 30. — By and large, business in vaude houses thruout the country has been rich since the start of the full in air raid activity. During week of August 4 (closing session of double summer-time) more records were broken than at any similar period in the history of the stage. Such a result was in part achieved thru government's exhortation that people should spend vacations in their home districts.

Some idea of the business done during that week may be gained from this cross-section of results reported. In the London area Stoll's nabie Empire at Chiswick smashed all returns in the long history of the house, with Syd Seymour's *Madhatter Band* roadshow, including Constance Evans. A new high for the Moss Empire at Sunderland was set up by *Tracy Show, To See Your Fun* (Watkinson and Gold starring), which drew a net of \$5,455. Big Bill Campbell's *Rocky Mountain Rhythm* gave Cheltenham Opera House its best ever with a net of \$3,440.

At the King's, Gainsborough, playing once nightly, Bertini's roadshow, *It's All in Fun*, made a new top with \$1,770. A new record was set up at the City Varieties, Leeds, by the net of \$3,370 pulled in by *revue, Hello! New York*. Luton Grand scored to \$2,354 with Harry Dennis's *Procedury Varieties*.

Legitimate fare, on *Approval*, with Harry K. Barnes, Cathleen Nesbitt, Diana Churchill and Roland Culver, gave Dewbury Empire a gross of \$4,000 from 221 night and three day shows.

A typical example of sustained business in the provinces is afforded by the Lido (formerly a pic house) at Bolton, where March 24 week *Viv Oliver*, and *Wanda* took \$8,102. *My Girl (Lapping Lane)* April 7, \$8,850; *Land of Smiles* (Trotter), May 26, \$8,258; *Joe Loss* oak and vaude, July 28, \$10,181.

July 28 week West Hartlepool Empire took a net of \$2,540 with *Africque*; during August 4 week, \$3,028 with *Oceanic*; *Entente* revue.

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# NBC Urges Affiliates' Approval Of ASCAP-Network Blanket Deal; Local Program Contract Optional

NEW YORK, Sept. 27. — National Broadcasting Company yesterday sent to its affiliates copies of the contract forms covering terms for network or retransmission-of-the-air music and copies of the four different types of contracts covering use of ASCAP music locally. These four types include the per program commercial license and per program sustaining license. In addition, affiliates also received a statement by Niles Trammel, NBC proxy, wherein is outlined "Why We Desire To Complete the Arrangement With ASCAP," and various other literature indicating that the wide proposition has been a lawyer's field day.

Trammel, stating why he is in favor of completing the ASCAP deal, brings out the following points: (1) ASCAP has offered reasonable terms; (2) advertisers want the ASCAP catalog; (3) the government consent degree was effected in order that broadcasters might deal with ASCAP on a fair and economical basis; (4) a competitive network (Mutual) now has ASCAP music and many CBS stations have ASCAP agreements covering local programming. Trammel went on to say that NBC would bear a larger music burden than it ever did, and that, considering its payments to ASCAP and BMI, the sum would total \$250,000 annually. ASCAP always claimed in the past, however, that the chains never bore any part of the music burden. Trammel's estimate of \$250,000 is arrived at "even after deducting the refund of 2% per cent from affiliates on network competition." Figure, says Trammel, is based on a blanket arrangement, under which the society would receive \$2,100,000 as compared to \$8,100,000 it received in 1940, the last year of the old contract. Trammel further states that the ex-

perience of past nine months indicates ASCAP is not indispensable to the industry; but criticism would be leveled at broadcasters if broadcasters now took an arbitrary position against the use of ASCAP music.

"Furthermore," says Trammel, "I am of the opinion that there is a possibility that, unless an arrangement is made with ASCAP, the Society may disintegrate. (See NBC Urges Affiliates' on page 4)

## Romm Leaving GAC Over Budget Tangle

NEW YORK, Sept. 27.—Sovereign of Harry Roms from the theater department of General Amusement Company will be effective as of February 1, 1942, date of the expiration of Romm's contract with GAC. Meanwhile, Romm and GAC are attempting to arrive at a settlement which would enable him to leave earlier. Leonard Romm, who has been working under his brother, is tentatively slated to succeed him.

Crux of the parting is a dispute over the budget with which Romm was to operate the department. Romm felt the coin was insufficient. He said that he could up his own percentage by cutting down his own personnel, but he refuses to do this.

Romm will take along properties which are under his own personal management, including "Circus Rimas," Will Osborn, Dick Rogers, Three Stooges and the Three Sailors.

GAC this week added Joe Schrimman, nephew of Cy, to its location department, and Neal Long to work in the radio department.

## Grief for Morrissey In Newest Venture

NEW YORK, Sept. 27.—Will Morrissey has become the latest hero and villain of his own comedy of errors. To himself and to local papers, which have been glorifying Morrissey's shoeing exploits in show business, he's a hero, definitely. But to the cast, which he has been rehearsing for five weeks without pay, to the American Guild of Variety Artists, the musicians and stagehands' union, and to the lessee of the Ambassador Theater, which he has been using, he is regarded as a toneless shoeace looking for the shoes, and they are not going to provide them.

Latest exploit of Morrissey is a revue, *Newcomers of 1941*, which was to have opened last night. AGVA wanted a \$940 bond to cover opening night's performance, and the musicians and stagehands wanted cash on the line. He and his cast were ousted from the Ambassador Theater, so he rehearsed in the street. (Incidentally, he was to star in the show). He was arrested and released, and the show didn't open.

The unions say he won't open. Morrissey, meanwhile, insists he'll find a theater and open anyway.

# Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For FILMS

KARIA ORSZAGIEWSKA — Polish actress, a veteran of more than 200 productions in Polish stock, who is now appearing in her second English-speaking Broadway role, that of the mother in *Bliss*. Gost (formerly *Brother Sam*) at the Golden Theater, New York. She takes a trite role in a poor play and makes it a fully rounded human being, playing with authority, great sincerity and splendid effect. She was equally effective in her first Broadway role, that of a Polish mother in *The World We Make*. Highly recommended for dialectical character roles in films.

## For LEGIT MUSICAL

ANITA ALVAHEZ — pert young Spanish dancer now scoring a hit at La Martinique, New York night spot. Works in outlandish, brightly colored costumes and fedora hats, barefooted most of the time, and offers actress on Spanish dances. A modern dancer who is also commercial, she is lithe, has a nice figure and charming personality, and sells her stuff effectively. Strong novelty value for a legit revue, particularly in view of the current Latin vogue.

RICHARD DYER-BENNETT — singer and artist now at Le Reuban Heu, New York night club. He is a young man, who sings British ballads and American folk songs in a pleasant lyric tenor while accompanying himself on a lute. An odd act for a night club, he should make an interesting novelty for an intimate revue. He delivers well, and some of the songs contain earthy humor of a type seldom heard in clubs or theaters.

## 'Ice Circus' \$32,800 in Buff

BUFFALO, Sept. 27.—Circus on Ice, first ice show of the season here, September 18-21, went over well, but was hurt some by hot spell and competing enterprises, such as name bands, legit shows, etc. Played Memorial Auditorium seven nights and one matinee under local sponsorship of Jack Herman. Attendance of 41,000 was considered fair, and gross of \$32,800 was considered fair profit. Dunats sold for 55 cents to \$1.65.

**CORNEASE**  
25c means  
**HAPPY FEET**  
At Drug Stores  
OR YOUR QUARTER SACK  
of Purified from **ESMELL**, Titusville, Newburgh, N.Y.

**ICE ARENAS**

The Arena Managers' Association has approved a plan to select "Miss America on Ice" this year. All girls selected are to compete in finals in Hollywood, Calif., during showing of "Ice-Capades of 1942" in April. A year's contract for "Ice-Capades of 1943" will be offered winner.

This contest is open to all Arenas in the United States and Canada. If interested write

**GEO. D. TYSON**  
Arena Managers' Assn.  
1915 RKO Building  
New York City, N. Y.

**WESTERN UNION**

REMEMBER BIRTHDAYS! GIVE PLEASURE!  
— BY SENDING COLORFUL BIRTHDAY GREETINGS BY WESTERN UNION. COST IS ONLY 20c LOCALLY . . . 25c TO DISTANT POINTS.

**STOCK TICKETS**  
One Rail . . . . . 2.50  
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Ten Rails . . . . . 25.00  
Fifty Rails . . . . . 125.00  
100 Rails . . . . . 250.00  
ROLLS 2,000 EACH.  
Double Coupon.  
No. C. O. D. Orders.  
Retail Single Tkt., 12c

**NEW TAX**  
An admission ticket goes in October 1st. Have you ordered your new tax tickets yet? The place to order them is

**THE TOLEDO TICKET CO.**  
Toledo, Ohio

**SPECIAL PRINTED**  
Roll of Receipts  
10,000 . . . . . \$ 7.25  
20,000 . . . . . 10.48  
50,000 . . . . . 13.71  
100,000 . . . . . 17.00  
1,000,000 . . . . . 170.00  
Double Coupon, Double Price.

"ICE-CAPADES OF 1942"  
TOP ICE MUSICAL OF THE CENTURY  
Says

Thanks-To St. Paul and Minneapolis—

"THE U. S. CRADLE OF FIGURE SKATING"

★ Cedric Adams, MINNEAPOLIS JOURNAL, said: "Don't let the 'Ice-Capades of 1942' get out of town without catching it. It is the most spectacular production these eyes have ever seen. The comedy, the stunts, the movements on ice are superb. The two final numbers of Part I and Part II are the most spectacular bits I have ever seen."

★ Frances Boardman, ST. PAUL DISPATCH: "Don't miss 'The Ice-Capades' . . . glittered with skill, beauty, speed, action, comedy, romance and just about everything else you could expect in stage entertainment. The actuating is original and lovely . . . the whole show is paced as only the expert of direction can pace it."

★ John K. Sherman, MINNEAPOLIS JOURNAL: "AS BIG AS A CIRCUS—AS CAY AND COLORFUL AS ANY MUSICAL—AS GRACEFUL AS A BALLEY—SUPERB ENTERTAINMENT."

★ Carl Light, ST. PAUL DISPATCH: "I attended a few nights ago and decided it was the best Ice Show I ever saw . . . I told Roy McDonald—so he went and reported to me that it was not only the best Ice Show he had ever seen but the best show of any kind . . . If he doing readers of this column a favor if I persuade them not to miss it."

★  
**'ICE-CAPADES OF 1942'**  
NOW—  
**DALLAS ICE ARENA**  
AND STARTING OCTOBER 21, KANSAS CITY

# EASIER TO SELL SINGERS

## Agents Say Programs Are Paying Better for Singers; But Too Many Ad Agencies Want Own Discoveries

NEW YORK, Sept. 27.—The market for radio singers has shown activity this season—as compared to a year ago, when talent agents complained that radio warblers were becoming increasingly difficult to sell—ad agencies producing variety shows still squawk over the lack of “fresh” names and voices. Case in point is J. Walter Thompson agency, which had been trying to get Dinah Shore for the Chase & Sanborn program, and was reportedly offering her \$750 weekly. According to J.W.T., fresh singing talent is very scarce. A Music Corporation of America executive, however, counters this charge with the claim that there are plenty of good radio warblers on the loose—such as Jane Froman and Jane Pickens—and the reason for the alleged shortage is that agencies, instead of building good shows, have a yen to be revealed as “discoveries” when the radio police come around. This point is given added weight by Young & Rubicam's acquisition of Jimmy Cash, erstwhile grocery clerk, for the singing assignment on the forthcoming Burns & Allen program.

Salaries commanded by radio warblers, however, show that many of the singers are making plenty of money; but in many other cases, the radio singing assignment can be regarded only as a training-up which will enable the warbler to get real money in other fields—notably records and theaters.

According to a check-up, singer salaries are about as follows:

Lanny Ross, \$1,500 weekly on his three-week Campbell's Soup program; Kenny Baker, \$1,500 on Fred Allen Texaco show; Frank Parker, \$1,000 on The Golden Treasury of Song on CBS; Gladys Swarthout, \$1,000 on the Prudential Hour; James Melton and Francis White, \$1,000 and \$800 respectively on the Telephone Hour; Denis Day, \$400-\$800 on Jack Benny program; Barry Wood, \$1,000 on Hit Parade; Louise King, \$300 on Hit Parade; Lucille Lannan, \$500 on Citizen Service; John Charles Thomas, \$2,000 on Firestone program when he is on; Margaret Spear, \$750 on Firestone; Frank Munn and Jean Dickinson on Album of Familiar Music, \$750 and \$400 respectively; \$750 for Frank Munn on Waltz Time; Lucy Monroe and Conrad Tibbault, \$200 each on Manhattan Merry-Go-Round; Connie Bowell, \$600 on the Ring Circus program; Yvette, \$500 on Frank Sinatra Party; Frank Sinatra, \$200 on Double or Nothing; Bob Hatman, opening soon on the Frank Fay-Tune show, \$200; Mary Ann Mercer, \$150 on the Colgate Humor show; Billie Shaw (Vivian on The Hour of Charm), \$250; Mary Small, \$250 on the Mutual-Twenty-Grand show; Ginny Sims reported getting \$750 for her Kleenex program.

Variations in prices of well-known pop singers are terrific. Frances Langford, now on the Bob Hope show, is understood to get a four-figure weekly take. Dinah Shore, reported earlier in the season at \$250 for the Cantor show, is getting more, according to her agent. She came to the Cantor show last year with small name value, making her quick rise on the show. She commands heavy money for theater appearances and records.

Classical singers are still getting far more than do pop warblers, with Gram Moore, Lily Pons and others of similar caliber straggling down \$5,000 for guest shows. Rose Hampton gets about \$2,500 guest shows.

Radio prices for younger members of the Metropolitan Opera, such as Winifred Heald, hover around the \$600 annual successive price categories for opera singers are \$1,000, \$1,300, \$2,000, and from \$2,000 to \$3,000. When Lanny Ross, pop singer, appeared on the Ford summer show recently, he received \$400.

### Young & Rubicam's Theory

According to Young & Rubicam, value of name singers on a variety show can be plenty, but on comedy programs a singer is only incidental. What is more important is whether the warbler can speak. Y&R points to its experience with

Denis Day and Kenny Baker as a case in point. Baker on the Benny show got about \$500 and wanted \$750 when the parting of the ways occurred. Agency picked up Denis Day and, while it admits Day is not the singer Baker is, it nevertheless feels Day is perfect for the type of character needed on the Jello show. Big musical programs, with high-priced warblers and orchestras, are claimed suitable for institutional advertising rather than a product-selling job.

### Expand McGee-Molly Net; Sponsor Drops "Hazard"

NEW YORK, Sept. 27.—E. C. Johnson & Sons, sponsors of Fibber McGee and Molly, have added 20 stations to the show's book-up on the NBC-Med network. Program returns September 30 with a network totaling 120 stations.

Sponsor's Hop Howard program, which was to have remained on the air as an additional show, has been canceled in view of the expanded network.

Needham, Lewis & Brorby, Chicago, handled the deal.

## Advertisers, Agencies, Stations

### NEW YORK:

JOHN R. HUGHES, WOR-Mutual's West Coast analyst, in town. Will return to Coast Monday (28). . . . Ben Mardon has signed a new contract with WABC expanding his schedule to include a twice-weekly quarter hour with Rush Hughes, starting Saturday (27). J. R. Kupsick, handling. . . . Columbia Pictures has released the first of a series of shorts titled Kitchen Quiz, based on Ed East's radio show and starring East. . . . Robert Hutton Jr. has been appointed promotion manager of WEAP and WJZ. . . . Dick Krolik has resigned. Ed Nichols, an assistant in Lester Guttlich at MBS press department. . . . Jack Cowden has resigned CBS to work in station relations. . . . John C. Schramm, production manager of WBYN, has resigned. . . . Pet Sales Milk Corporation has renewed Mary Lee Taylor for the ninth year and Saturday Night Serenade for the sixth year on Columbia. Both handled by the Gartner Advertising Company. . . . Four New York stores, Benett Tuler, Charles of the Ritz, W. & J. Sloane and Hammacher-Schlemmer, will participate in a shopping guide series on WQXR, beginning Monday (28). Monday thru Friday, from 9:45-10 a.m. . . . John Walker Hundley has been named assistant director of Columbia's short-wave program, under William H. Fineschreiber. . . . State Senator Phelps Phelps has joined the staff of Coppelek, WINS daily news program. Will do a commentary on the week's news each Friday.

### CHICAGO:

FUTURE local sponsorship of The World Today, CBS Sunday round-up of news correspondents, has been signed by John A. Colby & Sons, furniture dealers, for 13 weeks, starting this week. . . . Tom Wallace, executive vice-president of the Russell M. Seeds Company, advertising, will relinquish his executive duties October 15 to devote all of his time to the production and exploitation of Uncle Walter's Dog House, a Brown & Williams show. Wallace and the show's cast are going to make a motion picture and have tentatively set a six-month series of personal appearances. Jack Richardson Jr., who has been associated with the Seeds agency as assistant to the president, becomes vice-president, with headquarters in Chicago, and George Bayard, for the past six years an account executive for CBS, has been made vice-president in charge of the New York office. . . . Beatrice Perlman, formerly secretary to Jim Kane, head of public relations for CBS, takes over the WRMB publicity job vacated by Chuck Logan, who moved to Special Events. . . . Chicago advertis-

### They May Still Waste Gas —But Not Gasoline

PHILADELPHIA, Sept. 27.—To aid in the conservation of gasoline, WDAS has ordered two scooters for its engineering department. Scooters will be used for maintenance on remote broadcast sites for covering special events. Are similar to those being used by the local police in patrol certain areas in the city's subway system, and in addition to saving on gasoline will facilitate parking troubles for the staff in reaching the broadcast point without difficulty.

### Frisco AFRA Nominating Committee Selects Slate

SAN FRANCISCO, Sept. 27.—AFRA nominating committee has drawn up a slate to be voted at the membership meeting October 10. Incumbent are Frank Barton, NBC, president; John R. Hughes, free lance, first vice-president; Vic Paulsen, KPRC, second vice-president; Josephine Martin, KPRC, recording secretary; Lou Tobin, free lance, treasurer. Board members: Dick Wynn, KSPQ; Neil McIntyre, KJBE; Jack Patton, KZMH; Clarence Moore, KYA, and Ed MacDonald, free lance.

### Fly Resignation Talk Seen as Wishful Thinking

WASHINGTON, Sept. 27.—Rumor circulated within radio circles to the effect that James Lawrence Fly, chairman of the Federal Communications Commission, would be leaving his post soon were branded as industry plants this week by persons within the FCC. Rumors speculated that Fly might take a higher government position to leave the chairmanship of the FCC open for a new appointment.

However, Fly recently told a friend that he has not been offered any "higher government post" and that he has no plans to leave the FCC either now or in the future. It is understood Fly has adopted the attitude that under no circumstance will he leave his job while there is the slightest suggestion the industry buy shows "out of him." In view of this position it is believed that nothing short of Presidential removal would oust him, and observers here think that Presidential removal is very remote.

The chairman saw President Roosevelt for 15 minutes Wednesday (24) at his own request, but it is understood that the talk concerned itself with details of the Defense Communications Board, which is working in close touch with the FBI and military agencies.

### Coca-Cola Air Show Set for N. Y. House

NEW YORK, Sept. 27.—Mutual's board of directors' meeting in Chicago has approved rental of a theater in New York, probably the Maxine Elliott, to house Coca-Cola's program, starting on Mutual November 20. Program will use name bands and pick the bands on the basis of phonograph record sales, the top-selling band broadcasting 10:15-45 p.m. Saturday nights. Bands in second, third, fourth and fifth spots on records sales will be aired in the order of their position. Monday thru Friday, 10:15-30 p.m.

For a start, record sales for October will be used. Maxine Elliott Theater will be used to house most of the network's audiotape shows, in addition to the Coca-Cola house. Mutual board and stockholders, at their Chicago meeting, agreed working out a plan to enlarge and equalize stock membership of Mutual among its present seven stockholders and an additional four, including WFBR, Baltimore; WIP, Philadelphia; WCAE, Pittsburgh; and WOR, Buffalo. Upon completion plan will be presented to station execs for okay.

Present MBS stockholders are WOR, New York; WGN, Chicago; Don, Ltd. Network, Colonial, Newark; WERC, Cincinnati; CHLW, Detroit-Windsor; and WIDE, Cleveland.

### MPPA-Transcription Licenses Expiring

NEW YORK, Sept. 27.—Contract between Music Publishers' Protective Association and transcription libraries using music clearing thru Harry Fox, of MPPA, expires October 1. Late this week the association stated that no more had been made in the direction of a new contract, except believing that MPPA would grant an extension on the old one.

Mechanical music situation has been in a tangled state owing to failure of ASCAP and radio industry to get together. Some of the transcription companies with subscriber stations that hold ASCAP licenses have continued to use ASCAP music without the fight. Other warblers have switched to complete non-ASCAP repertoire.

### Steel's Comm'l Extended

NEW YORK, Sept. 27.—Missouri Wine has extended its sponsorship of Johannes Steel on WNCA, beginning Monday (29). Program, originally contracted to run three times a week, will be aired daily, Monday thru Fridays. Deal is for 28 weeks and was set by J. B. Kupsick Agency.

ing men will hold a Gridiron Dinner October 15 at the Stevens Hotel, at which skills and backouts of high explosive content will be staged, lampooning various well-knowns. George Speyer, of the Chicago Federated Advertising Club, will direct the show. . . . One of the largest local contracts made this fall is sponsorship of "WJZ's Night Watch," by Shelby's noted restaurant. Contract, starting Wednesday (1), is for 26 hours a week for 52 weeks. Show is on the air from midnight to 4 a.m., nightly except Mondays, when the broadcast is but two hours. Claude Kirschner is special announcer and emcee. . . . Glenn Snyder, WLS general manager, made a hurried business trip to New York and Washington over the week-end. . . . Harry C. Kopf, NBC Central Division g.m., back from a business trip to New York. . . . Lillian Gordon celebrated her 11th anniversary at a radio impromptu by adding another studio and two new teachers. Grace Ingram for singing and Lucille Lewis as dramatic coach. . . . Our City Council, which had a 13-week test campaign over WLS, will continue to originate from that station. It is sponsored by Quaker Oats Agency is Sherman-Marquette.

### LOS ANGELES:

CAVALCADE OF AMERICA moves to the West Coast for the October 13 and 20 broadcasts. Kay Francis appears on the first show here, and Edward Arnold and Walter Huston will appear in the second, which will be based on All That Money Can Buy, formerly The Devil and Daniel Webster. E. Wayne Griffin, of BBDO, making arrangements here for the show. . . . Deal set by the NBC-Blue network sales in San Francisco calls for complete coverage of Pacific Coast Conference games for the 1941 football season in play-by-play broadcasts over Pacific NBC-Blue. Tidewater Associated Oil Company sponsors, with Lord & Thomas handling the account.

Thirity Drug Stores has renewed its contract with KFI for 513 quarter-hour programs, Inside The News, with Milton Weinberg Advertising Agency handling. Two commentators, Jose Rodrigues and Sid Sutherland, will do the six-week assignments from September 29 to September 29, 1941, from 10:30 to 10:45 p.m. . . . Carlton E. Moore's I Love a Mystery series returns to the NBC-Blue Monday, October 6, at 8:30 p.m., PST. This marks third year for the program, under the sponsorship of Fleischmann's Yeast. Kenyon & Eckhardt handled. . . . Heintz-Peckering & Company, Ltd., handled the deal between Smart & Final Company, Ltd., to plug (See ADVERTISERS on page 4)

# Radio Talent

## New York

By JERRY LESSER

**BOTD CRAWFORD**, who played the role of Edward Leighton on *Amateur of Honeymoon Hill*, left this week, contracted to **MOM**. . . **TED BLADK**, one of NBC's ace sound men, has just returned from his honeymoon. He married **LOIS MOORE** of San Francisco. . . **STEPHEN CHASE**, formerly known on Broadway as Alden Chase, is back from eight years in Hollywood, ready for stage and radio. . . **MARY WIGGINS**, known in radio as **BETTY BAXTER**, has found her brother, who had been declared legally dead. He left home 21 years ago. On a tip **BETTY** went to the Saratoga race track and met the man who turned out to be her long-lost brother. He denied it for a while but when Betty asked to see his left leg he gave in and confessed that the mole was still there. **BETTY** and her brother are now in New York and will probably appear on *We, the People*. . . It has been erroneously reported that **MANDELL KRAMER** collapsed on a recent broadcast. No such thing. **MANDELL** merely lived his part so vigorously that it brought black spots before his eyes, causing him to stagger around a bit before collecting his equilibrium. . . **TOM DILLON**, of *My Sister Eileen*, has written a one-act Irish play called *The Doctor From Downmore*, which the *Abbey Players* may do this season.

**THE KORN KOEBLERS**, on conclusion of their engagement at the *Flagship*, a Jersey spot, were each presented with a Hamilton wrist watch by **CHARLES FITZG**, owner of the *Flagship*. The **KOB-**

**BLERS** have just finished half of their 130 transcriptions (commercial) and have taken to the road for a one-night tour. . . **Band leader JOHNNY LONG** will be guest commentator on the *Lower East Side* program, October 1. . . **TED STEELE** auditioned a brand-new 18-piece band for three prospective sponsors last Friday at the carnival following the premiere of *Yank in the RAF*.

**SIDNEY REZNICK**, 23-year-old ex-**BEN BERNIE** and **HENRY YOUNGMAN** scribe, has been sent his 1-A classification and leaves in about a month. (And **SID** was just starting work on his new comedy show called *Laughs for Defense*.) . . . **AL HILPERT'S Sports Front** on **WOR** has been removed for another 13 weeks. . . **ED LATIMER** plays his 90th and final performance as Joe Meade, lead of *Home of the Brave*, this week. . . **PETER DONALD** has been given a contract ticket by **NBC** on the aerial *Into the Light*. . . It is rumored that the reason **EVERETT BLOAN** turned down the **ORSON WELLES** picture assignment in **Seaside** is his income from the West Coast cannot compare with his Eastern radio earnings. . . Radio seems to be getting more and more women directors, and if some smart agency is looking for a femme producer, **WINNIE LAW**, of **NBC**, is a good bet. . . That swell tune, *The Old Looking Glass*, played on the *Fitch Summer Show* upon recently by Don Pablo's orchestra, was written by George Dunning and Bill Hampton, two of the boys in the Kay Kiser band.

## Chicago

By NAT GREEN

**FERN PERSONS** will be leading lady in the weekly 30-minute newspaper drama which debuts Saturday (4) under the title of *Hot Corp*. Show is written by **JACK LA FRANDRE**. . . **LUM 'N' ABNER**, who came in to guest on the *National Barn Dance* Saturday (September 27), also do their regular Pacific Coast show from Chi this week. . . **EVELYN LYNN**, of the *NBC Breakfast Club* and *Club Matinee*, will become Mrs. Eddie Cooney, wife of the program director of **KVOO**, Tulsa, Okla., October 25 and will bow off the air waves to become a housewife. Her place in the two shows will be taken by **MARRION MANS**. . . **VIRODIA PAYNE** is being written out of the script of this week's *Mc Perkins* to enable her to take a short vacation in her home town, Cincinnati. . . **SARAJANE WELLS**, of *CBS's Right to Happiness*, left last week to make her home in El Paso, Tex. . . Words and music to six new ballads soon to be published have been written by **MINETTA ALLEN**, who is Mother Barbour in *NBC's One Man's Family*. . . **BUTH BAILEY**, new addition to *Arnold Grimsby's* *Daughter*, is a sporting 4-downer collected at a Northport, Mich., summer colony.

**TONY WONGS**, back from his summer home at Lake of the Woods, Minn., is all set for his new Scrippsbook series for *Hill Brothers*, starting Sunday (5). He will commute from Kenosha, Wis., for his three-weekly program. . . **JOE KELLY**, *National Barn Dance* emcee, back from a

Canadian fishing trip. . . That new early-morning show sponsored by *Greco Laboratories* (*Bronco Quinine*) and featuring **Louise Massey** and the *Westerners* will be known as *Roselle Round-Up*. It will be heard over 25 NBC stations, Monday, Wednesday and Friday, starting Monday (6). . . New in *Band of Life* are **CORNY PEELERS**, **HOLLAND BUTTERFIELD** and **DOROTHY MEAD**. . . **LORETTA POYNTER** is a new member of the cast of the *Jack Armstrong* show, succeeding **SARAJANE WELLS**. Others in the show, which returned to the air this week, are **CHARLES FLYNN**, **JAMES COSS** and **JOHN GANNON**. **EDWIN MOORE** directs from scripts written by **MAJOR PASCHAL STROMO**, U.S. Army, and **FRANKLIN MacCORMACK** is the announcer. . . **DON GORDON**, who will handle the announcing duties on the new *Tom Mix Straight Shooters*, and Mrs. Gordon have planned to Mexico City for a short vacation. . . **EDGAR BERGEN** will appear in Chicago October 4, 5 and 6 and will make his regular broadcast Sunday (8) from the local **NBC** studios. . . **JOHN WALSH**, of *Dear Mom*, back from New York, where he was called due to the death of his father. . . **CAROLYN MONTGOMERY** is the new staff organist at **WJJD**. . . **JOHN FOSTER**, returned from a season of summer stock, is back on *Wings of Destiny*, *Pa-Ver* was emcee on *Lyon & Healy's 1942 Radio Show*, featuring **PM** demonstrations, last week, and he and **Lou Krogman** introduced a new song, *Dear Mom*, written by **Will Harris**.

## Hollywood

By SAM ABBOTT

**GINNY SIMMS's** first assignment at **NKO** under her new contract will be *Stater Currie*, Graham Baker handles production. . . **FRANK HULL**, **KPMW** spotcaster, will be misate one of his ace "Juvenile Sports Wizards." **Hill Smith**, 12, was hit by an auto as he was returning from school, sustaining a fractured leg and internal injuries. During his absence **Peter Schrey** will take his place. . . **DUBWAD KIRBY**, **NBC** Chicago announcer, in Hollywood for a vacation. . . **OSKROD FISHER**, in *Hollywood Whispers*, returns to **KJLL** on a commercial basis for *May-O-Gil* stampos. . . **RAM HAYES**, **NBC** newscaster on the *Sperry Breakfast News* program,

just finished an announcing role in *Werners* forthcoming *The Man Who Came to Dinner*. . . **MARITHA TILTON**, **NBC** singer, will become featured vocalist on *Ransom Sherman's* **NBC**-red show under the sponsorship of **S. C. Johnson & Sons, Inc.**, starting soon. . . **FIBBER MAGEE** is back from vacation with tales of his hunting and fishing prowess. The results are being mounted for posterity. . . **FRANCIS LANGFORD** may have the leading female role in *The Sent Off* board providing she is strong enough to meet the physical requirements of the part, which calls for considerable athletic ability. . . **CHARLES TAREWELL** has been signed to do the radio script

# FM Stations' Growing Importance In Midwest; Applications Mount

CHICAGO, Sept. 27.—FM stations are beginning to assume a place of importance in the Midwest. Applications for new stations are mounting in number, and the next few months will see a big increase in both commercial and experimental stations. With the inception last Sunday (21) of regular programs by **WMBL**, new FM station of **WGN, Inc.**, the Midwest has five commercial and four experimental stations in operation, and some half dozen more have been authorized for Illinois by the FCC. **WGOO** was opened with a flourish, its debut being saluted by **WJJD**, only other Chicago FM station operated by **Zenith**. It will be on the air daily from noon to midnight, presenting news and music. The station has its own staff, including nine musicians. Because of the restricted territory covered by FM, the scale for musicians will be lower than for those employed on AM stations. **Estelle Barnes**, formerly program director at **WAAY**, will direct the FM program, and **Charles Meyers**, chief engineer of **WGN**, will hold a similar position with **WGOO**.

Other FM stations authorized for Illinois include **W47C**, to **WJJD**, operating

on a frequency of 44.7 megacycles; **W63C**, to **National Broadcasting Company**, 46.3 megacycles; **W67C**, to **Columbia Broadcasting System**, 46.7 megacycles; **W75C**, to **Moody Bible Institute**, 47.5 megacycles; **W79D**, to **Rockford Broadcasters, Inc.**, 47.1 megacycles; and **W81E**, to **Chicago Board of Education**, 48.5 megacycles. The University of Illinois, at Urbana, is building a non-commercial and educational station to be known as **W10C**, which will be ready for operation about January 1.

Commercial stations now operating in the Midwest include, in addition to those already mentioned, **W51D**, Detroit Evening News; **W60D**, Sun Land Booth, Detroit; and **W55M**, *The Milwaukee Journal*. Midwest experimental stations include **W6XVH**, owned by **WBNS, Inc.**, Columbus, O.; **W6XPM**, *Crosley Radio Corporation*, Cincinnati; **W6XER**, *Midland Broadcasting Company*, Kansas City, Mo.; and **W6XVH**, *Head of the Lakes Broadcasting Company*, Superior, Wis. A commercial station, **W6XCM**, will soon replace experimental station **W6XVH** at Columbus, O. Two FM stations have been authorized for St. Louis. Several months ago the FCC approved construction of a station by **St. Louis University**. Last week a permit was granted **CBS** for a station to be known as **W6ML**.

## Y&R's Heavy Sked: 8 Shows in 11 Days

NEW YORK, Sept. 27.—Young & Rubicam, faced with an exceptionally heavy schedule of programs coming on the air between September 28 and October 9, figures the agency is now its own competition and is wondering how to best handle the situation in order to salvage as many press breaks as possible. With debut of **Eddie Cantor** and **Henry Aldrich** shows out of the way, agency has plenty of opening-day excitement coming. Tomorrow (28) **Gulf's Screen Guild Theater** returns, and October 3 sees return of **Kate Smith** show. Schedule on October 5 calls for return of *Silver Theater*, **Jack Benny** and **Helen Hayes** programs, and the debut of **Bill Shurer's** stint for **Sanka** on **CBS**. On October 7 **Burns** and **Allen** program debuts, and two days later, October 9, *Time Magazine* **Oz** starts marching.

## KYW Originating 21 Shows for NBC-Red

PHILADELPHIA, Sept. 27.—**KYW**, local **NBC-Red** outlet, is feeding its biggest schedule of live shows to the network this season. Now originating 21 shows a week to the web, representing the biggest break in years for local talent, practically all musical.

Latest local sustainer getting a network bumping, bringing the total to 21, is *Night Song*, across the board at 12:30 a.m., featuring readings by **Alvin Bach**, the *Royal Harcourt Singers* and **Eric Whitburn's** organ interlude. Station program department brushing up on several other musical sustainers and aims to step the network feedings up to two dozen shows.

For the Sunday *Gulf Screen Guild Theater* programs for third consecutive year. . . *The Black Knights of Bass* is the title of a radio drama now being prepared for **KNX Junior Workshop** presentation by **Horses Willard**, colored instructor at **Columbia Square** and author of several radio plays produced in the past by **Junior Staff** members. . . **CHET LAUCK** and **NORRIS GOPP**, **NBC's Lum 'n' Abner**, have just received word of the christening of a new **Lum and Abner** in Lebanon, Ky. Namesakes are **Luce** and **Abner** **Murphy**, twin sons of two local fans.

## WDRS Biz at Record Peak

BRIDGEPORT, Conn., Sept. 27.—According to commercial manager **William F. Malo** of **WDRS**, September business has hit the greatest peak in the station's 19-year history. He stated that actual figures of the increase would not be available until October 1, but preliminary estimates show that business this month has achieved an all-time high record.

## Letton's Coast Office

PHILADELPHIA, Sept. 27.—**Al Paul Letton** ad agency here branches out on the West Coast with the opening of an office in Hollywood, with **Dorothy M. Stewart** as manager. Agency has taken over the personnel of **Anderson, Davis & Hatten** agency, which dissolved its Hollywood office. Arrangements were made with **Robert L. Nourse Jr.**, exec of the dissolved agency.

## Bess Johnson Renewed

NEW YORK, Sept. 27.—*Colgate-Palmolive-Peet* has renewed **Bess Johnson** for 12 weeks, Mondays thru Fridays, 10-10:15 p.m. on the **NBC-Red**, in the interests of *Super Stars*. **Sherman & Marquette** are the agency.

## WFIL's FM Debut

PHILADELPHIA, Sept. 27.—**WFIL** figures on being the first on local airwaves with **FM**, General Manager **Roger W. Clegg** setting November 1 for the starting date. **FM** transmitter was dedicated last Friday (19). Station's call letters will be **W6XPH**.

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## NIB To Form New Org; Committee Meets November 15

CHICAGO, Sept. 27.—The two-day convention of the National Independent Broadcasters Monday and Tuesday (23-24) resulted in a decision to form a new organization that will better serve the interests of the independents and give them greater membership strength. Only about 25 per cent of the 200 delegates in attendance were active members. An organizational committee consisting of Arthur Westland, of KPRC, Berkeley, Calif.; chairman; C. J. Laupher, WSPB, Milwaukee; H. W. Conroy, KRMH, Boston; Monte H. Brennan, KQV, Pittsburgh; Rayburn Rose, WLRJ, Bowling Green, Ky.; A. J. Fletcher, WRAL, Raleigh, N. C.; and Hope H. Barrow, WFRB, Baltimore, was appointed by President Harold A. LaPoint and on Tuesday presented a set of resolutions containing the following recommendations: that membership be limited to independently owned and operated stations, and not to an contingent upon membership in any other organization; that each station shall have but one vote, and that full power to act shall rest in the hands of the membership; that a managing director be selected to manage the affairs of the organization; that the present basis of dues shall remain in force until the reorganization plan is in operation, and that the present officers make this plan effective and serve until meeting of the re-organizational committee. It also was resolved that the committee of representatives meet not later than November 15 next.

President LaPoint estimated that 95 per cent of the country's 800 radio stations would be eligible for membership in the new organization. "We will continue to co-operate with the NAB and other similar agencies on important problems affecting the entire radio industry," he said.

James L. Fly, chairman of the POC, told the assemblage that weeding out of monopolistic tendencies is a prime requisite if the ownership and operation of national broadcasting stations is to remain undisturbed. No branch of the government, he said, has any thought of taking broadcasting out of private hands, even in time of war, and he said he would oppose any such move if it was suggested. Among other problems of the industry, he discussed the shortage of station supplies and suggested the establishment of some sort of pool of necessary equipment so that stations might have a common source from which all might obtain equipment as needed.

There was a general discussion of the ASCAP-BMI situation by John M. Payne, representing ASCAP; Carl Havelin and Sidney Kaye of BMI; Leonard Goldkorn of SESAC; and Robert S. Keller of AMP. Victor O. Waters, special assistant attorney general, presented an exhaustive discussion of the copyright and licensing situation.

Other radio-music developments are carried in the Music Department.

## Clarification of Copyright Control Seen by Late Fall

NEW YORK, Sept. 27.—In a decision which promises to be far-reaching, Supreme Court Justice Anton Steiner on Thursday (23) denied a motion by ASCAP to have BMI eliminated as a plaintiff in suit against ASCAP to determine whether the publisher or composer controls music performance rights. Decision by Steiner follows the filing of a suit in June by BMI and Music Music Corporation asking for a declaratory judgment in respect to the performance rights in some compositions published by Marks.

Because some of the composers of these compositions were ASCAP members, BMI did not license the entire Marks catalog for radio performance, because the question of copyright control had not been adequately adjudicated and the threat of an infringement suit hung over performance of such compositions.

ASCAP, it is believed, will file an answer to the Steiner decision within the week. BMI believes the entire issue may be clarified late this fall.

Brenberg, Goldmark & Collin represent BMI and Marks, and Schwartz & Proshkin are acting for ASCAP.

# Program Reviews

EDST Unless Otherwise Indicated

## Bob Hope

Reviewed Tuesday, 10:10-10:30 p.m. Style—Comedy. Sponsor—Peppercot. Agency—Lord & Thomas. Station—WEAF (New York, NBC-Red network).

Hope came back Tuesday in very good form for the new season. This is his fourth year for Peppercot, and with him are Jerry Colonna, busy as ever, and band leader Skinny Ekins. Brenda and Cubby are missing, but a new and considerable asset is Frances Langford, chanteuse.

Hope did not waste time, but started throwing eggs immediately—fast, clever material that will carry the show indistinctly. Colonna, sounding as junic as a second time on future programs. One of the top comedy efforts was a bit titled *My First Edition*, with Hope the author, Colonna the publisher and Ekins in on the talk. Nonsensical, but hitting a high comedy level.

Langford did only one tune, *Easy Street*. She is one of the best warblers in the business, her voice having warmth, color and technical ability, and the program would do well to give her a second time on future programs. On first program she had the backing of a choir.

Commercials are okay, with Ben Gage handling the splicing assignment. Paul Ackerman.

## "Duffy's Tavern"

Reviewed Thursday, 8:30-8:55 p.m. Style—Variety. Sponsor—Schick Injector Razor. Agency—J. M. Mathes. Station—WABC (New York, CBS network).

Tavern, caught for the second week of its new series, was not very impressive. Ed Gardner, playing harassed Archie, the manager of absentee Duffy's cafe, is still funny. Shirley Booth has plenty of potential shock as Duffy's daughter, and Eddie Green seems as though he could develop into a good comedy character. But this program in its entirety failed to deliver the laughs, and the trouble seemed to be with the script. Not even the guest appearance of Hollywood's Joe E. Brown helped very much.

Much of the alleged comedy centered around Brown, the habitues of the Tavern being warned not to mention Joe's mouth, inasmuch as he might be sensitive. All very unhappy chatter, smacking of the pain that helped the downfall of vaudeville and will do the same for many radio shows. Brown's presence also called for a "Joe E. Brown Contest" in which Taverners tried to imitate Joe's manner of yelling. Result scarcely funny.

Program last year had a sparkling brand of humor, plus atmosphere. Gardner can probably recapture it.

John Kirby had still much in the groove, and announcer John Reed King took on commercials. Paul Ackerman.

## Orson Welles

Reviewed Monday, 10:10-10:30 p.m. Style—Drama, variety. Sponsor—Lady Esther. Agency—Pedlar & Ryan. Station—WABC (New York, CBS network).

Orson Welles's new series bowed in September 18 with a program that was uncertain, confused and shy of any outstanding entertainment value. Second program of the series was much better. Welles apparently being more certain of himself and the choice of material proving more interesting. Keynote of the series is something of a new departure in radio, Welles presenting three or four complete pieces within the half hour. These may be miniature dramas, adaptations from short stories, etc., and are presented informally—with abbreviated casts—and with Welles sometimes taking a lead and sometimes contributing narration.

One of Welles's stunts on this program is the use of an "alter ego," Jimmy Cricket. Jimmy, a Walt Disney character, harrasses Welles, tells him his commercials are too long, etc. The stunt adds some unexpectedness to the proceedings. Another interesting touch is the presentation of alternate facts—these items being given during the brief intervals between the acts.

Outstanding on the second week was a dramatization of a short piece, *The Right Side*, with John O'Neill, Ray Collins and

Elliot Lewis. *Right Side* is somewhat on the theme of *Paradise*, but with a reverse twist. The character who is about to sell his soul to the devil takes a look at the nether world and decides it's n.g. Another interesting item was an adaptation of Ring Lardner's *Golden Honeycomb*, with Ruth Gordon playing the mother. Betty Field appeared in an adaptation of a Dorothy Parker story, which was not as diverting as the others.

Plugs okay. Paul Ackerman.

## "Talk of the Town"

Reviewed Tuesday, 1:30-2 p.m. CST. Style—Talk, music. Station—Sustaining on WLOL (Minneapolis).

After an absence from the airwaves of many months, Florence Lehman returns to continue her afternoon women's broadcast, which she did so much to popularize for years over another station. Former newspaper sub-editor here, Miss Lehman (Mrs. Owen J. Remington) knows Minneapolis and its personalities well.

She is doing a series of program interviews that cover every phase of interest. When caught interviews included one with a typical Brooklyn Dodger fan visiting in the city, two little theater directors and a male fashion designer.

Newspaper training comes in handy, as she brings out many details that the ordinary interrogator might overlook. With the Dodger fan, for example, she wanted to know just exactly what it was that made "dem bums" the heroes of Flatbush. From the theater directors she learned of the future of the little theater movement. From the fashion designer came opinions of present-day fashions and advice for milady.

Interspersed between such interviews is a musical number by Vern Rooney's c.o.k. Program has no sponsor, but should be a sure bet to get use before the fall-winter season is many weeks old. The stint is done daily Monday thru Friday.

Wetsberg.

## Ginny Simms

Reviewed Friday, 9:55-10 p.m. Style—Singing. Sponsor—International Cellulose Products Company. Agency—Lord & Thomas. Station—WABC (New York, Columbia network).

Ginny Simms, Kay Kyser's vocalist, is on her own selling Kleenex on a *Seminole* program Friday nights over Columbia—but it's pretty hard to raise the show according to her ability. The law simply hasn't a chance in the time allotted. She introduces herself with a few bars, the announcer breaks in, she sings one number, there's a long commercial from the announcer, and then she sings a few more bars to sign off. And that's all.

No matter how great her ability, it's impossible for her to make a lasting impression in the allotted time. Even pre-sold Simms fans can hardly be expected to tune in regularly, since all they get is a single number. She rates 15 minutes, at least.

The long commercial on the first show hit new highs. Choicest tidbit was, "Soft as music, strong as love—that's Kleenex!"

And as absorbent as a radio audience willing to suck in stuff like that.

Eugene Burr.

## "Inghesreel"

Reviewed Wednesday, 8:30-9 p.m. Style—Newscast. Sponsor—Ben Marden's Rivers. Agency—J. R. Kuppick Agency. Station—WJCA (New York).

A welcome relief from the usual run-of-the-mill newscasts that deal almost exclusively with war news. This novel program is emceed daily Monday thru Friday, by Hugh Hughes, in the form of a newscast. Broadcast emphasizes oddities in the news, described as "a series of pictures in words," rather than the usual current events that can be found in the daily newspapers.

Among the stories related by Hughes at this listening was one about a 10-pound beak that built a hospital in Alaska during the gold rush, and another about "The Hurricane Bombers," dealing with the operation of the hurricane squad of the Weather Bureau. Closed with a preview of the highlights of the following night's broadcast. News topics and commercials are han-

dled very capably by Hughes. However, too much time is spent on the plugs.

Hughes has a good spot. Should be able to hold listeners delivered to him by Johannes Steel, news analyst, who precedes him on the air. *Miss Gof'er.*

## Betty Smiley

Reviewed Thursday, 6-6:15 p.m. Style—Songs. Sustaining over WCAE (Pittsburgh).

The girl's good. Her style is the easy piano with words, specializing in pop tunes. She'll never draw a crowd to Carnegie Hall, but as the feminine half of a boy-and-girl duo with duology and singing she might be a commercial bet. Voice not sensational but satisfying. Her informal song title introductions help. *Morton Frank.*

## ADVERTISERS

(Continued from page 6)

food over KFI by means of 30 quarter-hour programs, Johnny Murray Tells It Over, Monday, Wednesday and Friday, 8-8:15 a.m., October 1 to December 29. . . . Evelyn DeLauria has been named to the Radio Recording Division at NBC, replacing James Lyman, who resigned to accept a position in San Francisco. Elaine Clarke has been switched to Blue network sales as secretary to Tracy Moore, replacing Helen Aldrich, who resigned to accept a position at Mather Field in Sacramento. . . . Andrew Love, NBC Hollywood head of library files, began his initial night class in indie writing at the extension division of the University of California last week.

## NBC URGES AFFILIATES

(Continued from page 3)

grate and that broadcasters will then be in a position of having to deal individually with publishers and composers. This would be an untenable position, not only from an economic standpoint, but would result in innumerable lawsuits on infringement.

NBC's data to affiliates also include a comparison of differences between old and new contract forms. A network deal for clearance-at-the-source must reflect differences as that stations need not take ASCAP licenses in order to receive network programs, commercial or artistic, since the network bears costs on sustaining programs that net clears commercial programs at the source, but affiliates are asked to reimburse the net's 2% per cent on the network compensation the affiliates receive. ASCAP is required to indemnify the station against any liability under network infringement suits; according to NBC under clearance at the source, the ASCAP club is nullified because a station is not required to take an ASCAP contract; term of contract is for a period of eight and a fraction years, with an automatic renewal for nine years if ASCAP does not ask increased fees.

Transmit also analyzes the blanket versus per program arrangement, claiming that the cost of a network per program commercial license would be . . . versus per program arrangement claiming that the cost of a blanket license, "and, of course, affiliates would be asked to contribute."

Other points in the analysis in favor of a blanket license are: Industry has taken a blanket license with BMI. If NBC took a per program license, advertisers using 20 minutes would demand a reduction in rates per program is untenable because NBC cannot tell a client whether to use BMI or ASCAP. There would be danger of being charged with discrimination in favor of BMI, in which NBC holds stock.

Regarding stations' local use of music, station is free to take either a local per program or blanket license with ASCAP, or a combination of these, or neither. Stations for local programming can also shift from one to the other license to another up to the end of the contract year, December 31, 1948.

NBC's letter closes strongly, urging the affiliates to approve the proposed network licensing deal, the agreement with ASCAP being contingent upon affiliates agreeing to reimburse NBC to the extent of 2% per cent of their network compensation.

Data sent to affiliates also includes a proposed covenant, to be entered into by NBC and ASCAP, and others involving NBC, BMI and NAB on one hand and ASCAP on the other, ruling out infringement suits. There is also a proposed letter to Neville Miller relative to the method of accounting, and a proposed letter from ASCAP to Miller regarding clearance of performing rights at the source on electrical transcription.

# ASCAP STILL LAYING EGGS

## Chi's Palladium Opens, But Weak

CHICAGO, Sept. 27.—Despite the bad break due to the last-minute delay in securing amusement license, which postponed the opening of the Palladium here from Friday (19) to Tuesday (23), the popularity of Charlie Spivak's band, current attraction, can put this liquorless spot on the local dance map. The license mess cost operator Bill Stearns an estimated \$3,000 in the loss of weekend trade and the settlement of the Danahy-Bloore contract, which called for his services during the three-day weekend.

Spot reopened to a handful of people Tuesday (23), but nothing more was expected, since management had little time to prepare a new advertising campaign. Advantage was taken of the nightly CBS air time, which boosted receipts during the latter part of the week.

Spivak should have no trouble pleasing the Pittsburgh, the trade desired by the Palladium ops. His brand of swing is made to order for the teen-age fans and Spivak's own reed-trumpeting is class personified. He fronts an outfit consisting of six brass (in addition to his own trumpet), five sax and four rhythm. His vocal group includes Gary Stevens, who handles ballads well, and the Star Dancers, a group of three men and a girl, who take care of the rhythm and novelty departments in top-notch harmony fashion.

Floor can accommodate 1,500 dancers. An additional 1,200 patrons can find room at the table. Admission is \$3 each week nights and \$1.50 week-ends. Food and soft drinks are reasonably priced. *Humphrey.*

## Twin Cities Book Names; Look for Big Ballroom Biz

MINNEAPOLIS, Sept. 27.—Ballroom operators in the Twin Cities look forward to one of the best fall and winter seasons in several years. With dance coin being outside far more liberal in these parts, the ballrooms expect a good share of that money from dancers, and as a result are planning some of the finest bills in years.

Carl J. Fox, head of the Prom Ballroom, the "Twin Cities" newest danceery, opened his fall season Saturday (26) with Carin Tucker and Bonnie Baker. Johnny "Red" Davis is booked in for October 1, while a tentative booking calls for the appearance of Artie Shaw and his octet October 20.

Fox said the summer season has been good and for the coming season he is expecting to draw even heavier on name bands than in the past. The Prom runs every Wednesday, Friday, Saturday and Sunday, with territorial traveling bands on the stand when the names aren't booked in. Price schedule calls for 30 cents plus tax for women and 50 cents plus tax for men. Name band prices vary from 75 cents to \$1 plus tax.

Steve, that \$200,000, has been spent by the Margold Ballrooms in Minneapolis, \$15,000 to remodel the lounge, according to Jack Richards, manager. New seats are being installed and fluorescent lights are being added. The new fall season is already under way, with "Oce" Hurd and his 12-piece combination playing every Wednesday and Saturday, and Glad Chinner every Friday and Sunday. Grand opening of the season is slated for a little later on, with Al Menke and his 13-piece octet.

The third danceery, semi-public, is the Friendship Club in Minneapolis, operated by Frank (Smiling Bob) Kenny, who is optimistic to the managerial duties. Frontal has been set on a \$2-week-a-year basis, playing three nights weekly, Thursday, Saturday and Sunday.

Kenny said the fall and winter season looks brighter than in years—so much so that he is giving serious thought to erecting a new building on his present site. Should he undertake this project, it will be done in the spring of 1942. It's not a new front will be put up.

## New Trend—Or What?

NEW YORK, Sept. 27.—Benny Goodman didn't use a drummer on any of the four sides he cut for Columbia Thursday (25). Seems Benny decided that if he moved string bass nearer the mike and allowed piano truer play, records would emerge with necessary strong rhythmic drive and less boom-boom.

Goodman doesn't intend to do away with the drums, nor does he guarantee that he has thrown a bombshell into the band business. It's just that he cut four sides without kits. They are *How Deep Is the Ocean, The Earl, That's the Way It Goes* and *The Autumn*.

## T. D. Spreads Out; Break for Sinatra

NEW YORK, Sept. 27.—Personal Management, Inc., latest offshoot of the Tommy Dorsey-Sam Amos-Burlesque Music-Muhawk Music-Sevens Music combine, tear off this week with a roster including Harry James, Frank Sinatra, Connie Haines, Dean Hudson, Martha Tilton, Alex Brathu, Harold Aloma and, of course, T. D. himself. Sinatra is due to leave the Dorsey band shortly in order to accept a commercial radio singing spot.

New org. is headed by Leonard Vannerson, with Phil Borut as vice-president and treasurer. It is Vannerson's intention to furnish artists with "personalized" management, paying strict attention to supervising of bookings. No attempt will be made, however, to take over booking duties already attempted to by large offices such as MCA and GAC.

Aloma has a small Hawaiian band. Hudson octet will be sent thru Ohio territory before coming east.

## Shaw Smashes Ottawa Aud Record With Socko \$3,745

OTTAWA, Sept. 27.—All records for dance receipts at the Auditorium fell by the boards Wednesday (24) when Artie Shaw's band grossed \$3,745 on a one-night stand. There were 3,477 dancers at \$1 and \$1.25 per person.

Previous high record was set in 1938 by Guy Lombardo, who grossed an even \$4,000.

One-night dance dates by name bands are becoming very popular in this western capital. Chae Brunton, Auditorium manager, said receipts for Shaw were better than "tendest expectations."

## Arcadia Has Face Lifted

NEW YORK, Sept. 27.—The Arcadia Ballroom here is undergoing a face-lifting operation. When the job is completed Arcadia will boast one of Broadway's fanciest marquees, an enlarged lobby, glass entrance doors and a 14-foot bar office. Total cost will approach \$25,000.

## AFM Skeds Chi Exec Confab To Mull Ork, Tax, Disk Problems

NEW YORK, Sept. 27.—Despite the fact that the American Federation of Musicians' September 15 deadline on outside hand-financing has come and gone, union has still not taken any direct action to enforce the ruling. An AFM spokesman said this week, however, that the matter would be taken up at the exec board meeting which President James C. Petrillo has set for next Tuesday (30) in Chicago.

Union pointed out that it had more or less intention to let the leaders alone to give them a grace period in which to straighten out their multiple financial problems. Ruling forbids an ork to have one or more outside cash backers or promoters. The AFM exec board will decide at its coming session just what measures to take to see that the rule is carried out.

Several other important questions are

## Affiliates Play Hard To Get; ASCAP May Change Leadership

NEW YORK, Sept. 27.—Meeting of the National Independent Broadcasters in Chicago this week gave added point to reports, covered in last week's issue of *The Billboard*, that the radio-music situation is not only at status quo but tends to go further up in the air than ever. Latest estimates for the return of ASCAP to the chains now place the date as faraway December 1. In the meantime, ruminations in the ASCAP camp, which have increased in intensity during the last two months, have now hit the point where a change of leadership is being predicted shortly after final conclusion of the ASCAP-network accord. Mentioned as likely to get the top spot is Otto M. Harbach, now a member of the board.

The change, it is said, will be in line with a movement mentioned in previous issues of *The Billboard*, to cut down the Society's operating expenses. According to current talk, the new presidency will be an honorary post—something desired by leading ASCAP pubs, who point out that if expenses are cut there will be more gray for ASCAP members when the abbreviated melons are cut.

Negotiations toward settlement of contract difficulties with the chains have now reached the point where the contract forms are being mailed out. NIM is sending them to affiliates tonight. CBS expects to have them in the mails "within the next two days."

But the temper of the affiliates is likely to cause trouble, according to indications at the NIB meeting in Chicago this week.

Convention, during its closing minutes, passed a resolution condemning the proposed ASCAP-chain contract, claim being that the affiliates should not be required to rebate part of the music burden to the nets. According to feeling at the NIB, forcing the affiliates to rebate money paying for clearance at the source, would be tantamount to evasion of the iron sense of the Department of Justice's consent decree. Affiliates feel that the decree's provision calling for clearance at the source means payment by the chains for chain music. It is claimed that, if the chains are successful in persuading affiliates to adopt the ASCAP contract, the nets themselves would have to pay only about \$250,000 yearly as their share of the music burden.

Some of the affiliates, claiming they want "no kickback on gross receipts," demand a pre-program ASCAP plan or nothing.

In addition to affiliates squawk at sharing the music burden on chain music, NIB convention unearthed plenty of evidence that the affiliates are still plenty sore at ASCAP and are in no mood to settle except on a pre-program license. These two points are expected to stymie a swift radio-music peace.

Question now uppermost in the trade is whether the chains, who themselves have approved the ASCAP contract, can

do so on the docket for this meeting too, it was said. Board will again consider the resolutions submitted in May after the last convention in Seattle. Among them are proposals to exact more revenue from disk manufacturers. Dealers were supposed to have been called into the AFM board confab, but these plans have been changed, and Petrillo refuses to discuss just what action may be taken now.

The social security suit-up will probably be another topic of discussion, since it has been the AFM which has fought to bring the matter of the employer-employee status to a head. Washington officials have still not put down a final interpretation, but the union is going ahead and insisting that all band-buyers use the org's standard form job contract, which lays the SS tax on the spot employing the band.

"persuade" their affiliates to approve the deal. At the NIB some 100 affiliates were represented, and presented their views en masse. An NBC spokesman, queried as to what the chain would do in the event NBC could not secure approval from all affiliates (which NBC has claimed is necessary), stated the net would use "pressure." How much pressure, and how fast, will determine the date when ASCAP gets back on the chains, barring a special deal which would return the music before the chains have obtained full affiliate approval. Such a special deal has been reported in the wind, owing to the fact that publishers are so anxious to get their music on the chains. ASCAP, however, has taken the position that no special deal is necessary—that the nets can put it back any time they wish.

## 802 Prexy's Hat in City Council Ring

NEW YORK, Sept. 27.—Jack Rosenberg, president of Local 662, American Federation of Musicians and perennial political aspirant, will be a candidate for New York City Council in the November mayoralty elections on the American Labor Party ticket. Rosenberg is the first show-business candidate for a local office since the new proportional representation system of voting for councilmen was into effect four years ago.

Officials of theater craft unions are swinging into action in corral Rosenberg votes among their members. Vincent Jacoby and Solly Peruk, of the stagehands' union; David Siegel, of the restaurant workers' union; and Bob Miller, sumptuous union, have formed committee to get a councilman's chair for Rosenberg.

According to Rosenberg, "I was drafted."

## Shaw's \$3,000 in Norfolk

NORFOLK, Va., Sept. 27.—Artie Shaw drew 3,100 dancers and spectators to an outdoor concert and dance at Foreman Field, athletic stadium, here, last week. Foreable floor and public-address system were utilized.

With admissions at \$1 and servicemen getting half-price break, an estimated \$3,000 was realized. Four hundred soldiers and sailors were in the crowd. Show was sponsored by Norfolk Junior Chamber of Commerce.

## Air Show for Jackson T.

NEW YORK, Sept. 27.—Jack Teagarden's Blues Club preems next Tuesday (30) over the NBC Blue net network from Teagarden's location stand at the Syracuse (N. Y.) Hotel. Network is airing the idea over one of Teagarden's remote broadcasts in the hope of peddling the show to a sponsor.

Program, scripted by K. K. Hansen, is a history of the blues.

## Cherio Opens in Hollywood

NEW YORK, Sept. 27.—Cherio Music, publisher of *I Don't Want To Set the World on Fire*, has opened a Hollywood office under the management of Irving Massey.

## Woody's Holdover; In Bed

LOS ANGELES, Sept. 27.—Woody Herman was the first to be held over at the Hollywood Palladium. Herman evidently was not satisfied with this honor, for he's got a hold-over at the Cedars of Lebanon Hospital. Mrs. Herman and the new daughter vacated a room in the hospital one day and the maestro moved in the next day for an operation.

## Dance Biz in Philly Gets Fall Hypo; Competish Brings Names

PHILADELPHIA, Sept. 27.—Local dance halls, in a state of doldrums for a dozen years or so, are coming into their own once again this season. Stimulus has been provided by the national defense boom in this area, and the youngsters for the first time have six bits in their jeans to pass a tarp palace turnstile. Another influencing factor has been the availability of name bands. In recent years New York booking offices have been turning down offers for public dances here in protest. Ritzzy Club Ballroom at Petrotown, Pa., and other choice dance stands in the up-State areas. Curfew on gasoline and keen competition for locations among the promoters is opening town for traveling factors, however.

For the first time in this decade the downtown sector will boast of a ballroom housing names. Bobby Clavin and Mac Loo, formerly associated with the Saturday night policy October 2 with Shep Fields. Jimmy Martin's Brookline Country Club has been clicking with Thursday night dance promotions. Artie Shaw introducing the policy, and a steady parade of names is assured for the season.

Similar policy of weekly handstand changes will characterize the operation of the Bandwagon, in the new Philly sector near the U. of P. campus. Spot was formerly the Village Barn, a jitterbug parlor, and under the management of Henry Dawson. Unshutters on Wednesday (1) with Tommy Reynolds for the first week.

Ralph Vogel's Bombay Gardens, heretofore using local combos exclusively, will bring in names for one-nighter, ending the Thursday night policy October 2 with Shep Fields. Jimmy Martin's Brookline Country Club has been clicking with Thursday night dance promotions. Artie Shaw introducing the policy, and a steady parade of names is assured for the season.

Other ballrooms in the city, in view of the new competition, are trying hard to bring in top territorial favors. The Cokes Ballroom brings in Clem Heston and Las Vegas Benit. Studio Ballroom, where only "straight dancing" prevails, has been completely renovated and Phil Vincent got the bandstand call. Wagner Dancing Academy will bring in territorial names for one night a week to supplement the home Philly policy. Wood writing the nod to initiate the policy. Local faves will get the call each Friday at the Grand Fraternity ballroom, dances promoted by Jack Kelly.

At the town's other top temples, Lynn's Ballroom will bring in the locals for Tuesday, Friday and Saturday nights; Crystal Ballroom for one-nighter, ending the Thursday night policy October 2 with Shep Fields. Jimmy Martin's Brookline Country Club has been clicking with Thursday night dance promotions. Artie Shaw introducing the policy, and a steady parade of names is assured for the season.

Reese DuFren, vet. dance promoter, will again be active this season. But instead of hiring town halls for the septa names, he is renovating his own Grand Ballroom to house a steady parade of names for one-nighters. Earl Hines is

set for the initial honors after alterations completed. DuFren has returned from his summer tour down South, where he promoted rave proms for Jimmie Lunceford, Count Basie and Fats Waller.

## Sunday Shows Open In Two More Towns

NEW YORK, Sept. 27.—Jimmy Brax, who inaugurated the Sunday "Show-of-the-Week" idea at arenas in New Haven, Washington, Worcester, Mass., and White Plains, N. Y., has added the Trenton Arena, Trenton, N. J., and the Webster (Mass.) Amphitheater to his string.

First show in Trenton will be October 5, with Tommy Dorsey as headline attraction, backed by seven vaude acts. Three shows will be given, 2:30, 5:30 and 8:30. First two shows will have house seated 45 cents to 75 cents, with evening show at 35 cents to \$1.10.

Webster Auditorium will open October 12 with Jack Teagarden ork, the "Five Little Tough Guys" of films and vaude acts.

NEW YORK, Sept. 27.—Fred Flaht, head of Fisher Music, was in Mount Sinai Hospital here for two weeks with an intestinal ailment. Is recuperating now and will be back in action in another couple of weeks.

## Selling the Band

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

### Sell-Miller Campaign

JACK WILLIAMS, RCA-Victor sales promotion chief, joining hands with 20th Century-Fox, has worked out a smash-bang sales campaign for Glenn Miller's recordings, tying in with the maestro's screen debut in *San Valley Serenade*. Theater merchants are being equipped with a wealth of promotional sheets, window banners, ads and stickers. Topping the Victor end is the Glenn Miller Musical Mileposts album, a five-pocket affair for storing the band's best waxes.

The film company is carrying co-op ads with the wax factory, making pointed reference to the 7,000 record dealers throughout the country aiding in the promotion. The Miller albums, the giant store and window displays, promotion stickers, 300-000 program cards available in the music machine network, and the 20th Century-Fox three-color window banner available to theater merchants. The screen banner, a splash-and-a-half, features Glenn, his film, four Bluebird records he waxed from the score and the Mileposts album to secure them in.

RCA Victor has prepared a multitude of display material for co-operating dealers calling for theater tie-ins before, during and after the film's local run. Glenn has also pitched in, distributing the screen songs on records in all spots he has played, plugging the tunes on his air shows.

Hot David-Lee Lieber publicists in New York made a pretentious tie for Benny Goodman with McFadden Publications. Linking Benny's ad commercial with his life story in *True Story* magazine, the publishing house made up a million single-sheet circulars plugging the radio program. Records were distributed door to door by the Liberty magazine carrier.

### Mr. Tea Pot

COLUMBIA waxworks worked out an engaging tie-in for Horace Heidt's plating of *I'm a Little Teapot* with the Lipton tea company. A special combination offer was tendered to buyers of the recording and users of the tea. Each waxing included a coupon calling for a 10-cent piece to cover the mailing costs, a box top of the tea product to be added to the enclosure, and bringing to the sender a photograph of Heidt and Bonnie Kemper, who is featured in the singing of the song, along with a copy of *Your Future in the Teapots*, an amusing and instructive book representing a complete study of the ancient art of tea-leaf reading.

Heidt's Columbia waxing of *The Friend-*

## Orchestra Notes

### Of Maestri and Men

PAULA KELLY, former Al Donahue and Glenn Miller canary, has joined the Artie Shaw band.

MITCHELL AYRES follows New York Paramount engagement with Ohio theater dates and a run at Hotel Syracuse, Syracuse. . . . TOMMY TUCKER and Colonial Inn, Susac, N. J., have settled over difficulties, and Tucker opens there October 10. . . . LOUIS PRIMA on theater tour which will bring him to Brooklyn Strand October 10. . . . BROOKLYN LIGHT ork ticketed for 10 days at Yankee Lake, Youngstown, O., followed by three weeks at Hotel Schroeder, Milwaukee. . . . DICK SHILTON makes New York bow October 7 at Blue Gardens, Ammonk, N. Y. . . . FRANKIE MASTERS booked for a month at Hotel Peabody, Memphis, opening November 31. . . . JACK COFFEY goes into William Penn Hotel, Pittsburgh, October 28, for four weeks. . . . BOB ASTOR ork getting four MBS shots weekly during stay at Aragon Ballroom, Cleveland. . . . JOHNNY LOWE looking forward to opening at Meadowbrook, Cedar Grove, N. J., December 11. . . . FRANK MORIK, Benny Goodman's road manager for five years, is now with Harry James in similar capacity. . . . SHIRAZY CHEROCK, trumpeter with Raymond Scott, has left band to settle in Chicago. . . . CARMEN CAVALLARO opens at Rainbow Room, New York, around first of year. . . . GLEN GRAY stays at Totem Pole, Agawam, Mass.,

until end of November. . . . JOE VENUTI opens at the Chanticleer, Baltimore, October 30. . . . ARTIE SHAW'S theater tour will bring him to Providence and Hartford in December. . . . RUDY HOFF in fifth month at Piccadilly Club, Pensacola, Fla. . . . JIM JANSIS back of her shipping job with Layton Bailey ork, now at Springhurst Country Club, Lexington, Ky. . . . BOBBY DAY ork at Armada Ballroom, New York. . . . ADRIAN BOLLINI trio alternating with Irv Carroll ork at Jack Dempsey's New York.

### Atlantic Whiplerps

MILT HERSHY TRIO going to the West Coast for a Universal picture assignment. . . . PAUL DUFFY, Philadelphia Slinger, rounds up the ace aces in town for a Matty Madock combo, opening Thursday (3) at Paul Young's Hendersons, Washington. . . . RAY GANDY gets the call at Emma's Tavern, Trenton, N. J. . . . DOBBSY ANDERSON isn't letting his berth as sergeant at Fort Meade kill his vocal career. Every weekend that TONY PASTOR is with that working distance, he appears with the band and continues to carry the vocal chores for the record dates. . . . BOBBY LEE, closing at Atlantic City's T-K-O Club, moves into Philadelphia's 820 Club. . . . GEORGE MARCHETTI the new music-maker at Neil Deligan's Airport Circle, Pennsylvania, N. J. . . . SID LEAVITT, lounge singer, has shown the HENRY KING crew to join the JOE KEARNS toolsters at WCAU, Philadelphia. . . . ROY COMFORT returns to Hotel Wellington, Philadelphia. . . . AL KALLER ushers in the new dance season at Hightstown (N. J.) Country Club Ballroom. . . . PEDRO BLANCO, at Benny the Hawk, and GEORGE'S CONTINENTAL, at Embassy, are new rumba crews for Philadelphia. . . . JOE MARTIN for the music-making at St. Mary's Hall, Trenton, N. J. . . . HANK DALTON, coming in from New York, takes over the bandstand at Philadelphia's Club Tux. . . . WHITNEY MCKEE gets the call at Twin Cedar Inn, Clementon, N. J. . . . STELLA ENGLE and girl gang, at Minardi Tavern, Philadelphia. . . . JACK TURNER joins over there the fall season at Jordan's Cafe, Whitford, N. J. . . . CARRIE DELUDE, Miss Philadelphia of 1941, makes her bow as band canary with JOE FRASSETTO in that city. . . . NANO RODRIGO, at Philadelphia's Walton Hotel Roof, signed to cut a series of transcriptions for World Broadcasting.

### Coast Cacophony

PAUL WHITEMAN moves into the Palace, San Francisco, October 2, moving from the Showbox, Seattle. . . . GENE KRUPA has been signed to return to the Hollywood Palladium in 1942. This is the first band to be re-signed by M. M. Cohen, president and general manager. . . . DAVID HARPA and his orchestra, Torrance, Philadelphia, will Wilshire Band from the Capitola in Hollywood. . . . MILT BRITTON is considering picture work. . . . MARY LEE, Republic's young singing star, returned to the studio recently after a p. a. tour with Ted Weems orchestra.

### Midwest Melangs

DEL COUNTRY is back on the stand at the Stevens, Chicago, now that his arm is out of the cast. . . . MCA takes over at the Trocadero, Evansville, Ind., October 17, when Joe Santoro opens a two-week date. . . . LAWRENCE WELK will pull a record stunt at the Trianon, Chicago, October 18, when 24 albums containing six Welk records each will be given away in a drawing. . . . DICK COOCHENAY now managing Afa Leonard and Her All-Girl Band. . . . KENNEDY OFFICE Chicago, sent Bill Barbo into the Lower St. Paul, for three weeks, opening October 10. He succeeds Stan Wertz. . . . PIERSON HALL, drew holdover at the Washington Hotel, Indianapolis.

### Key to the City

SEYMOUR MORRIS, manager of Bichins' Palace Theatre, Lockport, N. Y., made such good use of the arrival of Vincent Lopez for a personal appearance, eliminating his campaign with a luncheon at which the mayor of the town presented the maestro with the key to the city. Also present was the Chamber of Commerce secretary and the president of the town's merchants' association. With such personage in attendance at the luncheon it became an important civic event and called for press photographers and interviewers. Since the leader is a Kew-Forest, a special committee from that organization was appointed to welcome him.

In advance, Morris plugged the Lopez engagement with a music box playing the band's recordings. Personal appearances were lined up at music stores, where Lopez autographed his disks. All the stores were tied in with announcements, the hotel where Lopez was staying took a co-operative ad in the newspapers, and the local musicians' union co-operated by reserving a block of seats for the opening performance. High school students were covered in the campaign thru an offer of a special discount to students attending the 6 o'clock performance.

## Disks Hiked 10% By Excise Taxes

NEW YORK, Sept. 27.—Disk companies sent out notices this week to all record dealers, explaining that all shipments after October 1 will bear a cost increase of 10 per cent to cover the new excise tax imposed by Section 644 of the Internal Revenue Act of 1941. Decca's notice mailed out today, recommended that the dealers pass the tax on to the consumers.

Recording execs had had hopes that the government would pass up taxing players on the grounds of their being important morale builders. This was the case in England. However, all major companies had said previously that if they couldn't duck the tax they would pass it on. It means that disks retailing at 33 cents will be hiked 14 cents; 50-cent disks, 5 cents; 75-centers, 3 1/2 cents, and \$1 disks, 4 1/2 cents.

Ten per cent tax also will be imposed on all phonographs.

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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: **T**—Trot; **W**—Waltz; **VC**—Vocal Chorus; **V**—Vocal Recording.

—By M. H. ORODENKER

## KAY KYSER (Columbia 36365)

After Tomorrow—PT, VC. I Love You More, More Every Day—PT, VC.

**K**YSER continues to pace with the musical art by his platters of recent date and this newest of his offerings should find wide appeal in song circles. Both hits hold much promise in making a bid for hit parade popularity, with Kyser's treatment for the ballad on the A side shading the rhythmic hit of its companion piece. A Gene Autry tune with a sentimental set of lyrics to match the melodic contour, Kyser calls upon his vocal contingent for the song-selling. Set in a medium tempo, Jimmy Blinn's background humming with the band sets the stage in the introduction, with Harry Bahbitz giving voice to the words for the opening chorus, backed by the mixed voices of Otney, Jack and Max. The band picks it up for a half chorus, Bahbitz brought back to sing it out, with the trio of voices blending in with the instrumental sections of the band to make for colorful harmonies. Miss Blinn takes the spotlight for the *I Love You More* music, the band taking the first chorus and then giving way for the vocal, giving the lyrics one of those cuddly "me-oh-de-lia" hits.

If you'd take a toss of the coin to divine which of the sides will tempt the ears for the music boxes. Both songs are highly commercial and designed for hit parade company. Kyser gives the "After Tomorrow" side a more colorful vocal treatment, and with a simple, easy flowing melody that's contagious, the ballad is all dressed up and ready to go places.

## GLENN MILLER (Bluebird 27354)

From One Love to Another—PT, VC. I'm Thrilled—PT, VC.

**C**HALK up another dandy for Miller in his mating for this disk. The A side is the English version of the Italian lullaby recorded earlier by Artie Shaw and Eric Madriguera as *Danza Lucerna*. This B side is not to be confused with the little tune of the same name, but is virtually as good. Most colorful treatment is provided for the A side. Band opens for half a chorus, highlighting Bobby Blackett's trumpet backed by the characteristic voicings of the reeds. Ray Eberle gives the lyrics lush treatment, his ardent aching to make the girl swoon, and the band repeats the opening strains to carry it out. The Thrilled tune is also taken as a slow ballad, opening with the sax-carinet blend and the tenor sax improvising to complete half a chorus. Eberle again manipulates the heartstrings for the vocal to complete the disk, the band boys weaving a beautiful and harmonic fabric behind the vocal.

Made operators take in double with this Miller entry. Both ballads bear big and Miller's music making with Ray Eberle's romantic song mood for both sides, spins long life for the phone networks. Nothing less than both sides will suffice, with a strong indication that Miller will have the field for himself with the "From One Love To Another" side. In selling, operators should indicate its original title, "Danza Lucerna." It's a beautiful Italian melody that should catch on instantly.

## GUY LOMBARDO (Decca 3985)

By the Light of the Silvery Moon—PT, VC. Guddle Up a Little Closer, Loney Mine—PT, VC.

**I**NEREST in these standards that date back to the bicycle-built-for-two era, is heightened by the mid-time song cycle that is showcased in the *Birth of the Blues*. Bing Crosby's new screen show to be released soon. The sugary syncop of Lombardo brightens up again the bouncy ballads without loss of their original flavor, reversing the last chorus on each side for Kenny Gardner and the Lombardo Trio to give them that original music hall touch in song. For *Silvery Moon* the Lombardo ensembles make the opening music. Gardner gives light to the lyrics, the trumpet and trombone share another chorus and the violon d'alto collared to carry it out. Also taken at a slow tempo, muted trumpet opens the *Guddle-Up* chart. Gardner adds voice for the chorus, the band outlines the tempo for another chorus giving way to the twin pianos for the bridge, and the voices bring it back to the original tempo, approximating barbershop harmony for a 25-ekidoo finish.

Again the operators will have to double up on this disk. Both ballads were heavy favorites when granddad was a guy blade, and having grown mellow over the years instead of fading, the release of Bing Crosby's new picture will find them finding favor all over again. Lombardo adds a nostalgic touch to his treatment for both sides which means that it will strike a responsive chord with the elders as well as the younger element.

## DUKE ELLINGTON (Victor 27587)

Just A-Gettin' and A-Rockin'—PT, VC. Moon Over Cuba—PT, VC.

The title describes the A side to a "T." Scored by Duke and Billy Strayhorn, it's a relaxed and rockin' rhythm with easy flowing solo blocks provided by Ben Webster on tenor sax, Rex Stewart leading the hot cornet and Barney Bigard riding his clarinet. For the B side, the which Duke collaborated with his wife trombonist, Juan Tizol, the band slips into a rumba rhythm. Tizol introduces the exotic melodic refrain and the band boys build it up to make for Latin musical intoxication in a manner modern. Tizol's valve trombone returns to play the melody for a fade-out finish. Both sides are purely instrumental.

While the sides pack greater interest for musicians and the Ellington fans, most ears here will find the "A-Gettin' and A-Rockin'" side carrying favor at the listening locations.

## SEND IN YOUR ROUTES

Routes of bands, acts, vaude trupe, ice shows, repertoire-lent shows, dramatic and musical shows, circuses, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 25-27, Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

# 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.

## Clyde McCoy

(Reviewed at Triamph Ballroom, South Gate, Calif.)

**C**LYDE MCCOY has been identified with bands for the past 20 years and knows what the public wants. He does not go in for anything sensational, but concentrates on good listenable and danceable music. The outfit scores heavily on commercial music, featuring the "Sugar Blues" trumpet of the maestro.

Basic instrumentation is four brass, four reed and four rhythm. McCoy handles the trumpet to augment the brass. While the band is known for its *Sugar Blues* tempos and rhythm, it does rumba and sweet tunes in good style.

Freddie Stewart, a lad who likes to reach the mike, handles the lead vocals, and the Four Bennett Sisters handle novelties and swing numbers. Stewart has a smooth voice and sells well. The Bennetts go over big. McCoy also does a bit of vocalizing. While the maestro's forte is his trumpet, his vocal job is commendable. The outfit goes to town on blues numbers, and an evening's program offers a goodly number of these. Since they are exceptionally well done, no one, either dancing or listening, objects.

Arrangements are by Bob Nelson, pianist. Duv Walter plays an outstanding trumpet and Art Dunham clicks on bass. Gene Clifford is also arranging for the band. **Abouff.**

## Jay McShann

(Reviewed at Fairland Park Ballroom, Kansas City, Mo.)

**A**SEPIA jump outfit with a deep, earthy rhythm section, the Jay McShann band plays more authentic colored jazz to this reviewer's ears than any number of big-name Negro orchestras whose music has been "redone" to the point of sounding white. The crew originated in Kansas City but has been calling attention to itself in ballrooms throughout the Middle West and has recently released four sides on Decca's Sepia Series.

Band is paced by pianist-leader McShann, whose ivory style sounds like Mary Lou Williams on a Hines kick. McShann's piano is more choppy and on the beat than when he organized the band, having weeded out some of his own flowery filigree, and as a result he turns out some deep, solid, satisfying 88 solos. He is backed up by superb rhythm from tub man Gus Johnson and bass plucker Gene Ramey, this rhythm section having remained intact now for over three years.

A brass section of three trumpets and one siphoner plays screaming and sometimes screechy chords on all the jump tunes, horns alternating with cup and hat notes. Sax section is well-refined.

# On the Air

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

—By HAROLD HUMPHREY

## Count Basie

(Cafe Society Uptown, New York, CBS Network, Monday (22), 11:00-11:30 p.m.)

**T**HE net did everything it could to jam up this remote, but Basie and his ark still came out on top. Two long station breaks, with many of the elapsing seconds even sans announcements, were cut into the half hour to bring in other outlets, and the whole thing was "unrehearsed" by the engineer and splicer. Basie tried to bridge the gaps with some of his expert piano fillings, but couldn't get the proper cues from the way it sounded.

Basie and his boys ripped off eight numbers, pop and originals, in a distinctive swingeroo style. Arrangements were executed in an easy but precise manner, and the Count's piano soloing added a further highlight. Jimmy Rushing and Earl Warren, satist, cut out with some nice vocal choruses, and instrumental rides dominated some of

the other numbers. All right up "swing alley" for the hep listeners.

## Carl Hoff

(Blue Gardens, Armonk, N. Y., CBS Network, Wednesday (24), 12:05-12:30 a.m.)

**P**ROGRAMING on this airer contained a good mixture of pop and oldies, but there were some tough spots in execution. Hoff's "Harmonies by God" were okay in some of the numbers ticked off, but others were sadly lacking in drive and pattern. Ork-bands toward the swing style in most of the arrangements.

Murphy Sisters (three) and Tony Braxton do the vocalizing. Girls' voices are all right, but their delivery becomes forced in some of the five ditties sung. Russell's pipings are peppy and okay on the ballade. Band has a fiddle display which is used to advantage on these, too. Smoother co-operation among the instrumental sections would have done a lot for remote output.

made up of two saxes and two tenors, but cuts blingly into the melody line, pressing being sharp and tangy. Occasional hot solo and tenor solos break up the ensemble pattern and numbers also are punctuated often by pungent take-offs by trumpeters Orville Minor and Harold Hines. The band is really a strange combination of Ellingtonia reeds and brass and Basie-like rhythm.

The whole band gets busier and gut-buckety when blues shunter Walter Brown takes over the mike for lyrics to rock ditties. Ballads are crooned by baritone Bill Nolan. **Looks.**

## Harold Nagel

(Reviewed at the Hotel Astor's Columbia Room, New York)

**N**AGEL is a sweet fiddler who apparently knows the angles for leading a sweetish hot combo. He is a dignified, fine appearing musician whose violin gives color to his five-man backing.

He is backed by tenor sax doubling on flute for rumbas and by drums, piano, string bass and accordion. The sax man takes the vocals, revealing a pleasant tenor voice. When Nagel drops his bow the hand sounds thin and has little personality, but when his fiddle leads, the band is okay and just right for this room. The arrangements are simple, easy for listening and also okay in dance rhythm. Rumbas are brightened up with the sax man doubling on flute and Nagel picking up the maracas. Waltzes of course have the fiddling dominating, and the fast trots get a nice, easy-going rhythm.

All in all, a just-right small unit for such a room. **Dents.**

## Charlie Agnew

(Reviewed at the Rainbow Ballroom, Denver)

**O**PENING the season for the town's top dancery, Agnew's reasonable tempos in a smooth manner have caught on nicely and he is doing a highly commendable job in this, his first appearance in Denver since 1935. Using a four reed, four brass (two trumpets, two trombones) three rhythm combination, the outfit works full most all the time. Combo never leans seriously in any direction, keeping mostly to a semi-sweet commercial style.

Vocals are split three ways. Eddie Baumgart handles the romantic ballads. Gus Baumgart takes time off from his ivory musing for novelties and Jess Carroll takes care of the busier times. All three in salable work. Cal, who looks Lamoralek and sings in the lower ranges, could probably come as nicely on lucky offerings as on the hot ones by capitalizing on her eye appeal.

Agnew has an easy-going personality, dropping a bit of chatter now and then. Does a bit of hand waving and sits in often at trumpet or vibes. Harold Cohen, tenor lead, gets off some fat licks. Baumgart handles arranging. Albeit the outfit isn't sensational on any score, it has enough to offer in a steady, nice reception for most any local taste. **Trankas.**

## Waikiki Aloha, Dayton Hello!

**DAYTON, O., Sept. 27**—This week a little Hawaiian girl, wearing her first pair of shoes, arrived in Dayton and saw her father for the first time in 10 years. Girl is Rose McIntire, daughter of Al McIntire, appearing here with the Lani McIntire band. Seems that 18-year-old Rose was tired of Honolulu and longest for a visit with her daddy so, a couple of weeks ago she married herself aboard the *Matsonia* in Honolulu, as herself down the sea, and awaited developments. When boat officials found her it was too late to put her off the ship. Uncle Dick McIntire met her at the Los Angeles pier, paid her passage, bought her some shoes and put her on the train for Dayton. She arrived here several days ago and seems to like it.

## Music Items

### Publishers and People

Georgia Music has published Pate Walker's *Manacilla*, words by Buddy Kaye.

Ketton-Rosen, Inc., is concentrating on *My Foolish Heart* and *I*, ballad which has already been waxed by Woody Herman, Sonny Dornham and Dick Rogers.

Jimmy Bros. Music reports action on sales numbers, music given by success of W. C. Handy's autobiography, *Birth of the Blues* and recent record albums.

Buck Ram writing a symphony to be introduced by Artie Shaw.

Leonard Keller, who wrote *Alexander the Floore*, has come thru with another animal novelty, *The Little Guppy*. Will be published by Schumann, who has *Hit-It*.

Pete Doraine, publisher of "Thumbs Up," made connection with the British-American Ambulance Corps, which has adopted the tune as theme song. Ambulance is to be plastered with copies, etc. Sankey-Johnson had published their own "Thumbs Up" with a British War Relief tie-up, which annoyed Doraine, who claims his "Thumbs Up" was on market first. So he lauded Ambulance Corps and the battle is on.

### Songs and Such

*Big, You!* is to be published by Cherio. Ditty penned by Irving Fields, rock maestro.

*The Marriage Broker's Daughter*, by Fred Slinger, was introduced over CBS this week by Carl Holt.

The score of Warner pic, *Blues in the Night*, is being waxed by such leaders as Artie Shaw, Guy Lombardo, Woody Herman, Cab Calloway, Tony Pastor and Dick Jurgens. *Humick* is publishing.

*How Much I Love You* is a promising torchie written by A. Ray De Vito, publisher of Standard Dance Music Guide.

Johnny Long's arrangee, John Murphy, had written a catchy novelty but was at a loss for a title. Came the recent trial blackout on Times Square, New York. Murphy was present when the lights went out. Inspiration struck. Title of novelty: "A Little Bit of Dark."

### Philly Pickings

Adrienne, thrashing at Jack Lynch's *Walter Hood*, gets Mercedes Wilson to give her *Furest* a radio "hello."

Jimmy Littlefield, who deserted local rock circles to become a gentleman farmer, is the latest localite to attract the attention of Sammy Kaye, the maestro taking his *Miami* a *Heat* for the Republic Music Company catalog.

*A Mother's Lullaby* (A Song the World Will Love), published by Dick Penn, of Danville, Va., is catching on. Score is dedicated to little George Buckles Penn II, Dick's son. Lyrics by Mrs. Penn.

*Every Day at Night*, by Matt Polkonen and Henry James, published by Chester Rice Music, Charlie Agnew band featuring ditty.

## Material

### Protection Bureau



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Upon receipt, the packet will be dated and filed away under your name.

*The Billboard* takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

## "Ya Gotta Set the World on Fire"

NEW YORK, Sept. 27.—Leader of a small musical combo, with titles a tame on radio transcriptions, dropped into one of the larger booking offices this week and asked an exec if he couldn't be fixed up with some hotel location. "But what's ya done?" screamed the exec. "My IT's are played on 245 radio stations," shrieked the leader. "Aaaaah! What do transcriptions mean?" piped the booker. Leader was completely nonplussed, but as he put one leg out of the window he shouted: "And what does Singin' Sam mean?"

## Pic Exhibs Join in Legal War on ASCAP

PHILADELPHIA, Sept. 27.—At the closing session of the annual convention of the Allied States Association of Motion Picture Exhibitors last Thursday (18) at the Benjamin Franklin Hotel it was unanimously resolved "that the board of directors of the National Association be empowered to follow thru on discussions of the ASCAP situation and take immediate action on whatever measures may be legal and effective to bring about relief to exhibitors."

Ahram P. Myers, general counsel of the association, said that the best legal talent available would be enlisted to wage the fight against ASCAP for a consent decree which would call for the music tax to be applied at its source only—in Hollywood.

## Name Craze Hitting Mich. Night Spots

DETROIT, Sept. 27.—Increased use of name bands looks like a coming trend in up-state spots, according to reports from local booking offices in this territory. Typical is the start of a series of eight-night stands for Saturday by the Industrial Mutual Association, a social organization of General Motors employees at Flint.

This spot has the largest auditorium in the State outside of Detroit, and will use names on a weekly basis for Saturday night dances. Dates booked in to Jay for the Mike Pal office are Tommy Reynolds, October 4; Anson Weeks, October 11; Charles Spivak, October 18, and Erskine Hawkins, October 25.

Another up-state spot, the Green Mill at Regina, which started a few seasons ago as a beer garden and is now one of the foremost up-state night clubs, switched over to a name band policy. Al Kavelin opened September 19.

## Korn Kobblers Killers in One-Niters; Net \$1,049.60

BECKLEY, W. Va., Sept. 27.—The Korn Kobblers played the first theater date of their career and pulled 2,047 paid into the Beckley Theater here Wednesday (24). Eight hundred-dollar boxes was sold at 20 cents to 50 cents and gross was \$89.60. Kobblers walked out with \$444.80.

Night before, boys played for a dance at the WGBH Auditorium, Charleston, W. Va., and turned 'em away with 1,548 customers. Total take was \$1,008, with Kobblers ruffing in for \$604.80.

## Lombardo's Sweet \$2,900 At Tantilla, Richmond, Va.

RICHMOND, Va., Sept. 27.—Guy Lombardo and His Royal Canadians attracted some 1,800 patrons to Tantilla Gardens here last Friday night (19). At \$1.60 per head gross mounted to better than \$2,900 for date.

Buddy Fisher and his orchestra, with thrashy Craype Edwards, opened this week to slightly better than average bit.

Next name, Tommy Dorsey, Monday 29. House will go strictly ballroom at \$1.10 per capita, with tables being discontinued for the one-night engagement.

BRIDGEPORT, Conn., Sept. 27.—Leigh Knowles, formerly trumpeter with Glenn Miller, who has had his hand at the Seven Gables Inn, Milford, Conn., the past six months, turned over his baton to his warder, Henke Haly, and bowed out last week to join Charles Spivak.

## AFM-Theater Chain Situation Reaches Crisis; Union Sets a Deadline; Chains on the Spot

NEW YORK, Sept. 27.—Fight between the American Federation of Musicians and the Paramount and Warner chains over the question of making the chains liable for the payment of social security and unemployment insurance taxes is reaching a crisis which should show greater signs of clarity by next week. Union has set a deadline of "some time next week" for the chains to begin signing AFM contracts (containing the social security clause), or no hands play the Paramount and Strand theaters and other vaudeville operated by the chains elsewhere "throughout the country."

Warner, however, is singing a different tune to the AFM than it did last week. Warner attorneys got into a huddle with the AFM Thursday (26) and asked for two weeks' grace before the AFM takes any action. Union hasn't given

them the go sign on the two weeks' jeopardy, but it is believed that it will.

Comment from union officials is that the chains would sign the new contracts in a minute if they had an assurance from the government that the chains wouldn't be held liable for back taxes, since 1937, which, with fines, would amount to \$200,000 or more. Paramount, meantime, has been relatively quiet. Jack Rosenberg, president of Local 802, who will have to issue the orders to Local 802 hand leaders in the event of a stoppage of work, said he was sure that the chains would sign.

Meantime, it was learned that Warner attorneys were huddled in Washington with officials of the Social Security Board to obtain a clean bill of health on past taxes. It's possible that they may make a deal with the government because of the terrific confusion that the board has been in on the collection of taxes for traveling musicians and performers.

In spite of the ruckus this week Glenn Miller opened at the Stanley, Pittsburgh; Jan Savitt at the Erie, Philadelphia (both Warner houses), and Tony Pastor at the RKO Palace, Cleveland. Further than that, booking agencies were told by the union not to make any booking until a ruling comes thru.

## Father Hines Bucks Cold; Grosses \$850 in Spokane

SPOKANE, Sept. 27.—Earl (Father) Hines drew an \$850 gate at Natatorium Amusement Park Saturday (20). One thousand dancers paid 25 cents each. Unusually cold weather probably kept many away. Night was coldest of the fall so far, the mercury dropping to 35 degrees.

Owner Louis Vogel has booked Ted Flo Rite as the 12th and final big-name band of the season for the park pavilion. The date is October 18.

An Important  
New Record Feature  
PICTURE TIE-UP  
POSSIBILITIES FOR  
MUSIC MACHINE  
OPERATORS

See the full page announcement in the  
Music Machines section of this issue



SONNY

# KENDIS

at the piano  
AND HIS ORCHESTRA  
Leading both bands at  
THE STORK CLUB  
New York

Currently  
**51st**  
consecutive  
week  
in his  
**6th**  
return  
engagement

In Appreciation to

"Tudie"

## CAMARATA

—for the superb arrangements he has made for us during the past four years, and for the fine work he is doing for us currently at the Paramount Studios, Hollywood, for "The Fleet's In".

JIMMY DORSEY

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

A
Alm, Bill (George Washington) Jacksonville, Fla.
Alford, Peter (President Atlantic City) h.
Alford, Don (St. Charles) NYC, n.

B
Bailey, Layton (Springhills) Lexington, Ky.
Baker, Art (Warwick) NYC, n.

C
Cabin Boys (New York Bar) Crown Bay, Wis.
Caldwell, Olin (Kennedy's) New Blenheim, N. Y.

D
D'Antonio, Nick (Eddie Howe) NYC, n.

E
Eddy, Ted (Island) NYC, n.

F
Farber, Bart (Wetherland Plaza) Cincinnati, O.

G
Gaines, Charles (Oswald's) Philadelphia, Pa.

H
Harmon, Frank (Harriette) NYC, n.

I
Ivanhoe, John (Theater) NYC, n.

J
James, Harry (Lincoln) NYC, n.

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

K
Kapoor, Gordon (Piano Club) Durbah, Minn.
Kassell, Art (Bismark) Chl. h.

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

L
Lafay, Howard (Savoy-Plaza) NYC, n.

M
MacCoy, Clyde (Trianon) Los Angeles, n.

N
Nager, Harold (Astor) NYC, n.

Bands on Tour—Advance Dates

BILL BARDO: Athletic Club, Milwaukee, Nov. 1; Rainbow Gardens, Fremont, O. 2.
CHARLIE SPIVAK: Purdue Univ., Lafayette, Ind., Oct. 24; Coliseum, St. Louis, 26; Auditorium, Junction City, Kan., 27; Forum, Wichita, Kan., 28; Tower Ballroom, Pittsburgh, Kan., 29; Playmor, Kansas City, Mo., 30.
ANTH SHAW: Palace, Cleveland, Oct. 3 (week); Truxton, Toledo, 10; Castle Farm, Cincinnati, 11; Rink, Waukegan, Ill., 12; Park Ballroom, Colterville, Ill., 13; Auditorium, York, Pa., 14; Coliseum, Tulsa, Okla., 17; Auditorium, Oklahoma City, 18; Auditorium, Topeka, Kan., 19; Shrine Mosque, Springfield, Mo., 22; Playmor, Kansas City, 23; Turnpike Casino, Lincoln, Mo., 24; Party, Omaha, 25; Tromas Ballroom, Des Moines, 26; Surf, Clear Lake, Ia., 28.
WOODY HERMAN: Blue Moon Club,

Q
Quartill, Frank (Colonna's) Chl. n.

R
Ramon, Bobby (Chas Ferry) n.

S
Santoria, Jeanette (Harmon-Madison) NYC, n.

T
Teagarden, Charles (Mushie Best) Omaha 29-Oct. 1; U. S. (Pia-Mor) Kansas City 2-4 h.

U
Ular, Eddie (Cocooner Orm) Toledo, O., h.

V
Vall, Pedro (Club Casino) NYC, n.

W
Walker, Jack (Queen Mary) NYC, n.

Frisco Hotel Strike Moves Holmes Band To Walk Out
SAN FRANCISCO, Sept. 27. — Band leader Herbie Holmes, whose outfit opened at the Mark Hopkins Hotel this month, was the first combo to feel effects of the current hotel strike. Six hotels were being picketed this week, the Mark being the only one of this group using a band.

Seranton Good to Tucker
SCRANTON, Pa., Sept. 27.—Tommy Tucker drew a slow but Masonic Temple Wednesday night (24) for the opening of the fall season of the Buddy Club. Receipts totaled \$1,700. There was 77 cents per person up to 8:30 o'clock and 88 cents thereafter. The crowd was considered exceptional, considering the fact that Grace Fields appeared in another part of the building in a British War Relief show.



## New Play on Broadway

Reviewed by EUGENE BURR

### LONGACRE

Beginning Monday Evening, September 22, 1941

### THE DISTANT CITY

A play by Edwin E. Sells. Staged by Edward Byron. Settings designed by Samuel Lewis. Costumes designed by Helma Pava. Presented by Jolly Turk.

John Quigley	Clayton Gresham
Ben Morgan	Ben Smith
Edna Scott	Gertrude Flynn
David Mackay	Robert Vines
Reverend James West	Lee Baker
Beatrice Frennan West	Marie MacLaren
Lester Franklin	Leland Ford
Miss Laura Prentiss	Louise Wexley
Sergeant McKelman	Les Doyle
Poteman	Gilbert Morgan
Chairman	Morgan Farley
Warden	Burke Clarke
Guard	Larry Hugg

ACT I—The Kitchen in the Home of Adam and Eve Quigley. A Day in Summer. ACT II—Cathie Birch in the House of Reverend West. ACT III—The Warden's Office. Late Fall. Time—The Present. Place—A Big City in the Middle West.

Practically, an someone seems out to have remarked, is the chief of time—and now, as it turns out, it is also the chief of misreading. For this reporter, figuring that *The Distant City*, graded by an low a star than Gladys George, was (See *NEW PLAYS* on page 37)

## St. Joe Aud Preem Flops; Poor Show

ST. JOSEPH, Mo., Sept. 27.—Grand opening of Municipal Auditorium, recently acquired by the city from the mortgage holders and redecorated at a cost of \$20,000, was the worst flop this city has had in 30 years.

Billed as *Fun-a-Poppin*, the production turned out to be eight performers, including the master of ceremonies, and some amateur talent recruited locally. The Hollywood orchestra turned out to be composed of local musicians. Attendance of 900 at 30 cents was less than one-fourth of capacity, top-off coming when "free pass" coupons with 25-cent service charge were carried in a shopper's weekly. Only a half dozen of these turned up.

The future of the big building is in doubt, with no further attractions booked. Otto Strickberg, manager of Ethel Robinson's, is operating the auditorium for a city commission named to supervise it.

The show was smutty, and seems walked out before it ended.

Producer was billed as Clyde V. Shubert. No connection with the Shubert interests in New York, co-producers of *Hellzapoppin*.

## "Mamba" Readies Tour

LOS ANGELES, Sept. 27.—Ethel Waters in *Mamba's Daughters* will go on tour following three and one-half weeks at the Biltmore Theater, where the show opened September 19. Miss Waters recently closed three weeks at the Paramount Theater. *Daughters* will play one-nighters between here and San Francisco.

John Yorks is presenting the show by arrangement with Guthrie McClintic. Jack Pierce is handling the press.

## Big Milwaukee Sked

MILWAUKEE, Sept. 27.—Prospects are good for an active legitimate season here. *My Sister Elvira* inaugurates the season at the Davidson starting September 22 for a week's run. Other productions scheduled to grace the boards of the Davidson and Pabst theaters include *Circle in the Wind*, *Rose for Heaven*, *The Cow Is Green*, *Wings on the Wings*, *Gladys and Arlene* and *Old Lace*.

## Birmingham Sked Set

BIRMINGHAM, Sept. 27.—The fall legit season opens here, first booking of the Wilby interests, on November 4 with *Blossoms Time* with Everett Marshall. Following this one-nighter are: November 13, the Lunas; November 23, *Student Prince*; December 12-13, *Life With Father*; December 25-26, *Hellzapoppin*; January 26, Al Jolson in *Hold On to Your Hat*; February 23-24, *Stage Door*; and March 16, *Arsenic and Old Lace*.



## Reviews Percentages

(Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" notes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with nine "no opinion" notes 50 per cent rather than zero. At the end of each month of the season the shows and their percentages will be listed, together with a resume of how they fared at the box office, in an effort to determine how much the critical reception affects the financial returns and how closely the critics agree with the decision of their readers.)

### "The Distant City"—0%

YES: None.  
NO: Atkinson (*Times*), Barnes (*Herald-Tribune*), Maudie (*News*), Brown (*World-Telegram*), Waldorf (*Post*), Kronenberg (*PM*), Coleman (*Mirror*), Anderson (*Journal-American*), Lockridge (*Sun*).

NO OPINION: None.

## Full Minne Sked

MINNEAPOLIS, Sept. 27.—Alto settlement of its insurance differences with the city has not been made, the Lyceum Theater, legit house, has gone ahead with a tentative schedule of dates for 11 attractions during the forthcoming season, according to Leo Murray, manager.

The differences with the city administration revolve around a \$500 expenditure on rebuilding the marquee to conform with regulations now that the city is widening the street in which the Lyceum is located. Management opinion rebuilding is not necessary, city claims otherwise.

As scheduled now the season will open November 7-8 with *Ballet Russe*, to be followed November 14-15 by Katharine Cornell in *Doctor's Dilemma*. Ed Wynn in *Boys and Girls Together* is booked for November 22-23; Velox and Yolanda and troupe, November 27-28. Al Jolson in *Hold On to Your Hat*, December 7-10; *My Sister Elvira*, December 15-17; the Lunas in a return engagement of *There Shall Be No Night*, December 21-January 1; *Arsenic and Old Lace*, January 21-24; *Life With Father*, February 16-21; Ethel Barrymore in *The Corn Is Green*, March 19-21; Maurice Evans in *Macbeth*, April 3-4.

Other attractions may be added.

## FROM OUT FRONT

(Continued from page 15)

chestra is liberally acknowledging. Prayers for a first-line, permanent American Ode company have finally been heard. . . . This corner would like to stray out of its reservation for a moment to mention a book called *Black Valley*, written some 15 years ago by Raymond (more familiarly known as Buck) Weaver, who was then an instructor in English at Columbia (the university, not the picture firm or the radio net). Re-read after more than a decade, it turns out to be one of the most moving and beautifully written books of our generation, stylistically superb and rich in thoughtful content. It ran, incidentally, to one small edition when published, but even that eventually was unloaded in the cut-rate shops. But then, *Black Valley* was concerned with no really "vital" themes—surely love, death, and the relations of men with God.

EQUITY council this past week neatly sidestepped a question that threatened to grow embarrassing—the proposal that all adherents of or sympathizers with Fascism, Nazism or Communism be barred from Equity offices. The council decided, sittingly enough, that present rulings gave it the power to deal with any official whose actions or attitude was detrimental to the best interests of the association. The proposal was, of course, the work of the group in Equity that last spring masked its own viciously pre-dictatorial leanings under an attack on foreign dictatorships. Disposal of the matter was facilitated when, in June, Germany attacked Russia—because then the question arose as to whether violently pro-war and pro-British members might not be considered, under the loose wording of the proposal, Communist sympathizers—ones that would have included almost all of those who proposed the ruling in the first place. . . . In connection with hyped-up "V for Victory" publicity, plans are being laid here and there for "Victory Balls" by various theatrical groups, which brings up the suggestion that each "Victory Ball" feature the playing of Schelling's magnificent orchestral interlude, also named *Victory Ball*. It begins with gay and pompous celebration music—and then, cutting across the gaiety, comes the faint and dismal snarl of a snare drum playing a dead march. The victory music goes awry and loses focus as the drum grows louder; and then another drum joins in, and another and another—until 34 drums are beating out the dead march, cutting like seething river of darkness across the light of the ball. Then the drums fade and the victory music resumes—but it sounds only jangling and timorous and disconcerting to ears that have listened to the tramping of the dead. . . . Orice Moore, it seems, was booted when with astounding patriotism she condensed to display her artistry before the pens of South America as a contribution to the "Good Neighbor" policy—and now Miss Moore blames the booting on small groups of Nazis and Fascists in the audience. Nazis and Fascists are, these days, convenient things on which to blame almost anything, including hay fever, inaccurate weather reports and the bad business done by plays like *Brother Cain*. Perhaps Miss Moore's nasty bones really were Nazis and Fascists—but if you listen to Miss Moore attacking an operative area you may find yourself suspecting that maybe they were just plain anti-Nazi South American music-lovers.

## Garment Trade Play Gets Fair Tryout

NEW YORK, Sept. 27.—A tryout of a new play by Paul K. Paley was presented this week at the uptown Playhouse des Arts by Joseph Ornato. Based on the garment trade, the play, labeled #119 E. O. M., a tag accompanying laid-up dress late, ran like a pinhead pony, requiring much grooming to acquire full-grown status. Not that all the principals contributed to the not-to-be-ethere. Susan Anthony, as a dress firm owner, for example, was excellent, as was Fred Overman in the part of an advertising slinker who uses affection to receive payment for invisible work. And Dixie Darlene Deater was so happily cast in the role of a model that her, quite literally, became a model performance. These three did a great job of pulling up the lines that other principals, including Philip Millman, Louis Golden and Ivy Ross, let lag.

But the author is to be blamed for a bloodless story of one firm's trials and tribulations in the garment world. Sometimes lingering on satire's edge, other times relying solely on local color, and still other times slipping into melodrama without warning, the play sat down or walked where it should have pranced. This was particularly evident in the character bits. The Alfred Muntan and Herbert Graham stoves nightly to keep the play consistent and funny, others, like Martin Busch, were only as good as their lines, which were not so good.

A small audience gave an ordinary reaction to an ordinary treatment of an ordinary subject. This reviewer was left with the feeling, however, that a good working-over of the dialog might produce some Broadway fare. J. R. C.

## Dayton Sets 3 Legits

DAYTON, O., Sept. 27.—Ed Wynn in *Boys and Girls Together* will open the local legit season at the Victory Theater matinee and night October 30. Two other attractions also have definite bookings. *My Sister Elvira*, Chicago company, matinee and night November 6, and *Life With Father*, November 21, 22 and 23 for four performances.

## Youngstown Sets Legit

YOUNGSTOWN, O., Sept. 27.—First legit announced for the new season here in *Life With Father* November 11-12 at the State Theater, according to Manager Joseph Shagrin. The State has not had a stagehouse policy for years. Shagrin hopes to bring in other shows during the winter.

## "Candle" 53G in Hub; "Big" 45G

BOSTON, Sept. 27.—Three shows bowed out this week on the crest of a building legit season, taking with them a nice chunk of dough, indicative of a great season for the Hub. One new show opened Thursday (35) while two others are scheduled to open Monday (29).

Coming in Monday are *Arsenic and Old Lace* and *Student Prince*, the former at the Plymouth, the latter at the Opera House. *Doctor's Dilemma* is due at the Shubert October 8. *Let's Face It*, Vinson Freedley's new musical, comes to the Colonial October 9. Noel Coward's *Silly/Silly* is scheduled to preem at the Wilbur on the 13th, and *Sons of Pwn*, the new Olsen-Johnson show, comes to the Shubert the 23d. The last week of October Ann Cora is expected to open her road tour of *White Cargo* here.

This week's grosses were: *Candle in the Wind* (Colonial), 1,643 seats; \$230 top). Supplementary subscriptions this week contributed to a terrific \$27,000, even greater than last week. Two-week stand netted \$32,000.

*Mr. Big* (Plymouth, 1,400 seats; \$275). Doctoring helped this one (immediately, and it left town with a sweet third-week gross of \$16,500. Three-week total was \$45,000.

*Nation's Son* (Majestic, 1,067 seats; \$230 top). Built slightly over last week, but still not so hot. Left town with a total of \$27,500 for two weeks, \$13,000 and \$14,500.

*Ving O'Brien* (Shubert, 1,500 seats; \$230 top). Opened Thursday (25). Indications are for a \$10,000 gross the three days of this week.

## Montgomery Legit Schedule Heavy

MONTGOMERY, Ala., Sept. 27.—William Wolfson, manager, has announced the season's legit schedule, highlighted by Alfred Lunt and Lynn Fontana in *Robert F. Sherwood's There Shall Be No Night*, slated for November 17. First of the series will be *Blossoms Time*, set for October 23, starring Everett Marshall. A second edition of *Hellzapoppin* will come to town December 27, the day of the Blue and Gray Intercollegiate football classic. Wolfson has predicted a sellout.

Dorothy Gish and Louis Calhern will come in December 29 in *Life With Father*. This show was booked here last season but was held up by a 35-week run in Chicago. Al Jolson in *Hold On to Your Hat* will be on the stage for January 17. On February 25 the new edition of *Stagefollies* will be presented. *Arsenic and Old Lace* will be presented March 9.

Wolfson states that he hopes to be able to secure Katharine Cornell in *The Doctor's Dilemma* and Ed Wynn in *Boys and Girls Together*.

All of these plays will be presented at the Lanier High School Auditorium.

## Skowhegan Grosses Up Despite Lack of Names

PORTLAND, Me., Sept. 27.—With business nearly 25 per cent ahead of last year, Herbert L. Sweet, general manager of Lakewood Players at Skowhegan, appears to have proved his thesis that guest stars are not needed in summer theaters. The Lakewood Players did not have single-guest stars at all season, but his company was of sound caliber. Ogunquit, the nearest thing to competition, operates entirely on the guest-star principle.

## "Prince" Opens Springfield

SPRINGFIELD, Mass., Sept. 27.—The Springfield Margaretta League season is due to open October 13 with the Shubert's revival of *The Student Prince*. Executive Secretary Daniel J. Maloney announced this week. Early plans had been for an earlier opening, but contract difficulties with E. M. Low, lessee of the Court Square Theater, where the League's plays are shown, held up opening plans. The contract finally signed is much the same as last year's. The League's first season of operating, during which they brought five plays here for six-day stands to a total gross of some \$20,000.

Only minor casts at the Langue Bar at this writing in *Let's Face It* and *Old Lace*, penciled in for November 13.

## Kaycee's 18 & Vine A Center for Negro Talent With Promise

KANSAS CITY, Mo., Sept. 27.—Bookers in and around this area always keep an eye on Kaycee's Little Harlem as an origin of top-notch acts. The neighborhood around 18th and Vine Street, possibly possesses more entertainers and potentially great vaude talent per block than any other like section in the Middle West.

Kaycee's colored district is enjoying a boom in night clubs and vaude. When the Castle Theater dropped its *Twelfth Street Revue*, a stage presentation, the Bronze Theater, which had been closed for several years, immediately opened up with a new all-Negro revue, Irving C. Miller's *Queenie*. Models, featuring Sahji, "Queen of the Shake." The Castle may revive its *Twelfth Street Revue* soon. The Lincoln Theater also may revive *Vine Street Varieties*, a professional show presented Saturday matinee over local radio station WJHL.

Street's Illus Room, operated by Maceo Birch, uses a floorshow, spotlighting Jay McShann and His Decca Recording Orchestra. Elks' Cocktail Lounge, managed by Q. J. Gilmore, has signed to pick up productions from the Club De Les and Dave's Swingland in Chicago. The Elks' lounge has a newly remodeled ballroom which seats 750.

Other sepiu clubs reporting good hits include Paveo Tap Room, featuring Herman Walden's orchestra, and Lincoln Hall Ballroom, presenting the Kings of Rhythm Orchestra and Jessie Price's orchestra. Negro personalities from Kansas City include Count Basie, Cab Calloway, Harlan Leonard, Pete Johnson, Joe Turner, Erskine Hawkins, Andy Kirk, Mary Lou Williams, June Richmond and Elroy Fence.

## GAC 8-Month Cafe Dep't Makes Dough

NEW YORK, Sept. 27.—Formation of a cafe department at General Amusement Company has been responsible for an additional \$1,500 monthly in the GAC treasury. The cafe department was started in February, when Harry Kilby was brought in.

GAC started the cafe department because of difficulty in getting a sufficient supply of suitable talent in servicing some of the hotels booked exclusively by it.

Since the formation of the department most of the talent has been obtained from GAC's own lists.

Kilby was recently given a 25 per cent salary increase.

## AGVA Spreads To San Diego

HOLLYWOOD, Sept. 27.—Leslie Latomy, local executive secretary of AGVA, has signed Hollywood Cafe and also increased minimums at other spots. He also revealed that Mead Stigler, business rep, is spending three days a week in the San Diego area. AGVA is asking for \$40 minimum and round-trip fare for performers playing San Diego spots.

Hollywood Cafe signature to the AGVA contract booked maintaining from \$25 to \$35. Minimum at Ace Chain's has been raised to \$35 and at Pilsner's Den to \$50, Latomy said. He also said that a contract had been signed with Mrs. Joe Penner for units on the basis of \$60 for principals and \$40 for chorus. Part guarantees eight-out-of-ten weeks' playing time, play or pay. A \$1,500 bond will also be posted.

## Lorain, O., Club Opens

LORAIN, O., Sept. 27.—Eddie Sindelar's Castle on the Lake, brass band, has opened. Installed in the old reconstructed Royal Castle, talent includes the Three Duke band, and Bill Lechner, guitarist.

## Lake Charles Club Opens

LAKE CHARLES, La., Sept. 27.—Club Millers opened August 10 on the roof of the Hotel Charleston, with Mrs. Ann McChain in charge. Policy is a small cover-charge and house band.

## Front-Page News!

DANVILLE, Ill., Sept. 27.—Monday, the lady cat mascot at Porter's Jungle Club here, experienced considerable interruption recently while trying to find a secluded spot in the club for a bit of feline-venting. Chased repeatedly from behind the bar and off the bandstand, Monday made her way into a dressing room, hopped up on a chair and pretty soon she was the mama of six brand-new kittens—and it all happened right smack dab on the front cover of a copy of *The Billboard*.

## Try To Build Hotel Midwest Unit Route

CHICAGO, Sept. 27.—MCA here is toying with a unit idea for hotels which, if successful, will result in consecutive work for acts lasting two to three months. Office secured an eight-week contract from H. Puller Stevens, managing director of the Adolphus Hotel, Dallas, to produce four two-week returns in that spot, using three acts and a line of girls.

Rodda Ekori, of MCA, who is handling the plan, says the line of girls will be permanent in each spot; the acts will tour. The Dallas date starts October 9. First layout will include the Dorothy Byron Dancers, featuring Eleanor Christian, and acts including Gregory Raymond and Chertie, Northwest Mounties and Bobby Belmont, Nick Stuart on the bandstand. Second bill will feature Herman Waldman's band.

Hotels in Cincinnati, St. Louis, Kansas City, Houston and St. Antonio, among others, are solicited to fall in line for this unit idea.

## Copacabana Opens; 5 Acts and 2 Orks

NEW YORK, Sept. 27.—Monte Proser's Copacabana Club will open October 1 with Aurora Miranda, Australia. Lopez and Barrett, Frederico Rey and a six-girl line being produced by Al. White Jr., Charles Baum and Frank Marti bands will occupy the podium.

Initial show was booked by Irving Lassar, of the William Morris Agency.

## Names for Balto

BALTIMORE, Sept. 27.—Initial show for the 21 Club, which will open with a name policy, has been set, with Jack Waldron to emcee, Three Wyles, Linda Lee and a six-girl line. A local ork will be used.

Charlie Yates is booking the spot from New York.

## Detroit AGVA Pact With Nitery Ass'n Includes Cost-of-Living Rise Protection, Arbitration

DETROIT, Sept. 27.—Closed shop was signed Tuesday between the AGVA and the new Metropolitan Cabaret Owners' Association, covering some 60 of the estimated 90 local spots using talent, according to Leo Golden, AGVA executive secretary. Contract was examined for the MCOA by Edward N. Bernard, attorney, and substantial agreement reached after two weeks of negotiation. With increase in membership reported by Leo Thomas, MCOA president, it is claimed that all spots in town will be under the closed-shop agreement by November 1.

Principal features of the contract are explained by Golden:

1.—Minimum wage is \$6 a day and \$35 a week for either six or seven-day week, depending on club policy. This protects the act laid off one day a week, usually Monday.

2.—Performances beyond two-a-day are to be paid the pro rate at the basis of \$6 a day for two shows, or \$3 minimum for each extra show.

3.—All contracts will make agent, manager and act responsible for their respective obligations. Managers will be bound under the play-or-pay clause, as well as agents who are bound by State

## Priorities Pinch Some Show Fields, But Not Seriously Yet; Small Firms, Individuals Hit

(Continued from page 3)

ational skating. There are substitute skates, but aluminum rollers are important to professional stunt skaters.

### Theaters Not Worried

Theaters claim they are not worried about defense priorities, pointing out that equipment companies have assured them that everything is okay, although orders for machine replacement parts may not be filled as quickly as before. Theater men claim they don't expect trouble on carbons or Freon gas used for refrigeration, but that they anticipate difficulty in getting proper supplies of nickel and aluminum replacements on machines, steel parts for projection machines, notions and stuff used in production stagework, such as buttons, gloves, silk stockings, certain fabrics and steel sheets.

Irving Lassar, manager of the Roxy Theater, reveals he spent \$1,000 recently for notions and small metals used in stagework and theater operation. Neither the Roxy nor the Radio City Music Hall is worrying about the rising cost of silk stockings too much, because their chorus girls wear stockings rarely, depending on lighting to make the legs look okay.

The Music Hall has a warehouse full of drapes, curtains, props and costumes and feels it can refurbish, redesign and repair some of them if necessary. Ditto with the Roxy, but on a smaller scale. The Music Hall has a new Indian wool carpet last year, and since the last Indian wool carpet lasted eight years, this theater isn't worrying about re-carpeting problems.

Theaters, night clubs, hotels and other amusement spots installing air-conditioning units or repairing them will find Freon gas in short use in air conditioning. It is hard to get, too.

### Television Problem

Television is worried about priority ratings, tele executives claiming costly RCA Victor's Zenith (N. J.) factory has been shut for a few days. Parts are not available unless parts already manufactured are used. The problem of replacement parts in event of a breakdown of present tele broadcasting facilities, is worrying some tele executives. On the other hand, one television leader claims RCA Victor's Zenith (N. J.) factory has been shut for a few days, but that marketing of this equipment is being held up on account of experiments with a foamlike attachment for the sets.

Musical instrument manufacturers are behind orders, but deny this is due to

scarcity of materials. They blame it on a boom in buying. One firm admits it is behind five to eight weeks on deliveries.

Canvas and rope, used extensively in army and navy life, is becoming tougher to buy for non-defense purposes. For example, the filming of the Alexander Korda film *Jeaneen* in Hollywood was held up last week because 500 feet of manila rope needed by the script was not available. Crouses and carnivals and all tent shows have been having trouble buying canvas, rope and seats.

Extensive use of wool in construction of defense projects has made it harder for night clubs, ballrooms and theaters to get prompt delivery of material for floors, walls, etc.

All along the line show business is beginning to use substitutes for one thing or another. For example, a film last week used gilt and shells instead of gold for uniforms in military sequences. In production effects in films, floorshows and stageworks there will no doubt be more and more cheap substitutes for materials that are either unavailable or too expensive.

In other words, although the defense program has not appreciably hurt show business, it is already pinching it.

## Quebec Law Tough; Night Clubs Suffer

OTTAWA, Sept. 27.—Quebec's new liquor laws, which prohibit beer and liquor after midnight daily and which ban Sunday dancing, have forced the Delmore Country Club, popular night club, to drop its doors. Club had been presenting floorshows for eight years.

Ben Bocheffor, club manager, says receipts had dropped to such an extent it had been found necessary to stop bringing in shows booked thru Roy Cooper, of Paramount Entertainment Bureau, Montreal.

Harry Thompson's ork is at the club.

## Ex-Ballroom Opens Okay as Night Club

DETROIT, Sept. 27.—Only local theater-type night spot, the Grand Terrace, opened last week as a night club to fair business. Spot is in the former Orlova Terrace, which was gutted by fire some months ago. It was operated for the past few seasons as a ballroom.

Spot is managed by Frank M. Stettenkamp and Fred Baines, who operate the Graystone Ballroom here, with Arty Fleming in charge of production and publicity. Booked by Val Campbell, of the Bryden Booking Office.

Spot seats 1,300, with probably the largest night club dance floor in town. Admission charge is 47 cents.

Policy is five acts, changed weekly, opening Tuesdays, after being dark Monday nights. Lyle Carlyle's seven-piece band was booked the first four weeks. Acts on the opening bill are Earl Parham, emcee; Mildred Perles, solo dancer; Dawn Sisters, knockabout comedy; Bert Wright and Company, falling comedy; Gregory, Raymond and Chertie, musical novelty, and Davis and Boyce, dance team.

## On Way to Benefit, Acts in Auto Crash

BALTIMORE, Sept. 27.—An army reconnaissance car containing Billie and Buster Burnell, Senator Murphy and Frank Belasco was upset in a collision near here, injuring most of the occupants. Buster Burnell, dancer, required treatment at the army hospital at Fort Monmouth, N. J. The others escaped with cuts and bruises.

Joe Maguire, assistant to William Morris, head of the Morris Agency, who accompanied the group in another car, gave Burnell first aid. The Morris office is paying the Burnells for damages to clothing and for a date they were forced to cancel at the Beacon Manor, New York.

The party was on its way to do a benefit at Fort Monmouth.

## Hotel Lincoln, Blue Room, New York

Talent policy: Dance band. Management: Maria Krasner, president; John L. Hooper, manager; Robin Harris, press agent. Prices: Dinners from \$1.50; supper cover \$5 cents.

Harry James, who enjoyed an 11-week run here last spring, returned September 18 and should remain until around Christmas. The 18-man band has improved tremendously and is playing dance music that's really exciting.

James' pulse-jumping trumpet dominates the band, with James the hardest working band leader we've seen in a long time. During his half-hour CBS remote Monday (22), he played every number, including five choruses that had been reserved for bandleader Dick Haymes, who was away getting himself married. During the dance sets James stayed on the bandstand to highlight every number with his superb trumpeting that ranges from sweet, low tones to the brilliant loud blasts. He has with him two trumpets, an additional trumpet doubling from sax, and three trombones for his excellent brass section. Also, six strings that include a concert string quartet, three saxes doubling on clarinets and flutes, and also piano and drums. It's a full, solid instrumentation capable of bringing to sharp life the colorful arrangements of Dave Matthias and tenor sax man Dave Matthews.

The band is plotting the younger elements being attracted here and has them on the floor in dress, both for watching around the bandstand and for dancing. The band often uses violins for harmony instead of lead, preferring to use brass for melody and James' trumpet for spectacular effects. The band has a definite rhythm, which makes dancing a delight, and is especially effective on swing, boogie woogie rhythms and slow ballads.

Haymes, baritone, and Lynn Richards handle the vocals. Miss Richards is okay, although comparatively new with the band. Band broadcasts 10 half-hour shots a week over CBS and CBS, a very heavy schedule, and is also cutting some new records for Columbia.

Business has been okay here. Service and liquor okay, too. Paul Denis.

## Casino Urcia, Rio de Janeiro

Talent policy: Show and dance band, two shows nightly. Management: Sr. Joaquin Roba, managing director; Luis Falcato, artistic director; Cino de Freitas, chief of publicity.

Management continues its combo policy of top and floor-show talent. New shows, which opened August 29, is appealing to the eye and ear, with two of the outstanding numbers from the previous show being blended into the current.

Acts added for the new show are Ted Metz, comedy skater; Kenneth and Morris, acro duo from the States; and Billie and Neil, Brazilian monologues and character impersonations. These innovations were exhausted and many turned away.

New attractions are usually spotted in the late show (12.30), the early show consisting of holdovers from the previous show. The late show opened with Snow White and the Seven Dwarfs, carried

over from the last show, with Snow White vocalizing over the p.m. system, which brings on the seven dwarfs for a short dance. The rising orchestra pit brings up the other characters, with solemn waltzes and God Bless America, with soloist voices at the other mikes and the dance band waving the Brazilian and American flags for grand climax. Plenty of applause.

Atreanga and Manchinho, two Brazilian boys held over from the last show, have played here so often that the audience joins in the act with them. They dance with two Brazilian numbers and bowed off to splendid band.

Ed Metz, comedy skater, makes his entrance from the mezzanine stairs, leading down to the stage. Once on the ice, working in tall, Metz works fast, his comedy, shadow boxing bit and acro tricks bringing good results. Winds up with dancing-skating routine, with the knee drops outstanding. Dew generous applause.

Elitio Neto, from Radio Station PRO-3, distasteful out plenty of laughs. Led has fine personality, easy manner of delivery. His 12 minutes of stories and songs left them wanting more.

Kenneth and Morris, U. S. male duo, on double bar, go thru excellent tricks, comedy pulling plenty of belly laughs. Boys finished to simon a show-stop. Cariocas liked their looks and slight comedy.

In closing spot is the Carnival number, carried over from last show. Opens with male vocalist at mike. Urcs girls (18) on in carnival attire, six male singers at other mikes. Trio de Ouro, vocal trio, and two male singers, taking over center mike, with dance band boys giving plenty of Chacalho, tambourine and maraca shaking and drum beating, while the show band peels off all the pop numbers from last season's carnival. For grand climax, waiters pass out serpentine to customers for towing, bringing show to a colorful closing. Plenty of applause as finish.

Carlos Machado's band does a nice job playing the show, and Andrews Coleman's band furnishes the dance music. Leo Albano does emcee, straight intro, with no attempt at comedy.

In the early show are Duval, Merle and Lee, comedy dancers; Theotis and Taylor, acro on ice, and girl line (7), skaters, U. S. acts, all held over from previous show. James MacLean.

## Hi Hat, Chicago

Talent policy: Floorshows at 9, 12 and 2; dance and show band. Management: Louis Falkenstein, manager. Prices: Dinner from \$1.50; drinks from 50 cents.

Falkenstein reopens this spot for the 14th season, and that's a record in the night club business. The first show has some merit but it is far from good. The trouble is due to the poor comedy material, which should be lauded before exposing it further. The chances are that changes will have been made by the time this reaches print.

When viewed the line-up consisted of Billy Gray, emcee and chief comic Marie (Dutch) Austin, singer; Mils and Ne-

gynne, dance team; Al Verdi, comic; Dolly Arden, dancer, and the Winnie Hooper line of girls (8).

Verdi's new material is off the clean path and before he returned to his old stand-bys he struggled for laughs. He can be a good comedian, as he has proved before, and should never rely on smut. He depends on gags and stories for his laughs and when the material is punks the act falls flat.

Verdi's mistakes in comedy is the booking of Al Verdi, for years in vaude, whose act is entirely out of line for sales. The bulky comic looks funny in a Boy Scout suit, but once the customers get accustomed to the sight he gets little attention. Following some horse-play with Gray, he goes in for musical bits on a violin.

Marie Austin concentrates on double-meaning songs and, while some of the lines are funny, her unpolished and forced delivery produces the wrong effect. Dolly Arden did well with a couple of classy acro routines despite the handicap of working on a small floor. Mils and Nadyne do less dancing and more tricks, which are difficult and flashy looking in these narrow confines.

Ed Metz suited for small floors, most of the acts being serial.

The Winnie Hooper-Oris did well, as usual, with two routines that are above average. Included an Indian fantasy, in which the girls execute some nice acrobatic and adagio tricks, and a flashy military finale.

Ed Metz is back on the stand to lead from the piano a six-piece band for show and dance music.

Sam Hensberg.

## Florentine Gardens, Hollywood

Talent policy: Dance band with floorshows at 8:15 and 11 p.m. and 12:15 a.m. Management: Frank H. Brunl, publicity by Rose Joseph; maitre d'hotel, Richard Hubert. Prices: Dinner from \$1.50; admission without dinner, 75 cents; drinks from 50 cents.

The new acts, *Genies of 1941*, produced by Mia Thor Granlund and staged by Dave Gottd, follows the pattern of other NBC productions. It is a fast hour packing plenty of solid entertainment.

Music is furnished by Jimmy Grier and orchestra, which includes four sax, three brass and three rhythm.

Show opens with Sugar Geese, that stand-by of NTG shows, coming on to get Hello, Stranger, the opening tune. Four showgirls come on, bedecked in balloons and are followed by eight, also in nearly nothing. Sugar turns over the vocal duties to Sue Whitney and Joy Barlow, who carry on in good fashion.

NTG keeps up the usual banter and introduces "governors" from about 30 States. As each state is called the girls gather around the table to sing Hello, Stranger, putting in the name of the particular State represented.

Lee Boyer, "the Texas cowboy star," clicked wildly on vocals of Without a Song and recored with Donkey Parade. A nice-looking chap, has personality in addition to a rich and well-rounded baritone.

The Valdes, in gaucho costume, did a Spanish dance that scored heavily.

Geraldine Ross, billed as "The Big Horse from Chicago," took the floor in strides that led everyone to believe she wanted to wrestle. She weighs plenty and her looks betray her dancing billing. She starts off by singing I Was Talking to My Heart, clomping and going into her dance and handspins and cartwheels. Pleased.

The Gay Nineties is a typical NTG production number with plenty of color and flesh. Ed Morley and Jean Taylor stuck on vocals of Put me, You Old Gray Bessie, a cue for the Gay Nineties Parade to begin. Jim Foley gives the lyric introduction for Gay Nineties Cue Cue. Tito Valdes is on for the can-can number, put across in fine fashion. Morley sings Golden Wedding Wails and Tito and Coetima Valdes provide the dance interpretation. Reviving the Mirodo Serket are Joy Barlow, Sue Whitney, Marion Bogers, Betty Davis and Ellen Hill. Men from the audience are on for the latter part of the Phredon and the Hoops-a-Daisy. They are given handkerchiefs and durbles for atmosphere. Royce scores again with the vocals of After the Ball and, finally, The Band Played On.

Grier's band does a sweet job of accompanying the show. Sam Abbott.

## Jimmy Brink's Lookout House, Covington, Ky.

Talent policy: Dance and show band, floorshows at 9:30 and 12:30. Management: Jimmy Brink, owner; Howard Smith, manager; George Kane Jr., publicity. Prices: Dinners from \$1.50; drinks from 50 cents; minimum \$1.50; Saturdays, \$2.50.

After two weeks of only fair business with the show headed by Joe E. Lewis, which had its draw hampered somewhat by the Jewish holidays, Rally Band moved in Tuesday (22) for a week, backed by two strong supporting acts. The Lookout Lassies (8) cavort in their usual effective manner in four numbers, the three hurried by Miss Hand being the standouts. Opening night's big good.

The Singing Texans, five lads and Jane Wood, all in Western attire, follow the first line number with lusty singing of cowboy ditties. Good pipes and well accompanied. Douglas Bryant leads the four other males in a good rendition of Old Man Alver, after which all change to college tunes to waltz a medley of knowledge box tunes. Encore with a sound arrangement on God's Country that sent them away to a smash hand. Milked 'em dry with a second encore on Little Sir Echo.

Louise Kay and Kathleen prove that a magic trio can be amusing as well as entertaining. Kay gives 'em the standard can-to-dick, the steel rod thru the glass, cut and restored handle and the bill in a cigarette, all well done, but it's his breezy style and comedy interludes with his red-headed stooge that put the turn above the average class. Well received.

Rally Band is as effective as usual with her fan dance, which has her parading behind the fans first in a white gown and later in the altogether for some high-temperature epidermal flashes. Crowd sent her away to an okay hand and was disappointed when Rally struck an easy encore. She returned after the final girl number for a thank-you speech and to conduct a new fan journal.

Wally Johnson and ork played the show and theme music in their usual efficient manner. Phil Pavoy's instrumental trio supplies good full music, and Mae Mack continues to win favor with her piano and vocal work in the cocktail lounge. Bill Sachs.

## Coeur d'Alene Hotel, Dutch Mill, Spokane

Talent policy: Confusion musical entertainment.

Apparently running on the theory that beer and ballads hit best, this literary good-all-out for musical entertainment.

And it isn't such a bad idea, considering all the homesick soldier boys and love-luck lassies at the tables. Tunes range from old sentimental numbers, such as Memories, to classics. The latter, including such light ditties as Twentieth Century's Concerto No. 1 and Beethoven's Moonlight Sonata, are directed by Vern Bernhardt, widely traveled local concert player, and he gets the biggest hands. In fact, he is practically the whole show, demonstrating plenty of talent and technique on piano and Hammond Solovox.

Lucille Thurman is a so-so warbler, but a good accordionist. Eric and Reynolds hit it off well with accordion piano duets. Walt Hunt, emcee, adds

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humor with such uplifting novelties as *The Man Who Comes Around*, Lucille Pettitree, brassy blues singer, is the most talented songstress. Bunny Hartford is a promising coloratura. Rita Ogilvie and Marjorie Olsen are other canaries who take turns at the mike.

Wofford Conrad.

### Club Bali, Philadelphia

Talent policy: Show and dance band, 10-piece band. (Reservations \$3.00 and 2.30. Saturday matinee with show at 2.30. Management: M. Joe and Max Kallner, proprietors; El Kallner, manager; Adolph Goldman, assistant manager; Herman Tolle, maître d'; Barney Stern, headwaiter; Mill Shapiro, press agent; Tony Phillips and Marie Corporation of America, bookers. Prices: Dinners from \$1; drinks from 65 cents; minimum \$1.50 weekdays, \$2 week-ends; no cover.

Four ink spots are the first to usher in the new season. They first created a furore introducing their *If I Didn't Care* at the next-door Little Ritzkeller, operated by the same management. Following a three-week stretch, they will carry on at the adjoining Ritzkeller. No question that in spite of the refurbishings, biggest excitement in the club is in the ink spots. Room was crowded for this opening Friday (19). Alternated between the five and belted ditties for seven sessions, all record tags, and there was still no giving the crowd enough. Opening with *Jeans Are Loose* and *Do I Worry?*, *I'm Still Without a Sweetheart*, *Keep Cool, Fool*, *I Don't Want To Set the World on Fire*, *Who*, and their luckiest hit, *If I Didn't Care*.

His Ways gave the show a sock start. A lively blond looker, gal combines uncanny acrobatics with tap mastery. Her two turns in one are a dance delight. Latin ballroom satellites of Franco and Beryl created a strong impression. Whirlwind of overhead spins appeals real excitement. Open with *Malaguena*, an interpretative Spanish dance without benefit of orchestral accompaniment until the final finish and then clinch the impression with a rumba.

First Rorer, sleight-of-hand artist, makes artistry of pick-pocketing, much to the delight of the patrons and to the amusement of his subjects.

Embellishing the production are the line of Gerardo rumba dancers, six girls and five males, featuring Helen Beck. Contribute three turns, opening with a bolero, a tango turn at the mid-mark, and conga for the closer.

Alan Fleiding, who provides the dance and show music with a crew of seven, also handles the introductions. Rumba excitement is dispensed musically by Jose Martinez (1).

Maurice Orendorfer.

### Hotel LaSalle, Crown Theater Lounge, Kansas City, Mo.

Talent policy: Continuous entertainment from 5 to 6:30 p.m. and 8 p.m. to 1 a.m., no dancing. Management: Al Steinbaum, manager; Raymond Johnson, assistant manager. Prices: Drinks from 35 cents.

Kansas City's only cocktail lounge with a stage bar, the new Crown Theater Lounge of the Hotel LaSalle has enjoyed excellent business since it opened July 24.

Entertainment is furnished by Rena Bishbrooks and Bert Parrar, talented girl team that has worked together seven years.

Miss Bishbrooks plays the piano and ukulele, rendering classical arrangements, pop ballads and torrid versions of boogie woogie. Among her most popular original songs are *The Burper* and *The Love Life of an Operer*. She also sings a medley of favorites, *To Chicago*, *Condemned*. Miss Parrar is a capable singer of torch songs. She offers heart-throbbing versions of *I Went Out in My Pajamas*, *Something I Dreamed Last Night* and *I Can't Get Started With You*. The girls work well, have a varied

repertoire, and should be good for radio or films.

The room is decorated by Gene Woods, formerly of New York. Set-up is modern and very attractive, fixtures being of bloodwood trimmed in platinum blood. Surfaces of tables and bar are of Formica. The stairway leading to the hotel lobby is carpeted with a floor-covering-treated rug which glows when exposed to black light from the ceiling. Bob Locke.

### Hotel Astor, Columbia Room, New York

Talent policy: Dance band. Management: Robert E. Christenberry, general manager; Hy Gardner, press agent. Prices: Dinners from \$1; drinks from 40 cents.

This is the former Orangerie Room, but redecorated in the current patriotic fashion—red, white and blue. Glass bricks have replaced the room's former massive mahogany walls, and the ceiling is now a marine green—although, we were told it is flag-blue but that the lights didn't bring out the blue.

Anyway, it is a bright place with a pleasant air of informality, and the entertainment is in the hands of fiddler Harold Nagel's six-man band. Nagel's fiddling is sweet and his five musicians back him with competent piano, drums, tenor sax, accordion and string bass. Six man doubles on tenor vocals nicely, and the band as a whole fits the room just right. Their music is nice for listening and okay for dancing.

Service, food, liquor are excellent. Paul Denis.

### Ambassador Hotel, Coconut Grove, Los Angeles

Talent policy: Dance band with floorshow at 11:15 p.m. Management: Ambassador Convention, publicity by Hammond Bell; headmaster, Michael Chama. Prices: Dinner from \$2; cover charge after 10 p.m. weekdays, \$1; Saturday, \$1.50; drinks from 50 cents.

Mitchell Lelton, who produced *Has It Ever Happened to You?*, the current show here, has a knack for bringing out something unusual. Billy Daniel directed and handled the choreography.

Jimmy Brisley wows the introductory lyrics that bring out the first *Did It Ever Happen to You?* Carmen Bailey and Douglas Dean are in this unit. Next the Statists dance with shimmes and the act goes over swell.

The next "predicament" concerns a girl who wants to wait and a boy who wants to swing it. Rita Lapino is the waitress and Dean the swing man. Dean knows his dance, but doesn't put too much personality into them. Douglas Weaver provides a few laughs.

Part Four concerns Elizabeth Dow, Diane Meredith, Gene Foley and Dean. The girls have the dog out for a walk but yank the poor thing from pillar to post. Idea is done in such a way that it gets a big bang.

It briefly is well known to Grove audiences, a newcomer here, Doodles Weaver has spotty material, but what is good is very good. This works the other way round, too. *The Walks Lives On* is a holdover number that provides a fitting finale to show. While it is one of those cavalcade things, it comes heavily nevertheless. The real feature of the evening is the work of Freddy Martin and orchestra, with Clyde Rogers and Edith Stone vocalizing. The audience less out plenty of applause when Martin gives out on *Piano Concerto* and *Why Don't We Do This More Often?*, with vocals by Rogers and Stone respectively. Sam Abbott.

### Merry-Go-Round, Dayton, O.

Talent policy: Dance band with floorshow at 11:30 and 1:30. Management: George W. Lantz, owner. Prices: Dinner \$1.25 up; drinks from 25 cents; no minimum or cover; admission, 25 cents week-days, 40 cent week-ends.

This continues as the only night club in Dayton or within radius of 90 miles with a floorshow. Name bands are engaged for varying runs, and floorshows of four or five acts are changed weekly. Lani McIntire and his Alhola Islanders, during the third week of a four-week engagement, furnish the bulk of the show, there being one interrelated act. McIntire is being a return engagement. Himself the author of 48 songs, he helps in the vocals throughout the evening as well as directing the band.

His brother, Al McIntire, solos on the base fiddle, and Sam Kodel, who has backgrounded Bing Crosby pictures with his playing, solos on the electric guitar,

often using numbers he composed himself.

Native dancing is furnished by three charming and accomplished island girls in hula costumes. Tutasi, Luana and Mo Hi Kai. Among their best ensemble numbers are *Balauana*, *War Chant* and *Siva*. The latter being largely hand gestures and gourd trumpeting.

Luana is outstanding in comedy numbers. Tutasi and Mo Hi Kai dance solo numbers, the former using *Alhola Ka Epe* and the *Howsley Hula*, and the latter *Ma Hi Kai* and *I Found a Little Green Shirt* for *Ma Little Green Shirt* in *Heart*.

The interpolated act is Doris Fields, who plays the xylophone expertly, one number being "a musical trip around New York," using illuminated hammers. She also taps while she plays.

The orchestra, airs over WLW and WBAI five nights each week, with Ralph Danoe as announcer. Ralph says he is eager for the floorshow, a task he has been handling successfully for nearly three years. Bob Adams.

### Russian Kretchka, New York

Talent policy: Dance and show band; floorshow at 8:30, 10, 12 and 2. Management: Peter Nemertoff, operator; Ross & Jacobs, publicity. Prices: Dinner from \$1.50.

After running his Shanghai La Club in Amityville, L. J. all summer, Nemertoff brought his Kretchka last week for the fall and winter.

Caught on a Saturday night, the show was short, casual and disappointing. Without a mike, the voices failed to fill the large, noisy place.

Ada Koutantseff, basso voice veteran and more recently singing picture work in Hollywood, emceed. He has pole and a pleasing resonant voice and returned at a later show to sing a few Russian songs. Lania Nestor, last season at the uptown Casino Theater, does the dancing in imperial ballet style.

Singer Morris Barry, a typical Russian burlesque singer, broad and tall and healthy peasant look, sang a few folk songs in soprano voice, winning applause. Mischa Ussanoff came thru with the always stirring knife throwing from the lip, while looking very tough in Cossack costume.

Nicolas Mather, violinist, leads his own combo for good show and good enough dance music. He is backed by piano, string bass, guitar, cymbal. He is best at gypsy tunes and poorest at dance music.

A gypsy chorus is also on hand, but did not perform at this show event. Paul Denis.

### Melody Lane, Kansas City, Missouri

Talent policy: Dance band. Management: Mike Manello, proprietor; Mike Manello and Ginger Blue, hosts. Prices: Drinks from 25 cents; dinner from \$1. No cover or minimum.

First so-called "rustic cocktail lounge" for this area. It's a posh little place, cozy in the country but furnished and decorated in sophisticated style. Liquor laws forbid sale of hard liquor in an establishment of this sort.

Bill of fare is exceptionally good, chef being Charles Damanti. Menu is considerably more elaborate than at any other local night club. Manello, formerly was manager of the Cassin Place Club here. He is assisted by his wife, the former Ginger Blue, tap dancer.

Music and entertainment are furnished by David McLean and his orchestra, a swing six-piece ofay combo. Feature is a Celebrity Room for private parties, the walls of which are lined with autograph photos of performers of the past and present. Bob Locke.

### El Chico, New York

Talent policy: Dance and show band; floorshow at 2:30, 11:30 and 2 a.m. Management: Benito Coliada, operator; Norri, manager; Dorothy Kay, press agent. Prices: Dinner from \$2.

A five-piece floorshow that gives the impression of a much bigger show, due to its speed. Fresh, changing of costumes and finale.

Feature is Antonio de Cordoba, a Mexican rumba (Gambuso) dancer making his American debut and already getting a publicity build-up from Dorothy Kay as a sort of "male Carmen Amaya." He is a little, small youth whose feet clicking, finger snapping and turns to gypsy music are a true delight. His movements are precise and arresting, and he does well with a solo and his team-work with Victoria Barcini, gypsy singer and dancer, who has worked this club

before. Teamed by Coliada, they perform very well together.

Teresta Ota is cute and slim—unusual for a Latin artist—and her classical Spanish dancing is arresting. Her castanet and heel technique is good, and she makes fine use of coquettish eyes to sell her numbers. The Pasilla Sisters, in wide Mexican costumes, sing torch-tunes and also accompany themselves on the guitar. Voices are nice, but their selling is weak.

Don Alberto emceed nicely and leads his six-man band for gypsy accompaniment, doing much to sell the show. His dance rhythms are okay, too. His fiddling is backed by accordion, piano, violin, string bass, drums and sax.

A pianist, also using the Solovoz, handles the band hits nicely. Paul Denis.

### Sherman Hotel, Panther Room, Chicago

Talent policy: Swing band; shows at 8:30 and 11. Management: Ernest Hyfield and Frank Berling, operators; Howard Mager, publicity. Prices: Minimum \$1.50 except Saturdays (\$2.50).

This glittering temple is back to full-length floorshows designed to draw more from the older dancers in the early evening hours. In addition to several specialties from Will Bradley's band, latest bandstand tenant, show has a line of Dorothy Byton girls (6) and the Monocid Ambassadors, acro team.

The girls were somewhat disorganized opening night, but they should come to order by the time this reaches print. Miss Byton has had lines here before and she is fully aware of the room's needs. The girls are good looking and not bad on legs. They open with a musical comedy routine to *It's Understood*, winding up with several acro tricks. Midway, they present a clever ratiom novelty and close the show with an old-time waltz in which the customers participate.

The Monocid Ambassadors (two men) are very British in dress and manners, and their series of balancing tricks are executed with equal polish. A different way of presenting an acrobatic turn and it gets more than passing attention.

Will Bradley emceed the show naturally and smoothly. Ray McKinley, ace drummer, tops the specialty honors with a session that lifts each j-lung into swing heaven. He is also on hand with the Boogie Woogie Trio (Billy Baxter, piano; Felix Groves, bass; and Ed Smith, drums) and arrangements of *Down the Road a Piece* and *Lady Be Good*.

The vocals are in the capable hands of Terry Allen (formerly with Larry Clinton), who lends his effective baritone to such ballads as *Blue Champagne*, among others, and Lynn Gardner, cute and clean-looking songstress, who did all

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right with Daddy and a novelty co-creating McKinley.

The band is swing-conscious from beginning to end. The bars are down after the dinner hour and the kids on the dance floor really loosen up their legs to match the torrid rhythms of the Headley-McKinley family.

Carl Marx is still glowing around the room. Coming bands include Jack Targarden and Woody Herman.

Sam Hainberg.

## La Conga, New York

**Talent policy:** Dance and show band; Latin style; *Dance and show band; Latin style; floor shows at 8, 12 and 2 a.m. Management: Jack Hart, owner; Milton Rubin, press agent. Prices: Dinner 75c to \$2.25, \$2 minimum.*

George Price is back. Coming out of an on-and-off six-year retirement, Price is doubling between his seat on the New York Stock Exchange and La Conga, which reopened concurrent with Price's engagement, September (24). He's getting a guarantee and percentage.

La Conga is now being fronted by Jack Harris, headliner at the spot, who took over after the place folded last summer. Milton Rubin, formerly the owner, is now the press agent. Harris is still waving his baton in front of the band.

It's rather incongruous to think of Price, a performer of the Broadway school, working in this predominantly Latin niter. But stranger things have happened, and here he's here, and he fits. He has excellent material and good delivery, but is rusty on that finesse that binds a routine together. The house liked his old school showmanship.

Price did Aurora with diables, among other things, and broke out into his familiar, *Hey, Hey, Bieker!*, some imitations of Riehmam, Tolson, Cantor and Jessel in their most familiar routines.

The revue includes a dance team, Di-Ostano, of which the blond girl partner is amazingly cute, his beautiful ballet movements and completely outstanding her partner. She's lovely to look at. Don Richards, whose self-conscious, hot-dish, has a nice enough voice but is very aloof. A line of six lookers work very nicely in three production numbers.

Harris's band provides the show backing and the major portion of lively rhythmic dance music. Don Mario's punchy crew gives out with the hot Latin rhythms. *Set Hoff.*

## The Patio, Cincinnati

**Talent policy:** Dance band and floor-show at 7:30 and 11. *Management: Paul Penn, general manager. Prices: Luncheon from 40 cents; dinners from 65 cents; drink from 25 cents. No cover or minimum. Weekdays, \$1 minimum Saturdays. No Sunday operation.*

With its opening postponed several weeks due to the delay in obtaining equipment, the Patio (formerly Old Vienna) finally got under way Thursday (28) to a near-capacity crowd that marveled at the change that had been wrought in this basement bistro.

Only decorated in a Spanish motif, with the removal of the stucco that formerly badly cluttered up the old room's exterior, and with everything bright and spanking new, including an attractive service and patron bar and a new dance floor and bandstand, the new chamber stacks up as the duckiest popular-priced night haunt in the downtown area. In addition, the room's seating capacity has been increased some 20 per

cent. Decoration and designing were done by Jan Leseman, New York.

This spot has enjoyed very increased business the last several weeks since the employment of better entertainment fare, and the new layout did fair to attract an even heavier play, some of which come from the Netherland Plaza's swank rooms upstairs.

The current floor layout fits in with the Latin styling but smacks too much of sameness, what with two dance pairs covering an immense bill. Hasty last-minute preparations to open may have accounted for the slip.

The opener is a fitting Spanish dance session presented by four girls and two lads. The Gaylords, attractive and graceful dance pair, show off well in four routines, including the rumba and conga. Have good styling and originality and sell their stuff excellently.

Lola and André, a good-looking Latin pair, register equally as well with their Spanish terping, and for a finale bring back the lad and three girls, who accompanied them in the opening, for an all-out conga in which they partner with volunteer from the audience. It made for a hot and noisy session.

On the stand are Don Juan Rodrigo and his Latin combo (6), who participated in the show with pleasing song and music. The boys have a good sense of Latin rhythm, their efforts along that line exceeding their tries on the modern ditty. *Bill Sechs.*

## Havana-Madrid, New York

**Talent policy:** Dance and show band; floor shows at 8, 12 and 2, produced by *Bill Sechs, with assistance of Emerof Management. Assist Lopez and Raymond Ferver, operators. Ed Warner, publicity; John Mervell, maître d'hôtel. Prices: Weekday minimum, \$2; Saturdays and holidays, \$2.50.*

Julio Richards makes his debut as floorshow producer with a colorful and fast-moving display, tagged *Good Neighbor Fiesta* and including several song items out of the Latin world. The Spanish routines remain authentic. The talent is okay and smartly presented.

Richards, aside from his duties as producer, teams with a sexy, red-headed dancer, Kiki. He is graceful and a competent dancer. The pair work well their first number, a torchy rumba which brought them a big hand. They also participate in the conga finale.

Another pair of newcomers here are Carla and Fernando, previously seen at the Hotel St. Moritz. They continue to do exceptional floorshow work. They provide two numbers and an encore and had to take a bow.

Male soloist is Marco De Carlo, who has an expressive voice also lacking in power. Did two effective Latin numbers and *South of the Border* for a good hand.

Belén Ortega, a holdover, continues to please with her songs. She has added considerably to her stage presence since her last here. Her voice is smooth, but makes a mistake when trying to get into *Waxton Tango* in July. Alimari Maria Elena and Gianina Mac. Got a big response.

Carmen Montoya contributes an effective flamenco dance while working with castanets, and Anita Bahal carolies nicely in a brief bit.

The floor routines are colorful and capably done. Their three tries registered applause.

Mouss was packed opening night. Freddie Maya, done the show-backing with the aid of Chiquillo and Evaristo. Cuban boogie ponodora, who Don Gilberio is relief hand. *Joe Cohen.*

## Flagship 29, Union, N. J.

**Talent policy:** Dance band. *Management: Charles A. Fize, proprietor. Prices: Dinner from \$1.75 cents minimum, except Saturday (\$2.00).*

After a year of the Horn Kobbiers' monthly band, this big, busy Jersey roadhouse brought in Max Marvin's band September 29 for an indefinite run.

Marvin's *Take It Easy* Music is just right for this big spot, catering to youngsters and family groups. Marvin is a big-smile maestro, good at hand-shaking and who also takes an occasional vocal. His boys (band average age is 23) are youths who play good, if not exceptional, instruments. They double on three instruments and form a duo, trio and ensembles for straight vocal and comedy effects. A lot of their funny hat and mugging business is definitely carry, but the patrons love it here, and that's what counts.

Band is composed of three sax, two trumpets, trombones, guitar, drums, piano, string bass. Billy Lowe is vocalist, revealing a spotty tenor voice that

## New York:

THE JANBLETS sell Monday (29) on the Uruguay for the Urea, Rio de Janeiro.

FLANK PAV succeeds Joe Price as smee at La Martinique October 1.

SHIRAZ BARRETT goes into the Waldorf-Astoria October 1.

ETHELLE AND LEROY and Russel Swann into Pete's Monte Carlo October 7.

KING COLE TRIO reopens at Kelly's Stables October 17.

MINA KORIDA arriving here to about a week, following her South American stand.

THREE POTATO BUGS, comedy ocarina turn, are playing this area, managed by Lester Lasker. Act in a year and a half off.

EMERALD SISTERS go into the Sherman Hotel October 7.

ELANOR FRENCH has returned to the Camella House.

HELEN MOROAN is out of immediate danger following an abdominal operation at the Hertsch Hospital, according to Dr. Philip Shambaugh, who performed the operation.

BILLY HOLIDAY has left for Hollywood following her run at the Sherman Hotel. She opened at the Cafe Society there Wednesday (1).

OLSEN AND SHIRLEY, Coeolo, Franklyn D'Annunzio and Alice Kavan are on the Coney Furell bill with Joe E. Lewis opening Friday (3).

THE STANLEYS succeed Murray Kreslow's line at Harry's New Yorker October 9. Darlene Ottum, of the line, will be featured in an act specialty.

COOK AND BROWN head for the West Coast to fill picture contract on completing their run at Jack Lynch's Walton Roof.

SUBAN LANGE transfers from Embassy Club to Evergreen Casino.

CHICK MULLERY to smooze the opening show at Frank Palumbo's when the rebuilt niter reopens in mid-October.

FRANCIS FAYE figured for Club Ball follow-up late in October. It deal for Dinah Shore falls thru.

JACK MOSES celebrating the seventh anniversary this week of his Jack and Bob's niter at near-by

range from dull moments to interesting, holding-that-note efforts. Band arrangements are by Marvin and his pianist and first sax man.

Band has four Mutual wires a week. Bands in opposition in the Chanticleer, the Brook and the Chatterbox, which draw from the same area.

Paul Denis.

## Follow Up Night Club Review

TRIANON, SOUTH GATE, CALIF.—Since this spot builds its floorshow around its dance band, the shows vary with each new band. This time it is Clyde McCoy and His Super Blues Orchestra, plus the Duffins.

McCoy smoozes and the orchestra is on for an all-out *Yer It Down*. McCoy vocalizes and really goes to town on trumpet. Freddie Stone, vocalist, handles tambourine, and the Four Bennett Sisters beat out the rhythm with maracas.

I Hear a Rhapsody brings on the Duffins, a smooth-working team that clicked from the very outset. Miss Duffin is a high kicker and got a big hand for her work. They encored with a knockabout act highlighted by spins and floor slides.

Stewart sings in *The Ruck of the Sea*. Does a sweet job on island. She's well. The four pretty Bennetts do a rhythm tap well. However, singing is their forte.

The next act was what the people had been waiting all evening to hear, McCoy and his rendition of *Super Blues*. Trumpet work really wowed 'em.

The Duffins were back for the Doll Dealer. The Bennetts and Stewart brought the show to a fast finale with vocals on *Jepp*. Larry Powell, trumpet, took the part of the "baby" and got a big hand for his work. *Sam Abbott.*

## Al Whittle Now P. A.

ATLANTA, Sept. 27.—Al Whittle, former vaudeville and more recently operator for neighborhood theaters, has been named publicity manager of the Bialto Theater here.

# Club Talent

Trenton, N. J. . . . RAY KOHLMAN new banquet manager at Club Ball, coming in from Frank Palumbo's, with Al Zimmer leaving Hotel Adelphia for similar duties at Jack Lynch's Walton Roof. . . . MARIAN YOUNG, 1st woman of the Guardmen at Kalmers' Little Bathing, gets bid for spot in new musical, *Mad in America*.

## Hollywood:

THE DUFFINS have moved into the Trianon in South Gate. . . . DIZ VALEW, Dolores Gey, Carolyn Mason and Johnny Strong recently opened at the Zambanga. . . . JANE LEWIS and Stern and Dora are current at McDonnell's Party Room. . . . STUMP AND STUMPY are in the new show at the Rianobogoo. . . . ISOBEL DEMARCO, currently at L'Algon, Chicago, is expected on the Coast early in October.

## Here and There:

CHRENA DE SIMONE holds over an additional three weeks at the Beachcomber. Providence shows include Elaine Jordan, Lucilla and Elaine Freeman. . . . PAUL BROAD currently at the Dempsey Vanderbilt, Miami, with the Water Folies. . . . KEN KIMO currently at the Spot Hotel, Bishop, Calif., after a run at the Tin Pan Alley, Hollywood. . . . FRABELLE go into *Capry's Lawryns*. . . . JOHNNY KATHRYN HANLEY has opened at the Savoy Municipal. . . . GILROY AND BRADLEY set for the George Washington Hotel, Jacksonville, Fla. . . . PAUL CARLEY new vocalist for Dick Rogers act. . . . SZANNE AND CHRISTINE are on a 12-week date at the Tobaris, Buenos Aires.

ROHMA BROWNE, formerly with the Hurry Avenue Casino, now conducting a dance studio at Ottawa, Ill.

MARJORIE GARRETTSON, pianist-singer, is in her 17th week at the Melody Lounge of the Coconut Grove, Boston.

VAL DEE AND PEGGY, current at Pittsburgh's Yacht Club, head back to Florida niterite in two weeks. . . . BARRY AND LONNIE have left Weber's Horbar, Camden, N. J., to begin a three-weeker at the 97th Street Bathsheba, Philadelphia.

JOHNNY KATHRYN Hawaiians open October 10 at the Desley-Walker Hotel, Columbus, O.

CAPT. HARRA BOY, who opened with the Abe Lyman show at the Chase Hotel, St. Louis, September 19, are doubling in the hotel's Zodiac Room and doing five shows a week for Alperbar's Best over EMOX.

They are set for three weeks. Phil Tully, Chicago, made the bookings.

VALLEY AND LARRY have been bid a second week at the Chez Ami, Buffalo.

MARINO AND DE VOLL, after six weeks at Hotel Mayflower, Jacksonville, Fla., are current at the Henry Gray Hotel, Atlanta. . . . KLAKE KENNEY, "haritone prima donna" is set on song recitals and private clubs in the Pacific Northwest until December 1, after which he returns to Eastern niterite.

THE THREE GUESSES wound up a month at Chez Maurice, Montreal, September 27, their third engagement in the town within a year. . . . TIP TOP DANCERS, after 18 weeks on the Seaside-bee on the Great Lakes, are current at Springfield Country Club, Leamington, N.Y., set by Mary Armstrong, of 30A.

GUYA DITCHER AND PEEBIE HILBE have opened at Club Bigwood, Springfield, Ill., after 14 weeks at the Playhouse, Akron. . . . PAUL AND FLOREN CUNNINGHAM are at Jack & Bob's, Trenton, N. J., which last week celebrated its seventh anniversary.

DANNY RICHARDS, whose, is in sixth week at River Fleet Inn, Philadelphia.

JIMMY HENWARD, male impersonator, now in her 10th week at Cafe Intimate, Humble, Hollywood, has been contracted to remain 12 more weeks.

THE BRUCETTETS, six-girl line, are playing at the Belle Artes Theater, Mexico City, and tripping into the El Pazo and Wablen Clubs. . . . JOAN COLAS now at the Chez Parot, Atlanta City.

DIZ WAYNE is current at the Club Ball, Philadelphia. . . . THE TRABELLA appearing in the *Harbar* Lawryns, Mass.

BON NOVELLE on a return engagement at the Park Ball, Newark.

DON AND CASSANDRA in their third week at the Club Cicconera, Detroit.

MURRY PICKFORD has opened at the Shurebort, South Bend. . . . DON BAND, along with Billy Richards, Peggy Lane and Joe Del Rio, at the Winder Club, New Orleans.

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## Henie-Miller Pic Heads for 39G in Chi; Hampton 19G

CHICAGO.—The Chicago Theater (4,000 seats; \$32,000 house average) has a good combination in the new Sonja Henie picture, *Van Valley Serenade*, with Glenn Miller's band and Milton Berle, and a presentation show featuring De "Think-a-Drink" Hoffman, Everett West, Chris Cross, Sunny Rice and George Costello. The week started well September 26 and should have no trouble garnering \$29,000. Plans, considering lack of names on the stage.

Week ended September 25, the Chicago slipped to a last \$21,000, with a Dorothy Lamour starring pic, *Alone in the South Seas*, and a stage bill featuring the Smoothies. Picture disappointed.

State-Lake (3,700 seats; \$18,000 house average) has a good combo this week (starting September 26) in second run of Marx Brothers in *Big Store* and Lionel Hampton's band unit. Hampton just closed a four-week run at the Sherman Hotel here and has developed a good following among the itterbugs. House is cashing in on the publicity of his hotel run and should garner a neat \$19,000 gross. Week of September 19, house reaped a terrific \$32,000, with Gypsy Rose Lee and Roscoe Atlas headlining a vaude bill. Screen had a Miller, *Kisses for Breakfast*.

## Wash. Capitol Tops 24G in Ann Week; \$18,500 for Earle

WASHINGTON.—Terrific attraction of Andrews Sisters is proving a problem for Warner's Earle for week ending October 3, since gala sale for the first show and say thru the day. Film work by the singing trio gave it bigger reception than ever earned here before—actually stopping the Saturday (27) program. The slow turnover may cut the \$20,000 expected gross from bill showing film on screen, with Lorne, Hilde and Stanley plus the Billy Rayns and Ivory-ettes on stage. Week ended September 23 with *Navy Blues* pulled a healthy \$18,500. Loew's Capitol, having a let-down from its 14th birthday last week, ended September 24, anticipates only \$18,000 from current attraction of *Meredith Bachelor* on screen and Jackie Butler, Duval Bryant Raines and Young the Three Ponzal Boys and Rockets on stage. Altho full week ends October 1, the Capitol got a lift from the one-night stand, Saturday (27) by Bob Hope for last stage show. Birthday business amounted to huge \$24,500 resulting from good pull of pic and stage. *Lady Be Good* film, plus stage tabloid of *Chocolate Soldier* and *Smells Like Barrett, Hal Le Roy, Gomez and Minor*.

## Vaude Return to Spokane Only Fair

SPOKANE.—Return of circuit vaude to the Post Street September 5 to 7 after a summer's suspension was anything but auspicious. Manager William L. Evans, collecting \$1,000 for the three days, just enough to pay expenses. He blames everything but the vaude.

Friday opening was good. Saturday was hurt by opening of Playfair horse-racing season, and Sunday by nasty weather.

Show had Felix Morales Duo, Eddy Lee, Benny Trio, Stewart Taylor Trio, Hector and Pals behind the lights, and *The Office* and *The Lady and Cowboy* Fair on the screen.

## T. Dorsey Hefty \$23,200 in Buffalo

BUFFALO.—Prosperity at the Queen City vaudeville continues. Altho weather was too pleasant last week to aid theater attendance and with competitive amusements at the Brainerd and Auditorium, both the Buffalo and Century hung up top takes. Current week looks above average also, especially with cooler weather.

The Buffalo (seating capacity, 5,500; house average, \$11,500 for straight picture) scored heavily week ended September 25 with Tommy Dorsey's orchestra and Al Moran's interrelating acts. (See BUFFALO GROSSES on page 25)

# Vaudefilm Grosses

## Para Okay; Duchin-"Blues" Strong; Roxy Opens With Big Exploitation

NEW YORK.—Clear weather and good shows are continuing to pull to the Broadway box offices, grosses being way over average. Roxy with the opening of *A Yank in the R.A.F.* September 26 looks like it will do the biggest business in months.

The Paramount (5,664 seats; \$37,000 house average) is in the second week of stage show with Mitchell Ayres, Judy Canova and Ken Murray. Take looms for \$28,000, which while not in the upper brackets still gives the house a margin of profit considering that budget on this show has been lowest in a long time. First week of this bill pulled \$37,000. *His is Our Wife*, Xavier Cugat starts Wednesday (1).

The Strand (2,758 seats; \$23,500 house average) in a second week with Teddy Duchin's band and film *Navy Blue* is benefiting from the excellent exploita-

tion job done on the bill. Second session is heading for \$34,000. First week got a big \$45,000.

The Roxy (5,835 seats; \$36,000 house average) with its terrific publicity job on the film *A Yank in the R.A.F.* is heading up to a super \$39,000 or better for its first week. Stage bill has Archie Roberts, Don Arce, Nicholas Brothers and Miss America. Last week bill with Ayres and Robbins, Crackerjacks and Adele Girard plus *Son Valley Serenade* surprised for its third and final week by topping the second session for a gross of \$45,000. Second did \$42,000, while the first, \$49,500. Bill would have held a (See NEW YORK GROSSES on page 25)

## Film Name Trio 7G In Detroit Is Fine

DETROIT.—First week of vaude downtown since last spring drew above average at the Colonial (1,500 seats; house average, \$6,000).

Attraction was a bill headed by the film players Lya Lys, Michael Whalen and Imbell Sewell, and did \$7,000 on the week, drawing an estimated 30,000 patrons.

## Berry Unit Fine In Manchester

MANCHESTER, N. H.—Return of vaude to Palace Theater September 19 and 20 resulted in sellout crowds both nights. Manager Al Foley says he may extend vaude a third day this season, starting Thursday instead of Friday.

Opening bill, Harry Berry's *Sunkist* Quartet, was patronized chiefly by local people. Trade from the 2,000 soldiers stationed here was negligible because their pay day is the first of the month. Palace has 1,800 seats, priced at 44 cents nights and 31 cents matinee. Five piece orchestra in under direction of Alfred Engel.

Fare in opening show was Willie Doe, magician.

Five RKO acts, headed by Paul Kirland, juggler, opened last night.

## Spokane Vaude Building Slowly

SPOKANE.—Third week of vaude at Post Street was the best so far, but still not up to a year ago. Gross for the three days, September 19 to 21, was \$1,200, up \$300 from previous bill.

Opening night saw competition from Gonzaga University-Arizona State football game, which drew 9,000, and Saturday and Sunday matinees bucked house vaude. There were standees Saturday night, however, for first time. Bob Williams and Red Dutz, headlined, got above average newspaper mention. Films were *Meet Boston Blackie* and *Dorothy Follies*.

## 'Vanities' Lukewarm 88C in Dayton, O.

DAYTON, O.—Considering that the stage attraction, Earl Carroll's *Vanities*, as a whole, was far below expectations, box office of \$8,800 at the RKO Capitol week ended September 18 may be considered good, the several thousand less than the two preceding weeks.

Lack of new material by the comedians, no unusual footwork by the chorus and a generally half-hearted production thrust didn't help matters much.

## Rochester, Stabile 7G

PROVIDENCE.—Eddie (Rochester) Anderson and Dick Stabile and his orchestra, sharing headline position on Metropolitan's week-end bill, gave that house a gross of \$6,900 for three-day stand (19-21). Supporting acts: Gracie Barrie, Walton and O'Rourke, Baby Ring. Pic: *Let's Go Coltrane*.

## 3 Weeks of Vaude in Worcester a Click; Calloway's 12G Best

WORCESTER, Mass.—Grosses for the first three weeks of vaudeville at the Plymouth Theater (3,900 seats) exceeded all expectations, the figures bettering those for the top three attractions of last season. Cab Calloway and His Cotton Club Orchestra, completing their Oct. 3-September 28, headed the list with a \$12,000 gross, turning away crowds. Four stage shows daily. Film was *Kiss the Boys Goodbye*.

Eddie Anderson, with Dick Stabile orchestra, appeared opening week for three days, ending September 10, and drew heavily. *Underground* on screen. Gross estimated at \$8,000. The second week had Willie Howard with *The International Casino Revue* and, but for two days of hot weather, would have outgrossed the opening week instead of falling off slightly. Screen fare was *The Uncertain Feeling*.

Despite the juicy grosses, the Plymouth will discontinue vaude until the middle of October.

## L. A. Houses Beat Strong Competish

LOS ANGELES.—Despite competition from two circuits, the Los Angeles County Fair, Pomona, and night baseball games and fights the Paramount and Orpheum did above par business last week.

Paramount, which seats 3,500 and charges 40, 50 and 75 cents, did a good \$16,500 with Merty Malneck's orchestra and the Copacabana Revue. On the screen was *Bedlam* of Dubaya. A number of screen players who appeared in the film made personal appearances Thursday night.

Orpheum, with 2,300 seats and 35, 60 and 75 cents admittance, went strong with Charlie Barnet's orchestra and turned in an \$11,000 gross.

## Howard Unit \$6,500, 3 Days, Providence

PROVIDENCE.—Harry Howard's *International Casino Revue*, with Willie Howard and featured, breaking in at Metropolitan here Friday to Sunday, September 12 to 14, got \$6,500. This was a pick-up over previous week, when business slumped, following police censor ban barring Gypsy Rose Lee from appearing. Management expects further building in gross week-end, September 19 to 21, with Eddie (Rochester) Anderson headlining bill. Pic, *Gentlemen From Dixie*.

## 3 Stooges Show \$1,875, Great Biz

READING, Pa.—Summer season of Sunday vaude outdoors at Himmelreich Grove at suburban Wolmdorf closed September 7 with a record crowd of 7,500 for three performances. Bill was headed by the Three Stooges, with six standard acts supporting. At 25 cents, gross of \$1,875 was considered sensational, especially since Sunday marked the opening day of the Reading Fair. Park stand was booked all season by the Jolly Joyce Agency of Philadelphia.

## "Beauty" Strong

SEATTLE.—On the four-day holdover at the Rivoli (900 seats) the vaude show *Beauty and the Beast*, with Lombard Williams and a Myer Pritcher revue, took in \$900 or well over half their week by average of \$1,500.

Starting last week, the Rivoli is changing Thursdays rather than the customary Sunday. Screen changes three times weekly.

## Palomar 1G Over

SEATTLE.—With a strong film bill, the Palomar Theater went over week ago last, grossing \$5,500, or \$1,000 over the average. Vaude had Spec Watkins, Jackson and Blackwell, Johnson and Diehl, the Musical Bentleys and Hector and his done.

On screen was Republic's *Joe Cupido*.

## State, New York

(Reviewed Thursday Evening, Sept. 23)

Well paced, fast-moving show here in cheery knit together by street Joe E. Lewis, doing a sharp job of emceeing, and an even more razor-edged routine of impetuous banter, comedy stinging and general fastacting with all of the other acts. Show, too, could shave 15 minutes and lose nothing.

Lewis, an ace café attraction, hangs the audience high with a style, delivery and material that draws tales of laughter. Not much of it is new, but it's darned good. He works easily, in punchy and classy style of wit, and drives home with his parodies. From 26 to 18: Were the Sweetest Years of My Life, Six Lessons From Madam LaZonga, and his standard, Sam, You Made the Pants Too Long, which is now being done by nearly everybody. Lewis has plenty of class stuff, but check it closely.

Opener is Billy Wells and the Four Pats, going in for a profusion of acro, dancing, comedy, patter and muscle control. Five performers go thru plenty of contortion work to an excellent band.

Followers is Boyd Heathen, Cherokee Indian traditions, who used to be an emcee and boomer at the Pepper Pot in Greenwich Village. Now that he's up there, he doesn't do much with himself. Works in a rigid, metaculous way. Sang I Feel a Song Coming On, a melody of three parts, and Regis the Negress. Despite his stature and apparent strength, his voice completely weakened in the last number.

Fred Remus and His Toy Boys perform with their usual showmanship. Remus's muscle work with the midlets sells. The midlets do their usual high pole act of one balancing and the other playing the xylophone way up there. Added a new song but, however, which is anti-climactic.

Another big act on the bill is the Peters Sisters (3), dynamic colored singers, tipping the scales at about 1,000 pounds and selling plenty of rhythm in their song sessions. Did a Chicken Ain't Nothing But a Bird, Butcher and I Got It Made, which was no understatement. One solo by Virginia Peters, Embraceable You, was a corker. Girl has a beautiful voice and sells like a million. They shed plenty of personality and humor.

Pie, Life Begins for Andy Hardy.  
House Fair. Sid Bett.

## Vaudeville Reviews

## RKO-Boston, Boston

(Reviewed Friday Evening, Sept. 26)

Bookings here continue to bristle with names long familiar to motormen, and the idea is paying off nicely. Current bill features John Dore, Three Slooges and Miss McFar, Larry Flint, house band leader emcee and, after a musical introduction, brings on the Helen Reynolds Trio. Once in Boston, Reynolds, having appeared at clubs to good impression results. Their fast roller skating routine is a hit with the crowd, while specialty stunts create considerable interest, to make for a smash opener.

In the duets spot are Fanny and Kitty Watson, sister team. They have a new song and patter routine that builds steadily. Gags are good and the dig aimed at the corpulent Fanny got many laughs. They grabbed a big hand for their Living American Pina and finally begged off. Miss McFarlet closes solidly with a good story. A new number, a combination of leguine, waltz and tumba, is well received. She's a slick with the crowd from the word go and her dancing and routines leave nothing to be desired.

John Holes, cinema singing star, holds down next-to-closing and is well received. Holes is popular here and fails kept clamoring for more at show caught. He began with Following the Sun Around and My Sister and I and then went into His Film, One Alone and Waiting at the Gate for Karl. The first two were slightly out of place, but he scored heavily with the others. Called back, he scored with a repeat on Karl and the crowd joined in on the chorus. He begged off to a tremendous hand.

The Three Slooges close with their new familiar routine of eye-slapping and head-bumping. There is no let-up in the act and they score again and again with clever gags. Frequent attacks on each other add to the hilarity and they make a swell closer for this strong bill.

On the screen, Maxine Griffith's Baby. Mike Kaplan.

## Roxy, New York

(Reviewed Friday Evening, Sept. 26)  
Smart exploitation of the film, A Year in the RAF, which included a street carnival in the parking lot adjoining the theater, brought forth the largest crowds

seen around this house in a long time. House was full, with a good bit of the audience coming in by invitation.

There was so much activity outside of the house as there was inside. Exterior activity produced a gay carnival and dancing-in-the-street atmosphere, suggestive, unfortunately, produced no real satisfaction, despite Jesse Kaye's talent line-up and the usual production care invested in Roxy shows.

Major fault is in the pacing, and most of the fault lies with Archie Robinson, emcee. His material is starting to dry out, because of his long run here, and the verbiage he used was from left hand. His opening warm-up act failed to accomplish its purpose. The Gae Foster-ster's snazzy stream costume pretentious routine got a fine hand.

The strutting gals Shazby and the Seal a good thing. The latter, far cost has remarkable intelligence, trainer having him go thru with balancing stunts, vocal descriptions of an airplane, a garbious fencer and a bullfight. Winds up playing a tune on a set of bells. Went off big.

Don Arns, another long-tenner here, was in line voice and gave out with Gaiety Serenade and a pop medley while the house fesses pranced around him to provide atmosphere.

Rosemary La Plante (Miss America) is a versatile lady with a mild degree of talent. Carries her lines well in an exchange with Robbins, and winds up with an unimpressive tap.

The Nicholas Brothers, septa dance duo, dignify the balance of the evening with a flashy set of routines interspersed with smart acro work. One of them does a vocal, Sweet Ye Queens. They enquired with some soft-dance, with Robbins chiming in.

In the finale, the Boyettes decline with a snap military drill with rifles and bayonets which went over well. Some patrons got excited and shouted orders to the stage, but were promptly disregarded. The gals stay on stage to parade during the screen credits.

Roby actively, during the evening, included a very broad comic while outside the house army searchlights lit up the thoroughfare. Extra police squads were required to handle the crowds. The Roxy publicity staff, headed by Hester Harmon, was augmented by a Red Guard organization to drum up interest. Their efforts were effective. Joe Cohen.

## State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 26)

The still in the vicinity, Lionel Hampton proved to a profitable gathering here today that he has a band that is almost as good on the stage as it is on a hotel or night club floor. True, some of his numbers are too long for stage consumption, but that point is minor and can be easily remedied. Lionel is a man of his days with Benny Goodman. His smile is sincere and his work on the vibraphone, drums and piano is tops.

Too bad the accompanying acts are not of the best caliber. The turns of the Two Zephyrs and Gordon and Rogert are click, but they conflict, and the other specialties are weakly weak. State-Lake audiences have been trained to expect nothing but the best in cabaret entertainment and anything falling below that mark won't get passing mention.

Let's go over the band's assignments first. The boys open with a solid swing number. Sunny Draven, first trombonist, and a master of the instrument, solos with *Mashmouth*, a clever novelty in which he displays some musical ideas which are hard to beat. Bibb Bibbly handles the ballads in a nice, even voice. Did I Don't Want to Let the World Go Free and You and I and could have done more, judging by the response. Other numbers treated in interesting style by the orchestra, with Lionel as a feature, include *Flying Home* (written by the leader), a boogie wogie theme, *Moonshine* and *Chasing the Chase*, the finale.

The Two Zephyrs are on early and repeat the act seen for the last four weeks at the Sherman Hotel here. First, a study in bookkeeping on washboards, then the gang of scraps in slow motion, and finally a fast rhythm dance. Boys are good control dancers and capable pantomimes.

Gordon and Rogert, next to closing, work in loud-colored suits. They sing dance ball—on the ready side—with their own lyrics work by far the best. Evelyn Keyes labors thru a tap number. Jessie Scott, blonde, opens with a chorus of *Roddy* (bad) and follows

with a poor, unorthodox tap routine. On screen, Max Brothers in *Big Allee*, made to order for this audience. The good second show opening day. Sam Roubberg.

## Paramount, Los Angeles

(Reviewed Thursday Evening, Sept. 25)

Summer Time, Bob Crosby's radio theme song, served to introduce the mainstay of the feature, the Paramount's hill billy. Crosby took six brass, Dixie sax and Gey rhythm, including two guitars, and opens with *Mountain Moon*, with Maddy Mallock's clarinet and the trumpet running in for top solo parts. Time was followed with the maestro handling the show with The Jester and guitarist were on for the vocal, with lyrics changed to a Los Angeles locale on *Chattanooga Choo Choo*. Tommy Shattlington, a new guitarist, vocalized on All This Things You Are for a big hand. Bob Barker, Jess Eddie, whistled and played *Whittier's Mother-in-Law*. The whistling is a gag but clicked. Band has a number of solid gags and audience gets a big kick out of the banterplay. Crosby does a swell job as emcee.

Les Tilton, pretty blonde singer, handled *Big Bird*. Ward My Green and Daddy in her fashion with *Millie* and laboring on the last named tune. Doc Randall used a Singertina, a sort of auto-tune, to imitate Henry Hesse, Wayne King and Ship Fields. He scored, and Crosby clicked with You Are My Dream.

The Duffins, dance team, offered a Viennese waltz and later a rag ball dance to solid results. Bob Cats then scored on *Nurch* of the Bob Cats, with Ray Baubha getting the spotlight for drum work. On the screen, *Hold Back the Dawn*. Sam Abbott.

## Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 26)

A happy combination that should keep the box-office girls busy all week: *Sue Valley Serenade*, with Benji Hines, Glenn Miller and Ray Fisher and Milton Berle on screen, and a presentation stage-wise featuring Dr. "Think-a-Drink" Hoffman, Everett West, Sunny Rice, George Cortello, Chris Cross and the Dorothy Hill Ballet.

The line numbers are familiar but good enough to stand repetition. The girls (16) open with a Highland song, followed by Sunny Rice, a good-looking and fiery tap dancer, who contributes a couple of clever routines climaxed with smoothly executed spins and turns.

George Cortello, salesman par excellence, brings on his educated audience with a set and closes each deal humorously. The dogs are castigated to impressive Hollywood caliber and each distinguishes himself with some different text. Here's a vaude veteran who has brought his act up to date and it is good enough to play anywhere.

Frank West is a featured singer of all-vertuous and romantic songs, employing both a high tenor and baritone voice to good results. Has loosened up in delivery considerably since his last appearance here. The reception was warm and consistent.

Andy Wagner, pianist with the pit band, is spotted at a platform piano in the next production number, playing *Tchaltchikovsky's Concerto in B-Flat Minor*, while the girls interpret it with a moving ballet routine.

Chris Cross went big with his entertaining ventriloquism, using a cowboy dummy, a tinface toy and a clown puppet. The cowboy specialty is the best, and Cross's high voice employed to interpret songs and a talkoff of Clyde McCloskey theme song earns him some heavy applause.

Dr. Hoffman presents his magic cocktail bar novelty in the finale. His specialty is *Beakley* framed with a rhythmic cocktail shaking number by the line. Hoffman, too, is a good smooth salesman. Produces various drinks from a number of water with lightning speed, while the customers are busy figuring out how it's done. Good, novel entertainment.

Downtowner was full opening show. Sam Roubberg.

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**Golden Gate, San Francisco**

(Received Wednesday Afternoon, September 24)

Show is not especially strong. Includes five acts, the Peggy O'Neill line and Caharis Kaley's house band.

The Gaudemith Brothers are the headliners and they do a splendid bit of acrobatic work with three French poodles. Poodles display some novel tricks. The closing, in which one of the entire stands one-legged on top of the head of one of the Gaudemiths, who is supported on the shoulders of his brothers, gets a satisfactory result. The brothers' act stuff is okay, too.

Whether or not the Brown Sisters intend to imitate the Andrews Sisters, the inference is there just the same. Gals are a septa version of Patty, Maxine and LaVerne, and their singing is good. Did three numbers and an encore in the Andrews style, and got a good hand. Billing, "Black Magic," is meaningless, unless it refers to their color.

Some fair to middling scorchero juggling is turned in by Lew Hoffman, billed as the "High Hat Maniac," who spins silk hats, derbies and whatnots in a routine mixed with horsplay and subtle patter.

Rosita and Dena, ballroom dancers who have been seen herboubts in night clubs, do some specialties that were on the good side. Have class and distinguish sweep in their work.

A pair of local lassies, Syris and Clarence, get some laughs as knockabout comedienne. Material is not fresh, altho they're in there all the time knocking themselves out trying to please.

Maestro Charlie Kaley smokes and does his usual capable job of conducting the house band.

*My Life With Caroline* is the flicker. Edward Murphy.

**Orpheum, Los Angeles**

(Received Thursday Afternoon, Sept. 25)

House this week margined its double-feature program, but a strong vaude show prevails, altho there are no names on the bill that would strike the public's fancy. Bill peels variety and chicks from beginning to end. Scenic attractions are *Time Out for Rhythm* and *The Ricket Men in Town*.

Show opens with Al Lyons's Orpheum Orchestra doing an overture which includes light opera numbers and tapers off with *Lower Come Back to Me*. Ken Stevens, a favorite from the *Hollywood Showcase*, sings a couple of numbers including *Yours*. He clicked as solidly this time as on other visits here. The Hollywood Co-Eds, Paula and Jane, are on next for a tap number that ends with a stint of acro dancing. Girls are pretty and do a good job.

Fayne and Foster, who get music from anything, offered *My Blue Heaven* on cocktail glasses in sweet and swing tempo, and came back for *Playmate*, with squawking dolls furnishing the tune. Featuring bells, they scored heavily (See VAUDEVILLE REVIEWS on page 29)

**Galvin New WB Manager**

WILKES-BARRE, Pa., Sept. 27.—John Galvin, veteran manager of the Penn Theater here, has been named manager of the Irving Theater, succeeding the late Fred Herrmann. Paul Tighe, assistant manager, succeeds Galvin. The Irving books three-day vaude.

**Holyoke Settles With Union**

HOLYOKE, Mass., Sept. 27.—A settlement reached between the Holyoke musicians' union and the Holyoke Theater Saturday (13) called the removal of a plank line. Manager Bernard Levy of the picture and vaude house granting the demanded increase in wages and other conditions.

**SCENERY**

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**Success Story**

MILWAUKEE, Sept. 27.—Dean Murphy, local boy who made good, has returned to his home town to make himself \$3,250 for three weeks' work. He opens tonight (27) at the Auditorium as a feature of Milwaukee Southern's Feminine Fair for a week at \$1,250 and follows Saturday (4) into the Tic Toc Club for two weeks at \$1,000 per.

**Miami Clubs Win In Curfew Dispute**

MIAMI, Sept. 27.—The Supreme Court held that the act restricting the closing of Greater Miami night clubs to 4 a.m. weekdays and 5 a.m. Saturdays was void on the ground that it was passed as a general law affecting counties of 263,000. (See MIAMI CLUBS WIN 29)

**More U. S. Acts in Rio**

RIO DE JANEIRO, Sept. 26.—Bob Dupont, comedy juggler, has opened in Grande Hotel Casino Guarujá, Santos, Brazil after six weeks at Casino Atlantico, Rio. . . . Bertay Sisters, U. S. acro duo, opened at Casino Atlantico September 12. . . . Lado Miller, concert artist, is playing the Novochord in Casino Urea. . . . Ethel Smith is in the same capacity in the Golden Room at the Opaocabana. . . . Johnnie Barnes, U. S. tapster, returned to Casino Atlantico following engagement at Santos. . . . Bing Crosby was on the Argentina bound for Buenos Aires.

**English Unit Does Big**

LONDON, Sept. 26.—Phenomenal business continues throught the country. For the first five weeks of its tour Anglo-American Stage Productions revues. *Hiddle-Dee-Dee*, altho without any big name, took \$2,200 at Lincoln Theater Royal; \$3,792 at Norwich Hippodrome; \$3,280 at Bristol Empire; \$4,234 at Kettering Savoy; and \$3,540 at Grimsby Tivoli. The Bristol result, in view of the heavy bills on the city, is particularly impressive.

**Celoron Cafe-Dancery Sats.**

CELORON, N. Y., Sept. 27.—The Pier Marquis Room, nitery-ballroom combination, has closed for the winter except for Saturdays, when usual floorshow and dance policy will be in order. Name bands may be booked by management. Pier featured several names during the summer for one-nighters. Roy S. Kneeland, Buffalo, continues as talent booker and also handles occasional bands.

**Wilkes-Barre Clubs Open**

WILKES-BARRE, Pa., Sept. 27.—Fogarty's, a new night club located on the Luzerne Highway, opened September 11. Talent includes Chauncey Roth at the saxophone, vocalists Esther Penny Fryer and Tom Fogarty Sr., father of the proprietor. Lemmie Matzer and his band opened Bonnie's Bar and Grill in near-by Center September 17. Haley was emcee.

**Ken Maynard 1-Nighters**

NEW YORK, Sept. 27.—Ken Maynard is being routed thru one-nighters in Rio house in Pennsylvania, Maryland and Southern States. Initial date is the State Theater, Federalburg, Pa., September 29. Martin Wagner, of the William Morris Agency, is handling the tour.

**Slatkos Sell Miami Club**

PHILADELPHIA, Sept. 27.—Harry and Sam Slatko, who had been operating Jeff's Cafe in Miami, have sold their resort spot to the original owner, Jeff Lanier. Reported that Lanier paid the Slatkos \$32,000 to buy his place back.

**Detroit Ballroom Opens**

DETROIT, Sept. 27.—Vanity Ballroom, Southeastern Detroit spot, is slated to reopen for the fall season, with Clyde Knight's band, formerly at the Chicago Trucion, in for an indefinite run.

**Review of Unit**

**Dan Fitch's 'Dixiana Revue'**

(Reviewed at the National Theater, Richmond, Va., September 18)

Unit is well above par and excellent for season's opener, which part it is playing in several Kemp-booked houses. Well contoured, show had few dull moments when caught.

Opens with number built around old minstrel idea, featuring Walsdon Models and Royal American Singers. Latter group, featured in *Foxtel Boy*, was exceedingly well received, particularly in group of college songs. Musical comedy numbers went okay but closing song, *Uncle Sam's Lullaby*, which they premiered in Broadway show, fell, due to patrons' unfamiliarity with it.

Eryds and Dell tried everything in the book from soft-shoe to juggling. Fryde's versatility registered, and Miss Dell, while pleasing to look at, provided little talent except as stage.

Bob Harrison's imitations of Bolger, Powell, Davis, Robinson and Astaire were good. Joan, of the Harrisona, promises much, but is given little opportunity to prove her worth in this double.

Veterans Dan Fitch and Carl Mason still get by with old routines in black-face. Walter Walters Jr., ventriloquist, knows the book and the lant go for "Buttons" and "Josephine" in a big way. Walters, however, has evidently been so busy perfecting the speech of his dummies that he forgets to move his lips prominently when using his own voice.

Production number, featuring the Walsdon Models, brings each girl on to the turn of a State song. Business better than opening week last season. Picture, *Flying Blind*. *Sam Eddington*.

**Little Rock Club Reopens**

LITTLE ROCK, Ark., Sept. 27.—The Westwood Club, reopening for its fall and winter season Monday (19), will book only name acts during the 1941-42 run, says K. Clazney Leslie, manager. Cover charge is 50 cents weekdays and 75 cents Saturdays.

**Wheeling Club Reopens**

WHEELING, W. Va., Sept. 27.—Club Diamond, shuttered for some time, reopened September 11 with a band and talent. Opening bill included Doreen, musical comedy; Crandly Sisters, song and dance, and Woody Saunders and His Music.

**Talent Agencies**

REG MARSHALL Agency has taken over the booking of Club Fortune, Hano, with Joe and Peggie, dancers, and Buddy Green, emcee, as starters. SAM SHAYON out to the Coast to map out the tour of the Shipstad-Johnson Ice Parties. Also to take in the opening of his air show, the Al Penroe Gang. HELEN KURNIKER, former dance teacher, has joined the William Morris (See TALENT AGENCIES on page 29)

**Palumbo Biggest Club Advertiser**

PHILADELPHIA, Sept. 27.—In addition to being the largest buyer of talent among nitery ops, operating a circuit of a half dozen niteries stringing from Park Day, N. J., to Miami, Fla., Frankie Palumbo now steps out as the biggest night club advertiser.

He ordinarily spends 2 per cent of his gross on advertising. For test purposes he increased his budget to 3 per cent. Used large display space, 100 lines by 4 columns, in all five local papers and the papers in Camden, Wildwood and Atlantic City, and in addition car cards and heralds in Wildwood and an airplane advertising kite in Atlantic City. Expenditures for advertising test hit \$1,150 for the week, but added business made it a profitable experiment.

As a result, ad budget in this area alone for four of his five niteries is being set at \$1,100 a week, and he may increase it.

**Vaudeville Notes**

Both units of Two Arnaut Families have been combined to form Poseder and Lipstiek, to play Kemp Time thru-out South.

EDSON ATEZ will be featured in a Sam Roberts-Nick Bolla (Chicago) unit, *On Dress Parade*, which will take to the road this season.

M. D. (DOC) HOWE, formerly with BKO in the Northwest, has joined the Hal Horne Organization in New York as field co-ordinator. . . . ELLA LOGAN has been cast in the forthcoming Broadway musical, *Crang Home*. . . . MILTON WATSON, Ruth Clayton and the Three Diamonds have been cast in *Viva O'Brien*, new musical planned for Broadway. . . . HENRI THIBRIEN, singer at Kitty Davis Club, Miami Beach, until September. (See VAUDEVILLE NOTES on page 29)

**Joins Ranch, Houston**

HOUSTON, Sept. 27.—Bobby Graham has returned here, after seasons with Weaver Brothers and Dave Apollon, to reside and host for the Ranch night club. E. H. Reed is co-ordinator. Virgil Lyons and ark provide the music. There are floorshows at 11 p.m., 1 a.m. and 3 a.m. Admission is 50 cents per person except Saturday and Sunday (65 cents).

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# Magic

By BILL SACHS

AL SAAL, sleight-of-hand expert, of Toledo, comes thru with a communique after a long silence to relate that he has been extremely busy the last several weeks on top-notch club dates in the Michigan country. He is showing a new year in which he has incorporated a novel finish, with watches, ringing alarm clocks and a glass clock popping up at the finish, and which he says is selling very well.

FRED RONNER is making his first Philadelphia appearance as magician of ceremonies at Club Hall.

MINO, Chinese tritrite, is set at the Mayflower Hotel, Akron, September 22, thru October 4. AL PAGE and Grimsby, after finishing up on the Michigan tour, booked by Henry H. Loederer, begin a two-weeker at Mickey's Bar, Detroit, October 8.

MARQUIS DE MAOICIAN's appearance at the Salem (O.) Memorial Building, September 23, under sponsorship of the local Junior Chamber of Commerce, according to Will Ross, local manager. This is the performer who introduced Ross from the stage, who in turn introduced the Great Raymond and Mrs. Raymond, Mr. and Mrs. Horace Marshall, Mr. and Mrs. Nevin Roebert and King and Ryan.

WEBER THE WIZARD'S mystery revue, Room Room, plays the Waldorf Theater, Waldorf, Md., October 1, and the same day shows at the Elksacher Theater, New York. At the Waldorf and three other Maryland theater dates were arranged for Weber by Theodore Megardner Jr., former advance man for magic shows and now manager of the Waldorf.

HERMAN SINGER, magician with the Lynch Shows, touring the Canadian markets, promises to list his equipment recently when a third entered his list on the show list.

PAUL BALPONTE, who last season ditched his magic for puppets, begins his school season thru the South with his wooden actors next week. He is assisted by his wife. The Balpontes have just concluded a season with the Gold Medal Shows, where they had the sex attraction. Balponte was a visitor at the magic desk last Friday (26) while in Cincy on business.

PRINCESS YVONNE, one of the country's leading tentartists, after concluding a summer tour at Hamill's Million Dollar Pier, Atlantic City, began her fall season at the Tower Theater, Camden, N. J., September 26-28.

THE MYSTERIOUS FAY and wife, Lady Ellen, have just completed a tour of Northern army camps and now are on a return engagement at the Regency Center, Fort Eustis, Va., where they are set for a series of 14 shows. They have a string of other camp shows to follow.

THE GREAT JAXON, ventriloquist, after a week at Palm Garden, Cincinnati, for the Middleton-Jones office, opened Monday (30) at Uptown Gardens, Madison, Ind. for the same office.

WE DEKIVED a great deal of pleasure Tuesday night of last week (25) watching Lured Kay, assisted by Kathleen, present his magic turn at Jimmy Brink's Lookout House, Covington, Ky. Presenting four stock magic items, Kay again proves that it's not always the magic but how it's done that counts. He has an effective style punctuated by vocal comedy that makes for a highly pleasing turn. Kay is set to remain at Lookout House several weeks.

PLATO AND JEWEL are appearing in the Empire Room of the Ritz Hotel, Houston.

EVELYN FARNEY, closing at the Barle Theater, Philadelphia, signs for the new Olsen-Johnson-Crazy House revue.

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## Another Latin Room for Chi

CHICAGO, Sept. 27.—The long-dark Elms Fountain Room of the La Salle Hotel will reopen this season as a Latin spot. Avery Strudgers, manager of the hotel, will take charge.

Opening of Congress Hotel's Casino is cold, the room having booked private parties for the remainder of the year. Chez Furee has upped its weekly minimum from \$2.50 to \$3, and several other spots are expected to follow.

Grand Terrace opening has been set back to Friday (3). Earl Hines and band and a colored show will be on top.

## Flint Adds Acts Topped by a Name

FLINT, Mich., Sept. 27.—Opsey Ross Lee started the vaude season at the Hiako Theater here yesterday.

Alfred Nichols, president of Associated Theaters, claims booked for the William Morris Agency. House has been on a first policy since April.

Five vaude acts booked by Sol Berns, of Detroit, support Miss Lee the first week. Two more weeks of vaude have been set as a trial. G. Griesman, house manager, says business has been good and expectations are high for the season. This theater was built on the basis of factory worker trade, open from 10 a.m. to 3 a.m. Five vaude performances and double-features will be given, including a first-run. Matinees will be 35 cents and evening tickets 40 cents.

Billy Hand did very well here last December.

Teaming with local army and navy recruiting offices, the Buick plant here and Exchange and Rotary clubs have been arranged. Maxie Gleier, formerly at the Colonial Theater, Detroit, is emcee and leader of the eight-piece pit orchestra.

## Troc Rivals Bowery With Name Bookings

DETROIT, Sept. 27.—Name policy recently adopted by the Trocadero, North-west night spot, is to be continued, according to Jack Davis, of the Betty Brydon Office, who books the spot. Shows, which included Michael Whalen, Lya Lys and Isabel Jewell, closed Thursday.

Roscoe Ails and company followed yesterday, and Mildred Bailey opens October 3. Jackie Heller, October 10. Spot is evidently set to give some competition on attractions to the Bowery.

## Seranton Feinberg Office; Law Angle

SCRANTON, Pa., Sept. 27.—The Joe Feinberg Agency, which books the Corner Circuit house, has opened an office in the Family Theater. Abe Feinberg will be the Pennsylvania representative.

An employment agency license has been issued by the Pennsylvania Department of Labor and Industry, in accordance with the new law effective September 1 requiring agencies to be licensed.

## Roscoe Ails Opens Club

PORTSMOUTH, O., Sept. 27.—Roscoe Ails, comedian, is opening a night club here, the Chez Paree. Opening show tonight has Roy Rogers, comedian; Bert Nagel, novelty act; Marian Vinay, comedienne, and a six-piece band and singer.

Dick Jackson, dancer now with the Frank Bennet Agency of Cleveland, is booking.

## Two-Minute Editor

MIAMI, Sept. 27.—Hal Pearl, Daily News amusement editor, whose office hours are a round of conferences with p. a.'s and other time killers, has set up the hour-glass that Jimmie McLean, radio editor, received from the Hour of Charm program.

He places the miniature glass, which completely empties in two minutes, flat in a conspicuous position on his desk and tells all p. a.'s he'll give them exactly two minutes.

They call him Two-Minute Pearl.

## All Syracuse Cafes Shut by ABC Board; Hotel Spot Sellout

SYRACUSE, N. Y., Sept. 27.—With every local night spot closed by the ABC board for 10 days because of allegedly remaining open beyond legal hours, the Parisian Room of Hotel Syracuse continues to show. Jack Teagarden and his new band are current.

Sitting in and out of several numbers during the evening, Teagarden takes several solos during the local broadcast over WBYR. Following this the band comes out with March of the Toys. Crowd goes for this time and Kitty Kallen with her Texas stuff gives with an Irving Berlin melody that sells the crowd, 200 couples at \$1 minimum. Wait Hester reports that he feels his name-band policy will continue through the season, and as a result he has booked thru MCA, Mitchell Ayres to follow Teagarden.

After Kitty's number comes David Allen, Kitty and J. Teagarden on Birth of the Blues, and the audience gives them a big hand, which is something in Syracuse, which is noted for sitting on its hands. Paul Collins sings Somewhere a Voice is Calling, drawing heavy applause.

"Boo, the Mindreading Dog," brought him by The Syracuse Post-Sun, is the only outfit out. The crowd gets a kick out of him. Robert B. Taber.

## Looks Bad for Wilmington Vaude

WILMINGTON, Del., Sept. 27.—Hope for the return of local vaude appeared eliminated when the building inspector's office issued a permit to the Stanley Company of America for alterations to the Aldine Theater. Closing over of the orchestra pit will be included in the work.

Loew takes over the Aldine on a 10-year lease, and Stanley-Werner acquires Loew's Parkway for the same period. This leaves Warner's Queen the only Market Street house equipped for stage shows. (Except the Playhouse, left only.)

The Ave. Independent neighborhood house, has a small stage and has booked units such as Bell's Banquet Polka, as well as beauty contests and opportunity nights.

## Lou Nova at \$5,000 (If He Wins Title)

NEW YORK, Sept. 27.—Lou Nova, challenger to the heavyweight title, is being submitted for a vaude tour at \$5,000 net, contingent upon his winning the title next Monday. Should Louis remain the champ, all bets are off.

According to Charlie Yates, who is submitting Nova, Nova doesn't want to tour unless he wins the battle, although he would still be a good draw if he puts up any kind of fight.

Jack Dempsey also toured vaude houses after beating Jim Willard, at \$7,500 a week.

## Two Band Leaders Back Warwick Club

PROVIDENCE, Sept. 27.—Redecorated and remodeled under direction of William Bissman (New York), the old Stork Club (more recently the Studio Club) in Warwick, R. I., reopened Thursday as the Cabana.

Backers of the venture include Sammy Eisen, orch leader this season at the Dunes Club, Narragansett Pier society rendezvous; Buby Newman, New York orchestra impresario; and Frank Fishburne, manager of the Magnolia Casino, Boston.

Eisen will direct band at spot and Fishburne will manage. Policy will be Scotch show, using live-act bills, Ken Later, of New York, booking.

## Akron, Youngstown To Try Full Weeks

NEW YORK, Sept. 27.—Palace theaters in Akron and Youngstown will experiment with full-week week starting October 24. Shep Fields has been booked for the early part of the week, with Jan Garber following immediately.

The houses have instituted a split week.

Edith Sherman office books.

## More Vaude Seen For Boston Area As Met Prepares

BOSTON, Sept. 27.—Increased opportunities for vaude acts were seen here as the Metropolitan Theater, de luxe house of the M&P chain, prepared to resume its attractions next month after an absence of almost three years.

M&P Scollay Theater may be the next to add stage attractions. Loew's Orpheum has a gentlemen's agreement with the Scollay that one will resume vaude if the other does.

Loew Orth, local booker, announces the resumption of stage shows at the Victoria, Greenfield, Mass., bands and units Thursday to Saturday; the Gate, Lowell, Mass., first half, and the Park, Woonsocket, R. I., last half and Sundays.

Sale vaude house now in Boston is the RKO-Boston, a full week. The 1,200-seat Gayety, of the E. M. Loew chain, replaced last-half vaude with films this week.

## NEW YORK GROSSES

(Continued from page 20)

fourth week, but advance exploitation called for the opening of new layout September 26.

The Music Hall (8,200 seats; \$84,000 house average) is in the form in its second week of Lydia and stage bill with Paul Haskin and Anthony, Allyn and Hodges. Take will approximate a big \$82,500. Opening stunts accounted for \$60,000.

Loew State (3,227 seats; \$23,500) is continuing at an even keel, current bill opened Thursday (25) with Joe E. Lewis, Wells and Four Pats, Paul Hesse and Peters Sisters with Joe Liza Begins for Andy Hardy. Looks okay for \$25,000. Last week bill with Larry Clinton, Arren and Broderick, Hal Sherman, and Miss the Boys Godbye, produced \$24,500.

## BUFFALO GROSSES

(Continued from page 20)

netting a juicy \$23,250. It was one of the best takes in the house's history, although Jimmy recently grabbed a sock \$27,000 here. Accompanying picture, Dr. Kildare's Wedding Day, didn't help. Acts were Paul Winchell and Comedians Brothers and Doney's own Frank Stratos, Gemma Hayden, Buddy Rich, Huggy Haman and the Fred Piper.

Week of September 28 opened nicely at the Buffalo, with double pic. Navy Blues and Man at Large. This layout, despite absence of live talent, is supposed to be good for at least \$14,000.

The 26th Century (seating capacity, 2,000; house average, \$4,500 for pictures only) scored the biggest gross in house's history for straight film offerings week ended September 24. Colloid fare was Betty Davis' The Little Fates, and layout was good for \$15,000 first week. Bill is being carried over for a second week ending October 1 and is sure to climb to the tune of \$9,500. Admits for this attraction were reduced to \$1.50-cent scale. Although house has been minus flesh for a few weeks, plans are under way to return to booking name bands and units soon.

IRVING YATES' Crazy Show unit reopened at the Sherman Theater, Chilli-cotta, O., September 18. Line-up includes Frances Wills, Jackson and Nedra and the St. John Twins.

## Poor Snake!

CINCINNATI, Sept. 27.—Bob Edwards, executive secretary of the AGVA here, hurried to the House of Rink here one night recently upon a phone call from the management complaining that the snake dancer engaged for the spot refused to do two shows a night with the snake.

Cornering the snake, topser, Edwards demanded to know why she wouldn't do two shows with the reptile. "My snake's all tired out," came the reply. "We did two shows a night at the last spot, and it knocked the stuffin' out of the snake. He was so tired out after one show that he wasn't worth a nickel in the second show and refused to work."

When, after much argument, the dancer still refused to do two shows with the snake, she was cancelled and fined \$45, a week's salary. Bob Edwards is still wondering what sort of punishment to levy upon the reptile.

# N. Y. Houses To Be 1-Week Stands As BAA Gains Chorus, Rehearsal Concessions; Booking War Rages

NEW YORK, Sept. 27.—The long-standing rule that principals playing local Folies houses stay a minimum of two weeks will be scrapped in favor of a one-week minimum. It is an agreement between the burly house operators here and the Brother Artists' Association goes thru.

The BAA, in return for scrapping the two-week guarantee, is getting clauses in its contract with the operators providing that all performers playing the New York houses be union members, limiting rehearsals to one general rehearsal, and compelling theaters to notify the union which acts it has booked.

Simultaneously, the union has been able to force thru a \$1 weekly increase for chorus members, raising their salary to \$28, with \$2 for every extra performance. The wage hike went into effect Friday (28) at the Gaiety, with the other local houses starting Monday.

Meanwhile, the merging of the playing time between the Hirst and Midwest circuits, causing a virtual booking monopoly, with the Gaiety now the only Folies house here, is causing considerable backbiting upon both operators and performers. Most recent situation is the forced cancellation of the booking of Sherry Britton at the Star, Brooklyn. Miss Britton, current at the Gaiety, who had a commitment to open at the Star, was later canceled allegedly because of pressure from theater ops. Jay Raymond, Star op, is said to have been told that if he plays her he would be unable to get other attractions.

Miss Britton, thru pressure brought by Tom Phillips, BAA head, collected \$213 in one week's salary and incidental travel expenses because of a canceled week at Fay's, Philadelphia, a venue house which uses burly headliners. Miss Britton, who was to open September 12 at Fay's, was booked by Dave Cohn thru the Eddie Sherman office. Then she was told that her contract was canceled. However, upon Phillips' advice, she reported for an early rehearsal as stipulated in the contract, and the following day filed a formal complaint. The complaint was settled shortly thereafter.

Fay's was originally set to have strips supplied by Cohn when Hirst refused to have Paul Rosenberg supply the house with attractions which, he said, would draw away from his (Hirst) Philly house, the Troc. Cohn had already lined up attractions, but apparently had not yet had them signed, except for the Britton pact.

A subsequent truce was effected between Sam Steffel, Fay's operator, and

Hirst. The move is seen as an effort to kill off competition from Carroll's, a Philadelphia hitmaker which has been starting burly names.

Another Troc rival in Philly, the Shubert Theater, has filed complaint with the BAA against Marian Miller, alleging breach of contract. Miss Miller was to have started there September 12 but wired she could not carry out her contract. The theater, in its complaint, added \$40 for blow-ups and publicity. Until the Shubert claim is settled, Miss Miller is on the BAA Unfair List and was not able to open at the Eltinge.

## Hirst Sets Week Of One-Nighters; Many Cast Changes

PHILADELPHIA, Sept. 27.—Hirst Circuit has set a week of one-nighters for its units. Starting with the Sunday midnight show tomorrow (28), one-nighters scheduled to be followed include: the Maryland Theater, Cumberland, Md., Sunday midnight; Penn. Altona, Pa., Monday; traveling Tuesday; Orpheum, Reading, Pa., Wednesday; layout Thursday; Lyric, Altoona, Pa., Friday and Saturday.

Circuit has also lined up Unit No. 28, with Harry Ryan, Irving Benson, Eddie Lloyd, Charles Levin, Doris Karr and Louise Lamar. Unit opened last Friday (19) at the Roxy, Cleveland. Principals for Unit No. 29 include Lou DeVine, Margie Dale, Carroll King, Stephanie and Craig and the Natanson Brothers. Unit No. 24 is set with Gail Stevenson, Evette, Susan Shaw, Vicki Vigil and George Willshire. Unit No. 13, which opened yesterday in Buffalo, N. Y., has Harry J. Conley, Lou Black, Johnny Cook, John Head, Ann Powell and Francis Morgan.

Changes for Hirst units already out include: Unit 1, Beverly Lane and Lee Trent added; Unit 3, Denny Lyons, Joyce Brazile and Ward and King added, with Gloria Dahl closing October 4 at New York; Unit 4, Harry Hickey, LeVan, Lottie Bates and Regina added, with Le Van and Mabel Bales for one-nighters only; Unit 5, Ruth Mason, Callo-Lewis and King, and Janice added, with George and Leona Lewis replaced by Bob McManus.

Unit 6, Mae Brown added; Unit 7, Two Lucky Bucks added; Unit 8, Mary Brown and Myrna Dean added, with Mary Louie replacing Mae Brown for the Canton, O., week; Unit 9, Nadine Marsh added; Unit 11, Al Blanc replaces Jimmy Leeds after Republic New York. Unit 12, Harry Rollins and Perry King added; Unit 14, Fran Lewis added and Susan Brown replaces Louie Fraser; Unit 15, Bert Grant, Jackie Liss, Elia Greenwald added.

Unit 16, Geome and Anita added, with Gypsy Nina joining in Boston. Unit 17, Bo Jenkins closed; Unit 18, Jack Greenman and Mary Lou Lacey closed in Boston, with George and Leona Lewis replacing them Thursday (25) in Utica, N. Y., also Marjorie and Gallo and Walter Green added.

Unit 19, Irving Bell, Kay Belleville and Stanley Brothers added; Unit 20, Harry and Regina and Mary and Billy Hill added; Unit 21, Eddie Davis, Fred Hall, Phyllis Vaughn, Elton Paige and Wink and Max added; Unit 22, Harry Clegg and Marie Voe joined in Chicago, with Dorothy Lyman also added; Unit 23, June St. Clair added.

### Remodeling SF Kearny

SAN FRANCISCO, Sept. 27.—Owner Charlie Michaels is spending \$5,000 remodeling the Kearny. House is observing its 25th anniversary under Michaels' management this week. Joe McQueen is the new tenant.

### From Burly to Films

BUILDERSPORT, Conn., Sept. 27.—Burlesque shows, which have played at the Low-Lyris here during years, will be out this season. House had been operated by Max Franklin and Eddie Madden. Will reopen next week with double-features.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

MONKEY KIRKLAND, comic, first time east after four years on the Midwest circuit, at the Eltinge the last two weeks. . . . BOB KIRKLAND, former operator of California Keeper on the Spingberg tab circuit and now in the Bible business in Norfolk, Va. . . . MANDY KAY, when he is not on stage, makes leather wallets for friends. . . . JOHNNY MATTHEWSON, dance teacher, writing a book on improved tap dancing technique. . . . BENJIE MILLER, singer, is doubling as stage manager to replace Alice Forth at the Eltinge. . . . RICHARD backstage employees again in mourning, this time over the passing of Joe Schoenfeld, another old-timer. Only a couple of weeks before it was Philly Brenner.

VIRGINIA WARE, former burly ace, is now at the Firsdale Tavern, Deville, N. J., operated by Frankie Hunter and Mae Percival, comic and soprano respectively of former Columbia Wheel days. . . . MRS. JACK (TEK) HAMILTON is handling publicity for the stock show at the Liberty, Davenport, Ia. . . . PAULY CLIFF, at the Bowery in Detroit, receives a rave from Jack Pickering in a local daily. . . . CAROL LORD has left Miami to rest up in Havana and Panama for a few weeks. . . . BERT GRANT out of the east at the Empire, Newark, September 18 and 17 due to illness. Franklin Hopkins substituted. . . . JUSTINA HOWE snowbird at the Eltinge, is an expert pianist.

ELTYNGE switched from stock to road-show units September 12. Cast headed by Marie Cord remains 10 days. New principals, changing every two weeks, come in Sunday, starting September 28. Other principals for the first show included Eddie (Nuts) Kaplan, George Kirkland, Walt Collins, George Kaye, Bob Layton, Alice Jewel and Janice. Mona Lee, extra stripper, was replaced by Pat Perez September 16. . . . CHARMMING replaced Margie Hart as featured strip at the Gaiety, September 12. . . . RUTH MARSON of the Gaiety, as a sun bather on the Claridge roof, and Lela Davis of the Regulus, as a baby adopter, received mentions in Winchell's column September 11, and Sally Keith September 14.

TEDDY UNDERHILL, still with Jacobs Bros., successors, now has charge of novelty gadgets at the National Airport, Washington, where Edin Alja Underhill has charge of the cashiers. In town last week with Toddy were Lela Shumway, daughter of Zeki and Virginia Shumway, of Beckmann & Gerety carnival, and Mr. and Mrs. J. R. Swain. . . . ELAINE GILMORE and Jean Davis, show girls, moved from the 22-ines to the City September 14. . . . MABEL BART and brother Carl Erickson were among the first visitors to Ed. Blake Exposition in Springfield, Mass., opening day September 14.

HITA DEVERE has shifted from Frazzette value unit back to burly, first at the Regulo, Chicago, and next to the Avenue, Detroit. During Chl week occurred the deaths of Chuck Straus, stage manager, and Charlie Country, comic. In Detroit, Scarry Miller doubled as stage manager in place of Leon D'Offe, away on a vacation. Hita reopened with the unit at the Shubert, Pittsburgh, September 5. . . . EDDIE LYNCH, producer, on his first appearance as a chorus boy in a Broadway show, was dubbed "Applebeek Biedle." . . . LLOYD MULLER, of the Hotel Claridge, on a recent weekend in Atlantic City, was entertained by Jackie Whalen, Nap Hyatt, Tom Meyers, Rubie Bernstein, Sally Keith, Max Coleman, Dave Graham, George Murray, Murray Nelson, Pat Paroz, Joe Brooks, Dugmar, Helen Colby and a host of others. . . . UNO.

## PHILADELPHIA:

JEANNE headed opening bill at Follies Theater, stock troupe directed by Grover Franke including Manny King, Bud Buttons, Happy Arnold, Lew Patel, Jack Lamont, Jean Carter, Evelyn Cusaway, Helen Carey and Jimmy Lewis. . . . WILFARD JOHNSON heads an "Intimate burlesque" unit bowing at Twin Cedar Inn, Clementon, N. J., cast including Kay White, Mae and Bill Gray. . . . JESSICA ROGERS heads the new show at the Follies, with Johnny Cahill coming in from out-of-town to bow as a burly comic. . . . EUNICE JARON, featured at Carroll's Cafe, spends her spare time writing

short stories. One of her yarns has been accepted by Modern Stories. . . . MARIE CORD the extra-added headliner to the Eddie (Nuts) Kaplan unit at the Troc, with Lela De Voe headlining October 6 week. . . . LESTER SCHWARTZ takes over publicity at the Follies Theater. . . . WAUKETA BATES, recovered from her recent auto mishap, returns this week to Carroll's Cafe. . . . PRINCE LUANA ushers in the fall season at Eddie Markowitz's 340 Club, Camden, N. J.

## MIDWEST:

PRINCIPALS at the Avenue, Detroit: Grand, Youngstown; Empress, Milwaukee, and Gayety, Akron, are being alternated weekly instead of every two weeks as originally planned. . . . VALERIE PARKS has closed in California and is opening soon on the Hirst and Midwest circuits. . . . LOU PINK and "Happy" Hatt are heading a new show which opens on the Hirst and Midwest circuits Sunday (5). . . . HARRY CLECK and Marie Voe opened on the Midwest Circuit at the Heilo, Chicago, September 19. . . . AMY PONO was unable to open at Buffalo last week because of illness. . . . GEORGE TOGO opened on the Midwest October 3. . . . DOROTHY WAIL, in retiring temporarily from show biz, has the period of her new dancer some time this month. Her husband, Al Rio, is playing the Hirst and Midwest circuits. . . . JOHNNY COOK is closing on the Midwest because of illness. . . . TED LEWIS, operating the Buckstage Bar, Detroit, gave a benefit last week for the widow of Charlie Country. . . . IRENE O'DARE opening on the Midwest Sunday (5). . . . DICK BERTINE has been released from the army and is resuming his contract on the Midwest Circuit.

## FROM ALL AROUND:

FRANK MACK has been named manager of the Capital, Toledo. . . . BETTIE MACDONALD is current at the Empress, Milwaukee.

## B'klyn Star Opens To Packed Houses

BROOKLYN, Sept. 27.—Star reopened for the season September 21 in packed houses with a cast including Roxanna, Macredita, Bob and Babetta, Marian Wakelid, Isabelle Brown, Mims Lese, Hank Henry, Bob Aida, Mae Dennison and Denny Tucker.

Stock chorus, produced by Ida Rose, includes Amy Albert, captain; Liza Brown, Marie Stobbs, Dottie Pearson, Brenda Day, Lillian Berger, Raylie Wise, Velma Faye, Marian Bennett, Ruth Andra, Leona Hood, Bertie Bosco, Robbie Preston, Henny Alden, Pam Barrett and Ruth Jacquillard. George Reynolds is stage manager and Murray Austin is leader. Same stage crew, headed by Bill Connors, as last season.

CAPELLA AND HEATHCOTE have been held a fourth week at the Versailles, New York. Go into the Troc, Washington, October 13.

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# Non-Theatrical Films

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

## School Show Boom Is Seen; Pix and Vaude Good Combo

BOSTON, Sept. 27.—The coming season will see the biggest boom in school show business since it jumped into action a few years ago, according to K. P. Hannon, of this city. Schools are offering operators increased opportunities for the showings of films, and operators are reporting increased bookings. There is a tendency to combine vaudeville entertainment with the films, shows for adult audiences, Hannon said. "One vaudeville trick I know has 90 showings booked already," Hannon reports, "and a solo entertainer doing an impression act has been promised 40 of his last season's dates. He should

easily pick up as many more before spring. A trouper who offers a combined film and pie show offers good response to advance inquiries.

"Several operators of vaude and picture combinations say that it is getting easier to place 16mm. films that have a historical, educational or biographical slant. There is also a fair demand for films dealing with travel and the West," says Hannon. "Operators have a wide variety of pictures with real merit from which to make their selections.

"As in the past, clean entertainment, dramatic artistry, production quality and informative values are determining factors for the school shows. The wide variety in subject matter, both features and shorts, gives operators many opportunities for the selection of programs for all purposes.

"The small school shows are going places, and operators who come into theatrical communities and put on their entertainment in the school are performing a worth-while service.

"The audiences in the small communities have shown time and again that they favor vaudeville. Operators who are versatile in this connection have been able to get many repeat bookings and thus added to their profits. Where an operator hasn't an entertaining ability a tie-in with a performer usually works out in a satisfactory manner.

"Since the shows are presented to family groups, operators are advised against showing films of strictly adult interest. One experienced operator says that it pays to have comedy of some kind, whether it's in films or in the live talent. People like to laugh and get away from reality even if for only a little while in these troubled times. And operators would do well to cater to this demand for escape entertainment.

"Mystery films are also popular with students who love patronize the school shows. The whodunits being offered are all entertaining films, with good plots and plenty of suspense. Mysteries have always been popular with moviegoers, and they serve to round out a well-balanced program. Horror films also meet with favorable audience reaction. "Operators who have specialized in this field look forward to an active and remunerative season. They have brought their programs up to date, added new films, tried out new routines for the vaude portions of the bill and are all set for bookings during the fall and winter."

## Color Films Bow In 16mm. Field

NEW YORK, Sept. 27.—The first professional movie films to be offered in color in 16mm. width are being released by Castle Films, Inc. The producing unit came into being as a result of co-operation between technicians in the firm's offices and those in color studios on the West Coast and in reduction laboratories in the East. It finally surmounted obstacles that heretofore had prevented the use of color in 16mm.

This added boon to group showings will be of particular interest to roadshowmen, as now they will be able to offer many of the color films that will eventually be made available to the 16mm. field. The first films released in color are in the form of a series of original color cartoons, Hollywood created and reproduced in sharp detail faithful to every graduation of shading. It is stated, in conception and execution, the work of U. B. Iwerks, now with the Disney staff of artists, the Castle film cartoons are totally unlike the comic strips of the past, which were designed primarily for juvenile pleasure. It is claimed, their whimsicalities are full of adult appeal, and the firm feels that the use of color in production of the cartoons marks a momentous forward step in the film field.

A set of four cartoons in color are now available. They are Jack Frost, which shows how the good-hearted painter of

leaves and window panes fails to stop the curb bear from running away from the need of hibernating at home; a new and laugh-provoking version of Aladdin's Lamp, in which such contrivances as X-rays and blow torches are incorporated; a streamlined comic version of the fabled hymn, Old Mother Hubbard, in which the starved dog saves a sick king; and The Pinocchio Man, a story about a fantastic aggressor who invades a country where all things and people are balloons.

## Mail Order 16mm. Theaters

SAN FRANCISCO, Sept. 27.—William Alexander, well-known showman formerly connected with Fox as South American exchange agent, has announced a new idea in the 16mm. field. Alexander is planning mail-order 16mm. theaters which will be shipped complete to any part of the country after a sizable down payment has been made. Alexander claims to have circuit plans all ready and is awaiting financing to put his plan into effect.

The idea is the outgrowth of the success achieved by Keweenaw and Here Is Ireland, 16mm. features which were distributed by Alexander. The films have had successful showings in more than 25 houses which were ordinarily equipped for only 8mm.

## New and Recent Releases (Running Times Are Approximate)

**NOT SO DUMB**, released by Post Pictures Corporation. A one-reel subject depicting the strange skills and friendships of dumb animals. Shows a mother bear fishing for salmon, a cat mothering a number of bright-eyed squirrels with her own brood, a smart dog in a contest with a woodchuck, and other amusing scenes. Running time, 9 minutes.

**ALGERS**, released by Commonwealth Picture Corporation. A 11-reel melodrama presenting the exciting story of fugitives who love as they live. An exciting plot with the suspense sustained until the final scene. Charles Boyer and Hedy Lamarr play the star roles. Running time, 89 minutes.

**SONG BIRDS OF THE NORTH WOODS**, released by Post Pictures Corporation. A one-reel informative and authentic record of the songs and cries of American birds, made in the Adirondack Mountains, with sounds recorded on location. Commentary by Dr. Arthur A. Allen, of Cornell University. The town white-throated sparrow, hermit turtledove and woodpecker are some of the birds heard. Running time, nine and a half minutes.

**THE CHIMP'S ADVENTURE**, released by Castle Films, Inc. A one-reel, 16mm. sound subject showing a chimpanzee who leaves his native haunts to explore the strange man-made world. His experiences and adventures offer good entertainment with many comic situations handled cleverly. Running time, 10 minutes.

**MINSTREL DAYS**, released by Ideal Pictures Corporation. A one-reel in sound, featuring Nina Mae McKinney, Negro singer. An old-time minstrel show are shown first and, as a follow up, a modern version is presented. An orchestra of 30 pieces and big sets were used in making of the film. Running time, 10 minutes.

**GIRLS OF THE UNDERWORLD**, released by Astor Pictures Corporation. This is a melodrama based on the Law of the Toug. Jason Roberts, Phyllis Barrington, Dorothy Farley, Mary Carr and Frank Laetten are in the cast. Running time, 58 minutes.

**YOU ONLY LIVE ONCE**, released by Commonwealth Picture Corporation. A plausible love story of a man who fought against the forces of terror with the love of a woman as his only weapon. Suspense is kept up and the action is maintained at a rapid pace. Nine reels. Running time, 80 minutes.

## UNEMPLOYMENT TAX

(Continued from page 5)  
Panda performers were never contacted by AOVA.

SAN FRANCISCO, Sept. 27.—California State Theatrical Federation, at its convention here Sunday at Musician's Hall,

enclosed an AOVA resolution calling for payment of State unemployment insurance for union members working casual.

Resolution was submitted with the idea of protecting a member working in a night club one week and defined as an employee, and then the following week performing the same act with the same wardrobe on a casual club date and being considered an independent contractor.

AOVA representative Vince Silk, who submitted the resolution, said the situation created an unfair hardship on AOVA members working casual. He declared that they should be entitled to workers' unemployment benefits, which they are denied because of interpretations of the words "independent contractors." Silk said that musicians and billposters are affected by somewhat similar circumstances.

Resolution, however, was not clear as to who would be responsible as employers of AOVA members. Silk said it was his opinion that the agent should be designated as such, and that he in turn should collect from employers who engaged him as agent.

A copy of the resolution was sent to the committee on resolutions of the California State Federation of Labor, which is holding its convention here this week.

## LIVING COSTS UP SCALES

(Continued from page 4)  
past few months, which have seen a rise of 3 to 4 per cent on the part of "readily items," that other performer unions are adding a "cost of living" clause in new contracts. American Guild of Variety Artists in the past few weeks signed contracts with cafe owners in Detroit which provide for contract negotiations being reopened at the end of the calendar year, when a comparison in living costs can be made.

**Voluntary Increases**  
Some employers have come thru with voluntary increases because of the hike in foodstuffs, clothing and other essentials. Interstate Circuit of Texas is the first important operating company to come thru voluntarily, with a 10 per cent increase for employees making \$100 a month or less and 7 1/2 per cent for those making more than \$100 a month. AFRA cannot make any protests to radio stations, sponsors or transcription companies until December, 1942, as provided for in the contract which was signed last year. AFRA's contractual clause reads:

"If the cost of living for a three-month period ending December 15, 1942, as issued by the Bureau of Labor Statistics of the U. S. Department of Labor (which is based upon composite figures for large cities using the base of 100 for the years 1935 to 1939) shall be 10 or more points higher than said index for three months ended December 15, 1941, AFRA, within 30 days after the publication of said index for the three-month period ending December 15, 1942, may give written notice to you (stations) requesting that the minimum rate of pay provided in the code be adjusted, and specify adjustment. Within five days after your receipt of such notice you shall either grant the adjustment request or enter into negotiations with AFRA with respect to such requested adjustment. If within five days after parties have entered into such negotiations they fail to reach an accord, the question of the rate of adjustment shall be submitted to arbitration in accordance with the provisions of the code. The arbitration shall be solely limited to the adjustment of the minimum rates of pay and the award shall be effective on the date when last made, but in no event prior to February 12, 1943, and shall continue in effect until November 1, 1944."

**Others Follow Suit**  
It is understood that other unions in show business are getting up clauses similar to that of AFRA for insertion in new contracts.

AGVA contract in Detroit is with the Metropolitan Cafe Owners' Association, which provides for new negotiations if the price index rises 10 points between October and December of next year. Taking the only immediately decisive action, however, is the local musicians' union, which hiked the scale 15 per cent, effective next week. Locals of the AFM in Cleveland and Philadelphia also hiked wages recently.

Stagehand's union in Detroit, in renewing contracts recently with theater operators, received an overtime increase of 15 cents an hour in straight picture houses and \$10 per week per man in vaudeville houses. Legit stagehands were raised 50 cents per show.

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**BARGE**—Benjamin, Negro musician, September 16 in Mercer Hospital, Trenton, N. J. He was at one time leader of his own orchestra, the Harlem Serenaders. Surviving are his widow, Meta, a son, a daughter, his mother, a sister and four brothers. Services September 16 in Trenton, N. J., with burial in Irving Cemetery there.

**BELL**—J. O. (Jack), rep and stock performer, in Berlin, N.H., September 19 of a heart ailment. He was formerly with Elmer Strong, J. Doug Morgan, Chuck Boyer, Harley Seider, Justus Romain and Hart Shows, and the posthumous was with the comedians Justus Romain & Hart Players. Survived by his widow, Grace, and a brother, Marion.

**BLAND**—Mrs. Anna Goudron, 61, former wife of Paul Goudron, at one time booking agent in Chicago for Marcus Loew and Bert Levy circuits, in Christ Hospital, Cincinnati, September 20 of a critical illness and complications brought on by a fall. She was a former trapeze performer, appearing at various times with the John Robinson, Edie Brox, and Hagenbeck and Wallace circuits. She retired from show business shortly after her first marriage. Burial in Columbus, O., September 23. Survived by her husband, Frank.

### IN FOND REMEMBRANCE OF MY WIFE ANNA GOUDRON BRAND

Who passed away September 20 in Christ Hospital, Cincinnati, due to a critical illness complicated by a fractured hip sustained while performing as a trapeze artist with Paul Goudron, booking agent in Chicago for Marcus Loew and Bert Levy circuits. She also was a former trapeze performer, appearing at various times with the John Robinson, Edie Brox, and Hagenbeck and Wallace circuits. She retired from show business shortly after her first marriage. Burial was in Columbus, O., September 23.

She is survived by her loving husband,  
**FRANK BRAND**

**BROWN**—Mrs. Paul, square skeler, in Oxy, Wyo., September 21. She appeared in this country and Canada.

**CORN**—Morris, 74, one of the founders of the Hollywood Bowl and sponsor of the Philharmonic Opera Association, September 22 in Los Angeles. Burial September 24. His widow, a daughter and two sons survive.

**CORTES**—Mrs. Christine Conniff, 33, former wife of Ricardo Cortez, film actor, in Santa Ana, Calif., September 21 from burns suffered when she fell asleep while smoking. Survived by her parents and two brothers. Services in Devery Hill, Calif., September 24.

**DANA**—Lynn B. Sr., 67, president of Dana's Musical Institute and well-known pianist, September 21 in City Hospital, Warren, O., after a brief illness. He was a composer and for many years directed choirs at Chautauque, O., during the summer. His widow, Rita, and a son, Lynn B. Jr., survive. Burial in Warren.

**DEBES**—Roman, 71, former amusement park operator, September 18 in Brooklyn. At one time he was associated with the late Frederic W. Thompson and Elmer S. Dundy in operating Luna Park, Coney Island.

**DESSARDING**—Mrs. Victoria Daigman, 43, former dancer, September 22 at the Woodstock Hospital, Woodstock, N. Y. She had been a member of the Debra Sisters, Thebanat and Cody troupes.

### Robert Crawford

Robert Crawford, 62, theatrical producer, former music publisher and business manager of Al Johnson's long-running musical comedy, *Send On Your Hate*, died September 20 in Boston of a heart attack.

Crawford, a former jockey and song plugger, turned music publisher after the World War. He joined Irving Berlin's music house and later became general manager. He afterward set up his own publishing firm, in partnership with DeSivya, Brown & Henderson. Crawford became president of the business, which eventually sold out to Warner Bros. for \$6,000,000.

When the stock market crashed in 1929 he lost a considerable fortune. Three followed a long period of getting back on his feet, which culminated with his production of *Sensational Rooms*, now on the road after a Broadway run of more than a year.

It was Crawford's suggestion that produced the famous *Zouzy Boy* song for Al Johnson.

He leaves his wife and a son by a former marriage.

# The Final Curtain

which toured the United States and Europe in the early '20s.

**DUBOIS**—James Walter (Jimmie), member of Al G. Kelly-Miller Bros. Circuit, August 22.



In memory of  
**CHARLES FRANKLYN**  
Who Passed Away Oct. 7, 1938.  
A Loving Husband and Father  
of  
**MURICA FRANKLYN**  
**CHARLES FRANKLYN**

**GOLDEN**—Nat (Baron), 62, advance and publicity man for burlesque shows on the former Columbia wheel, September 21 in Gouverneur Hospital, New York, following an operation. He was a member of the Burlesque Club from its inception. Burial September 23 from the Riverside Memorial Chapel, New York.

**GODEN**—Alfred O., 69, RKO camera technician, September 23 in Los Angeles. Brought "Kinema Colour" from England and also served as cameraman for Fine Arts, Lubin, Universal and Biograph. Burial at the Little Church of the Flowers, Forest Lawn, Hollywood, September 25. Survived by four daughters and a son.

**GRAVE**—John M., 25, musician, September 14 at a hospital near Fort Belvoir, Va., after being stricken with appendicitis while on maneuvers. Services at his home in Philadelphia, with burial there.

**GRAHM**—Mrs. Jennie, wife of William Graham, president of the Palmer Park Theater Company, Detroit, suddenly September 22 following a stroke. Survived by her husband and five children.

**HENDERSON-BLAND**—Robert, actor, recently in London. He appeared with Sir Herbert Tree in many of his His Majesty's theater productions. He also appeared with Mrs. James Brown Foster and Lily Langtry.

**HURLEY**—Lewis (Doc), 69, veteran outdoor showman, in Stigler, Okla., July 30. Burial at Stigler.

**HURLEY**—Mellie, widow of Lewis (Doc) Hurley, September 19 in Stigler, Okla., burial in Stigler.

**INTROFIDIO**—Louie, 35, actress, September 19 in New York. She appeared in musical comedy and light opera. At the age of 14 she made her debut at Tony Pastor's on the Bowery. She toured with Gilbert and Sullivan companies and appeared for many years on Broadway in such shows as *Home Sweet Home*, *She, Irene and Mary*, *Betty Be Good*, and *O. Evening Star*. She leaves a daughter.

**JOHNSON**—Mrs. Emilie, 75, vet screen writer, September 23 in Los Angeles. Screen plays by her include *Third Alarm* and *Fourth Commandment*. Funeral services in Los Angeles September 24, with cremation following. A son, Emory Johnson, and four grandchildren, Ella Jean, Irene, Fay, actress; Ellen, Joan and Emory Johnson Jr., survive.

**JIBSON**—Abraham, 53, theater executive, in Cincinnati September 21 of a heart attack. He was secretary-treasurer of Elites Theater, Inc.; Okeh Amusement Company, and Hoo Theaters, Inc., all Midwestern firms. Survived by his widow, Helen; a brother, Isaac, general manager of the RKO-Midwest Corporation, Cincinnati; and three sisters.

**LICE**—John, former film critic of *The Journal of Commerce*, September 20 at the home of his mother in New York after a long illness. Services September 22 in Bellerose, O.

**McMAHON**—Oregon, founder of the Repertory Theater in New South Wales and Victoria, Australia, recently in Melbourne, Australia. McMahon established his own unit in 1920 and presented over 350 plays. Recently he had made arrangements to present a new series of repertory plays at the Princess Theater, Melbourne. The British Government awarded him the order of Commander of the British Empire for his work in promoting interest in the theater.

**MAOK**—Bill (William H. McFarlane), 61, veteran comedian and dancer, September 21 at Bellevue Hospital, New York, of a cerebral hemorrhage. Maok's last role was that of the 13th old stiff of the "13 old stiff" in the finale of *Armed and Dangerous* at the Fulton Theater, New York. He leaves a daughter.

**MARCONNIER**—Byrnie A., New York playwright, September 11 in San Francisco.

**MEROLA**—Madame Rosa, one-time opera star and former wife of Gaetano Merola, director of the San Francisco Opera Company, September 18 in San Francisco.

**MORTON**—James O., 64, retired actor, September 25 in Kings County Hospital, Brooklyn. He made his first appearance on the stage in *The Stranger* in 1875. He later acted in support of Marjorie Rambaun in *Eyes of Youth* at the Maxine Elliott Theater, New York. He was also in the cast of *Polyanna* several years ago. Morton's last engagement was with *Up Goes the Deed*. Buried in the Actors' Fund plot in Kensico Cemetery, Valhalla, N. Y.

**MURT**—Jon, head of the theater sign department for Warner Bros' theater circuit in Philadelphia, September 21 at Jewish Hospital, that city, of an abdominal ailment.

**OWENS**—Jessie V., 76, father of Harry Owens, orchestra leader, in Los Angeles September 24. Funeral from Holy Trinity Church, with burial in Calvary Cemetery September 25. Besides his son, Harry, his widow, a son in Hawaii and a daughter survive.

**PHILLIPS**—James E. (Bible), brother of E. Lawrence Phillips, owner of Johnny J. Jones Exposition, September 27 at the family home in Washington. Interment in Mount Olivet Cemetery, that city, September 29. Two other brothers and three sisters survive.

**ROSEBERRY**—Dale, 29, radio performer, killed in an auto accident at Grundy, Va., September 15. He conducted a hillbilly program on Station WHIS, Blainfield, Va.

**SHOAT**—Jess M., veteran minstrel show manager, in Houston September 24 after a short illness. Shoat was with the C. W. Parker, Russell Ross, Horton B. Campbell and Beckmann & Gerty shows, and for the past two years was manager of the Minstrel Show with the Bill H. Hames Shows. He was a member of the Showmen's League of America. Survived by his widow, Nora, and a son, W. H. (Buster). Services at the Pogue Music Company, Houston, with burial there.

**STUMM**—Rudolph, 62, cafe owner, September 15 at his home in Camden, N. J., after a short illness. He operated clubs in Camden, N. J., and at the South Jersey seashore resorts the past 46 years. Surviving are his widow, Augusta; two daughters, a sister and three brothers. Services September 18 in Camden, N. J., with burial in Harleigh Cemetery there.

**TEAFF**—Charles A., retired actor, at his home in St. Petersburg, Fla., September 25. He and his wife formerly operated a stock company under her maiden name, Marie Latour. Services in St. Petersburg September 28.

**WALTER**—Eugene, 64, veteran playwright, September 20 in his hotel apartment in Hollywood. Best known among his plays were *Paid in Full*, *The East*, *Weg, The Knife, The Wolf and The Trail of the Loneome Pine*. His last Broadway hit was *Jealousy* in 1928. He was married twice, first to Charlotte Walker, an actress, and later to Mary Kissel, known on the stage as Mary Horn.

## Marriages

**EASTWOOD-MORGAN**—Ralph Eastwood, vocalist with Leo Zollo's orchestra, Philadelphia, and Marion Morgan, nonpro, in Philadelphia September 17.

**GOODSON-WANGERIN**—Francis C. Goodson, nonpro, and Jean Wangerin, teacher for Warner Bros' Theaters in Rheobogan, Wis., September 23.

**HAYMES-MARSHALL**—Dick Haymes, vocalist with the Harry James orchestra, and Jo Ann Marshall, dancer, September 21 in New York.

**HORD-BUNCH**—Neil Hord, trumpet man with Joe E. Sullivan's band, and Betty Bunch, vocalist with that ork, in Salt Lake City September 10.

**KILLY-BLAIR**—Gene Kelly, dance director of *Best Foot Forward*, and Betsy Blair, appearing in New York in *The Resultful People*, in Philadelphia September 22.

**LEWELLEN-BRADLEY**—Roy Lewellen, animal trainer, and Mrs. Peggy Bradley, daughter of the late Governor Fred W. Green of Michigan, secretly in July, it was disclosed this week.

**MELNO-DOUGHERTY**—Frank Melno, nonpro, and Mary Dougherty, assistant booker at the Republic Pictures exchange, Philadelphia, in that city September 22.

**PEITNARI-BROWN**—Louis Peitnari, night manager of the cookhouse on Crafts 20 Bar Shows, and Marie Brown, of Puente, Calif., in San Diego, Calif., recently.

**READE-SAGES**—Walter Reade Jr., for-

mer general manager of Walter Reade Theatrical Enterprises and American Community Theaters Corporation of New York and New Jersey, and Harriet Sages, nonpro, September 21 at the home of the bride's parents in New York.

**SONTAG-SULLIVAN**—George Sontag, pianist with Orrin Tucker's band, and Jerri Sullivan, singer, in Omaha September 18.

**STAPLES-MORIARTY**—Lloyd Staples, announcer at Station WHYN, Holyoke, Mass., and Mary M. Moriarty, Holyoke, in New York September 20.

**WALKER-DOCKEY**—Byren Walker, professional at the Metro and Regent theaters, Milwaukee, and Elaine Dockey, September 18 in Prairie du Chien, Wis.

**WALKER-LAMON**—Arthur Walker, cookhouse manager on Buckeye State Shows, and Peggy Lamon, with the same organization, September 18 on show's midway at Winston County Fair, Louisville, Miss.

**WELL-PHILLIPS**—Arthur Well, assistant comptroller of Station WINN, New York, and Rita Phillips, nonpro, September 11 in Brooklyn.

## Coming Marriages

Lieut. William H. McClure, nonpro, and Sally Gibbs, former musical comedy actress and ballet dancer, in Hightstown, Pa., in November.

Lieut. Jack Harnowitz, U. S. Army, and Roberta Barrett, daughter of Maurice Barrett, production manager of Station WINN, New York, in that city soon.

Bobby Grant, colored stage, radio and screen performer recently with Maurice Bessano's *Harlem Newstands Review*, and Elaine Labatt, chorine with the same show, in Chicago next December.

Harold Hendrickson, nonpro, and Betty Everett, receptionist at Station WLOL, Minneapolis-St. Paul, soon.

Charles B. Haaser, Wetherfield, Conn., announcer on Station WMAS, Springfield, Mass., and Jennette LaBonte, Wetherfield, in that city soon.

Robert W. Tramp Jr., songwriter, and Cynthia Hays, night club singer, some time next year.

Leonard Levin, nonpro, and Mona Wilson, vocalist with Leo Zollo's orchestra in Philadelphia, in that city soon.

Tony Watson, nonpro, and Ruth Watson, of the Watson Sisters, nitary performers, in Philadelphia soon.

James A. Toner, nonpro, and Alma Rossen, September 25. Father is an actor, orchestra leader, in San Francisco soon.

Corp. Palmer T. Beaudette, U. S. Army, and Cobina Wright Jr., film actress, November 14 in Hollywood or New York.

## Births

A daughter, Darlene Edith, to Mr. and Mrs. Art J. Thoms in the Pulverton (Calif.) Hospital, September 5. Father is a professional at Princess Theater, Santa Ana, Calif., and mother is daughter of Ed C. Brown, former circus man.

A daughter to Mr. and Mrs. John Wright at Hollywood Hospital September 24. Father is with Universal publicity staff.

A daughter to Mr. and Mrs. Walter Sande at Cedars of Lebanon Hospital, Los Angeles, September 25. Father is an actor.

A daughter to Mr. and Mrs. Hal Bensch Jr. at Good Samaritan Hospital, Los Angeles, September 22. Father is son of Hal Bensch, film producer.

## Divorces

Marjorie Finocchio from Joseph Finocchio, owner of Finocchio's San Francisco nitery, in that city September 15.

Bessie Gardner, working in Honolulu with a unit show playing army camps, from Chester Gardner, well-known elephant trainer, now working in pictures in Hollywood.

Marian Curtis from George Ottot in Los Angeles September 24.

## Miami Clubs Win

(Continued from page 23)  
and as Dade County is the only county in the State over 250,000 the law was in reality local legislation and should have been passed as such.

There is no local legislation regulating hours of taverns and cafes. Dade County liquor ops., including minor taverns, whose phones supply the best part of the entertainment, will for the next two years operate without molestation except for those spots located inside city limits.

Conducted by CLAUDE R. ELLIS, ROBERT DOEPKER, Associate, Communications to 15 Opera Place, Cincinnati, O.

## GATES CONTINUE TO SURGE

## Jones Scores At Nashville

Grosses only 5 per cent under '40 despite polio—attendance in dip

NASHVILLE, Sept. 27.—Providing the midway at Tennessee State Fair here, September 15-20, for the first time in nine years, Johnny J. Jones Exposition grossed only about 5 per cent under Royal American Shows' figure of last year, although attendance was off more than 17 per cent. Total this year was \$43,319.63 as compared with RAA's \$45,734.20 in 1940.

Weather was perfect all week, but children under 6 years old were barred from the fairgrounds because of infantile paralysis in this area. The only day the Jones Exposition fell under last year's mark was Friday, Children's Day, when attendance totaled 19,131 as compared with an estimated 18,000 last year. Jones dumped nearly \$3,000 on the day. However, on Saturday, the highest day of the week, Jones topped the mark for the same day last year by nearly \$2,000.

Clyde Beatty's Circus was the top attraction of the show on the midway and played to near-capacity crowds at every performance. Rides also did exceptional (See JONES AT NASHVILLE on page 38)

## Spencer Successful For Lang; Memphis Date Is Below Par

McKINNEY, Tex., Sept. 27.—Dee Lang's Famous Shows opened here Monday night for a week's stand, coming in from Memphis, Mo., where they exhibited for four days to below-par business after successfully concluding their tour of the North Central Circuit of fairs at Spencer, Ia., September 13. Despite a three-inch rainfall in Spencer, shows opened to an estimated 33,000 on Monday, Children's Day.

Another Kids' Day Saturday gave excellent results despite rain. An all-time attendance record was set for the six-day event and midway business was good throughout. Although organization was hampered by inclement weather on nearly every date on the circuit, including stands at Cedar Rapids, Ia.; Albert Lea, Minn.; Fargo, N. D.; and South Dakota State Fair, Huron, Owner Dee Lang said the tour proved a financial success.

During the stand in Memphis many members of the personnel visited Elizabeth Anderson, who was connected with outdoor show business for many years and who held open houses for the showfolk at her home in town. Noble C. Fairly, business manager, rejoined after a trip into Southern Texas on business. Mrs. Dee Lang celebrated a birthday here and received many gifts.

Recent visitors included Mr. and Mrs. Charles T. Goss, Andrew Hansen, Mr. and Mrs. Call Hansen, H. A. Derenthal, Fred Rosenbaum, H. B. Gelman, Bill Grimes, Oscar Smith, Charles Lewis, Ben O. Bushhouse, Jimmy Murriess, Charlie Wiley and John White.

## Golden Belt Is Damaged By Storm in Gideon, Mo.

GIDEON, Mo., Sept. 27.—A strong wind, accompanied by a light rain, which hit this town about 8 p.m. Wednesday, did considerable damage to Golden Belt's Merry-Go-Round, Minstrel, Girls and Slide Show were badly damaged. Two show trucks were dented over, and Mr. and Mrs. Olinard's corn grain top was damaged.

Shows were in operation when the blow struck, but no one was injured. Crews started to repair the damage immediately, which allowed a number of early shows and services. Shows did not stop shows from opening the following night.



NOBLE C. FAIRLY, former show owner and for the past season business manager of Dee Lang's Famous Shows, has been re-engaged in that capacity by Dee Lang for 1942. Fairly reports a pleasant and successful season. He and Lang concluded negotiations for the 1942 contract during the show's stand in Spencer, Ia.

## Bantly's Registers \$2,000 Gross Hike At Blackstone Fair

BLACKSTONE, Va., Sept. 27.—Officials of Bantly's All-American Shows said that the gross on shows and rides at Blackstone Fair here, September 15-20, was over \$2,000 above last year's. While show and ride grosses showed this increase, there was a slight decline in concession receipts. Concession Manager Joe Payne reported. This fact was not easily understandable, as attendance at the fair totaled 50,000, an increase of 12,000 over 1940.

Wednesday and Saturday nights were the big ones, but little day play prevailed. Over 12,000 patrons were on the grounds on Saturday, a gain of over 5,000 over the previous year. Shows were well lighted and newly painted. Attractive midway was laid out on the 66-acre fairgrounds and it included 9 rides, 10 shows and 58 concessions.

Minstrel Show was the top money-getter among shows, with the Slide Show second. Rides were topped by Twin Ferris Wheels, followed by the Hiss-O and Octopus. Rollupians lost Saturday night when a set of bearings burned out.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Stratagem, Ia. Week ended Sept. 27, 1941.

Dear Editor: This show has always been on the defensive and not on the offensive. We are proud of the fact that with us war games are old things. We have more battle-scarred veterans and winners of arguments, verbal and physical, than any show on tour. Knowing these facts to be true, Manager Pete Ballyhoo decided to book as close as possible to the war games. Our aggressive general agent, Len Trucklow, was instructed to book a closed town down this way and to make it an invasion spot. The idea of the whole thing was to make it appear as a war game, more or less.

Stratagem, Ia., has long been closed to any kind of traveling show. The mayor, who is also the operator of the picture theater, felt so sure of himself that he readily signed an invasion contract with the show. His Honor wanted to see how safely he had entrenched himself with his Home Guards. Trucklow had convinced the mayor that our show was more or less an entertaining

## BG Gate Up 22% Lewis Fair At Hutchinson; Okla. City Big

OKLAHOMA CITY, Sept. 27.—Beckmann & Corey Shows came in here last Saturday night to furnish the midway at Oklahoma State Fair and Exposition after fluctuating a 22 per cent increase in grosses over previous records chalked up at Kansas State Fair, Hutchinson, September 14-19. A cloudburst on the second night there canceled the grandstand show, but the thousands of midway patrons waded thru water to take in shows and rides. William B. Kaytor reported.

Top shows were Zortina, Royal Ice Palace and the Midget Village, but all reported a good week. Of the rides, the Spirit and Fly-o-Plane were the most popular. During teardown operations Clarence Bentley, Chicago, concession row caretaker, dropped dead from a heart attack. Shows made a fast run in here, arriving at 6 p.m. Saturday. Almost everything was ready Sunday noon when the gates opened. The Sunday gross was much larger than last year and shows and rides did good business, and up to Wednesday night attendance was far ahead of 1940, with the midway receipts up on the way to a record. Ralph T. Hemphill, fair manager, said.

Local papers gave shows much space and sat with Zortina getting a feature on Wednesday The City Times (See BG AT HUTCHINSON on page 37)

## Louisville, Miss., Fair Good for Buckeye State

LOUISVILLE, Miss., Sept. 27.—Buckeye State Shows closed an midway attraction at Winston County fair here last Saturday to good business and weather. Shows made a 400-mile jump here from West Plains, Mo., and opened on schedule on Tuesday. Mrs. Evelyn Pully's two kiddie rides continue to click, and Mrs. Lucille Starbuck's two concessions are popular. Mrs. Russell Cooper, wife of the show's chief electrician, returned from Texas with their baby son.

J. M. Dean, Mississippi Association of Fairs, was an early visitor, and Mrs. Josephine Gallow and Eloise Lowry arrived from Hot Springs, Ark., and are in good health again. Owner Joe Gallow was away for a few days on business. Tracy-top Bushman joined with photo gallery, Mr. and Mrs. Ray Koppelman added another photo layout, Doc Angel and Ray Sager, who operate the office concessions, are doing well.

## Gold Medal Starts Okay In Attalla; Kentland Good

ATTALLA, Ala., Sept. 27.—After a week of remodeling and repair work white awaiting opening of the local fair, Gold Medal Shows got under way to a good start Monday, opening to big crowds and satisfactory business. Reason for show's early layout here was that the scheduled date in Athens, Ala., was canceled when the fair there was called off because of a polio ban.

Shows were in here after a successful week at Kentland (Ind.) Fair. Management announced that organization has broken records for grosses at each fair played so far and that the still-date season was tops.

Joyland Plays Detroit Lots DETROIT, Sept. 27.—Wind-up of the carnival season here found the Joyland Shows, operated by Roscoe White and Frank Miller, returning to the city's local hot spot. They are now to play small Michigan Avenue and Fifth Street, half a mile from City Hall. Lot was broken in for the first time by the shows last spring and business is a bit off from receipts chalked up at that time. Shows come to Michigan Avenue and Fifth Street next week.

## Trek well ahead of last year—increases offset paralysis ban at Pa. spots

LYNCHBURG, Va., Sept. 27.—Although infantile paralysis bans at Bedford and Ebensburg, Pa., fairs held attendance and gross receipts down from former years, Art Lewis Shows' current fair tour is well ahead of previous years. Roy B. Jones reported at conclusion of the stand at American Legion Post Agricultural Fair here last Saturday. Children under 16 years old were banned from grounds at Bedford and Ebensburg, Fourtown (Pa.) Free Firemen's Fair, which drew exceptionally large crowds gave the shows the largest date in their history and has been contracted for next year.

Butler (Pa.) Fair was about 40 per cent ahead of last year, despite two days of rain. Leighton, Pa., with a record-breaking crowd, produced a 27 per cent midway increase over any other year in the fair's history, and Staunton (Va.) Fair, with Charles Balastron at the helm, went over the top to the tune of a 50 per cent hike.

Legion-sponsored fair here drew huge crowds and produced two outstanding Children's Days, which increased gross receipts about 60 per cent over last year's engagement. Midway here was handicapped by lack of space, even after additional ground was secured by Abe Cohen and Carter Glass Jr., of the fair committee. President Art Lewis and Howard Lewis left here on a trip to shows' quarters in Norfolk, Va.

## Midway Layout at N. Y. British Amb Corps Date

NEW YORK, Sept. 27.—A dance and carnival held last night in big open field adjoining Roxey Theater, benefit of British American Ambulance Corps, had a number of local concessionaires at work. Lou Perry headed the list with about 20 games and a bingo. Others were Al Myers and Al Oms, pitching toy instruments, midgets and an illusion under World Circus Slide Show billing, handled by Jimmy Hurd; Paul Lovett, novelties; donut dunking, Jack Hansen, of firm of Winkler & Hansen, which had the concession contract for the date; H. Marvin, candy floss, and Pearl Sparrow, palmistry booth.

AZAR also served to build up program of Thomas Power film Yank in the RAF at R&F with near-by shows donating up to 10 per cent of their receipts that night. Admission to lot two tickets.

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**20-QUESTION CHART**, Sent Free, 1000 \$5.00

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# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

**ANTICLIMAX:** Little ones after big ones.

**B. S. (HAKTY) RALESTRAW**, formerly of Corey Greater Shows, is managing Bonita Court, Bonita Springs, Fla.

**H. DOWDY** staid with World of Fun Shows in Suffolk, Va., to play previously contracted fair dates with his cookhouse.

**THE TRACYs** ink from Baton Rouge, Mich., that they are chalking up one of their best seasons in 25 years of trouping.

**RED-INK** priorities wouldn't bother most office ones.

**RAILWAY MARRIAGE** returned to Kentwood, La., after a successful season on Colleen McCormack's Underworld Show on World of Pinetree Shows.

**HUBERT HARLOW**, Merry-Go-Round foreman, closed with World of Fun Shows in Dowling Green, Va., and returned to his home for the winter.

**MINNIE SIMMONS** letters that she returned to Vinston, Ont., after a season.



**FORMERLY** with Mighty Shealey Midway and Dodson's World's Fair Shows, Jimmie M. Parker posed for the photo with his sister, Mrs. M. E. Shoemaker, when he visited on the M. & M. Shows while on furlough from Fort Jackson, S. C., where he is stationed.

world two-week stand at Canadian National Exhibition, Toronto.

**PARADOX:** After a banner season so many won't be carrying the banner all winter.

**CAPTAIN HENRY** and trainer, Jim Stura, together with Phil, educated chimp, visited Hunt Bros.' Circus during the stand in Chester, Va.

**WHEN** Wallace Bros.' Shows played Jackson, Tenn., Mrs. Walter H. Fox observed a birthday and received gifts and gifts from old friends and relatives.

**HAVING** disposed of his equipment, Walter Savidge, Savidge Amusement Company, advises from Wayne, Neb., that he is retiring from outdoor show business for a while at least.

**FAMOUS** Last Words: He buried his new shoes in the local cemetery.

**FOLLOWING** a successful season at Luna Park, Coney Island, N. Y., Butch Mike Pilot, drome rider, has joined Kemp's Motordrome on Royal American Shows, My Frank reports.

**FORMER** carnival trouper and usher with circuses, Robert Coburn is working at a Chicago radio station. He hopes to return to the road next season, however, Ray Evans reports.

**WHILE** T. J. Tidwell Shows were in Vernon, Tex., Mr. and Mrs. Scott Lamb returned to Houston to take delivery on a new car and house trailer, reports Joe Myers.

**'TIS** whispered that much good business has been smoked out in the tobacco belt.

**HENRY (DUKE) HYATT**, set trouper, advises from Columbia, S. C., that he has

retired from outdoor show business and is making his home there. He adds that he's been doing well with his writing and on the lecture platform.

**MRS. VIRGINIA McCAMPBELL** and Mrs. Elizabeth Bocco were hosts at a baby shower for Mrs. Pearl Lawrence and a birthday party for Mrs. Kathleen Scott white Scott Exposition Shows were playing Carterville, Ga.

**MRS. B. TURNER SCOTT**, Scott Exposition Shows, was called to New York recently to be at the bedside of her sister, Mrs. Bertha Burke, who underwent a serious operation. Latest reports indicate Mrs. Burke is recovering.

**LOOK** for an especially heavy display at the CNE meetings—Mrs. Updean.

**ED AND MARION TUTTILL**, whose girl show has been working to business show previous years on World of Fun Shows, sold delivery on a new trailer at Buftand (Va.) Fair, Santa Citrod advises from Avon, Conn.

**JAMES L. REED**, Minstrel Show manager with Wallace Bros. Shows, exits from Boonerville, Mo., that Leonard Murray, saxophone player, and Dittie Hill, trap drummer, recently joined his attraction.

**THE CHAWPORDE** free attraction, have been signed by Tom's Amusement



**L. W. (DUKE) JEANNETTE** and his wife, Marion, Circus Side Show operators on John H. Marks Shows for the last two years, are again challenging up good attendance and great figures on the organization. Known as one of the best showmen in his line, Jeannette's career dates back to the days of Frank C. Bostock and Col. Francis and Joe Ferrati. He also has trouped with Robin & Cherry Exposition, Collins & Wilson and numerous other noted attractions.

Company for eight weeks of fairs, they report from Corvallis, Ga. At conclusion of the tour members of the set will stop over in Rossmore, Va., while en route to Buftand to visit relatives.

**LOTTA** midwayites probably will have summer bank rolls big enough to allow them to indulge in winter trouping—Colonel Patch.

**FORMER** side boy on Dick's Paramount Shows, Pvt. Thomas Welch is in Ward 106, Camp Edwards Hospital, Camp Edwards, Massachusetts, recovering from injuries sustained in an accident on the target range at the camp. He says he'd like to read letters from showfolk friends.

**FORMER** Girl Beers and Athletic Show operator with Peerless Exposition and Al C. Hansen Shows, L. D. (Wildcat Berry) Pease is now a private with the 14th Field Artillery, Regimental H. Q. Battery, Fort Lewis, Wash. Pease enlisted on April 1 in Los Angeles.

**HAVING** concluded 19 successful weeks playing Canadian engagements, including Canadian National Exhibition, Toronto, William Plimhoff, human pin-cushion, is now with Modern Arts

Studio, Chicago. He says he'll have the circus at the Boston Show there for six weeks.

**THERE'S** nothing the matter with some shows that a couple of seasons like this won't cure—Cousin Peg.

**"WHILE** playing Knoxville with Scott Exposition Shows, I purchased a house trailer from A. C. Scott," pens David Logsdon (Linda Lopez) from Carterville, Ga. "Have my own equipment on my Harlem Show and have been making Georgia fairs to good results."

**FORMERLY** with Royal American and Blue Ribbon Shows and Hagenbeck-Wallace Circus, Cecil Hemington is part owner-manager of the E. M. Ranch in Muskegon, Mich. He says he and his partner, Ben Schell, plan to open a Booth and Saddle Club and ballroom there as soon as a new barn is erected.

**WALTER LANKFORD**, director of Lankford's Band, which closed a successful season playing fairs in the East, advises he plans to hit the road next season with a large animal show. He adds that he will retire from the band business for a time at least because both his sons have been drafted by the army.

**If** this keeps up I'll get so that a fair that don't pull a 100,000 gals'll be in the public's class—Uncle Woodstock.

**JAMES (WHITTY) FULMER**, an executive of Dick's Paramount Shows, reported a banner season for the organization during a call at Cincinnati office of The Billboard on September 25. He left Chevy for parts south after a visit with his son, William Fulmer, and family in Newport, Ky.

**FORMERLY** with J. J. Page and James E. Strates Shows, Mrs. Ruby Marita Mackie has returned to Savannah, Ga., from Havana, Cuba, where she made her home for the last 20 months. She says she plans to visit Page, Strates and Royal American shows during their fair dates.

**"JUST** showed another successful season at Havana Beach, Mass.," Martin H. Deery cards from Miami. "This year marked the end of my 50th as an all-day grinder and the season was the best we've had in a number of years. I've never seen so much fresh money."

**SPELLS 'em** as he sees 'em. A correspondent writes of having played a tobacco futility.

**RETURNING** to their home in Cleveland after a good season with their popcorn and peanut stands on the J. Harry Six Shows were Bill and Grace Starkey. Bill also was show's electrician. Their daughter, Annabell, entered Ursuline College there, while their son, Ed Flick, has been inducted into the army and is stationed at Camp Polk, Louisiana.

**FORMER** show attraction with some of the larger carnivals, Val Russell (Vash) has returned to Diverson, Ill., where he is visiting his mother, Mrs. Olive Monroe, at her country home after an extensive tour of the Southwest. Russell advises he did not troupe this year, but plans to return to the road next spring.

**WE** still have a few straw hats, several felt hats and one or two high hats on the show—Ozma the Ham.

**"STOPPED** here overnight at C. Guy Dodson's Tourist Court while en route to Miami," Albert K. Jenkins pens from Savannah, Ga. "C. Guy, a former partner in operation of Dodson's World's Fair Shows, has an attractive layout and is contemplating adding a number of

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cabins and enlarging his restaurant. He seems to be enjoying the best of health."

**MARJORIE KEMP** rode the wall in her Thrill Arena on Royal American Shows for several shows daily at Tennessee Valley A. & L. Fair, Knoxville, September 23-27. For the first time since she sustained serious injuries in a fall over a year ago. Her attraction, which has been with RAS eight years, was reported one of the biggest money-getters on the midway.

**BOSS** says it doesn't seem natural this season without a barrage of plaster.—*Slide Show 1st.*

**CLARENCE GIBOUR**, who had his auction concession and shooting gallery on Dodson's World's Fair Shows until start of his regular tour of Vermont and New Hampshire fairs, reports that the season has been exceptionally good. Orsoud took delivery on a new car in Rutland, Vt., and he and Sonia Gibour will play two more fairs in that sector before heading south for a winter of fishing.

**JOHN A. MCCARTHY** tells from Riverside, R. I.: "Fair at Brockton, Mass., was a red one for all. Grounds were packed day and night and World of Mirth Shows were on the midway. Mrs. Jessie McCarthy operated her Chicken Coop Cafe to exceptionally good results. She also chucked up a banner week at Lowell (Mass.) Fair. I worked Great Barrington (Mass.) Fair, where Andy Brum Shows had the midway."

**ONE** way to curb foolish spending would be to put a ceiling on some of those jumps laid out by g. a. v.—*Whitney Cooks.*

**LINE-UP** of A. J. Budd's Slide Show on Bantley's All-American Shows includes Medium Van Allen; Zamba, pitched; John Dunham, sword swallower; Congo Meale, torture act; Hazel Hoffman, magazine girl; Lorraine Miller, sword box; Skydiver Willie Camper, stunt boy; and Mary Morris, sex clinic. Budd says this is his first trip east in 10 years, but that he will return to California at the close of Bantley's season.

**ELMER RICARDO** pens from Huntsville, Ala., that Bubbles and William Ricardo are recovering from injuries sustained while presenting their aerial act there recently. She says that the George Han-

neloff Family, Flying Fishes, Mighty Seeloff Midway, showfolk; President Finney and Miss Hanson, secretary; Huntsville Fair, and Huntsville doctors have been very thoughtful and generous during the Ricardos' convalescence.

**WHEN** a show is not rated for publication many people soon get the belief that it has been rated by competitors.

**SPECIAL AGENT** of World of Pleasure Shows, Col. Argyis Poindester pencils from Manistee, Mich.: "I closed a successful season with the shows and a pleasant relationship with H. (Doc) Allen, shows general representative, who also closed here and is headed for Detroit. I will leave soon for the East to begin my indoor advertising and publicity work. Shows have ebbed up a prosperous season, with many of the stands ending up for ahead of last year. Organization will winter in Detroit."

**"TEXAS KIDDO SHOWS** chalked up good attendance and grosses at the Burkhardt's (Tex.) Fair," H. B. Rowe letters from Govee, Tex. "Don Brashear visited Ted Chester, and Mayor Leo Moore, of Electra, Tex., was guest of Texas Kiddo for a day. Jim Hamilton is on a booking trip, lining up West Texas towns for shows fall tour. A. Obadal, manager, of Texas Exposition Shows, visited with Texas Kiddo. George Pritchard's cook-house is doing well. Texas Kiddo Jr. has returned from his tour of rodeos."

**SOME** owners who expect to retain their present staffs for next season might have a private conference with the late and chief before it's too late.—*Stu Syllabus Webster.*

**MIDWAY** notes from James E. Strates Shows from Bloomsburg, Pa., by Mack Bryan: Special Agent Keith Buckingham has recovered from the flu. Whittier Rogers, of Tinseltown Revue, added two new midwits to his attraction, which is built around the three members of the Royale Family. Nancy Miller's Gay Hawaiian Revue continues to top midway attractions. Johnny Ornelous's Artists and Models is close by, however. Slim and Bertha Curle's Fat and Slim Show doubled last year's receipts at the stand in Manokoto, Pa. "Pearl's Robert's Magic," in Chicago. "The Christmas scene artist has finished work on an attractive act for Joe Scelocino's 1941 Vanities stage, and Chief Electrician Eddie Shannon added some good lighting effects. Cacchini's Cannon Act continues popular.

**"PUT** in a year at Post Arthur, Tex., but my feet became so itchy that I couldn't resist the temptation of offers to book a few spots. So here I am, again booking Central States Shows, which are owned by Cecil Gores," writes W. M. (Billy) Gear from Amarillo, Tex. "Have nine weeks booked on fair and shows were reorganized in Homer, Tex., for this week. Native reports that cotton crops in West Texas are best in 20 years. Present plans call for the organization to close in El Paso, Tex., in December. Mrs. Gear is handling matters, as usual."

**COOKHOUSE** General Agents: Why not get out of the kitchen and get behind the counter of your concessions? Jack Fast'll soon be here!—*Annie Fay.*

**NOTES** from Patrick Greater Shows by Thomas H. Bailey from Oregon City, Ore.: Joining here were Henry and Ethel James, formerly with North Coast Shows. Organization is starting its winter tour, and line-up includes Parisian Girl Revue, Tom Bailey, operator and talent; Boby Astred, Marie Hanks, and Ethel James, dancers; She-Fan Show, Henry James, front; Peggy Bailey, fairs; Girl in Fish-bowl, Leslie Koppland, front; Francis Potette, inside, and Ronald Lee Johnson, emcee/master. Plenty of paint is being spread and much repair work has been done.

**AFTER** a summer in the cool North the gal on the Artists and Models Show have laid in heavy-ufers for some spots in the Sunny South.—*Muggin' Mackin Macie.*

**MIDWAY** notes from "Cacchini Bros." Shows by William Fordon from Kingston, N. C. Shows at Waco, the most covered ball track here to good business. Markets are getting big prices and farmers have money to spend. Joe Winton is being treated for burns sustained at the conkhouse. Mrs. Carl Bartels celebrated a birthday and received numerous gifts from her many friends. Mr. Langley is the new "Hoopland" operator. Benny Cochran went to New York on a visit, and Nick Dermaco, Girl Show operator, rejoined Mrs. Dermaco there. Bob Andrew, with his new layout, arrived from Florida. Clyde Best added another

stand, and Mr. and Mrs. Thomas Cardaro returned here from a lengthy trip, Jack Shaves, Lew Harrison and Jack Ozman are with it.

**DESPITE** the advance of medical science, very little has been accomplished toward alleviating the suffering caused by the impact of skin on iron stakes.

**AFTER** a lengthy string of dates with Alamo Exposition Shows, which resulted in fair business for the attraction, J. T. Hutchens Modern Museum joined Snapp Greater Shows and played a number of fairs, which Owner Hutchens reports were far above average. Shows then jumped to Pine Bluff, Ark., where the first three days resulted in good business for Hutchens's attraction. Unit has been recognized and line-up now includes the Red Bangers, sharpshooting and knife throwing; Fred West's Hawaiian Troupe; Leopold, leopard-skin boy; Myrtle Oddi, mentalist; Chief Rain in Peace, human catfish and fire eater; Lu-Lucille, actress; Marie Sherry, electric chair and sword ladder; Jack Poda, axon, ticket seller; Julie Poda, illusionist; John Sherry, assistant to Odell; Ted Ward, emcee and press agent; Mrs. Ted Ward, four-legged girl illusion; J. T. Hutchens, owner-manager, and Mrs. Hutchens, secretary-treasurer. John and Marie Sherry and Jack and Julie Poda joined after closing with L. B. (Barney) Lamb on Hennessey Bros.' Shows. Also on the staff are Chickie Dale, nurse, and Beatie Bameau, talker for Lu-Lucille.

**AFTER** wearing a heavy felt skimmer all summer Conroy Charlie, an electrician, has blossomed out in a light straw ball, strongly reminiscent of the boss's appearance last July.—*Milo McGool.*

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# Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, Sept. 27.—First fall meeting will be held October 3, with regular meetings being held each week thereafter. Many important matters will be up for discussion and a large attendance is expected. Regular nominating committee will not be named until about October 24. Brothers William O. Dumas and John F. Bold, of Happyland Shows, lettered and enclosed a check for \$100.00 for club's charity funds. This was the result of weekly things held on the show during the summer. L. R. Robb's Blue Ribbon and World of Today shows have held their benefit shows. Royal American and Neptune Bros. will have theirs during the week at Birmingham and Atlanta. Rubin & Cherry hold theirs at Pomona, Calif., and Boettmann at Gateway Shows at Shreveport, La.

John Miller, of the Pacific Coast Showmen's Association, is still a Chicago visitor. Past President J. C. Mackery returned from an extended West Coast business trip. Members were sorry to learn of the death of Brother Jesse M. Shost. Past President Edward A. Hoch closed his Imperial Shows and is in Chicago. Andy Markham visited before leaving for the State Fair of Texas, Dallas. Al Freeman, in town for a short spell, visited and reported the season was okay. Jack DuBois is active as chairman of the 1941 Banquet and Ball. Al Roseman is receiving good returns on letters for the Annual Outdoor Amusement World Directory. He says a number of members have provided some real support. Each mail finds some brother sending in his dues. Better give attention to yours.

# Club Activities



## National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, Sept. 27.—First meeting of the season (Wednesday) was well attended although most members are still on the road. Vice-President Jack Rosenthal was chairman, and seated with him were Secretary Sam Rothstein, Dr. Jacob Cohen and Counselor Max Hofmann. Over 150 new members have joined since the last meeting, their names and sponsors being read off, with about 75 of these from Coney Island as a result of Harry Rosen's endeavors, capably aided by Brothers Sam Wagner and Sam Taft. Wires were read from President Max Linderman, Vice-President Art Lewis and Past President George A. Hamid, regretting their inability to be present and urging the membership to work together to put over the banquet to be held November 26 at the Hotel Astor. A letter from Secretary Bligh A. Dodge of the Gouverneur (N. Y.) Fair was read acknowledging receipt of his membership card and stating that he was happy to be with us and that he was looking forward to visiting the club upon his arrival in New York. Board of governors approved Brother Phil Gleason as steward to serve light lunches and refreshments. Brother Dave Epstein gave details of a jamboree to be staged in association with Rudy Bros.' Shows on night of Oc-

tober 9 at the Hotel Green, Danbury, Conn., which is the week of the fair there. Tickets will be available at \$1 each in Danbury, as well as at the rooms. A debut is anticipated, with dancing until the wee hours and a cracker-past flourish.

Art Lewis's telegram revealed that he is staging another Jamboree for the Cemetery Fund to take place at the Greenboro (N. C.) Fair. Executive Secretary John M. Liddy stated President Max Linderman and World of Mirth Shows in Allentown with gratifying results. President Linderman enrolled these new members: E. W. Tullihill, Irving Schuler, William Scruton, John F. Hynes, Benjamin Stapp, Albert Young and William Engelson. In addition to collecting dues from members on the show he turned over \$300 to Brother Liddy for advertisements in the Benefit Banquet Year Book. Among these making advertising donations are American Legion posts of South Portland, Me.; Stratford, Conn.; Bawthorns, N. J.; Elizabeth, N. J., and Veterans of Foreign Wars posts in Waterville, Me.; Bangor, Me.; Beth, Me. and the fire departments of South River, N. J.; Dunellen, N. J., and Waterford, Conn.

Brother Phil Jaser is striving for a life membership this year. Next meeting is scheduled for October 8, eve of the Danbury dance and entertainment. Members appreciated the serving of coffee and cake by the Ladies' Auxiliary at a conclusion of Wednesday's meeting. A delegation left for New Jersey State Fair, Trenton, Thursday to attend Jamboree put on by Past President George A. Hamid in association with the Cotlin & Wilson Shows. Eligibility Committee approved application of Nicholas F. Dyruff, proposed by Jack Rosenthal.

Birthday congratulations to Morris Herrow, Herman Horrow, October 2; Franz Matasich; Jack Lichter, 4; Tris O. Perkins, Bernard Allen, Casper Byrner, 5; Sam Pinkel, 5; Richard J. Coleman, John F. Hynes, 7, and Thomas J. Sanders, 8.

## Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Sept. 27.—Monday night's meeting marked the end of the two-month gatherings and in the future club will meet each Monday night. Attendance was a bit off but meeting got under way with a memorial service for the late Vice-President John B. Ward. The vacant chair held a wreath as Captain Ludwig delivered the eulogy on the untimely passing of a friend and brother. Membership committee continues active with Arthur's Mighty American Shows contributing 15 out of 21 members, including Tommy M. Reed, Alvin H. Rice, George and Glenn Henry, Lloyd H. Carlson, Maurice Lemington, Henry Brown, Walter L. Gerstline, George Conkling, Charles Ford, Everett Madison Butler and Timothy Hays. They were sponsored by M. A. Arthur and Walton de Pellaton.

Frank Purcell and other brothers on West Coast Amusement Company sent in applications of Jack Glassman, William H. Clancy, William L. Wood, James L. Seruggs and John Ed Brannon. Sam Dolman and Ed Brown sponsored Richard H. Ford, and with Joe Gelb wrote up William H. Scott and Benny Spencer. Frank Redmond seconded Sam on the application of Frank W. Moore. Roy Moyer and Joe Glary got Marvin Earl Kelley and Earl Shepard on the dotted line, and Doc Zeiger and Vance La Juna sponsored R. M. Blair and Joseph H. Canik. Jimmy Lynch and George Parent suggested Floyd Klute and Pat Raymond O'Brien. Sam E. Miller was sponsored by Joe Horwitz and Ralph Lowy, and Ben Dobbert and Roger Warren were credited with bringing in D. E. Cipperty. Sam Brown and I. Miller wrote up Guy T. Munson, while Charlie Nelson and Edna Ford went in the application of Leo G. Spitzbart. Reappointments were M. M. Buckley, Pickles Piskard and Ella Santinsky.

Club honored Brother Clarence H. (Phil) Alton. These personal appearances of members on special nights are proving popular. To be honored at the

next meeting are Harry LeMack, Jimmy Dunn and Ray Johnson. Past President J. B. Brown announced details of the forthcoming benefit and Mustang Frolic to be held on Rubin & Cherry Exposition at Los Angeles October 23. He also said the next three weeks will see a number of Western shows in similar gestures. Chairman Ralph Lowy, of the 25th Anniversary Edition, is making excellent progress. Dues have been coming in well.

Rick committee reports that Brothers Bert Warren and Bradley Beaton are improving. Attendance figures went to Brother Hirt Campbell. The Lion Tamers' Parade led in John Miller's absence by Harry Hargrave, brought in a goodly sum for the Christmas dinner. Eddie Brown reported active co-operation of club's convocation committee with Chairman Volkmann of the Western Pairs' Association. Chairman Harry Hargrave pointed out details of the forthcoming Annual Charity Banquet and Ball in the Baltimore Bowl. Ticket reservations are coming in at an encouraging pace. After adjournment Chairman B. J. Walsh's House Committee served buffet lunch and refreshments.

### Ladies' Auxiliary

President Alberta Foster presided at the September 23 meeting and all officers and 23 members were present. A moment of silent prayer was held for the late John B. Ward. Letters from Marie Jessup, Virginia Kline and Berta Harris, as well as card from Olga Oleska, who advised she has returned to Universal studio after a recent severe illness. Edith Waipert went to her home in Smithville, Tex. for medical treatment. Next meeting will be held October 6 and thereafter meetings will be held every Monday night through the winter.

Bank night award went to Maybelle Bennett, and Lillian Nicholas was the door prize, donated by Rosemary Leemis. Australian basket award went to Lucille King. Most of the text written by past presidents for the memorial book are in. Babe Herman introduced a new member, Lillian Nicholas. Violetta Blakeman gave an interesting account of her trip to New York.

Other members who attended after long absences were Lilla Pepton, Esther Carley, Ethel Doughtaling and Esther Luthy. Hostesses for the next meeting will be Martha Lovins, Ethel Linton, Elna Walsh and Violetta Blakeman. Luncheon was served after the meeting, with President Foster and Esther Luthy as hostesses. A huge cake was donated by Maybelle Bennett and Rose Howard. Dues are coming in fast. Have you sent yours?

DILLON, S. C., COUNTY FAIR, WEEK OCTOBER 6.

CONWAY JR. CHAMBER OF COMMERCE FAIR, WEEK OCTOBER 13.  
IN THE HEART OF TOWN

HALIFAX COUNTY FAIR, Weldon, N. C., WEEK OCTOBER 20.

Want legitimate Concessions of all kinds. Will sell exclusive for Novelty and Scales. Want Musical Troupe, have complete outfit; Monkey Show. Will book Tilt-a-Whirl or Getchups. Yanceyville, N. C., this week. Wire SOL HUGER or ROCCO MAIUCCI.

## VIRGINIA GREATER SHOWS

## BULLOCK AMUSEMENT CO. WANTS

Following Concessions: Fish Pond, Bowling Alley, Pitch-Till-You-Win, Ball Game, Novelty, Custard with own Power, MIT Camp, Popcorn, Cotton Candy or any other strictly legitimate Concessions. No racket, no gate at still spots.

This week, Summerton, S. C.; week of October 6, Orangeburg, S. C. Colored Fair; week October 13, Bamberg, S. C.

J. S. BULLOCK.

### WANTED FOR

STANLEY COUNTY FAIR, ALBEMARLE, NORTH CAROLINA, OCTOBER 27th TO OCTOBER 31th; UNION COUNTY FAIR, HORROR, NORTH CAROLINA, OCTOBER 27th TO OCTOBER 29th; SCOTLAND COUNTY FAIR, LAURINBURG, NORTH CAROLINA, OCTOBER 27th TO OCTOBER 29th, and then others to follow: SHOWS—Flt. Show, Fat Show and Monkey Show or any other Show that do not conflict. One capable Man to handle Alabama Show, beautifully trained and ready to work. Bigge Balon, set in touch with me. RIDES—Will best operate, Caterpillar, Tilt-a-Whirl, Fly-a-Plane, Pop Ride and Shooter. Want Ride Help in all departments. These rides are new trucks and trailers preferred. CONCESSIONS—All kinds, including Orin Shows, set and Break Shows, Bait, Gunny-Fish, etc. What have you? These offers now will have all winter's work. This show going to Florida. All address:

### PRELLE'S WORLD'S FAIR SHOWS

E. E. PRELLE, General Manager; LEO HIGHTAY, Business Manager. Statesville, North Carolina, this week; Albemarle, North Carolina, next week.

## ALACHUA COUNTY FAIR

GAINESVILLE, FLORIDA, OCTOBER 6 TO 11.

Followed by Eleven-County Southeast Georgia Fair, Waycross, Georgia. Want Penny Arcade, Motor Drome, also Shows of all kind. Concessions: All Concessions except Bingo. Want Cook House, Musicians for Plant Band, Office Pay, Acts for Side Show. Want Octopus. All Fairs to December, then all Florida opening in January. All address:

## MIGHTY MONARCH SHOWS

Hinesville, Georgia, This Week.

## FAIRS---HARRY BURKE SHOWS---FAIRS

Will book Concessions of all kinds that work for stock. Exclusive sold only on Corn Game, Zigzag and Popcorn. Can see Shows of all kinds that are worth while. Will Harry-Go-Round and White Ride Help that will stay over. Posing good salaries. Muskville, Greenburg, Gilman, Independence and Cantonville Fairs to play yet, that good Billie Post to follow. Answer:

HARRY BURKE, MORRISTON, LA.

## WANTED FOR DE QUEEN, ARK., FAIR

OCT. 6-11

Desires: Pussies, Photo-Tilt-You-Win, Bicycle, High Kickin' Ball, Football on car, show, etc. Write: Mr. J. H. De Queen, De Queen, Ark.

## HYALITE MIDWAY

## Tom Hughes Has For Lease

2-Handed Atlas Baseball Here-Go-Round, now at Wallace Bros. Shows in Houston. Available for lease October 10, at Jackson, Tenn. Near State Fair, coming date Wallace Bros. 25th to 30th Nov. see ad. Write TOM HUGHES, c/o Wallace Bros.' Shows, this week, West Point, Miss. Must see week. Waycross, Miss. this week. J. H. De Queen, P.O. Box 100, De Queen, Ark. and 10 N. Main St., Houston, Texas.

## WANT

Dancing Girl and Fading Shows for the balance of this and next season. El Paso, Texas, until Oct. 25th.

### C. F. ZENGER UNITED SHOWS

## WANTED

GIRL SHOW AND OTHER SHOWS

### L. I. THOMAS

Kingswood, W. Va., Oct. 8-10-11.

## CENTRAL STATE SHOWS

WANT

To buy new, this week. Payment for TILL, KATIE and MARY. Also, 1000 lbs. Fat, but more work. Want Concessions and Shows.

G. A. GORRE, Harper, Texas

WANT

Trade Help. Want Elizabeth and Herbshaw. Want Gilman Fair. Want Concessions. Want Houston, Tex. Public, Book, Marks, Musicians, Fair next week.

## ROGERS GREATER SHOWS

# Direct From the Lots

## 3000 BINGO

Three-wheel truck, black on white. Wood wheels, steel axle, 12" tires, 12" wheels. 1st Prize \$100.00. In the afternoon this will sell better. 25 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 250 cards, \$8.25; 500 cards, \$11.25; 750 cards, \$13.50; 1000 cards, \$16.00. Remaining cards, \$5.00 per 100. No. 140. Extra: Heavy Green Bath Sides, Per 100, \$3.50.

## 3000 KENO

Made in 20 sets or 100 each each. Pinned in 2 rows across the table-top up and down. 1200-1200 cards, 2000 sets of 100 cards, 100 cards each, 2000 sets, \$3.50.

## LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness, 2 1/2" by 3 1/2". 1000 sets of 100 cards, \$1.00. 2000 sets of 100 cards, \$1.50. 5000 sets of 100 cards, \$2.00.

2000 Quality Bingo Cards, Red Glass No. 1, \$1.25 per 1,000. 2000 Quality Bingo Cards, Blue Glass No. 2, \$1.25 per 1,000. 2000 Quality Bingo Cards, Green Glass No. 3, \$1.25 per 1,000. 2000 Quality Bingo Cards, Yellow Glass No. 4, \$1.25 per 1,000. 2000 Quality Bingo Cards, Purple Glass No. 5, \$1.25 per 1,000. 2000 Quality Bingo Cards, Orange Glass No. 6, \$1.25 per 1,000. 2000 Quality Bingo Cards, Silver Glass No. 7, \$1.25 per 1,000. 2000 Quality Bingo Cards, Gold Glass No. 8, \$1.25 per 1,000. 2000 Quality Bingo Cards, Bronze Glass No. 9, \$1.25 per 1,000. 2000 Quality Bingo Cards, Copper Glass No. 10, \$1.25 per 1,000. 2000 Quality Bingo Cards, Nickel Glass No. 11, \$1.25 per 1,000. 2000 Quality Bingo Cards, Tin Glass No. 12, \$1.25 per 1,000. 2000 Quality Bingo Cards, Lead Glass No. 13, \$1.25 per 1,000. 2000 Quality Bingo Cards, Zinc Glass No. 14, \$1.25 per 1,000. 2000 Quality Bingo Cards, Iron Glass No. 15, \$1.25 per 1,000. 2000 Quality Bingo Cards, Steel Glass No. 16, \$1.25 per 1,000. 2000 Quality Bingo Cards, Aluminum Glass No. 17, \$1.25 per 1,000. 2000 Quality Bingo Cards, Magnesium Glass No. 18, \$1.25 per 1,000. 2000 Quality Bingo Cards, Silicon Glass No. 19, \$1.25 per 1,000. 2000 Quality Bingo Cards, Phosphorus Glass No. 20, \$1.25 per 1,000. 2000 Quality Bingo Cards, Sulfur Glass No. 21, \$1.25 per 1,000. 2000 Quality Bingo Cards, Chlorine Glass No. 22, \$1.25 per 1,000. 2000 Quality Bingo Cards, Fluorine Glass No. 23, \$1.25 per 1,000. 2000 Quality Bingo Cards, Bromine Glass No. 24, \$1.25 per 1,000. 2000 Quality Bingo Cards, Iodine Glass No. 25, \$1.25 per 1,000. 2000 Quality Bingo Cards, Bismuth Glass No. 26, \$1.25 per 1,000. 2000 Quality Bingo Cards, Antimony Glass No. 27, \$1.25 per 1,000. 2000 Quality Bingo Cards, Arsenic Glass No. 28, \$1.25 per 1,000. 2000 Quality Bingo Cards, Tellurium Glass No. 29, \$1.25 per 1,000. 2000 Quality Bingo Cards, Selenium Glass No. 30, \$1.25 per 1,000. 2000 Quality Bingo Cards, Cadmium Glass No. 31, \$1.25 per 1,000. 2000 Quality Bingo Cards, Mercury Glass No. 32, \$1.25 per 1,000. 2000 Quality Bingo Cards, Zinc Oxide Glass No. 33, \$1.25 per 1,000. 2000 Quality Bingo Cards, Lead Oxide Glass No. 34, \$1.25 per 1,000. 2000 Quality Bingo Cards, Barium Oxide Glass No. 35, \$1.25 per 1,000. 2000 Quality Bingo Cards, Strontium Oxide Glass No. 36, \$1.25 per 1,000. 2000 Quality Bingo Cards, Calcium Oxide Glass No. 37, \$1.25 per 1,000. 2000 Quality Bingo Cards, Magnesium Oxide Glass No. 38, \$1.25 per 1,000. 2000 Quality Bingo Cards, Silicon Dioxide Glass No. 39, \$1.25 per 1,000. 2000 Quality Bingo Cards, Boron Dioxide Glass No. 40, \$1.25 per 1,000. 2000 Quality Bingo Cards, Aluminum Oxide Glass No. 41, \$1.25 per 1,000. 2000 Quality Bingo Cards, Iron Oxide Glass No. 42, \$1.25 per 1,000. 2000 Quality Bingo Cards, Nickel Oxide Glass No. 43, \$1.25 per 1,000. 2000 Quality Bingo Cards, Copper Oxide Glass No. 44, \$1.25 per 1,000. 2000 Quality Bingo Cards, Zinc Oxide Glass No. 45, \$1.25 per 1,000. 2000 Quality Bingo Cards, Cadmium Oxide Glass No. 46, \$1.25 per 1,000. 2000 Quality Bingo Cards, Barium Oxide Glass No. 47, \$1.25 per 1,000. 2000 Quality Bingo Cards, Strontium Oxide Glass No. 48, \$1.25 per 1,000. 2000 Quality Bingo Cards, Calcium Oxide Glass No. 49, \$1.25 per 1,000. 2000 Quality Bingo Cards, Magnesium Oxide Glass No. 50, \$1.25 per 1,000.

## Cetlin & Wilson

Chester, Pa. Four Gaps ended September 20. Auspices, Mopmentary Hot Company. Business, excellent. Weather, good.

Aided by good weather, shows chalked up a banner four-day stand here. Shows and rides turned in satisfactory grosses nightly, and Carl Lauther's 800 Show and the Paradise Revue topped shows, with Ruth Roy's Circus Arena running second. The polo ban was on in the city, but the lot was well filled with children each night. Bud Cross's new Spectre again exceeded all expectations, and the Moon Rocket, owned by Charles Cohen, had a slick week. Caterpillar helped the nightly grosses, as did the Spider. The Chester Fives was liberal with space. The radio station at Wilmington gave daily plugs with a 15-minute program, featuring Billy Vest, vocalist. Visitors included Rubin Gruberg, Mrs. Frank Campbell and daughter, Cink Queen and Elmer Grear. Everybody was busy until opening time refreshing fronts and retouching the rides. A number of showfolk exchanged visits between this show and World of Mirth Shows. I. W. Cetlin was away on a Southern business trip for a few days. Daily rehearsals are being held in the Paradise Heave. MARY B. McLANE.

## World of Mirth

Allentown, Pa. Week ended September 20. Auspices, Great Allentown Fair. Business, good. Weather, good.

Grosses here were on a par with the record set the previous year, although children under 18 years old were not admitted because of the polio epidemic in this sector. Tuesday's opening, always a kid's day, fell off more than 50 per cent. Adult business the remainder of the week picked up in such proportions that it offset the loss. An interesting sidelight occurred when high school students went on strike, crashed the gates and flooded the grounds for an hour or more on Wednesday before being rounded up by police and fair officials. Kiddie rides, ponies and several other units, mostly rides, were left down here because of lack of prospective patronage. Colored twins did not exhibit because of the likelihood of a quarantine. The National Showmen's Association Bingo party was held Friday night and netted several hundred dollars. John Mc Liddy, executive secretary of organization, visited for several days collecting dues, signing new members and laying plans for benefits scheduled for the South. Close proximity to New York and Philadelphia resulted in many visitors. Among them were Leonard Traube, of The Billboard, Dave Selti and Dorothy Packman, George A. Hamel of office, and Arthur Hill. JIM McTIGUE.

## Wallace Bros.

Jackson, Tenn. Week ended September 20. Auspices, Madison County Colored Fair. Business, above expectations. Weather, hot and dry, except showers Wednesday.

With a free gate Monday night, shows got off to a flying start with about 3000 on the midway. Tuesday was light, but Wednesday saw the midway crowded from early morning until late at night. Thursday was another light day, but Friday night and Saturday produced more than satisfactory business. Rides had the biggest week of the season so far, with shows holding their own, while all concessions did well. Reed's Minstrel Show was far ahead of the other shows, with Roy Corman's Colored Hawaiian Show a close second. In the concession

department, Mrs. Tillie Bitts headlined all others. Mr. and Mrs. Art Price were called to Atlanta because of the serious injuries sustained by Mrs. Price's sister in an automobile accident. Ernest K. Farrow Jr., now in school at Murray, Ky., spent the week-end with his parents, and Bob Parker, field manager for Barlett's Diggers, spent the week here. Other visitors included Walter Parrish, former trouper and now in the army at Fort Jackson, S. C.; Will T. Hatch, Hatch Show Print; Leonard and Blackie McLenroe, Bee's Old Reliable Shows; William Foster, agent for Bilbo's Comedians, and Mr. and Mrs. Hennis Prita, United American Shows.

WALTER B. POOL.

## Mighty Monarch

Deerpanss, Va. Week ended September 20. Business, good. Weather, good.

Shows arrived Sunday and opened Tuesday night on schedule. Business was slow the first of the week, but crowds increased from Wednesday night on. Rides did big business. All shows, including Minstrel Girl Berie and Ten-in-One, were well pleased with their business. Mr. Stephens joined with a string of concessions. Bingo is still doing good business, and Mr. and Mrs. H. O. Edgar, managers of the game, purchased a new house trailer. N. P. Roland returned to the show sporting a new car, but left to complete details for his Southern tour. Mrs. R. N. Roland is still with the show. Whitley Minner's cockhouse is doing well.

Marion, Va. Week ended September 13. Auspices, Firemen and American Legion Post. Business, good.

Altho the week started out slow, business increased gradually. Mrs. R. N. Roland, N. P. Roland's mother, arrived here to spend a few weeks with her son. Mr. and Mrs. R. Creme booked their popcorn stand for the fair tour. Frank Joseph joined with his Melodians. Shows and rides are doing well, and Mr. and Mrs. Smith joined with photo gallery and rat game. One more spot will be played in Virginia before shows start their Southern tour. Mrs. N. P. Roland was tendered a surprise party on her birthday, when she received many attractive gifts. MIDGE HEILIT.

## Dick's Paramount

Riverhead, L. I., N. Y. Week ended September 6. Auspices, Suffolk County Fair. Business, fair. Weather, fair.

Shows made a good move from Ansonia, Conn., to Huntington, L. I., N. Y., to break the jump to the local fair. Huntington proved one of the best spots of the season so far. Leo Cass, American Legion Post chairman, co-operated. Shows arrived in time for Monday night's opening, which resulted in good business. The rest of the week was fair, with Friday and Saturday nights giving the best business. Rides did well, but concession business was only fair. Owner Dick Gilmore and his shows drew a number of favorable press comments. S. Kerr, general agent, is planning a long vacation. Whitley Palmer, business manager, went to Florida. HAPPY RAY WAKE.

## Crystal Expo

Richlands, Va. Week ended September 15. Auspices, Kiwanis Club and American Legion Post. Business, good. Weather, fair.

Despite bad roads and two breakdowns on the trek here, shows were up and ready on time. Spot was hooked at the last minute by Special Agent C. C. Leisure to fill in the stand at Dayton (Tenn.) Fair, which was canceled because of the polio epidemic there. All shows and rides did well. Junior Moore's Hinges of Hell Show continues to top shows. Art Carver's Minstrel Show also is doing good business. Concessionaires joining here were Mr. and Mrs. W. H. Brownlee, Mr. and Mrs. Jimmie Summers, H. W. Farnice and Mr. and Mrs. Clarence Gosper. Billy Bunde purchased a new truck here. DOC B. G. FILMIST.

## Golden Belt

Charleston, Mo. Week ended September 20. Auspices, Missouri County Fair and Festival. Business, excellent. Weather, good.

This spot was a winner, and all re-

ported doing plenty of business. Friday and Saturday were the big days. Natives had plenty of money and spent freely with cotton pickers getting the money. Fair board co-operated. W. H. Kelly, who was with the shows for a number of years, an old man and The Billboard agent, visited. He and Mrs. Kelly are with Bremer Tri-State Shows. John and Crawford Francis, Francis Bros.' Shows, also visited. Joe Lawrence came in with a set of diggers, but left for another show.

Ridgeway, Ill. Week ended September 13. Location, streets. Auspices, American Legion Post Home-Coming. Business, fair. Weather, good.

Shows made the short jump in here okay and opened to little business on Monday. It picked up during the week, however, altho there was no afternoon play. Sponsors gave good co-operation. Ace Martin, of the show, was made a deputy sheriff for the week. Mr. Martin was kept busy fixing up her house car. Visits were exchanged with Four Star Exposition Shows only a few miles distant. Among visitors were Mr. and Mrs. Curley Vernon and Mr. Harry (Shorty) Brown, Mr. and Mrs. Curley Adams, Mr. and Mrs. Roy Allen and family and Mr. and Mrs. Billy Allen. Mr. and Mrs. George Hall joined with popcorn and ball game. EDITH CHOWKE.

## Alamo Expo

Dodge City, Kan. Week ended September 6. Auspices, Kansas Fair. Business, good. Weather, hot.

After a two-year absence, shows were greeted with a five-day business that exceeded expectations. Labor Day saw big crowds on the lot despite a frost warning. A heavy advance-billing campaign was laid down via radio and press. Jerry, trained champ, took a tour of the exhibit buildings while Bill Williams was erecting the shows. After an extended search, Jerry was found contentedly fondling a prize pony. Sweet was heavily publicized by a local daily. Red Curtis and nine-year-old Dawn, juvenile motorcycle rider, have been doing good business since joining the show. Johnny Graver Midway Cafe did well here, as did concessionaires Bill Aldrich, Hypo Deneko, Tony Kitterman, Dick Haven, Blacky McPete and Chester Arthur. Brownie Miller is handling midway business in his usual capable style. Lottie Hingol visited. Harmon Reynolds is keeping equipment rolling. Eddie Jung, Tommie Hughes, Jack Oliver, H. Smith, Perry Faulkner and Bill Duggan, side foreman, are doing good work with fast teardowns and set-ups. Visitors included Bill Warsaw, local merchant and showman's friend, Joe Murphy, Lorraine Bass, Dutch Cantrell and Eddie Boothman chalked up good business with their attractions. Flying Millers, free act, were well received. Benny Hyman's two bingos are clicking. Bernice Kitterman and Martha Rogers are getting their share of business. Jack Ruback and Brownie Miller were guest speakers at the business men's luncheon. Art Harris is doing a good job in advance. LARRY MULLINS.

## O. C. Buek

Warner, Va. Week ended September 20. Auspices, Northern Neck Fair. Business, good. Weather, good.

Managed by Laurence Altshier, this fair proved highly successful. After a two-year move to here from Williamsport, Pa., the first truck arrived at midnight Sunday. Parade of trucks lasted until 7 a.m. Everything opened on time excepting the Silver Streak and the Merry-Go-Round. At 7 p.m. Monday the truck carrying the cables arrived, with Happy Jack Lambert scurrying about to get the show lighted in time. Merry-Go-Round followed the cable truck in, with the result that the ride did not start until Tuesday night. Eddie Pitts opened a new show here. It features the Emmetsburg Midgates. Five Sky Scrapers, under direction of Al Keenan, scored heavily.

Williamsport, Pa. Week ended September 13. Location, Sunset Park. Auspices, Old Leaning Township Volunteer Fire Department. Business, good. Weather, fair. Day gate.

Shows were the first to play this location three blocks from the Leaning Motor Company, which is working these shifts and paying high wages. One shift

WRITE SIOUX TIRE & BATTERY CO. SIOUX FALLS, S. D. Buy on Our Easy Terms.

WANTED - WANTED - WANTED IN THE HEART OF COTTON COUNTRY Newberry, Tenn. 20-25. 51. Princeton, Tenn. 4. Oct. 11. Huntington, Oct. 12-18. Ripley, Oct. 20-25. all Tennessee. These spots of advertising at low cost. Concessions - Dart Judo, Ice Cream, Candy Apples, Eggs and Dried Fruit, Glass Stores, this week for 10c. No ad-photos on these dates. Shows of all kinds. Will book you any Fair. Contact us. Millions will make money here.

PALACE UNITED SHOWS NEWBERRY, TENN., all this week.

WANTED Legitimate Merchandise Wood Agents for Louisiana State Fair at Shreveport. About 100.

LOUIS YAFFA One of Shreveport's Woodmen Shows, Inc. This week, Shreveport, October 10th to 12th, Little Rock, Ark.

WANT MUSICIANS All Instruments, Who BAND LEADER

DODSON SHOWS Asheville, N. C.

CANDY PITCHMEN WANTED For Dallas Fair, October 4th to 13th, Wires

LEW GORDON Bechtold Hotel DALLAS, TEXAS

WANTED Bill Goss, Book Concessions - 2 for 10 Photo, Fish Pond, Bounce, one on. No Laundry Truck wanted. Dues and Taxes, 25%. Ten year contract. Minimum 1000 with 1000. W. W. Williamson for Billie, Nashville, Mo., Feb. 20, 20-25. 1. G. Trough, Ark. Fair, Oct. 11. The more you show, the more you make.

W. W. COOPER, Billie, Mo. GOLDEN ARROW SHOWS.

WANTED FOR ODD FELLOWS' CELEBRATION Oct. 10-11, Canton, Ga. Intertwined with Shows and Concessions. Free Act with Concessions, Bingo and Cockhouse and more food, for 10c.

W. A. KIRKLE, Mgr., Geo. Del., Savannah, Ga.

COMING CAVALCADE OF FAIRS WATCH FOR THE IMPORTANT ANNOUNCEMENT IN AN EARLY ISSUE

LET'S GO! U.S.A. KEEP EM FLYING!

WHOLE SALE BIRD PRODUCTS INC. 8 & 9 1/2 AVENUE NEW YORK CITY





## Sellouts for RB In Phoenix; Skips El Centro Date

PHOENIX, Ariz., Sept. 27.—Sellouts at both afternoon and evening performances marked the showing here September 27 of Ringling Bros. and Barnum & Bailey Circus, which skipped a scheduled performance at El Centro, Calif., the previous day in order not to be late for the Phoenix stand.

Show enjoyed fine weather. Total attendance for afternoon and night was estimated by officials at 24,000. Audiences were exceptionally enthusiastic, and performances went off without hitch or mishap. Side show hits were heavy.

El Centro was the first scheduled performance last this season. Arriving in El Centro late for the scheduled one performance, executive decided to substitute main tent performance but did not set up managers, cockhouse, dining and commissary department, and served two meals.

Five hundred advance sale tickets were refunded, but many hundreds of spectators saw the managers, the process of unloading and loading, setting up of tents and elephants at work, which took the edge off their disappointment.

All four trains left El Centro running one close together. Train arrival and resultant here at almost the same time, enabling show to start the first performance on time.

Show departed on schedule for Tucson, Ariz., where it was to halt for one performance only September 21.

TUCSON, Ariz., Sept. 27.—Singing Bros. and Barnum & Bailey Circus played to a capacity crowd here Sunday at a matinee performance only. It was the first Sunday stand witnessed in Tucson for several years. Canvas was spread around the entire arena track to accommodate patrons.

While the animal acts draw customary applause, aerial numbers brought enthusiastic responses, particularly in the case of Ely Arcey balancing herself on her head while on a flying trapeze, and the clowning from the high diving platform on to a net over the center ring.

The show was unusually well received, as the last circus to make a Sunday stand here drew a "poor crowd."

Side show and concert hits were poor.

### Show Heading East

LOS ANGELES, Sept. 27.—Singing-Barnum circus headed east last week after running into problems brought on by the national defense work.

At San Diego the show was scheduled to arrive at dawn, but the train was sidetracked while important freight which national defense priority over everything else pulled by. Train arrived there from Long Beach at noon, and matinee started at 5:15.

When big top was being put up, it was found that the automatic stake driver would not work in hardpan. Stakes crumpled and iron stakes were brought into use. The stake driver bent them and finally the stakes were driven by hand. Show in short on metal stakes and Darcy Rhodes made a Tenthly attempt while here to obtain a supply. Several members of the Andrew Howe Tent Circus Fans of America, aided in getting metal stakes, and George Perkins, clown, assisted Rhodes by making inquiries. No great number of metal stakes was obtained.

## Suit Against Russell Nets Plaintiff \$1,000

RICHMOND, Va., Sept. 27.—A jury in Law and Equity Court here this week awarded Mrs. Nellie Engelking \$1,000 damages for injuries suffered when a pole fell on her head at the time Russell Bros.' Circus big top blew down here August 22. This is the first aftermath of the blowdown.

The verdict was rendered against C. W. Webb, manager of the show. The defendant made no appearance in court and a jury was empowered to assess damages in the suit which was brought in the amount of \$5,000. Mrs. Engelking testified that she was sitting on a bench within the tent during the afternoon performance when the canvas collapsed, a falling pole striking her on the head and shoulder.



LEUT. JOHN C. STUART, who is assigned to circus job, being the youngest son of Frank (Doc) Stuart, former circus trapeze and now an outdoor advertising man of Oklahoma City. Young Stuart is stationed at Fort Bliss, Okla., with the 8th Cavalry. He has been selected as one of 1,499 aspirants on maneuvers in Louisiana from August 5 to October 5.

## Spartan Reopening: To Run All Winter

TILTONSVILLE, O., Sept. 27.—Spartan Bros. Circus, which closed its season here prematurely August 8, has been recognized as a one-ring show and will go out again soon, reports Oris H. Wach, manager.

The show will use a 50-foot round top with a 30-foot middle and will move on six trucks, including one advance. Each truck will carry a trailer. Since closing, the show has purchased a house trailer and a sleeper trailer. Only long jumps will be made until the show reaches warmer climate, and it expects to remain out all winter in California and possibly in Old Mexico.

No hand will be carried. Instead, a public-address system, with all circuits reconnected, will furnish music. Program will consist of dogs, ponies, mules, monkeys and aerial and ground acts. Admission will be 20 and 40 cents, tax paid.

Manager Wach has sold Curly Miller several trained horses and a big horse van. Curly has been working the show's white mare at fairs and celebrations.

Show has had a number of visitors on the lot here, including E. H. Coleman, Harry LeMay, Patsy Jenkins and Uncle Dan, whose show Wach caught at a Yorkville, O., theater. Mr. Jones, of Jones' Greater Shows, and John Cunningham.



FLORAL PIECES presented by Richard Talmadge and the Pacific Coast Showmen's Association to Ella Braden at the opening of Ringling Bros. and Barnum & Bailey Circus in Los Angeles September 12. At the left is Fred Braden, Ella's husband.

## Wirth Shrine Show A Wilmington Hit; Business Is Good

WILMINGTON, Del., Sept. 27.—An outdoor waste layout of high merit was Frank Wirth's Circus and Revue, presented during the past week at the Wilmington Ball Park.

When caught Tuesday night the crowd was thin but enthusiastic about the caliber of the entertainment presented; business, however, picked up after the first two nights. The advance ticket sale was big.

Show used a series of spots on Stations WDEL and WILM and two 15-minute periods on WILM, on which Byron Millinson, station ad man, interviewed a number of the show's performers, including Wally Cook, Great Arturo, Emerald Sisters, Don Tranger, emcee, Anna Lee, captain of line of girls, and Frank Small, hand leader.

Here's how it lined up Tuesday night: Flying Meteors, trapeze troupe; Great Arturo, high wire; overture, Salute to Freedom and national anthem; Happy Land; Naval Troupe, a sensational perch act; Harry Hittler, long-time HD clown, climaxing with his famed table routine; rumba-conga, Salute to Freedom Girls; Don Tranger, emcee, clarinet number, two trumpets simultaneously—alternating in harmony, three trumpets; finale simultaneously playing clarinet and sax and tap dancing; All Loyal's Dogs; Ladies of the Evening, Salute to Freedom Girls in brilliant parade, ensemble; Dobas Family, novelty teeterboard featuring Hildgard Dobas, the Gibsons, a European importation; The Flight of a Knife; Indian Fantasy, Salute to Freedom Girls in a novelty climaxing on roller skates; Wally Cook and his wander pony; Emerald Sisters, rough acts of gymnastics; March Militaire, Salute to Freedom Girls, and grand finale, entire company.

Every act was a good one, and the Salute to Freedom Girls an exceptionally good-looking line. Director Frank Wirth has a splendid attraction.

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## Turner Circus Biz Good; Set for Indoor Dates

SHEBOYGAN, Wis., Sept. 27.—The Sheboygan Turner Circus, under the direction of Rev. Lathrop, emcee and booker, after a successful outdoor season of one and two-day stands in Wisconsin under auspices of churches, fire departments, labor unions and other organizations, is planning to play several indoor dates under auspices.

Program includes Miss Helga, web; Three Bumps, comedy acrobats; Miss Olga, swinging ladder; Stardust Duo, acrobats; Miss La Verne, chair balancing trap; Patsy, clown, rocking table; Miss Erka, human butterfly; Dave, Dave, hand balancing; Flying Terilla, double trap; and Erva Troupe, eight-people teeterboard act.

## The Sawdust Ring

By FRANK (DOC) STUART

OKLAHOMA CITY, Sept. 27.—George Washington Smith, general manager of Ringling Bros. and Barnum & Bailey Circus, will not like this piece, neither will that financial wizard and controller of the Ringling treasury, Freddie DeWolf, who for 40 or more years has guarded the Ringling lions. The reason is quite simple: They want all publicity to go to the Big Show and they tell one so in a few short blarney words. But they cannot tell me as to whom and what I choose to write about. Both are close personal friends of mine, so they will get over it.

The first outbreak, naturally, has to do with the general manager of the show, So, Mr. and Mrs. Reader, permit me to introduce George Washington Smith, who was so charlatanic because at his birth he had the earmarks of a remarkable leader, and since entering the circus business nearly 40 years ago he has crossed and recrossed the Delaware so many times that his illustrious namesake would go ga-ga were he alive today. Schooled by that great circus manager, the late Carl Hixson, who was loved by every person who knew him, Smith became an exact counterpart of his teacher when it came to sheer ability.

It is in the precinct when man's ability comes to the fore and last month in Chicago, and on the very opening day, it appeared that the Big Show might not open for the matter. I was there, I saw it. The circus lot was the paved parking ground on the lake front, and driving stakes thru pavement was entirely too much for the four big triple mechanical stake drivers. They were worse than broken—they were busted—and the gigantic big top lay flat on the paving, a pitiful sight.

At 10:30 a. m. George Washington Smith appeared on the lot under the easiness. Like George Washington, Smith crossed the paved area and recrossed it right back. A sharp color barked out. Whistles blew and dozens of bones appeared like magic. "Doors open at 1:30. Get this thing up off the ground. Get the hammers and break the springing up into wedge gang-crown, get busy. Doors open at 1:30."

A bill of a second followed and suddenly a great shudder seemed to pass. Orders were barked and the circus lot came to life. The rat-a-tat-tat of sledge gangs echoed and re-echoed like the bark of machine guns, and above all shouts and more orders. Bits and pieces were quickly shoved under the big tent's canvas, more shouts for the elephant's rattling of heavy chains as the mighty bulls were hitched to center-pole block and falls. Another command, "Let's go!" and the large circus tent began climbing the massive 60-foot center poles.

Yes, the doors did open at 1:30. It took a great executive to do the trick, and from above, Carl Hixson's words pealed.

(See SAWDUST RING on page 54)

## Mobile's Circus Lot Site of Housing Project

MOBILE, Ala., Sept. 27.—This city has grown so fast this year, due to national defense, that a big housing project has sprung up right over the Mobile circus lot at Monroe Park and as a result Cole Bros. Circus will have to show about four miles from the city when it plays here October 8. The new circus grounds on Mahanet Street near Government will take care of this show. Efforts were made to obtain the fairgrounds, but the U. S. O. recreational center is occupying most of it. The circus grounds at Monroe Park had been in existence for 40 years.

The town is ripe for amusements due to the large pay rolls at the two giant shipbuilding plants, at the largest aluminum, ore reducing plant in the world, at largest aircraft in the U. S. A. now under construction and at two paper mills, besides other industries, and the mammoth Ingalls shipbuilding plant at Pascagoula, 42 miles away.

## Ernie Young Gets Contract For St. Louis Police Show

ST. LOUIS, Sept. 27.—At a meeting of the St. Louis Police Relief Association Committee to honor the 10th Police Circus, contract for the show was awarded to Ernie Young, of the Barnes-Carruthers Agency. The vote was unanimous for Young. Thomas Malloy is secretary of the committee.

## With the Circus Fans

By THE RINGMASTER

President FRANK H. HARTLEBER, W. M. ROCKINGHAM  
3900 N. Lake St., Chicago, Ill. Sec'y, F. C. COOK  
1 Occupied by WALTER HOFFMAN, 6011  
"The White Tower" Building, Youngstown,  
Ohio, Buckeye, Ill.

**BOCHELLE, Ill., Sept. 27.**—The Joseph Andrew Rowe Tent No. 4 had its first show September 14, when the Ringling show was in Los Angeles. Stan Rogers, tent's hustling leader, won new laurels for himself when he served barbecued spareribs and lamb chops with all the trimmings at his home in Beverly Hills around the barbecue pit in his back yard. Elton officiated at the pit, dressed in the uniform of a chef. Mrs. Rogers assisted him. Hugh McGill and Alan Avery acted as waiters. Bob Downie, of the Downie Bros. Tent and Awning Company, furnished chairs for the occasion.

Those in attendance were Walter Matthie, Douglas Rhodes, Bob Downie, Felix Mahoney, William Lang, Ivan Christy, P. A. Bingham, Mary Lou and Stan Avery, Kenny and Edith Hill, Kenneth Audibert, Paul Dodge, Bert and Harry Chipman, Harold New, Mr. and Mrs. Morrison, Dick and Annie LeRoy, motion picture director, Miss Conroy, and the following performers from the show: Haney Shyresta, Mr. and Mrs. Albert Powell and Bloch Landolph. Bloch presented each one present with a card with his name carved on it, a wonderful piece of work done with only a penknife. Afterward fans and performers departed for the circus. The Rowe tent set what is believed to be a new circus ticket purchasing record for a Circus Fans' organization by buying on the line \$214.33, enough for 111 tickets, which were distributed to the fans and their friends.

September 17, Claude Elder, State chairman of the Fans, and Raubenbach, recruiting officer of the navy, journeyed to Hamilton, where they appeared before the American Association of University Women. The former talked on Montana circus history and the purpose of the Fans, bringing up with a side-show spiel before the Hanna Blanche banner from his circus room at Missoula. Raubenbach told of his experiences as a performer, having been in the dressing room of a circus at Amarillo, Tex., 41 years ago. Circus lemonade was served prior to dinner. Place cards were animal cut-outs, and walls were decorated with Illinois. President of the group used Eddie's elephant for a novel record as Marie Evans' hand organ played.

Ralph Colt, of Greenboro, N. C., and Ralph Holt, of Burlington, members of the CPA, were hosts to a party of Cole Bros. performers at the Merchants and Manufacturers' Club when the Cole show played Greenboro September 16. Colt and our national secretary were boys together in Norwich, Conn., and a feature of the party was the signing of a Round Robin message to Mr. and Mrs. Walter M. Buckingham.

William H. Judd, of New Britain, Conn., opened his fall season September 18 when he appeared at the Young People's Night of the First Lutheran Church of that city. In his honor they called it Circus Night. He showed his circus movies, supplemented by his usual circus talk. His recent route has included appearances before the South and Todd 25 Year Club, of New Britain, September 24 and the Exchange Club, of Middletown, September 25.

Gordon M. Potter, CFA of St. Joseph, Mich., and his parents recently took a Great Lakes cruise. On the way back they stopped at Detroit two days and visited with Don Smith, Walter Pletschmann, Jean LeRoy and Herbert Reed, and saw the model circuses of the last two.

CFA P. E. Lesley, of Cranston, R. I., caught the Eastern States Exposition at Springfield, Mass., September 20, with the George A. Hamid circus acts and the J. E. Ranch Rodos, with Hoyt Gibson.

## Circus Historical Society

**WICHITA, Kan., Sept. 27.**—Mr. and Mrs. Clarence Kachel, of Whitewater, Wis., have seen five circuses this season and also caught Clyde Beatty's show on the Johnny J. Jones show at Beloit, Wis.

Fred and Bette Leonard went to Hutchinson, Kan., by the State fair, Barnes-Carruthers' Fair. Some of

1941 in front of the grandstand was a riot of dancing color.

Members of the CHS, please send your votes for election of officers to W. W. Green Jr., 313 North C Street, Washington, Kan., Deadline for receipts of votes is October 15.

F. M. Parrell, of Kansas, N. Y., visited Cole Bros. at Elmira, Russell Bros. at Rhams, Lewis Bros. at Geneva, Wallace Bros. at Auburn and Ringling at Syracuse. At the Rhams fair, among the grandstand acts was Arthur La Fleur, who was on the Gollmar Bros.' Circus in 1913.

Edith Jackson, CHS, expects to leave for the West Coast as 24-hour man for a while show. This to take place at the close of Benson's annual fair at Neenah, N. H.

Bert L. Wilson, of Chicago, has returned from a vacation at Isle Royale in Lake Superior. He reports he had a fine visit with folks of the Big-Show when it played Chicago.

The Detroit members of CHS entertained Gordon Potter September 8 and 9. Don Smith, CHS president, has purchased an eight-horse team, complete with harness and drivers, from Potter to add to his model circus. Most of the Detroit and Pontiac members plan on visiting Walter W. Tyson at Guelph, Ont., September 28.

Fred K. Leonard will drive his tandem Arabian team, hitched to a recently purchased imported pig from Ireland, at the National A. H. Club Fall Stock Show in Wichita October 6-10.

## Circus Saints AND Sinners' Club

By Fred P. Pitzer  
(National Secretary)

**NEW YORK, Sept. 27.**—One humorous incident that occurred during the recent OSCCA convention merits recording. As President Hoffman was preparing to present Mr. Darden, the governor-elect, he referred to him as the next governor of Virginia. At this point a protesting voice said: "How about the Republicans?" The voice was shouted momentarily by a gentleman with a pronounced Southern accent, but the owner of the voice was not to be abashed. The query was repeated and Governor Hoffman replied, "There are no Republicans in Virginia." The voice came back. "But I am a Republican." The statement was followed by a series of shots, which apparently came from the gins of irate Southern Democrats. The Republican, Ross Herft, of the Lanes, led to the floor. The shooter next to him, not realizing it was a hoax, was terrified, and Governor Hoffman continued: "As I was saying, there are no Republicans in Virginia."

Many prominent persons were present at the convention, among them being Representative Winder R. Harris and Notable Dan Gautier, Bruce Evans, Don Tompkins and Ross Herft kept the crowd in stitches during the two days. This quartet might go into the new Olsen and Johnson Hellaspoppin show, Bob Mollison also made a hit by his portrayal of a Civil War soldier.

The next convention, it was voted, will be held in Richmond during the latter part of September or early part of October. This one, in fact, carries some of fair fame, will out-convention all previous ones. Committees have already been appointed to start making preparations.

## Los Angeles

**LOS ANGELES, Sept. 27.**—Kenny and Edith Hill moved into a recently completed home in Burbank, Calif. While the Ringling show was in Los Angeles several of their friends took advantage of the opportunity to visit the new double.

Mervin LeRoy, motion picture director, was welcomed into the Circus Fans of America in Los Angeles September 15. Tom attended the Ringling show in a group.

Mabel Stark is expected to arrive on the Coast soon. She leaves Benson's Wild Animal Farm, Neenah, N. H., September 23.

Ernestine Clarke is expected back in Southern California early in November.

Mr. John White fell and injured her leg while working in her husband's dog act at the Al Malakah Hustine Circus here September 14. Mrs. White and her daughter, Mrs. James Egger, have taken

an apartment in Los Angeles until Mrs. White is able to make the trip east.

Noble Hamilton, of the Polack show, has had the 23 stitches removed from his arm, which was clawed by a lion. He reports that the injury is coming along nicely.

Among those who visited backstage while Polack Bros. was playing in the Shasta Territory in Los Angeles were Bertha Matlock, Jimmy and Ruby Wood, Mr. and Mrs. Bob Thornton, Frank Chisleria, David Stump, Hugh McGill, Charles Post, George Perkins, Bill Hoffman, Dick Lewis and Diane White.

Merle Evans, of the Ringling show, and Charles Post, Yankee-Patterson Circus, renewed acquaintances when Evans was here.

George Perkins and several of the Alfred Court trainers visited the Goodell Lion Farm in Thousand Oaks, Calif., Sunday during the five-day stay of the Ringling show in Los Angeles.

Visitors to the Ringling lot there were Dick Lewis, Stan Rogers, Hugh McGill, Doug Rhonda, James Braiden, Walter Matthie, Harold New, Spud Redick, George Emmons, Bernice Brown, Bertha Matlock, Mr. and Mrs. A. J. Cronin, Mark Kirkendall, Philip H. Bailey, Ivan Christy, Jake Posey, Dad Fisher, Ralph Looney, Bill Hoffman, Ed Owens, Eddie Comfort, Cheerful Gardner, Chester Slauson, Homer Hobson Sr., Bob Lewis, Doug Hinfley, Roy Chronister, Curley Phillips, Charlie Post, Velarde Family, Frank Chisleria, George Perkins, Bill Mulligan, Pete Miller, David Stump, Bob Thompson, Everett Hart, Charles Ruddy, Fred DeLucente, Hurler Woodson, Eddie Triss, Eddie Brown, Lee McDonald and Phyllis Johnson.

Olga Celestine is back at work in White Seange on the Universal lot after being confined to the Glendale (Calif.) hospital with flu.

## Dressing Room Gossip

**COLE BROS.—**A trip down memory lane: Do you remember when Jack Dempsey, soon after he won the title from Jess Willard, joined the Sells-Floto show under the same management as now—Zack Terrell? When Emmott Kelly did a swell double trap act with his wife, Gladys, Otto Grubbing worked as a girl in the riding act? When Wanda Weinf was in the ballet? When Adolph DeBosq did the comedy in the Loyal-Repinsky riding act and how he used to shake that prop tummy? When yours truly first came to this grand country and got lost in the menagerie for two days, thinking it was the big top on the Floto show? When Jerry Higgins used to call in Smith, River Bank South? When Harold Voise and Elson Lay used to work for Eddie Ward? Now Harold has two bar acts and a big flying act over here and good, too.

When Horace Laird used to do a fine ring act? I would love to see him in nights now. When Paul Seymour was steward on the Floto show and our present steward, Miss Clark, was his assistant? When Ira Watts, our manager, was treasurer of the World Bros. show? When Zack Terrell's Floto show played day and date with Big Bertha and we both did business at Phoenix, Ariz., in 1922? When the Heiffenach family first came to this country and that single horse carrying act, Mitt and Rose, did something to remember. When Keith and I did a very fine free-jaw act? When Jack Klippel and his brother took out their own show? When Edith and Ed White did a perch act? When Harry McFarlan did a riding act with Joste Ashton? When Bert Deano, aerial contortionist, ran away from his farm home to join a wagon show? He has been with us ever since.

When Estrella Nelson (Mrs. Zack Terrell) did a pop flip flaps on the tails to fast and so many you couldn't see or count them, and her charming sister, Theo, did flip flaps down that long Ringling show track? When George Singleton was boss careysman with Charley Sparks for many years? When Laughing George Davis was chief with the Al G. G. Circus show? When George Bruce first came to his native country and showed us all how to ride, including Charles Ringling? I threw my supporter away. Jo Jo Cudde's first year in show business? When Scottie Dunn was a member of the famous Black Watch Regiment in India and overseas? I would like to back down that lane just once more.

Where this week were Ken and Bertha Maynard, Joe Bowers, Rex Allen;

## Circus Model Builders and Owners' Association

By RUSS T. WARNER

(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

**READING, Pa., Sept. 27.**—Altho meetings on the circus lots have come to an end for this season for the model builders living in the eastern part of the country, they are still going strong in the West and Southern States where the shows are still holding forth. Word comes that such a meeting was held at Los Angeles on the Ringling-Barann lot September 13. Among the model builders present were Ivan Christy and Kenny Trull, of Los Angeles; Ken Auldibert, San Diego, and Walt Matthie, Long Beach, and Chet Spasser, of Fecterville, Calif. These fellows, together with a number of their friends, had a wonderful time on the lot renewing old acquaintances and taking in the performance.

Chet Spasser has purchased a new 5-inch scale baggage wagon from Matthie and is finishing one of his own cookhouse wagons. Chet has also added some more circus recordings to his collection.

Clifford Schmitt, stationed at Camp Croft, N. C., says even tho he is in the army he just can't miss the circus. Cliff caught the Cole show at Spartanburg and says that he, together with many other army men, enjoyed the performance immensely.

John Shepard is adding six new tents to his "Hill Bros." Circus. These will include managers' ambers, a side-show top with banner, pad room, dressing tent, cookhouse and dining tent. John paid a visit to Gordon Potter and Charlie Bennett.

Gordon Potter visited Otto Schuman at South Bend, Ind., and looked over his circus. Otto is working on a new 5-inch baggage wagon and has the lion and mirror wagon nearly finished.

Charlie Campbell is planning a trip which will include visits to many of his circus friends. He expects to look over Art Semrad's models and also pay a visit to the home of Ed and Virge Campbell. He will also visit the old Hill farm in Lancaster, Pa.

Frank Undergrove is busy carrying baggage stock for quite a few model builders. He has just finished a 5-inch scale six-horse hitch, fully harnessed, and is working on a six-horse hitch, 5-inch scale for Charlie Millard, Oosterville, Pa. Frank has rigged up a miniature 100-foot roller coaster for his children to ride on and says this will keep them busy so they won't disturb him while working on his circus.

**ED RAYMOND,** producing clown who closed recently with Wallace Bro's Circus, is working some Eastern Ohio county fairs and celebrations for C. A. Klein, of Klein's Attractions. Barney and Jimmy Arness, comedy acrobats and clowns, who recently completed the season with Lewis Bros.' Circus, have also rejoined C. A. Klein's circus unit for a month of Ohio county fair engagements.

Dave, Donnie and Edith Costello, and Edith's husband, Erbes Joe Ann and Joe Slight, Walter B. Hohenstadt, son of the editor of White Top; Bud Hutington, Herman Joseph, formerly with the Big Show, and Mrs. Al St. Clair, wife of our assistant steward.

FREDRICK PHELAN

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V. 1934-1935, 1936-1937, 1938-1939, 1940-1941, 1942-1943, 1944-1945, 1946-1947, 1948-1949, 1950-1951, 1952-1953, 1954-1955, 1956-1957, 1958-1959, 1960-1961, 1962-1963, 1964-1965, 1966-1967, 1968-1969, 1970-1971, 1972-1973, 1974-1975, 1976-1977, 1978-1979, 1980-1981, 1982-1983, 1984-1985, 1986-1987, 1988-1989, 1990-1991, 1992-1993, 1994-1995, 1996-1997, 1998-1999, 2000-2001, 2002-2003, 2004-2005, 2006-2007, 2008-2009, 2010-2011, 2012-2013, 2014-2015, 2016-2017, 2018-2019, 2020-2021, 2022-2023, 2024-2025, 2026-2027, 2028-2029, 2030-2031, 2032-2033, 2034-2035, 2036-2037, 2038-2039, 2040-2041, 2042-2043, 2044-2045, 2046-2047, 2048-2049, 2050-2051, 2052-2053, 2054-2055, 2056-2057, 2058-2059, 2060-2061, 2062-2063, 2064-2065, 2066-2067, 2068-2069, 2070-2071, 2072-2073, 2074-2075, 2076-2077, 2078-2079, 2080-2081, 2082-2083, 2084-2085, 2086-2087, 2088-2089, 2090-2091, 2092-2093, 2094-2095, 2096-2097, 2098-2099, 2100-2101, 2102-2103, 2104-2105, 2106-2107, 2108-2109, 2110-2111, 2112-2113, 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2296-2297, 2298-2299, 2300-2301, 2302-2303, 2304-2305, 2306-2307, 2308-2309, 2310-2311, 2312-2313, 2314-2315, 2316-2317, 2318-2319, 2320-2321, 2322-2323, 2324-2325, 2326-2327, 2328-2329, 2330-2331, 2332-2333, 2334-2335, 2336-2337, 2338-2339, 2340-2341, 2342-2343, 2344-2345, 2346-2347, 2348-2349, 2350-2351, 2352-2353, 2354-2355, 2356-2357, 2358-2359, 2360-2361, 2362-2363, 2364-2365, 2366-2367, 2368-2369, 2370-2371, 2372-2373, 2374-2375, 2376-2377, 2378-2379, 2380-2381, 2382-2383, 2384-2385, 2386-2387, 2388-2389, 2390-2391, 2392-2393, 2394-2395, 2396-2397, 2398-2399, 2400-2401, 2402-2403, 2404-2405, 2406-2407, 2408-2409, 2410-2411, 2412-2413, 2414-2415, 2416-2417, 2418-2419, 2420-2421, 2422-2423, 2424-2425, 2426-2427, 2428-2429, 2430-2431, 2432-2433, 2434-2435, 2436-2437, 2438-2439, 2440-2441, 2442-2443, 2444-2445, 2446-2447, 2448-2449, 2450-2451, 2452-2453, 2454-2455, 2456-2457, 2458-2459, 2460-2461, 2462-2463, 2464-2465, 2466-2467, 2468-2469, 2470-2471, 2472-2473, 2474-2475, 2476-2477, 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2660-2661, 2662-2663, 2664-2665, 2666-2667, 2668-2669, 2670-2671, 2672-2673, 2674-2675, 2676-2677, 2678-2679, 2680-2681, 2682-2683, 2684-2685, 2686-2687, 2688-2689, 2690-2691, 2692-2693, 2694-2695, 2696-2697, 2698-2699, 2700-2701, 2702-2703, 2704-2705, 2706-2707, 2708-2709, 2710-2711, 2712-2713, 2714-2715, 2716-2717, 2718-2719, 2720-2721, 2722-2723, 2724-2725, 2726-2727, 2728-2729, 2730-2731, 2732-2733, 2734-2735, 2736-2737, 2738-2739, 2740-2741, 2742-2743, 2744-2745, 2746-2747, 2748-2749, 2750-2751, 2752-2753, 2754-2755, 2756-2757, 2758-2759, 2760-2761, 2762-2763, 2764-2765, 2766-2767, 2768-2769, 2770-2771, 2772-2773, 2774-2775, 2776-2777, 2778-2779, 2780-2781, 2782-2783, 2784-2785, 2786-2787, 2788-2789, 2790-2791, 2792-2793, 2794-2795, 2796-2797, 2798-2799, 2800-2801, 2802-2803, 2804-2805, 2806-2807, 2808-2809, 2810-2811, 2812-2813, 2814-2815, 2816-2817, 2818-2819, 2820-2821, 2822-2823, 2824-2825, 2826-2827, 2828-2829, 2830-2831, 2832-2833, 2834-2835, 2836-2837, 2838-2839, 2840-2841, 2842-2843, 2844-2845, 2846-2847, 2848-2849, 2850-2851, 2852-2853, 2854-2855, 2856-2857, 2858-2859, 2860-2861, 2862-2863, 2864-2865, 2866-2867, 2868-2869, 2870-2871, 2872-2873, 2874-2875, 2876-2877, 2878-2879, 2880-2881, 2882-2883, 2884-2885, 2886-2887, 2888-2889, 2890-2891, 2892-2893, 2894-2895, 2896-2897, 2898-2899, 2900-2901, 2902-2903, 2904-2905, 2906-2907, 2908-2909, 2910-2911, 2912-2913, 2914-2915, 2916-2917, 2918-2919, 2920-2921, 2922-2923, 2924-2925, 2926-2927, 2928-2929, 2930-2931, 2932-2933, 2934-2935, 2936-2937, 2938-2939, 2940-2941, 2942-2943, 2944-2945, 2946-2947, 2948-2949, 2950-2951, 2952-2953, 2954-2955, 2956-2957, 2958-2959, 2960-2961, 2962-2963, 2964-2965, 2966-2967, 2968-2969, 2970-2971, 2972-2973, 2974-2975, 2976-2977, 2978-2979, 2980-2981, 2982-2983, 2984-2985, 2986-2987, 2988-2989, 2990-2991, 2992-2993, 2994-2995, 2996-2997, 2998-2999, 3000-3001, 3002-3003, 3004-3005, 3006-3007, 3008-3009, 3010-3011, 3012-3013, 3014-3015, 3016-3017, 3018-3019, 3020-3021, 3022-3023, 3024-3025, 3026-3027, 3028-3029, 3030-3031, 3032-3033, 3034-3035, 3036-3037, 3038-3039, 3040-3041, 3042-3043, 3044-3045, 3046-3047, 3048-3049, 3050-3051, 3052-3053, 3054-3055, 3056-3057, 3058-3059, 3060-3061, 3062-3063, 3064-3065, 3066-3067, 3068-3069, 3070-3071, 3072-3073, 3074-3075, 3076-3077, 3078-3079, 3080-3081, 3082-3083, 3084-3085, 3086-3087, 3088-3089, 3090-3091, 3092-3093, 3094-3095, 3096-3097, 3098-3099, 3100-3101, 3102-3103, 3104-3105, 3106-3107, 3108-3109, 3110-3111, 3112-3113, 3114

# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

**BOB MORTON**, partner in the Hamid-Morton circus, and his wife have adopted a six-year-old child.

**ELDON J. D'ORIO**, xylophonist and drummer formerly with circuses, is playing vaudeville and night spots in Detroit.

**AERIAL ORTON**'s have completed several Ohio fairs and celebrations for C. A. Klein and are currently with the Hamid-Morton unit playing indoor dates.

**MR. AND MRS. DELBERT GRAHAM** and their trained clump have finished a good season of fairs for the Barnes-Carruthers office.

**HARRY CHIPMAN** had an enjoyable visit around the Big Show in Los Angeles. He spent several days with his friend Benzie Head.

**MR. AND MRS. FRED TIMON**, Owego, N. Y., visited the Benson Wild Animal Farm, Naubus, N. H., and met Jimmie Heron and other circus persons at the farm.

**BOB STANLEY** and company are being held over for a second week at the Rainbow Room, George Washington Hotel, Jacksonville, Fla., with their wife and dog acts.

**CHARLES BRANTLEY**'s mother is very sick, according to word from Sergeant of Police Joseph Richards, of Atlantic City. Anyone knowing Brantley's whereabouts, please inform him of his mother's condition.

**MR. AND MRS. OH. GRAY** and son, with Oh's mother and her sister and son, returned to Chillicothe, Ill., for a visit with the Great Knoll and his wife, Mercedes. Gray is readying his circus for a winter tour.

**HERBERT TADON**, trombone player, who has toured for the last 30 years with leading circuses and carnivals, is confined to the St. Joseph Hospital, Marshfield, Wis., suffering with cancer. He would be glad to hear from friends.

**HARRY PAYNE**, circus and theatrical press agent, has been confined to his bed at the Washoe Hospital, Reno, Nev., since July 8, suffering from a broken hip and leg fractures. He says he expects to be out with a circus next season.

**JAKE SHAPIRO**, general manager, Triangle Poster Printing Company, was Frank Wirth's guest at his Shrine Club picnic in Wilmington, Del., last week. Bill McShane, p. a., did contacts for Wirth.

**HARRY GRAY** visited the Ringling show at its opening in Los Angeles and spent the day meeting old friends. He saw the show at night and talked with Fred Bradna, Merle Evans, John Carson.

## WANTED: CIRCUS ACTS

**ELPHANT and PONY ACT** (Doing Two or More), **FLYING or OTHER HIGH ACT**, Nov. 7-8, Upper N. Y. State. Write lowest price, description and running time. Room 316, 50 Rockefeller Plaza, N. Y. C. (Request write rather than call, as Franklin is on call.)



## No Disappointments

You never need miss ANY issue of The Billboard, because you get EVERY issue on subscription. Simply mail \$1 for 10-week TRIAL subscription to Circulation Dept., The Billboard, 27 Opera Place, Cincinnati, Ohio

**John Brien, George Smith and Charley (Cup) Carroll.**

**SLIVERS JOHNSON** and wife, Myrtle, visited friends in Canton and New Waterford, O., recently while en route to Boston to work the indoor circus there for Hamid-Morton. He has other indoor dates, including several in Canada for H-M following the Boston engagement.

**WILLIAM H. LANGE** saw the Ringling show September 18 in Los Angeles and says much interest was shown by patrons in the pigmy hippo, now-year-old strafe and the gnat in the menagerie. Lange also caught Peacock Bros. in the Shrine Auditorium three September 16.

**HARRY BAUGH**, of Durham, N. C., has just been released from a hospital after a two-week stay, suffering from a nervous breakdown. He will be confined to his room for a week or two. One Bros. played Durham September 17, and Harry was told business was not so big.

**EDDIE DECKER**, better known as Square Deal Decker, formerly of the Ringling show, from 1920 to 1940, is working for defense in a Brooklyn dry dock as a ship fitter. His pal, Dixie, also of the Ringling show, is in the U. S. Navy, stationed at Jacksonville, Fla.

**JOHNNIE ROSELLI** writes from Los Angeles that Felix Adler made a big hit with the folks of L. A. when the Ringling show played the city. Roselli and Frank Darro made Felix feel at home and sure to it that he met many interesting people while in the West Coast city.

**CAPT. TIESER** has added a new song to the repertoire of his trained moulton seals appearing with the Hamid-Morton Circus in addition to *The Star-Spangled Banner*. Tieser has taught the seals to play *My Ronda Today*, new Irving Berlin song adopted for the defense bond campaign.

**WHEN** the Big Show played Oakland, Calif., September 8, Capt. William H. Curtis had the following visitors at the stake and chain wagon No. 38: James V. Chouteau; Hennie Wildekoop, retired trapper; Professor John A. Jackson, of San Francisco. Jackson also visited with N. B. Chatfield, a member of the Curtis crew.

## The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

**MILDRED MIX HORNOR**, well-known cowgirl, is in the Tioga Hospital, Waverly, N. Y., undergoing treatment for an infected tonsil.

**KEN BOEM**, with his clown horse, and Col. Cy Compton, big horse roper, will be among the features at the Chicago Stadium Rodeo.

**NEW ARENA** has been started at Wynne, Ark., for Cross County Fair Association's annual rodeo. Arena will seat 4,000.

**LIONS' CLUB** of Sherman, Tex., sponsored the Dick Finer Rodeo at the Red River Valley Fair Association. O. B. Davidson announced.

**HILL BOGAN**, Beaumont, Tex., has been signed to promote the rodeo at the annual National Rice Festival, Crowley, La. Three performances will be held.

**WEST MONROE (La.) Rodeo Association** is joined this year by the Ouachita Parish Cattlemen's Association in expansion of the rodeo and livestock show set for that community. Joint group is headed by Robert Harmon, chairman.

**HAL RAMSEY** will promote a rodeo at Batesville, Ark., under Independence County Fair and District Livestock Show Association auspices. Louis Brooks, recent winner of the Memphis Rodeo, will be among contestants.

**THE BRAHMA TWINS**, Snooks and Brahma Rogers, have been added to Madison Square Garden Rodeo's publicity staff. With the McLaughlin kiddies, Juvenile ropers, and Curley Fletcher's Cowboy Singers, they will play public

schools in metropolitan New York. School tour is under direction of Fog Horn Clancy.

**ALF ELLEN**-Homer Todd Rodeo Company has been signed for the rodeo at the Fourth Annual Arkansas Livestock Show, North Little Rock, State Senator Clyde E. Byrd, secretary-manager, announces.

**BACKERS** of first annual Rock County (Tex.) Rodeo and Horse Show which closed recently have been returned full amount invested in event thru underwriting of the celebration. In addition, association has \$1,000 on hand for future events. Over 9,800 attended the three performances.

**FRANK MOORE**, manager of New York's Madison Square Garden Rodeo and vice-president-manager of the Bell Rodeo Producing Corporation, will stage a five-day Rodeo Association of America purse event in the new Municipal Building, Buffalo, Col. Jim Eskew will provide the stock and features.

**DUBLIN RODEO** held at Howell Ranch, Hayward, Calif., September 14 under Alameda Ekke's auspices, played to fair crowds despite cold weather. Clay Carr was adjudged the all-round champion and awarded the Sears-Robuck silver mounted saddle. Carr was entered in three events and won the calf roping and wild cow milking contests. He was runner-up in the bulldogging event. Jackie Cooper was first in bronck riding, having ridden Rolling Pin, adjudged the best bucking horse of the meet.

A number of contestants, including Aubrey Schell, Gordon Davis, Andy Jauregui, Clay Carr, Vern Castro, Ward Watkins and Jim Brister, drove 800 miles overnight from Pendleton, Ore., to make the show. Harry Rowell was managing director of the event, with Al California as secretary. Jack Calkie assisted and Elmer Holcomb choreographed. Alameda Ekke's job done with Lou Schroeder directing, provided the music. Results: Calf Roping—Clay Carr, Andy Jauregui, Leonard Block; Bareback Bronk Riding—Raymond Ivory, Dusty Hinkel, John Bartram; Professional Bronk Riding—Jackie Cooper, Cecil Jones, Chuck Sheppard.

**Steer Wrestling**—Joe Mendon, Clay Carr, Hugh Clingan, Brahma Bull Riding—Cecil Jones; Jack Spurling and John Bartram split second. Wild Cow Milking, Clay Carr, Vern Castro; Andy Jauregui and Gordon Davis split third. Amateur Bronk Riding—Wimpy Elitz; George Marchals and Slim Pfaff split second.

## Kansas City, Kan., Results

**GEORGE J. MALLOY** was president and H. A. Lucas secretary of the highly successful rodeo in Kansas City, Kan., September 11-14, under Police Hotel Association auspices. Other officials included A. W. Gray, general chairman; Fred Alvord, arena director; Leo Murray and Vic Schwarz, judges; Pete Adams, announcer; Everett Johnson, municipal director; Capt. Eli Dublin, Jack Will and J. R. Jenkins, rodeo committee, and J. C. Howe, co-ordinator. Rodeo is a Rodeo Association of American and Southwest Rodeo Association member.

Day money and final results were: Bareback Bronk Riding—First day, Louis Brooks, Hoyt Heizer, Grant Marshall, Pats Marshall. Second day, Frank Finley, Hoyt Heizer, Jack Williams, Louis Gould and Hoyt Heizer split second and third; Carl Williams. Fourth day, Bob Burrows, Ben Fancher, Louis Brooks; Grant Marshall and Hoyt Heizer split fourth. Finals, Hoyt Heizer, Louis Brooks, Grant Marshall, Frank Finley.

Calf Roping—First day, Jess Goodspeed, Junior Turner, Henry Spreiby, E. Fardee. Second day, Herb Meyers, H. D. Bina, Buddy May, Amys Gambin. Third day, Jim Snelvety, Slim Whaley, Brown Todd, Clyde Brown. Fourth day, Jess Goodspeed, Jim Snelvety, Amys Gambin, Hub Whiteman and Herb Meyers split fourth. Finals, Jim Snelvety, Slim Whaley, Amys Gambin, Buddy May.

Saddle Bronk Riding—First day, Cecil Henley, Milt Mooe, George Yardley; Louis Brooks and Paul Gould split fourth. Second day, Milt Mooe, Turk Greenough, George Yardley, Ben Fancher. Third day, Milt Mooe and Jack Wade split first and second; Bob Burrows and Turk Greenough split third and fourth. Fourth day, Cecil Henley, Turk Greenough, Ben Fancher, Jack Wade. Fifth day, Louis Brooks, Paul Gould, and Ben Fancher split second and third; Turk Greenough. Sixth day, Louis Brooks, Frank Finley, Bob Burrows, Turk Greenough. Seventh day, Jim Robillard, Louis Brooks, Ben Fancher, Paul Gould.

## Eskew Rodeo Big Hit At Springfield Fair

**SPRINGFIELD, Mass., Sept. 27.**—Exhibition rodeo, staged at Hancock Rodeo grounds for six of the seven-day Eastern States Exposition here, September 15-20, was one of the most successful ever presented in this sector. Although billed as a contest event, show was in reality an exhibition rodeo. Herbert S. Maddy, general representative, said. Every other year a horse show has been presented in the Coliseum, but action by the State Legislature, prohibiting the showing of horses with docked and set-up tails, killed that show. Substitution of the rodeo proved popular with crowds and the 5,000-seat house was sold out at every performance. Seats were 50, 75 cents and \$1, with no charge for standing room. Between 3,000 and 5,000 jammed the standing area, and on Thursday night more than 5,000 standees plus a sold-out house turned out.

Show was produced and directed by Col. Jim Eskew, with Jim Eskew Jr., assistant arena director; Herbert S. Maddy, general representative; Fog Horn Clancy, public relations director; Larry Louie Randolph, stock secretary; Bob Matthews, arena secretary; Lou Randolph, emcee; Bill Parks, superintendent of chutes; Buck Dowell, wild stock superintendent, and George Ward and Charles Aldridge, arena judges.

Shows line-up included Col. Cy Compton, Charles Aldridge, Dolly Eskew, Mildred Mix Hornor, Mary Park, Jerry Jackson, Mildred Smith, Doris Boon, Tim Thomas, Mary Rogers, Georgia Sweet, Mary Louise Randolph, Ruby Roberts, Minerva Hatchell, Dorothy Dunstan, Jack Jackson, Bill Parks, Dickie Karman, Roy and Edna, secretary; Horace Curley and Rodeo McCall, Bobby Smith, Brahma and Snake Horse Rogers, Princess White Pawn, Red Lund, Jim Kelley, Charlie Smith, Jack Kennedy, Rock Dewell, Fred Faulkner, George Ward, Curley Hatchell, Larry Cullen, Jack Lloyd, Smoky North, Junior Eskew, Tom Mix Eskew, Buddy McLeod, Orvil Gilliam, Ken Beon, Lew Quirk, Bob Matthews, Lon Rudolph, Lucky Boy Williams, Roy Wyatt, Spencer Jordan, Corvus Byrd, Dew Hopkins, Freddie Leary, George Aas, Lillian Compton, Calgary Kid, Pete We Miller, Marvin Hoover, Eddie Williams, Jimmy Jones, Fred Miller, Silver Harris, Junny Kinley, Bill Miller, Dominic Donobroto, James Pearson, Hop Peterson, Ralph Saunders, Bob Bankin, Don Grimes, Jimmy Knox and Red Dougherty.

Hot Gibson was the guest star with Junior Eskew doing the trick and fancy roping. Bill Parks, arena superintendent, had his back seriously injured in an accident with one of the trucks at the last stop. Herb Maddy says, but refused to stay in the hospital more than a few days and joined the troupe here with his back still in a cast.

## Entertainment Features For Chi Stadium Rodeo

**CHICAGO, Sept. 27.**—Plans for the Chicago Stadium Rodeo are developing apace and in addition to the contests for which large cash purses are being offered, there will be a number of purely entertainment features. Ken Maynard heads the list and others so far announced by Sam J. Levy, Barnes-Carruthers office, are Ted Allen, horseshoe pitching; Ken Bowen, comedy horse act; the Wyoming Dan and Bud Carlisle and Ross, whip-cracking and rope spinning.

Top hands from several leading Western rodeos will be entered. Jack Burnett is handling the publicity.

Eighth day, Paul Gould, Louis Brooks, Ben Fancher, Louis Morris, Finals, Louis Brooks, Ben Fancher, Turk Greenough, Jack Wade.

Steer Wrestling—First day, Bruce Ross, Truman Kelly, George Yardley, Frank Finley. Second day, Gene Ross, Hub Whiteman; Tom Hogan and Milt Mooe split third and fourth. Third day, Gene Ross, Hub Whiteman, Herschel Ross, Tom Hogan. Fourth day, Mike Fisher, Hub Whiteman, Tom Hogan, Jack Wade. Finals, Gene Ross, Hub Whiteman, Truman Kelly, Tom Hogan.

Bull Riding—First day, Jim Whiteman, Dale Adams, Hoyt Heizer, Grant Marshall. Second day, Hoyt Heizer, Jim Whiteman, Grant Marshall, Bill Heizer. Third day, Jack Knight; Paul Gould and Hoyt Heizer split second and third; David Shellenberger. Fourth day, David Shellenberger, C. J. Shellenberger, Jim Whiteman, Freddie Hall, Finals, Jim (See CORRAL on page 28)

## TOP STILES IN EAST, WEST

Kansas State  
Is Up 95,000

Hutchinson gate and take  
best in years—grandstand  
biz is 30% over 1940

**KANSAS STATE FAIR, Hutchinson, September 14-19.** E. M. Mitchell, secretary and attractive superintendent, E. Hutton, concession superintendent. Gate admissions: Adults, day, 50 cents; night, 35 cents; children, day and night, 15 cents; autos, 25 cents. Grandstand: Adults, general admission, day and night, 50 cents; children, day and night, 25 cents. Grandstand boomer: Barnes-Carruthers Fair, Bookings Association, Missouri, Beckmann & Gerry Shows. Horse racing: Two days. Auto racing, big cars: Two days.

**HUTCHINSON, Kan., Sept. 27.**—With attendance conservatively estimated at 330,000, compared to 220,000 reported a year ago, Kansas State Fair here on September 14-19 was one of the most (See KANSAS UP 95,000 on page 44)

Allentown Has  
Capacity Stands

**ALLENTOWN, Pa., Sept. 27.**—Attendance at Allentown Fair on September 15-20 was estimated at about 90,000 and there was capacity grandstand attendance afternoon and night. Weather was excellent. Buildings were filled with fine displays, stock and cattle exhibits being up to the usual high standard set here for many years.

Infantile paralysis caused closing off of Children's Day and none were allowed on the grounds under 16 years of age. On Wednesday high school students went on a "strike," formed a parade to the grounds and tried to crash the gates, but without much success.

Trotting, pacing and running races were held Tuesday, Wednesday and Thursday afternoons. On Friday Lucky Teter's Hell Drivers showed to capacity in front of the grandstand. Automobile races under direction of Hankinson Speedways Saturday afternoon drew record business.

Grandstand attractions, furnished by George A. Hamid, Inc., including Sylvia's Dog, Five Centrifuges, unreported leaders; Tarzan, educated chimpanzee; Relief (See Big Allentown Stands on page 44)

Lynchburg Gate Is 50,000;  
Midway Gross in 50% Gain

**LYNCHBURG, Va., Sept. 27.**—With perfect weather and over 50,000 in attendance, Lynchburg Agricultural Fair on September 15-20 was the most successful since the sponsoring American Legion Post took over reins of the defunct fair association, said Adjutant Charles Boyd. Fair was held on the 10-acre Textile Block and was under supervision of Abe Cohen, Carter Glass Jr., Harry Holt and Dr. Ouster.

Art Lewis Shows, midway attraction, registered a 50 per cent increase in gross over that of 1940 and have been re-signed for 1942. Local radio performers appeared as free acts in the exhibit hall and four acts, including the Four Stars aerialists, were used on the midway. It was necessary to secure additional grounds to accommodate shows and rides. At close of the fair it was announced that the 1942 annual will be held on 20 acres of the 26-acre site of the proposed Legion home. Grandstand and exhibit halls will be erected.

Poultry, agricultural, commercial and flower exhibits were housed in a 60 by 120-foot tent. Children's Day on Wednesday drew about 10,000, while another one on Saturday also drew big crowds. Lieut. Gov. William Tuck attended on Tuesday. Veterans' Day. Other features were fashion show, milkmaid contest and juvenile Mardi Gras parade.

DePue To Pilot  
Grand National

**CHICAGO, Sept. 27.**—Word has been received from Great Falls, Mont., that Harold F. DePue, who has been secretary-manager of North Montana State Fair there for a number of years, has been made general manager of the Grand National Livestock Exposition at San Francisco.

DePue is widely known in the fair field and has been very successful at Great Falls. He is vice-president of the International Association of Fairs and Expositions. He and his wife were badly injured in an auto accident early in the summer and he was unable to handle his duties at the fair this year. They have recovered from their injuries and DePue and his family left recently for San Francisco.

Army Moves Knock  
Out Annuals in La.;  
Switch Some Dates

**NEW ORLEANS, Sept. 27.**—Maneuvers involving over 500,000 soldiers of the second United States Army in mock war moves over two-thirds of Louisiana have resulted in cancellation of possibly a dozen or more parish and district fairs scheduled for this fall. In some instances fair dates have been set back until later, when the soldiers will have evacuated and the annual autumn round of fairs will then begin with as much enthusiasm as ever, according to Harry D. Wilson, State commissioner of agriculture. Many fairs will have demonstrations on defense and patriotism.

Among events definitely called off are Ouachita Valley Fair, West Monroe, Red River Parish Fair, Coushatta, Natchitoches Parish Fair, Natchitoches, St. Tammany Parish Fair, Covington, and Jeff Davis Parish Fair, Jennings. In most instances grounds are being leased (See War Games Affect La. on page 42)

## New Annual Set in Florida

**HOLLYWOOD, Fla., Sept. 27.**—An eight-day fair, to be known as South Broward County Agricultural Fair and to become an annual, will be held here under auspices of the Veterans of Foreign Wars Post, reported Adjutant Robert M. Newton, who has been named secretary, along with A. M. Hall, president and general manager; B. Holjewski, treasurer; F. S. McKee, vice-president, and C. R. Pinkerman, superintendent of amusements and director of publicity. Fair will be held on grounds large enough to accommodate a big midway, house exhibits and furnish parking space for 15,000 automobiles. Sponsor plans to be host to various branches of military personnel on successive days and over 10,000 men of the armed forces will be invited to attend.

Pomona Passes Half-Million Tip  
In First 10; BC Revue Bow Big

**POMONA, Calif., Sept. 27.**—With daily attendances increasing steadily over 1940 figures, the 20th annual Los Angeles County Fair here, September 19-29, announced a total of 500,000 for the first 10 days. Gate for the same period in 1940 was 478,583. Exhibitors selling products and concessionaires reported business strong. Grandstand revues, Music on Wings, staged by Barnes-Carruthers, opened to a capacity Sunday night for an eight-day run. Top day was Sunday with 115,877.

Horse racing is held 14 days, with harness racing on Sunday. There is no wagering on Sunday. Saturday pari-mutuel handle was \$389,569, a new all-time high for a day, bringing the total handle for the opening eight days to \$1,281,326. Handle for same period last year was \$1,473,958. With the race on Saturday scheduled for 1:30 p.m., dozes were



**ERNEST W. BAKER**, newly appointed secretary-manager of Missouri State Fair, succeeding Charles W. Green, has long been a prominent exhibitor at the fair. He was chosen for the post by the Republican governor who assumed office this year. Retiring Secretary-Manager Green is president of the International Association of Fairs and Expositions and expects to preside at the annual meeting in the Hotel Sherman, Chicago, in December.

## Troy Hills, N. J., Scores

**TROY HILLS, N. J., Sept. 27.**—Morris County Fair reported a successful review with all departments ahead, including midway and concessions. Free attractions were played and a queen contest held. A feature was a flower show. Bert Ibberson, veteran operator, had several concessions. Event is conducted by a board of 17 from various parts of county, and officers are Stewart E. Belbold, president; Marcus A. Northup, vice-president; Harry W. Wambold, secretary; Harold J. Morsch, treasurer, and Kenneth Krotznader, general manager. Also active are Alex L. Clark, past president; Rudolph Hanberg, parking director, and John J. Kennedy, director 4-H Club.

## N. H. Annual Sets Records

**ROCHESTER, N. H., Sept. 27.**—Aided by excellent weather and increased spending because of defense activities in the area, Great Rochester Fair on September 15-20 was most successful in 66 years of operation, said President J. A. Stevens. Kandy Bros. Shows, with 13 rides and 14 shows on the midway, registered a 30 per cent increase in gross over previous years. Pari-mutuel talks for horse races passed all previous marks, and entries in livestock and horse show divisions were of record quality.

closed at 12:30 when 10,000 had filled the grandstand. Admission is 50 cents and \$1 for boxes.

Rubin & Cherry Exposition on the midway reported business good. On Sunday the three Ferris Wheels were filled to capacity from early morning until late that night. Manager Robert L. Lehman said take was exceeding all expectations.

On Saturday Bulwark set a new record for a mile and a sixteenth over a half-mile course of 1:46 2-5, two-fifths of a second faster than the record established by St. Stephens in 1937 here. World record on tracks of a mile or more in circumference is Top Notch's 1:42. Fair took cognizance of the new record and publicized the fact that a better class of horses than ever before raced here. (See Pomona Over 500,000 on page 42)

ESE Jubilee  
High 352,516

Springfield, Mass., also  
has all-time daily mark —  
defense theme is puller

**EASTERN STATES EXPOSITION, Springfield, Mass., September 14-20.** Charles A. Wash, general manager, George Bernert, concession superintendent, R. S. Redfield, attraction superintendent. Gate admissions: Adults, Sunday, 30 cents; daily 31; evenings, 50 cents; children over 5 and under 15, Sunday and Monday, 25c; Tuesday to Saturday, 25 cents; vehicles, 50 cents; soldiers, sailors, nurses (in uniform), free at all times. Grandstand attractions: Sunday, thrill show, 50 and 75 cents; Monday thru Thursday, thrill show and parade, 50 cents; motorcycle races, one day, auto racing, two days; thrill show, 50 cents. Friday and Saturday, 50 cents; 75 cents and \$1. Grandstand boomer: George A. Hamid, Inc. Motorcycle racing, one day; auto racing, two days; thrill show, 50 cents.

**SPRINGFIELD, Mass., Sept. 27.**—Eastern States Exposition here, September 14-20, celebrated its silver jubilee by breaking its all-time attendance record by 29,537. Highest gate in its history, 352,516, was almost 45,000 ahead of last year's and topped the 213,479 total of 1928. Except for a one-day heat (See JUBILEE OF ESE on page 44)

Kid Ban Hits  
Nashville, But  
Biz Holds Up

**TENNESSEE STATE FAIR, Nashville, September 15-20.** Phil C. Travis, general manager and attraction superintendent. Gate admissions: Adults, day and night, 50 cents; children, day and night, 25 cents; autos, 25 cents. Grandstand: Free except at auto races; then 50 cents. Amusement budget: \$6,500 (acts, bands, fireworks). Midway: Johnny J. Jones Exposition. Horse racing: Five days. Auto racing, big cars: One day.

**NASHVILLE, Sept. 27.**—In spite of perfect weather, attendance at Tennessee's 30th annual State Fair here on September 15-20 fell more than 17 per cent under last year's mark. This was declared to be due to the barring of children under 6 years of age because of prevalence of infantile paralysis. Total gate admissions were 94,079, as compared with last year's 119,014. Attendance by days:

	1940	1941
Monday	5,926	5,229
Tuesday	10,189	8,263
Wednesday	18,616	12,704
Thursday	21,326	15,210
Friday	28,287	19,193
Saturday	34,440	33,621
Total	119,014	94,079

In the face of the decline in attendance, Johnny J. Jones Exposition on the midway grossed \$43,212.65, as compared with the Royal American Shows' \$47,000.

## 1940 Figures

Attendance, 119,014. Space and privilege receipts (including carnivals): \$18,420. Carnival gross: \$45,754.30. Fair's share: \$11,434.57. Total revenue: Fair's share: \$34,781.80; stall rents, etc., during year: \$9,180. Total: \$43,961.80. Total expense: About \$7,000.

gross of \$48,754.20 in 1940. Phil C. Travis, general manager of the fair, said (See BAN IN NASHVILLE on page 44)

# Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

## Un-American Performers

From time to time this column gets reports of back-stage controversies arising from mixed nationalities and mixed sympathies. No reporter worthy of the name likes to give the dignity of print to sensational and therefore highly readable, juicy items that are not, however, accompanied by conclusive proof of guilt. The word guile is not used in the original sense because it is not a crime to air one's views. Nevertheless, freedom of speech has its limits, even in a democracy like ours.

This nation has gone on record in a very definite way as favoring "with more than mere words," England and the allies in their struggle with the Axis powers. The great country called the United States is, by its actions, if not technically, at war with the Axis on the side of Britain and her supporters. That we are not in bloody or shooting war (even the Navy is "on probational orders") is an argument. We have just passed the highest tax legislation in our history. We all know what this astronomical money is for. Any performer, alien or naturalized, who talks or acts in a manner that is inimical to the interests of the United States does not deserve to get employment on our soil and his activities should be reported to the proper authorities.

It is up to bookers to see that work by such "misogynous characters" is not handed out. Bookers know well enough which of their artists are in this category. As a matter of fact, employers owe it to themselves and their country to investigate anyone about whom the least suspicion revolves. Buyers (fairs, etc.) can help by boycotting performers and trouper when and if reports about them prove founded.

This does not mean that anyone and everyone born abroad is to be immediately put down in this book as a disreputable element. Both heads are reminded that many of our foreign born happen to be among the best Americans.

**FLASH!**  
**OUTSTANDING ACTS**  
**WANTED FOR OUR**  
**1942 FAIR SEASON.**  
**PREFER ACTS NEW TO**  
**THIS TERRITORY. CON-**  
**TACT OUR MAIN OFFICE**  
**IMMEDIATELY!**

**GUS SUN**  
**BOOKING AGENCY,**  
**SUN'S REGENT THEATRE**  
**BLDG., SPRINGFIELD, OHIO**

**THE SKY MAN**  
With Scenic Value  
Other Acts Available for Indoor Shows  
Winter Shows Crowded  
A. McOWEN  
Billboard, Cincinnati, O.

**WINDOW CARDS**  
Clever Designs for Fairs,  
Festivals, Etc.  
Write for Details  
BOWER SHOW PRINT CO. TOWLER, IND.

Jack McAfee and Irene have concluded a successful season over the Barnes-Carruthers fair circuits. Irene presented her Hollywood Movie Star Dogs and McAfee worked the same line, frequently doubling as emcee. This was the first year the act played around the town, as Irene and certain have been busy in the movies for a number of years.

You don't hear much about the Morris County Fair, Troy Hills, N. J., but it happens to be one of the cleanest little events in the East. For its recent annual the layout included Desnik Malkova, who, Jumbo, elephant, Vigilantes Boyer, Great Pinner, spiral lower act, Penelope Allright hand and Uncle Doc of the Airplane. A free attraction on the "airway" was Del Rae Brothers, rotating double perch. Promptly at 8 each evening all work was stopped and the national anthem played.

Cap. Bob Ward and Hollywood Daredevils are contracted to appear at the Texas International Exposition, Houston, reports TIE managing director Bill Stee. It will mark Ward's first appearance in the Lone Star State. Emory Collins heads a list of drivers down for three days of auto racing. Nightly feature will be Sandy Johnson's Ice Frolics with Bill Cook, a drifter at near-by Elgin Field, as an added attraction for Army Day on October 25. Negotiations are under way for a name band, says Stee.

## Generalities

Rita and Duna, high wire, played North Judson and Marion Ind. Ladies' Broadway Varieties, with 12 acts and girl band, appeared at Onakama, Mich.

Harry Green, who handles Three Sophisticated Ladies, got them six weeks thru Frank Worth office.

Buddy Lumer and All-American Death Dodgers clicked for two performances at Pittsfield, N. H.

C. A. Kline's Attractions booked for Carrollton, Calif., Ottawa and Goshoben, O., season's wind-up.

South Louisiana State Fair, Donaldsonville, had Althea Slety, Demostella Brothers and Carmen, Three Misses, Willie Necker, Dumber Troupe, Aunt Matilda and Uncle Hiram, Macabedone, Ballard and Rae and Dewey Camp stage act.

Merchants' Fair, Warrensburg, Mo., had Miller Bros., Circus acts, including William Miller, foot juggler, Oklahoma Jack, rope spinner; Humat Frog and Jargo, clown.

Beloit, Kan., presented the Harlowes, bicyclists, Comedy Floyd, Hiram and Maude, Bill Irwin and Two Bills for its act layout. Wild West Show, presented by Paul Long, featured 12-year-old Darlene Leeg with educated Brahma Bull.

Captain Willard and troupe of animals played West Plains, Mo. George Webb, diver, unable to appear due to wrecking of his equipment in Iowa. Other acts here were the LeRoy, Lewis Mella, Professor Muehlenbrock and Bolivar's Orchestra and Jimmie and Cecilia O'Neil.

At Marysville, Mo., the bill included G. Higgins, Leo Peters Trio, Coriell Troupe and Zaxx and Teen Coriell. Uncle Ike's miniature circus, Bradfords and Clara Jean Bradford, Erma Flowers and Boya, Americanettes line of girls, Symek Duo and missie Viv Allen.

ALL-STAR Jamboree, a two-hour show booked, managed and emceed by George Francis, played to a packed grandstand and has them on the race track at Bay County Fair, Potosi, Mich., September 17-19, reported George Bink, who did a slack wire turn. Senary was reported especially noteworthy. Others appearing there were Musical Mantara, Roco, Juggler; VerDon Stearns, roller skater; Banko, trapeze; Miss Tawler; Graff and Winkle, dancers, and Leo Demera, acrobat.

**Warsaw Is Dark One Night, But Gate, Midway Increase**

WARSAW, Va., Sept. 27.—Despite missing Monday night due to midway light trouble, Northern Neck Fair here on September 18-20 drew over 3,000 more this year than in 1940. Attendance of 118,306 was reported by General Manager L. A. Arlitz, against slightly less than 100,000 in 1940. Weather was fair and

attendance would probably have gone to 43,000 had the midway been lighted Monday. Trucks of O. C. Buck Show carrying light cables were late in arriving.

Key grandstand crowds were not up to par, but after the first two nights free dances were held after the shows and attendance was better for the remainder of the week. Joel Palmer's orchestra played the show and for dancing. Acts included Sensational Eltons with Al Keenan; Elyria Echols; Bonny roller skaters; Premiums totaled \$1,100. O. C. Buck Shows exceeded last year's mark.

**20,000 Advance Sale Helps Va. Annual to 500,000 Gate**

BLACKSTONE, Va., Sept. 27.—Five-County Trading Area Fair and Exposition here on September 18-20, in its sixth year under sponsorship of The Courier-Recorder, drew attendance of 500,000, an increase of 12,000 paid admissions, which officials called phenomenal. Increase was attributed to an advance sale, over 20,000 tickets being sold at 19 cents. Regular price was 25 cents. W. C. Coleburn is secretary.

For the sixth year there was no rain. Lack of rain since July 4 made for a dusty but well-populated midway, occupied by Bantley's All-American Shows, which also appeared here in 1940 and '41. They had 60 rides and 10 shows which grossed more than \$2,000 above last year's figures. Concessions, according to Concession Manager Joe Payne, were slightly off. Midway free acts were Taylor Brothers, acrobats, and Daisy, high diving dog. Sensational Kaye, high frog act, were offered nightly in another section of the fairgrounds. Increased white and colored premium lists totaled \$1,225, believed to be responsible for the gain in number of exhibits.

**'41 Waterford Annual Best**

WATERFORD, Pa., Sept. 27.—Despite good nights fifth annual Waterford Fair, September 18-19, exceeded expectations and was best in history, said Secretary Ray J. Salmon. On the midway were 90 concessions, including Al Rosall's klieg rides and Carl Ferris, C. A. Kline Attractions furnished free acts, Lillian Brock, acrobat, and Roberia's Animal Circus. Estimated attendance on Saturday, when a pulling contest was featured, was 12,000. Amateur program brought out a good opening-day crowd. Coleman's band furnished music on Thursday and a rube band entertained on Friday and Saturday. Commercial and cattle exhibits were housed in tents and the school auditorium was packed with displays. Many people from near-by Erie visited. Advertising was carried in eight newspapers and there were daily announcements over WLEB, supplemented by 10,000 cards, 100 signs, 3,000 premium books and a street banner.

**WAR GAMES AFFECT LA.**

(Continued from page 41)  
or given free to use of army men, and all association officials have announced plans for resumption of the fairs in 1942.

Announced alterations in dates include Morehouse Parish Fair, Bastrop; St. Mary Parish Fair, Centerville; Washington Parish Fair, Franklinton; Jackson-Veitch Parish Fair, Jonesboro; Pointe Coupee Parish Fair, New Roads; Catahoula Parish Fair, Monroze; West Carroll Parish Fair, Oak Grove, and Louisiana Delta Fair, Tallulah.

With cancellation of Ouachita Valley Fair, West Monroe; Rodco Association, Inc., and Ouachita Parish Cattlemen's Association announced plans for a rodeo and livestock show substitution in West Monroe, with Robert Harmon chairman. Commissioner Wilson announced new dates for Louisiana State Show and Rodeo at Louisiana State University, Baton Rouge, to be held simultaneously with the East Baton Rouge Fair Association's exposition at LSU Arm, W. B. Balin, chairman. Greater Orleans Poultry Show and Agricultural Fair (initial event), New Orleans; Louisiana Sugar Cane Festival, New Iberia; National Rice Festival, Crowley; South Louisiana Mid-winter Fair, Lafayette, and Louisiana State Fair for Negroes, Grambling, October 14-18. The commissioner said other last-minute changes may be necessary due to the army maneuvers but that he looks for a successful fair season despite uncertainties because of record entries of livestock and agriculture.

**York Annual Older'n  
They Thought It Was**

YORK, Pa., Sept. 27.—Belief of members of York County Agricultural Society that the first York fair was held in 1832, year of the present fair's incorporation, has been refuted by an article which appeared in The York Dispatch of September 20, said President and General Manager Samuel S. Lewis.

The story relates that the first fair was held in 1763, a charter having been granted citizens of York by Thomas Penn, son of William Penn, to operate a fair twice a year. It is recorded that the fairs became increasingly popular, and that finally objectionable people attending crowded such bedlams that citizens registered protests and on January 22, 1816, the Legislature withdrew the privilege of operation.

Not until 1851 was the idea again talked about and in 1853, according to the article, a revival was held. From that time on, with the exceptions of 1855 and 1918, an annual has been held here.

**POMONA OVER 500,000**

(Continued from page 41)  
contesting turf programs. Daily attendance figures are as follows:

	1940	1941
Friday	29,770	33,489
Saturday	51,110	51,629
Sunday	64,720	68,583
Monday	27,681	27,926
Tuesday	27,146	28,627
Wednesday	29,541	31,029
Thursday	22,805	23,238
Friday	46,249	50,723
Saturday	77,527	80,807
Sunday	100,733	113,871

Total ..... 478,584 520,920  
Roy Driscoll, publicity director, had estimated the second Sunday crowd to exceed 110,000. When he came close to his guess, he further predicted that the fair would come close to the 1,000,000 mark at which it has aimed.

Some concessionaires quipped that sales were not up to last season's, but most of the game economy items seem well satisfied. A concessionaire who has a number of souvenir and novelty stands said he was off the nut Saturday morning at 10 o'clock and that he had done a good business Sunday.

**BC Revue Draws Big**

Muscle on Wings played to good crowds during the week. On opening night doors were opened at 7:30 and grandstand was about filled six minutes later. People were sitting in aisles and grandstand poles were busy during the entire performance keeping walkways open. Show is well staged and well sponsored opening night. Opening with Muriel Davenport and the White Guards vocalizing, 18 girls in red velvet dresses with black fur muffs are on for a dance. Muffs attempt to produce "men" and Miss Davenport and the girls do Oh, Johnny to get a big haul. Glenn Dale handles emceeing duties well and sings on the Ambrose. This for balancing act that goes over big. Larimer and Hudson, trick bicyclists, were solid and had a difficult time bowing off. Pallenberg's bears won big rounds of applause.

Pratana, title of the second part, presented Harold and Lola in a snake dance that won applause, and the Seven Pridemoons, letterboard, scored heavily. Following their samerout to four high light the response was thunderous. Ben Yule's group, the White Guards, were spotlight with the harmony on Loner, Come Back to Me and enured with a collegiate group that show-stopped. Even after they had done Monday they found it difficult to leave the stage. Nattie Troupe, wire artists, went over big with their foot-on-foot, forward and back acrobatics. Miss Davenport was on for Joe Lovelind as a prelude to Nirdia's butterfly dance. Guards sang Nicksa Revere Island. The living statues, Nicksa, Miss Davenport and the Guards pleased no end. Lighting was especially good on this number.

While Miss Britton and his troupe were getting ready, Mitts McWen did a swell job at the organ. Sensational Martons won a top spot for their aerial work. Britton's Musical Maniacs kept the audience laughing at their antics. Maestro handled emceeing admirably. Charming of Tremay Bafferty, Tito Joe Britton and Chubby Silvers was tops. Miss Davenport, as Miss Columbia, and the Yule group held the vocal spotlight for Red. It was Bill's a swell program number that brought on the Aero Ray Girls for a hitting finale. Britton also handles pit band.

**Lisbon Annual Is Winner; Stand Pulls Night Crowds**

LISBON, O., Sept. 27.—Opening to fair patronage, with rain hurrying Wednesday night's crowd, attendance picked up the last two days to make Columbus County Fair here on September 9-12 a winner. An extra day's extension with free admission and a special program for children kept the gate and concessionaires, said Secretary J. H. Sinclair. Racing program on Wednesday afternoon was cut short by rain. Exhibits were better, with entries in all departments at an all-time high. Paid attendance was reported at 20,000.

Grandstand show was presented by Klein's Attractions, Rhythm Revue of 1942 being offered nightly on a special stage under direction of Mrs. Margaret Klein, with Jack Klein as emcee. Attraction drew good crowds nightly. Line-up included Bob Ritchie's band, eight-gig line, Vardell's acrobatic novelty, Dick Newell, roping and juggling; Tom and Betty Watter, perch and tight wire, and Flying Aces, roller skaters. Midway included Mrs. R. H. Wade's rides, Larry Fallon's 10 concessions, Howard Peter's Freak Animal Show; Ted Mitchell, taffy; Akrim's pennants; Von Black, floss; Lester Bodger, peanuts; Weidlin's popcorn; cookhouses of Charles Martin, Barney Fleeger, A. J. Maserly and A. L. Wilson; Bauer's Arcade, Wagner's guns, Ferra's high striker; T. D. Berry, lead gallery, and Tenary's photos and scales.

**New Wooster Peak 50,000; Attractions Draw Heavily**

WOOSTER, O., Sept. 27.—Wayne County Fair, September 8-12, extended a day this year, established records for attendance, grandstand grosses, entries and ride and concession receipts, said Secretary Walter J. Buss. Total attendance was 52,000, about 18,000 more than in 1940. Rain on Wednesday caused a drop of 1,213 in comparison with the same day in 1940. Tuesday, Children's Day, proved a good one for concessionaires.

On Tuesday there were pony races and circus acts before the grandstand, with a pageant and parade that night. Harness races were daily afternoon features. Interspersed with Curt Clark's trained animals and acts provided by Jack Baum. Wednesday and Thursday nights featured a stock parade and horse show and fireworks. C. & E. Rodeo, set by Jack Baum, provided entertainment Friday night and Saturday afternoon. Successful innovation Saturday night was the WIS Barn Dance, over 5,000 seeing two performances at 25 and 30 cents. Five J. H. Edwards rides had big grosses. Other concessionaires: Andrew's grab stand, Dick and Helen John's Playland, Wagner's guns, Patterson's Pony Track, Carl D. Snyder's lead gallery and photos.

Mackley's color, Jim Oikhorst's photos, Eddie Weekley's grab stand, Clarence Smith's cookhouse, Maurice W. Meyer's pineapple whip, Sponseller's basketball, Speedy Baber Motordrome and Gooding's Monkey Speedway.

**Around the Grounds**

MEDEA, O.—Fire on September 16 destroyed the largest horse barn on Medina County Fairgrounds. Six horses in the barn were saved.

OLD WASHINGTON, O.—The 85th annual Queensey County Fair here on September 17-19 had attendance below expectations, with the most favorable weather in recent years. Harness races were featured Thursday and Friday, and a saddle show was held. H. P. Dickson, Quaker City, O., had the rides, shows and concessions. WLW Boone County Jamboree presented grandstand entertainment.

LEBANON, O.—The 22d Warren County Fair here on September 18-19 was a winner, with ideal weather. Night sessions were again held with a horse show, Ezra Buckingham's Rustic Revelers Wednesday and Thursday and Boone County Jamboree Friday night. There were record night grandstands. Midway had a unit of F. E. Gooding Amusement Company in charge of John P. Enright.

MOLINE, Ill.—E. J. Floyd, now doing defense work here, reported he is also working some concessions in the area. Mr. and Mrs. Floyd and their daughter were at the recent Mason (Ill.) Fair, a Jimmie Lynch unit played there one day and the LaTona Troop also appeared. While playing the date the latter held a family reunion. Troops appeared in

Muntington, W. Va., on September 4-7 and in Seaman, O., on September 11 and 12, returning here to visit the Floyd.

WINDSOR, N. S.—For the first year since 1938, Windsor Fair, one of the oldest in the world, was held on September 16-19, the 176th edition of the fall exhibition, established in 1763. The 1939-'40 fairs were canceled because of war conditions but Windsor Agricultural Society decided the best way to stimulate farm production during the war was to resume the fair. In charge were Paul Lawrence, president; M. C. Hanson, manager, and H. M. Clark, secretary-treasurer.

MADISON, Wis.—All officers of Wisconsin State Fair junior board were re-elected as follows: Wakelin McNeel, Madison, assistant State leader of boys and girls' clubs, chairman; L. M. Beaman, Madison, agricultural supervisor of the State board of vocational and adult education, vice-chairman; and Martha Euback, Madison, teacher-trainer in rural vocational homemaking.

BIRMINGHAM.—The new Federal tax bill will cost Alabama State Fair Association more than \$600 for free admissions of school children to the 1941 fair, President J. Warren Leach told members of Birmingham Real Estate Board at a meeting September 19. Tax on all admissions during the last four days of the fair would have to be paid since the act was to become effective October 1, he said, pointing out that in previous years there was no tax on free child admissions. Alabama State Fair has no State or other outside aid.

ASHLAND, O.—With 17,000 on opening day, a new high, Ashland County Fair, September 17-19, had best attendance and highest grosses in several years, said J. S. Atterholt, secretary. Race prizes and premiums totaled \$8,000. Ideal weather prevailed. Hades before the grandstand was replaced this year by Klein's Rhythm Revue of 1941 on Wednesday and Thursday. On Friday Klein's Circus unit was grandstand attraction. Midway had Meyers Family Class Show, Gooding's Pinbouze, F. E. (See Around the Grounds on page 42)

agricultural markets in 1941 than in many recent years. As in the stock market, it tends to move by fits and starts and the combination of circumstances mentioned above resulted in a general strong upward reaction from late winter to summer. Various uncertainties now overhanging the speculative market, and the general feeling of optimism has been toned down to some extent, although a new wave may hit the markets at any time.

Despite those developments, or any temporary setbacks which might occur (See AGRICULTURAL on page 38)

**SOUTHERN FAIRS LATE EVENTS**

Time runs for a few more days.

HIGH SWAYING POLE — TRAPEZE — PERCH BALANCING — AEROBATICS — SLIDE FOR LIFE.

WIRE TODAY FOR DETAILS

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World's Highest Aerial Act

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**MILO LINWOOD**  
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135 Feet — No Nets

Featuring their sensational and original thriller—

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**CHARLIE ZEMATER**  
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**COMING CAVALCADE OF FAIRS**

WATCH FOR THE IMPORTANT ANNOUNCEMENT IN AN EARLY ISSUE

**WANTED CLEAN CARNIVAL**  
for  
**BLOUNT COUNTY COLORED FAIR**  
Either Week of October 13 or 20.

Hills running day and night and we are drawing from all East Tennessee.

**P. A. WATERS, Secretary,**  
Maryville, Tenn.

**LET'S GO, U.S.A.!**

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**Agricultural Situation**  
Condensed Data from September Summary by U. S. Department of Agriculture, Washington, D. C.

**M**ANY farmers are having the unusual experience this year of being able to market larger quantities of food products at higher prices—notably the products of cattle, lambs, milk, cream and eggs. These products are in increasing demand by consumers, supplemented in the case of dairy and poultry products by increased government purchases. Prices of commodities formerly exported in large volume—wheat, cotton and tobacco—are being supported also by increased government commodity loans.

Consumer buying power continues to rise as industrial production for defense expands, and increasing quantities of farm commodities are being bought by the government. Present outlook is that a continuing high level of consumer demand and government purchases and loans will yield farmers a larger income in 1942 than in 1941. Unpredictable, however, is the extent to which increasing costs of farm production will counterbalance this gain. The ratio of prices received to prices paid by farmers was 109 in August—highest since January, 1937.

**DEMAND: RISE LESS RAPID**

Over-all demand for farm products, which had a marked expansion in spring and early summer, is likely to rise less rapidly during the next few months.

One reason for the remarkable improvement in demand in recent months was the tremendous increase in industrial activity and consumer income. But more and more bottlenecks are developing in industry, and further increases to the output of defense goods may be largely at the expense of civilian goods production. Employment and pay rolls, however, will continue to rise because of more labor required in producing highly specialized defense equipment, rise in average wage rates and expansion in service industries.

A considerable part of the increases in over-all demand for farm products in recent months has arisen directly or indirectly from government programs. The increase in the loan rates on 1941 crops was reflected in both futures and cash markets for the affected commodities.

The food-for-defense program not only has removed considerable quantities of products from regular commercial channels, but also has stimulated speculative and storage demand for commodities such as butter. Thus, the effects of these programs already have been discounted to a considerable extent in the rapid increase in demand and prices of recent months.

Another demand factor which had an important influence in recent months was the general buying movement of imported commodities threatened by international developments. Prices of fats and oils, for example, rose rapidly from February to June, but remained fairly stable for about two months as the trade eased off buying operations after a considerable inventory accumulation.

Speculative demand in general has been a much more important factor in

**WANTED**

Motor Drama; Minstrel Show with Band, white or colored; legitimate Concessions not conflicting, Lead Gallery, etc. Other Shows, Side Shows, etc.

**THE FAIR, October 6-11, 1941**

Schuykill County Fair Grounds, Crestona, Pa.

**WANTED FOR CHESTERFIELD COUNTY FAIR, VA.**

October 9-10-11

Legitimate Concessions of all kinds. Cookhouse, Street Vendors, Joke, let me hear from you. No 3 Wheel Led Concessions. Will book 8 or 4 clean Moral Shows. Moral Black, Mrs. Adams, write or wire. Can take Two-Show, Shows get posted in 100 sec. Concessions table leading this Fair will see the post get yours, write or wire, as you know table is limited. This is one of the best County Fairs in Virginia. Write or Wire F. L. FAUST, Chesterfield C. H., Virginia.

**WANTED FOR THE GREAT ROWAN COUNTY FAIR**

Baltimore, North Carolina, 8 Days and Nights, October 20th to 28th

Featuring: Soups, Hot Traveler, Jockey Races Friday, Auto Races Saturday

One place Concessions of all kinds, including Whores, Grand Shows, Cook House, Gash, Photos, Penny Pitcher, Pop Corn, Peanuts, Fish Ponds, Grand Glass, etc. Grand Glass Concessions for rats, (Pheasants, Bismarckians, Paper Toys, Toys, etc.) outside space Market, artist, ballroom. Will the money act. 25,000 tickets assumed here-on managers. Write or wire

**SECRETARY, Rowan County Fair, 14 Victor Building, Salisbury, North Carolina.**

## Riverhead Triples '40 Gate; Receipts Register 400% Gain

RIVERHEAD, L. I., Sept. 27.—Attendance of 19,460 at 90th annual Suffolk County Fair here on September 1-6 represented a gain over three times that of 1940 and the first increase in eight years, said Carl R. Hinchen, in his first year as secretary-manager.

Preliminary report of Treasurer Ella T. Terry showed a revenue increase of 400 per cent. Expenses were higher because of the management's determination to restore the fair to public favor by providing more and better attractions and because it was necessary to spend several thousand dollars in renovating buildings and equipment.

Biggest day was Labor Day, when 7,354 saw auto races put on by Walter Stebbins. In three hours that day money taken in was more than double the steady receipts of 1940. Admissions totaled \$1,500 on Saturday, when Buicks Bob Hayes and his coupe performed. Tickets ordered for that day were all sold and some unissued ones from other days had to be utilized. Grandstand show, supplied by Frank Wirth, a fair director and head of the Frank Wirth office, was called outstanding. Bill included Gray Family, singers and dancers; Great Arturo; Missett's elephant and camel act; Repp's Blower, comedy mule, and Lee Ross, dancing and juggling. Bert Joe Scandar, well known to Long Islanders, arrived from Port Dix to emcee the show. Flying Allens, balloon-cannon act, could not appear because of high wind. Richard E. Gilsdorf's Dick's Paramount Shows gave the fair the largest midway in recent years. Harness races were no drawing card, according to Secretary Hinchen. Three days of racing cost the board \$2,500, including \$1,100 for purses. With excellent weather on Wednesday, first day of racing, only \$95 was received in grandstand admissions.

Secretary Hinchen said business firms having displays in the exhibit hall were pleased with patronage and that almost without exception they agreed to take space next year. Rain hurt the gate on Tuesday when Thomas E. Casey visited the fair and gave an informal talk. Chick Choo, member of the Hayes Troupe, sustained a fractured hip and other injuries while performing. He was taken to Southampton Hospital.

## KANSAS UP 95,000

(Continued from page 41)  
successful as to gate and receipts, said Secretary S. M. Mitchell.  
Largest day was on Thursday with a 70,000 gate. Biggest grandstand was the same night, when spectators in the stand and seated between stand and race track were estimated by M. H. Barnes, Barnes-Carruthers, at 36,000. Grandstand admissions were up 30 per cent, over 1940 and total receipts from all sources were up 49 per cent greater than in 1940, Secretary Mitchell said.

Barnes-Carruthers Fair Booking Association had the contract for night stage production, State Fair Revue of 1941, together with all of the acts, including Dixie Troupe, Melvin Dancers, Yvonne and Valbon, Calgary Brothers, Victoria Troupe, Great Helen, Ann Morrison, Paul Marks, Irene Vermillion, and Harlan, the New Yorkers and Graham's Western Riders.

Automobile races by Bacing Corporation of America under IMCA sanction were conducted on Tuesday and Friday. Harness and running races were staged on Wednesday and Thursday.

On Children's Day, Monday, the second largest attendance was registered, but heavy rain kept 30 per cent of children who admitted free at outside gate and grandstand through the day. At 8:45 Monday evening a terrific rainstorm put part of the midway under eight inches of water for a short time. This caused cancellation of the night show and the giving out of rain checks and refunds to those who had already entered the grandstand.

## Public Hurt in 1940

This partially accounts for the relatively poor showing of grandstand receipts in comparison with outside gate receipts, said the secretary. "Hackmann & Gearty Shows on the midway established a gross far exceeding that done at the fair midway for 15 years. The increase was 110 per cent over the gross in 1940. This comparison is a little misleading because of the fact that during the 1940 fair a wave of infantile paralysis kept most of the young people away from the fair."

A total of 53 high school bands, or an

average of over 16 each day from Monday thru Friday, visited as guests of the fair and Hutchinson Chamber of Commerce. This figure compares with 33 bands which appeared in 1939. A new feature of afternoon grandstand programs was a sheep-shearing contest, four preliminaries being held from Monday thru Thursday. Finals were held on Friday on the free-air platform. A great deal of favorable comment was expressed by those who witnessed the innovation. Cattle show, both in beef and dairy divisions, was the largest ever recorded and, to accommodate all entries, it was necessary to use very large pens. A "Coursing of Dairy Queens" was a feature of the dairy show, comprising the four out-standing cows of each of the six dairy breeds recognized in the premium list. Another feature was the fat lamb carcass demonstration. After the lambs were judged on foot, the prize winning lambs were slaughtered and hung for display in the refrigerated meat cooler in the grandstand building. In 1941, a new show demonstration plan was started in the market barn classification and it proved so popular that this was continued in 1941 and, in addition, the lamb carcass demonstration.

## BAN IN NASHVILLE

(Continued from page 41)

that the only day on which the Jones show fell under the Royal American's mark was Friday, Children's Day, when attendance nose-dived because of police. Gross on that day was about \$3,000 off. Top drawing card on the midway was the Clyde Beatty Circus.

Grandstand acts, booked by George A. Hays, Inc., were well received and included Christy Beas, Circus, Flying Belches, International Robs, Pesche's Sky Revue and Everett Johnson's Madison Square Garden Orchestra. Fireworks were by Ohio Display Fireworks Company. Harness racing was held five days and auto racing on Saturday. In Saturday's auto time trials Jimmy Wilburn beats Otto Schrader's 1939 record. The new record was tied later, however, by Schrader. Aut Showman was starting.

All space was taken by exhibitors who said they were well pleased with business. A food show sponsored by Middle Tennessee Independent Merchants' Association, Inc., was reported a big success. Thursday, usually Farmers' Day, was transformed into Sergeant York Day, when the World War hero appeared. Bid in the Army gun competition on the midway was appreciated considerably after the ex-debutant and a mountainier pal staged a friendly shooting match.

Manager Travis estimated concession business to be up about 7 per cent over last year's in spite of the attendance decline. Indie concessions included Desplanter Brothers, novelties; Charles Leasing, pineapple whip; Dennis Leasing and Libor; Jack Brooks, jewelry; Arroyo Christie, two cockhouses; Walter Long, three cockhouses; National Food Institute, kitchen gadgets; Nax Barkins, palmistry; George Reinhardt, cockhouse and grab; six locations; J. C. Simpson, photos; Leo Tischer, two cockhouses; G. H. Tischer, cockhouse; W. J. Wisniewski, scales, guess-your-age and photos.

## JUBILEE OF ESE

(Continued from page 41)

was, the fair had the best weather in its history.

General Manager Charles A. Nash said it was impossible to announce receipts of gate, grandstand and Coliseum until auditors had reported. He said the take probably would be higher than in other years. Officers noted that never in the history of the Coliseum had it been so jammed, and grandstand shows drew better than they have in the last five to eight years. Attendance by days, including all free admissions:

	1940	1941
Sunday	67,083	81,296*
Monday	73,087	77,764
Tuesday	81,921	83,746
Wednesday	80,944	41,239
Thursday	90,271	41,738
Friday	80,723	33,845
Saturday	11,293	42,810

TOTALS ..... 504,524 533,516

\*All-time daily record. Previous high, Friday, 1932, with 78,804.

On each day except Friday and Saturday attendance was record-breaking or broken with top gate or three comparable days in the fair's history. Officers said it brought the worst traffic jams in the memory of traffic officials. Roads within a 25-mile radius were jammed from the time the gates opened at 1 p.m. until early evening hours. Clotting day also brought its troubles when parking space

## Expansion

SPRINGFIELD, Mass., Sept. 27.—Big success of Eastern States Exposition here on September 14-20 brought out at least one story. An employee of the ESE for 25 years, walking down the Avenue of States and exclaiming over the crowds that jammed it, said the only comparison with the fair of earlier years that he could think of was the tale about the mother fly and the baby fly walking on a man's bald head. The mama fly turned to her daughter and said, "My, My! How times have changed! When mama was a girl this was only a footpath!"

was all used up and for the first time in fair history parking attendants were forced to park cars diagonally along the Avenue of States and around other roads near the Coliseum.

## Precision Causes Change

The ESE took on a different atmosphere this year. Far from the accent being on agriculture, it was on defense. Grounds littered with guns and teamed with soldiers and every exhibit echoed this keynote. Plans had all been made for this year and the justice thereof had been decided upon when on July 10 1939 President Franklin D. Roosevelt received a letter from President Roosevelt urging that "the various defense industries make extensive use of Eastern States Exposition to that vital purpose." Immediately expedition officials discarded original plans and swung into action on the new theme. The War Department ordered the 6th Coast Artillery (Anti-Aircraft) to the grounds for the war, and the 2,000 men and officers were under orders to do everything in their power to explain the workings of their guns. They arrived in 100 trucks, with all their equipment, guns, searchlights, listening aids, machine guns and trucks. After the grandstand show every afternoon the regiment staged retreat parade in the infield of the race track and their night show in the Coliseum a demonstration of the workings of the unit was put on. The problem set up for the men was defending the exposition area from enemy action from the air, and every night their 5,000,000-watt power lights stabbed thru the darkness, seeking out the planes sent from Westover air base, gigantic Northampton, to "bomb" the exposition. As it was impossible to get the ammunition for the demonstration, Manager Nash arranged for fireworks to be set off to simulate firing of guns.

Army officers told reporters that since it was against air corps regulations for the planes to engage in maneuvers of this kind, it was merely "coincidental" that they flew over at that time. The "coincidence," however, occurred each evening at the same time, much to the amusement of the crowds. All of the armed services had displays at the Industrial Arts building, where they set the keynote for other exhibitors. All industries engaged in defense work had exhibits, and crowds came away with a better idea of where their tax money is going. Many voiced appreciation of the opportunity the ESE had afforded them to see how national defense operated, and many also paid tribute to the outdoor entertainment which they felt that no other medium of entertainment could have portrayed the subject in so apt a manner. An all-time low in money spent for farm equipment was reported and, the variety of reasons were given, the consensus seemed to be that the crowd was not agricultural-minded this year.

Governors of the Eastern States and their representatives, who gathered on Sunday and Monday, expressed appreciation of the way in which the exposition had implemented the President's idea and they sent the President an open letter applauding "the foresight and civil spirit which gives the national defense program such an effective visual display to the citizens of this section of the United States." State buildings, one owned by each of the New England States except Rhode Island, also stuck to the defense motif, and long-time attendants noted that the crowds were more interested than in other years.

## Attractions Get Heavy Play

Grandstand shows played to bigger crowds than long-time employees could recall seeing since 1929. Only afternoon shows were held as the night rode in the Coliseum had no serious competition. Lucky Yates's Hell Drivers appeared every afternoon, Sunday thru Thursday. Before the show five acts were put on in front of the grandstand. The stage acts were repeated during intermission in the

night rodeo, and the aerial acts were given before the anti-aircraft exhibition at night. Aerial acts were the California Bayettes and Delores Bonastinn. The others were the Jim Loug Troupe, Demetri Troupe and Six Angels. These acts went over better in the Coliseum than at the outdoor stage. Motorcycle races Monday afternoon were an added attraction to the Hell Drivers.

Automobile racing Friday and Saturday afternoons proved as popular as ever. Grandstand and bleachers held 4,000 and an equal number could be accommodated standing, and grandstand attendance estimated that between 7,000 and 11,000 were present at every show, high day being Saturday and low Sunday.

McNally rides were again in playland, and one ride was omitted because of labor shortage. Owner McNally reported that the ride on the slide was better than last year's but possibly like it should have been with such a large attendance. He awarded the guess that there was plenty of new money about but that defense workers were so tired after a day in the factory that they did not or could not go out for such relaxation.

The Joe Ranchi rodeo gave an exhibition 2000 nightly in the Coliseum, with exception of Sunday evening, marking the first year that the Coliseum was not given over to a horse show. Action by the Legislature last spring passing a bill prohibiting showing of horses with docked and set-up tails killed the horse show. The 6,000 seats were filled nightly and people were turned away. No charge was made for standing room and every seat was reserved. An estimated 6,000 stood in the night, the largest crowd to ever jam the Coliseum.

Dr. Edwin Frank Goldman's hand gave concerts Sunday afternoon and night and people were turned away. It was Goldman's ninth year at the fair. Biggest exploitation stunt was a concert by 4,300 members of New England Orange Chorus. They had been chosen for winter-long competitions and sang over a Coast-to-Coast Club book-up Saturday afternoon and gave a 60-hour public concert at end of the half-hour broadcast. Homer Redhever led the singing, and the chorus filled more than three-quarters of the seats in the Coliseum.

President Brooks almost missed the 20th edition of the expo he founded. He contacted an illness, reported to have been brought about three weeks ago. Until Wednesday it looked as if he would miss the show, but Wednesday night he was driven to the grounds, where he was taken for a complete tour of exhibits in his car.

Col. J. B. Kirkpatrick, president of Madison Square Garden, New York, who was a visitor on Saturday, has been New York's accomplished by his publicity director, William E. Dwyer. They were looking for ideas for a country fair to be staged in the Garden in 1942.

Major changes in policy, other than changing over to the defense theme, was the unprecedented action of admitting soldiers, sailors and Marines in uniform to grounds without charge.

Prattman reported a much better spending season this year. Concessions also reported excellent business.

## BIG ALLENTOWN STANDS

(Continued from page 41)

and English Brothers, comedy acrobats; Parrot Trio, high ladders; Freddie's Football Dog; La Tosses, bounding rope; Watkins Circus, Florida; Iceboard; Four Sisters; Bicycles, Betty and Benny Fox, sky dancing. At night Echoes of Broadway, revue in five parts with beautiful costuming and scenery, was staged in front of the grandstand. Henry Cogen was emcee and company manager. Music was by the Allentown Band with Joe Basile as guest conductor. DeWitt C. Steele was stage manager for the fair association. It being his 30th year in the company.

World of Mirs Shows on the midway reported good business, but missed the children on Tuesday. Among visitors were Ernest Rangleby, S. M. Williams, Harrington, Del. Carl Plankenstein, H. B. Correll, Harry Gilmore, Bruce Spidman, M. J. Grimes, Bloomington, Pa.; Samuel S. Lewis, J. N. Butler, York, Pa.; C. W. Sawyer, Reading, Pa.

All concession space was sold and most of the concessionaires reported satisfactory business. Bingo games were more numerous than ever.

FRANKFORT, Ky.—Callaway County Fair Association, Murray, with seven directors, organized to conduct an annual fair, has been chartered here by the secretary of state.

## Gravatt Shutters Steel Pier After Great '41 Season

ATLANTIC CITY, Sept. 27.—Frank P. Gravatt shuttered Steel Pier last Sunday after one of the greatest seasons in its 44-year history.

Closing bill featured Cardinals, Cookie Bowers, Jim Wong and Company, Four Samuels and Four Sidneys in the Music Hall; Olga Petroff heading the outdoor water and thrill show; Alex Bartha's orchestra in the Marine Ballroom and two feature photoplays along with exhibits and Pinettes.

On the final day the resort experienced a heavy crowd that jammed the Boardwalk. Week-end was as hectic as during a summer Saturday and Sunday. Mild weather, the Shirazers, Telephone Pinettes and other conventions and Jewish and Greek holidays, plus soldiers on leave from training camps, brought a heavy influx of visitors over Saturday and Sunday. Waiting lines in front of restaurants, familiar sights during height of the summer season, again were in evidence.

## Extended Long Beach Biz Seen

LOS ANGELES, Sept. 27.—Business on Long Beach, Calif., the past week was nothing to get excited about. This convention was in session and staged a big parade that took crowds from the amusement area Friday night. Other events that were part of the State convention included free dances that attracted those who would have otherwise been in the amusement zone. The Ringling show was here Wednesday night and pulled big crowds.

Concessionaires are drifting along nicely now with most of them off the pier for several weeks. Cool nights have somewhat hampered business, but operators are optimistic over the outlook of many more good weeks and some fine week-end business.

### Merchandise Is Moving

Onis Tippo, connected with rides here, is returning to the road to do his share for life. Plans to hook out of Chicago. Miltburn Ellis Ingram reports that his balloon game is going strong and that merchandise prices are bringing in the here. Josephine Clark is in her 20th year as operator of shooting galleries. Associated with her are Lorna McBride, Marie Walker, Ethel Ray, Virginia Bay, Olga Collins, Marion Sawyer and Vera McKinley. Mr. Market has had an eating place on the pier for 20 years. Dr. Yance, guns-your-weight-and-age, is also talking at the grand jury, assisted by Pete Suderna. Bert Fisher's side shows are clicking solidly. E. M. Fisher is handling tickets at the Apollon show with Aaron Strickland doing lectures.

### Among the Concessions

In the Lilliputian Noddy Colony Johnny Bush, midwife, has the tickets with Lorraine Morgan, Catherine Rogers and Betty Frost, lecturer, working inside. LeRoy Ingram is operating a ball game for P. S. Wiemann. Photo gallery is doing good business, with Ella Moorehead, Peggy Hawkins, Marie Collins, Billy McCreary, Edith and Matt Bos in the spot. W. E. Kessler is popular cashier at the Arcade, operated by Alvin Amusement (See LONG BEACH BIZ on page 46)

## Tippetts Host Orphans Again

ST. JOHN, N. B., Sept. 27.—Mr. and Mrs. B. S. Tippetts, managers and managers of Dominion Park at St. John River location near here, closed all public business for one day and turned over their facilities, including beach, dance hall and dining room, to about 250 orphans and their guardians. This is the third year in succession that the Tippetts have closed their resort to the public in favor of the private outing for orphans. Both worked on the committee in charge of the picnic.

HOUSTON.—Mrs. Bertha Melville and Mrs. Miller have booked their attractions at New Playland Park here for the winter months after a successful season at Daytona, Fla., and Virginia Beach, Va. Mrs. Melville has plans for a California vacation before coming here.

# Buffalo Area Gain Is 30-40%

## Chi Conclave Will Consider Vital Problems

By R. S. UZZELL

NEW YORK, Sept. 27.—Next order of business will be the annual conclave at the Hotel Sherman in Chicago and sessions of the National Association of Amusement, Parks, Pools and Recreational Association. Never in the existence of the NAAPPB and AREA as associations has it been so important that all men in the outdoor field assemble for a pooling of wise counsel and exchange of experiences.

There are veterans in the business now who have navigated rough waters and piloted their crafts into safe harbors. They have the firm determination born of experience. They entertain no ideas except those of carrying on in a practical way. Their own policy of procedure now is the strongest argument for their courage. Since we are confronted with fact and not theory, it is the part of wisdom to listen to those who have been over the course before.

### Longer Exhibit Period

Fred L. Markey, program chairman, is doing a fine job in his determination to pack each session of the convention with subjects of the keenest interest. This will be the first joint exhibit of outdoor interests and is to extend over a longer period than ever before. There will be ample time and opportunity for carnival and fair men to see the exhibit before the amusement park men begin their meeting, but all are welcome at any time the exhibit hall is open. There will be no registration fee requested and practically no formalities in gaining admission to the exhibit.

All manufacturers are anxious to keep in touch with their customers and all men surely should keep in touch with all new developments that are changing rapidly. To lose touch now is to be lost. Better learn in advance just what new conditions are to be met. There are sure to be men from Canada who can tell how they have carried on at the war.

Infantile paralysis has hurt some southern amusement parks and deferred the opening of schools. It was not felt as an adverse factor in the Northeastern Atlantic seaboard. We became anxious but not alarmed.

The reported shortage of gas was not a shortage by a long way. It was not felt at all in park attendance. By next year we shall have more tankers and pipeline supplies.

A tropical storm warning had Southern Texas and Louisiana anxious for some days. All who have gone thru them know how completely they can kill the remaining part of business for the remainder of a season. Galveston, Tex., has had experience that would deter (See CONCLAVE IN CHI on page 46)

## Notes From the Zoos

CINCINNATI.—A 60-pound offspring was born September 23 at the zoo here to Maude, 32-year-old hippopotamus, and Zeeko II. Sex is as yet undetermined. The birth was fifth for Maude and the first here in four years. New arrival brings the total of hippos at the zoo to five. Two have been lost in the last 10 years, their deaths being caused by falls tossed into pens by spectators. On hand at the birth were Dr. Norton Dock, zoo veterinarian; Superintendent Joseph A. Stephan; and Dr. Carl Stricker and Dr. Gustav Edstein, visitors.

LITTLE ROCK.—Curator William R. Sprott at Municipal Zoo has had feeding trouble since a cervical vertebrae the park two red tatters and two diamond-back rattlers that have refused to eat. With birth of two lions early in September, zoo now has four youngsters. Large crowds have appeared to see 150 wild turkeys on display. They will be distributed thru the zoo to near-by gar-



NAT D. RODGERS, former circus and exposition executive and director of fair and special event advance sales and special event commissioner for the new 21-acre Playland Park, Houston, reports contracts let for numerous rides and other equipment. They will augment the 3,000-foot Roller Coaster, recently speeded to turnaway business. Open-air dance pavilion for 1,000 couples, pool to accommodate 3,000 and a Midland are on the construction program.

## Native Coney Oldies Ressemble for Party

NEW YORK, Sept. 27.—Coney Island old-timers, mostly natives, gathered at the Hark Hotel on September 18 and cut it up before a throng of about 1,200. Many showmen-concessionaires were in attendance at a combination party and barn dance, with proceeds to Guardian Angel R. C. Church and sponsorship of Coney Island Old-Timers. Mary Dillon, head of Brooklyn Boro Gas Company and long a resort booster, was co-chairman with the Rev. John A. Shea, pastor of the church.

Mrs. Philip Kuntze impersonated Eva Tangany, her husband was an old-time cop, Jack Wallon led a mixed chorus, John Droge had the tinsyops and acted as emcee, Abe Kalkor had weighing scale and dance music was by Arthur Dury and His Tappan's Orchestra. A prize for an original costume went to Paul Bequif, veteran distributor of The Billboard.

Among guests were Mr. and Mrs. George C. Tilyou, Mr. and Mrs. Charles Kent, Mr. and Mrs. James Mattimore, Mr. and Mrs. Edward J. Whelan, Supreme Court Justice Philip M. Kleinfield, Dr. Philip I. Nash, Democratic leaders Kenneth P. Sutherland and Joseph B. Whitty, Frederick Kupff, Mr. and Mrs. (See Coney Oldies Party on page 46)

## General Rise, Report of Ops

Grosses on holidays heavy, with absence of bad weather that marred '40 season

BUFFALO, Sept. 27.—The park season in this section was one of the best in many years. Although percentage of increase varied somewhat between larger and smaller establishments, evidence showed that a universal increase in picnic bookings, attendance and per capita spending prevailed.

Without exception parks again grossed heavily on the Fourth of July, Labor Day and week-ends. Weather in the Western New York sector was favorable, and except for about two arid a half weeks in August, heat and sunshine was the rule. Owners report from 30 to 40 per cent increase over the preceding summer, which was hurt by rain and war scares.

Colonial Park, near Jamestown, on Lake Chautauque, was about 40 per cent ahead of 1940 in attendance and receipts. Pier ballroom was about on a par with the season last year, although it featured considerably fewer name bands this summer. Night club policy during the week with floorshows by Ray S. Kneeland, Buffalo, and music by Lyle Carlyle band went over okay. Skatland Park, under Oscar Zitomer's management, was one of the best rollers and made a neat profit. J. G. Campbell is park general manager. Pier will remain open Saturday nights through the winter.

Great Beach and New Bisto Amusement Park, latter under management of Phil Morrot, ended about 30 to 35 per cent ahead of last year, with excursions and rides all on the black side.

Port Niagara Beach, Arthur Brown, owner, had an excellent summer and profit by soldier trade from Port Niagara. Attendance was far ahead of last summer's and spending ran close to 30 per cent higher than last season.

Midway Amusement Park, near Maple Springs on Lake Chautauque, owned and operated by Tom Carr, did solid and attendance was estimated about 30 per cent higher than in 1940, with receipts far ahead. Roller rink did record business.

Palace Amusement Park, Loop Lake, Colton, had a good season, about one-third better than 1940. M. G. Wall is proprietor.

## Garden Pier Bills Planned by Endicott

ATLANTIC CITY, Sept. 27.—With a deal pending for Tom Hartnett, yet outdoor showman here, to take over operation of Garden Pier next summer for Western shores, the proposed policy has been disclosed. Endicott, who operates the Dede Beach night club here, said that he aims to bring in Gene Barry and other Western stars to perform in the center of the pier with shooting acts featured at the end of the pier.

He aims to have a ballroom, charging a fee for each dance, and a theater calling for a separate admission fee. Theater would feature continuous vaudeville and Western acts, supplemented with newscasts. Pier would close at 10:30 p.m. and acts double at his Dede Beach in the later night hours.

Endicott is awaiting final settlement of the eminent domain controversy, seeking to restrict sale of commodities on the pier, before leasing Garden Pier.

PHILADELPHIA.—A \$200,000 structure now replaces the old building, said to have been the first ever erected in the United States for elephants. One of the most famous houses in the world, built in 1876, by King of India elephants, with trophies for many years before being sent here.

MILWAUKEE.—Henry M. Kennon, new director of Washington Park Zoo here, was officially welcomed at a dinner September 23 at the Milwaukee Athletic Club.

PHILADELPHIA.—Philadelphia Zoo's old elephant house, opened in 1876 when the zoo was a year old, has been demol-

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### Pools

TRIENTON, N. J.—Every time it visits this capital four correspondents are reminded of the lack of swim facilities here. Many communities have an abundance of aquatic estates. Some even have too many, with the result that many of them are unattended. But in Trenton there's not a tank or municipal bath.

Now, more than ever, with defense factories hither and yon, citizens of this burg have the co-re-ness. Then, too, situated as it is just a stone's throw from Camp Dix, thousands of youngsters descend upon this spot daily. Still there is nothing here to satisfy their swim desires. And in summer when it is not the best thing the populace can do is drive to the shore.

This department has pointed out more than once that a logical site for an outdoor plunge is New Jersey State Fair grounds, operated by George A. Hamill, Harry LaRoque, fair manager for Hamill, is in favor of the plan and even thinks that a big-time amusement park, featuring a natatorium, will go. Something should be done about supplying swim facilities to citizens of this entrance.

Come to think of it, there must be hundreds of towns throughout the country like Trenton which for some unknown reason are devoid of this type of recreational facilities. "Would be" a good idea for pool operators and prospective pool men to learn about such localities. It certainly would be wiser to open a plunge in a city like this than in one where there always are a number of pools. If you are planning to open a pool and are seeking a good location, it'll be glad to send you, at no charge, a list of cities which can use a tank successfully. Let's eliminate this cottaged-outlands of building one tank right on top of another. The country is too big for that sort of thing. Pooling is still in its infancy and can stand wide development.

### Lauder, Please

In this day and age it is surprising to see how many indoor tanks still use cardboard magazines instead of public address systems. Must open-air plunges have p. a. equipment installed or use portable devices. But indoor men still appear a little behind the times. Last week when this writer visited a few est-

ablished natatoriums while they were holding special events it certainly looked funny to see lifeguards and pool managers screaming at the top of their voices in order to announce the order of events. It was like seeing pool swimmers wearing knee-length swim suits. Don't be embarrassed and announce their messages. In getting a public address system make certain you obtain the right kind. For don't forget that accessories at indoor plunges are entirely different than those in theaters or public halls. Most indoor tanks carry a terrific echo, so take that into consideration.

### Men and Mentions

Coecman Jacoby will assist publicity man Carl Eric in Miami, Fla., both making the trek long before snow flies. Steve Hantigara's man Frisley, Joe Koppa, has already gone down to start the publicity ball rolling. Ham Wright Jr. has again been given the contract to ballpoo the city of Miami. It's his twelfth year.

Elmer Cooper, pretty blonde, who was catcher at Pack Outdoor pool, New York City, for over 30 many years, is now married to Chet Smith and is set in the garment district as a manager. Sam Howard is doing terrific with his Apollonia. Hope he makes Florida this winter. He's about tops in water performing and it's too bad that the public doesn't know more about him.

### CONCLAVE IN CHI

(Continued from page 45)

all but the heavens from trying again. They come just often enough to keep the natives on the alert.

### 1942 Planning in Order

Variations seem to have taken the usual number of park men away for at least a brief rest, before plunging up definite plans for 1942. All of the live ones are going to do something by next year and will make all plans this fall.

There is one fine old park available on long lease. Under good management it just cannot fail to show. There is another one coming to life which has been silent for a few years. That one, located at Riverside Park, Springfield, Mass., has been a good hole for the timid.

Another renting season is now under way. Many concession contracts expired at the close of the season. Some renewals have already been made and some new concessionaires have already appeared. The contemplated new parks have plenty of applicants for space.

The way tax on amusements is going to be on amusement parks, circuses, carnivals and fairs from October 1. We have paid it before, but not on top of the tax burden we now bear. In Canada they got it this year from July 1. Most efficiency is going to be required as all of the best methods should be garnered by attending the Chicago meeting.

### LONG BEACH BIZ

(Continued from page 42)

Company, also here are Orville Nissen, Kenneth Cobb and Roy Pettie. O. H. Proctor is entering his 20th year as a novelty and souvenir dealer on the pier. He also handles The Billboard, operating X-Ray Pooker are G. S. Ray, C. G. Hillinger, Rex Cooley, Joe Hillinger and Joe Parnum. Donald Kaler has a ball game, going strong, assisted by Roy Jackson and Pete Bessico, bottle boy. Cecil Ingram is running the Promenade novelty and souvenir for P. R. Wierman. Joe Oster has had the photo gallery concession on the pier seven years. Akarawana Schartz is cashier and Jack Schartz workman at the Mason

& McDonald Penny Arcade. John Fella is night manager.

J. L. McGinnis is back on the Pike after a year or two at Balboa. He reports business satisfactory. Vincent Bridges, who had the punching bag at Virginia Park, is in the army, stationed at Camp Wilson, Tex.; Herold Everett, who was maintenance man at Virginia Park, is also in the army, stationed at Fort Lewis, Wash.

### CONEY OLDIES' PARTY

(Continued from page 43)

Charles Brewster, Mr. and Mrs. Charles Feitman, Mr. Joseph Balzarini, John J. Noonan, Mrs. Helen S. Steers, Thomas H. Murphy, Mr. and Mrs. George Badinger, Mrs. Elizabeth Spinner and Mrs. Letitia Clark.

### AROUND THE GROUNDS

(Continued from page 43)

Gooding Amusement Company's rides in charge of A. D. Smith, Dick and Helen Jolina's Playland, Wagner's guns, June's lady, Bob Keener's photos, Miller's lead gallery, Osterbacher's five ball game and horse, Mrs. Osterbacher's carnal fern and Patterson's pony track.

WASHINGTON, Pa.—With attendance up and gains registered in every department, Washington County Fair here on September 17-30 will show the best profit in recent years, and officials believe that the best harness racing in recent years brought out increased daily attendance. First night fair proved highly successful. Midway was more extensive this year, with much space given to Howard Rees' rides and many concessions. Professional entertainment was used for the first time, Klein's Circus suit appearing before the grandstand afternoon and night.

SMITHFIELD, O.—Jefferson County Fair here on September 17-19 is one of the most profitable in recent years, officials said. Weather was best in years. Entries topped former years and show is one of the best in the state. Kind's Attractions provided the grandstand bill, circus unit playing Wednesday and Thursday including Robert's Trained Animals, Barney and Jimmy Arisuen, comedy acrobats Ed Raymond, clown; Dick Newell, rope manipulating and juggling, and Tom and Betty Walters, tight wire. On Friday Edwin's Band, Sousa's 2342 included Bob Mitchell's band, an eight-girl line; Paul Kohler, xylophonist; the Vardella, adagio; Jess Bates, unicyclist; June Luanta and Bob Anderson, dancers. Unit was in charge of Mrs. C. A. Klein, Jack Klein being emcee. Mrs. R. H. Wade's ride was on the midway. Concession included Lester Bodice, A. L. DeLoore, T. H. Jones, W. J. Wain's popcorn, Akrim's peanuts and Larry Fallon's 12 stores.

MISSOULA, Mont.—Loss of a frame grandstand, 4-N Club building and stock barn, rased by fire during Western Montana Fair and Rodeo here on August 30-31, was covered by insurance amounting to nearly \$30,000, reported Claude Edge, Grandstand will be replaced by concrete and steel structure. Work of clearing debris began immediately after the fire, and temporary bleachers were erected to time for the rodeo the following night.

MACON, Ga.—Organization has been completed for a 1941 Middle Georgia State Fair for Colored here, new venture being sponsored by the Negroan Club, which includes many Negro leaders. C. W. Sellers is president; J. B. Bluff, vice-president; F. J. Hutchings, secretary; H. E. Hartley, treasurer; W. P. Hutchings, chairman of entertainment; Prof. J. A. Colston, principal of Bluff High School, chairman of executive committee. B. E. Lee, Negro county farm agent, and Wayne Wesley, home demonstration agent, head farm, livestock and women's divisions.

NORTHAMPTON, Pa.—Favored by weather, seventh annual Two-County Fair here on September 1-10, attracted a record crowd of almost 30,000, said Secretary Robert S. Pealin. Tex. Ryan and his horse and the Variety Boys, radio entertainers, headlined the entertainment program.

RANDOLPH, O.—Fair weather during Hamilton Fair on September 13 and 14 brought out the largest crowds in years and gave concessionaires a good day's day. There were pulling contests, amateur entertainment, band concerts and a football game. Exhibit halls were filled and entries in all departments set rec-

ords. On the midway were Tom Hughes, grab stand; Walden's popcorn and peanut; T. O. Berry, strainer; A. L. DeLoore and Ruth Archer, floss; Mrs. Mary Jones, cigarette gallery and ball game; Young's popcorn, Akrim's peanuts and Larry Fallon's three stores.

PHOENIX, Ariz.—Arizona State Fair Commission contracted with Phoenix Junior Commission for use of the State Fairgrounds here for the annual championship rodeo. Chamber will pay \$1,000 for the four days. Commission announced provisional acceptance of an offer from Charles Fred, operator of Hawthorne Park, Chicago, to conduct a horse race meet on the grounds during the 1941 State Fair and during a 30-day period starting on January 22. Acceptance of the Ford bid, however, is contingent upon the outcome of litigation now pending in Superior Court by which the commission seeks to invalidate a contract awarded by a former commission last year to J. K. Housler, Las Vegas, Nev., to stage winter race meets on the grounds over a five-year period.

OAYS MILLS, Wis.—Crawford County Fair here on September 4-7 set a new record for gate receipts, said County Treasurer Angus Burton, there being 10,412 paid admissions, as compared to 8,750 last year.

RAHUA, Ia.—Altho the Iowa Fair Association here spent more than usual for free attractions and advertising, report by Morton Bloom, secretary, showed a net of \$108,477, the 1941 fair being one of the most profitable in years.

EDMONTON, Alta.—City comptroller's office sent to Edmonton Exhibition Association the first \$8,500 payment under the agreement between city and Dominion Government for wartime use of exhibition grounds. Payment represents compensation agreed upon to be paid R. James Brown, Winnipeg, by the Dominion for cancellation of the fall racing meet usually held on grounds. Association sent the money to Speers, still owing it \$3,000 from Ottawa to the association for abandoning its livestock show at the 1941 summer fair. Beginning in 1942, the Dominion is to pay the city \$200 a year, to be turned over to the fair board to help it carry on its connections with the livestock industry.

OTAVALO, Ecuador.—J. M. Sheppard, director of the Pan-American Society of Tropical Research, Quito, Ecuador, a recent visitor at the weekly Otavalo Fair, reported it is largely patronized by Quichua Indians. On the day he attended an ancient Ayra-Oc-Bonito bird specialty business and he estimated the crowd at 12,500, of which 15,000 were Indians. Older Andean Mountain towns also have weekly fairs, Indians and Cholo bringing hand-loomed fabrics, livestock and silver and woodwork for barter. The lacking in amusement devices, the fairs are colorful, as the Quichua favor height dress.

MONTGOMERY, Ala.—Alabama Overseas Veterans' State Fair Association will sponsor a six-day fair between Childersburg and Sylvania, Ala. to be known as VFW County Fair, said Secretary-Treasurer P. H. Lipman. Plans call for a midway.

GEORGETOWN, Tex.—Charter has been granted at the State Capitol to Williamson County Fair and Rodeo Association, Inc., to hold an annual fair and rodeo in this city. Incorporators are given as Calvin E. Sanders, Marvin Deurus and Philip Fosberg.

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## New Detroit, Major Spot, Is Godfrey Venture

**DETROIT, Sept. 27.**—Arendis, a major Detroit ballroom for 25 years, opened the past week-end under management of Orville W. Godfrey as a roller skating rink for the first time. Spot has a new maple floor, 178 by 80 feet, making it one of the largest rinks in town. Rink will be to operate as a big-time rink, and an amicable agreement is said to have been made with Fred A. Martin, of Arena Gardens Rink, to divide the figure and speed skating contests slated for Detroit between the two rinks, under sanction of the Roller Skating Rink Operators' Association of the United States.

Two smaller rinks will be operated in the same building, one exclusively for figure skaters and the other for beginners. Two special lounges have been installed for skato owners, marking a new step in catering to this class of skaters. Dust problem has been eliminated by installation of powerful air-conditioning.

Spot will be only rink here operating matinee and night seven days a week. Admission is 50 cents, with a 10-cent parking charge in an adjoining lot for 500 cars. Opening was well attended and among those present were Larry Gentile, of Station CIGW; Beatrice Kaye, star of the Bowery and Gay Nineties shows; and Fred A. Martin, of Arena Gardens.

Orville W. Godfrey will take personal charge, with his wife, Mrs. Esther Godfrey, managing Madison Gardens, half a mile up Woodward Avenue, and Arthur Hoffman, former assistant, promoted to management of Edgewater Park Rink. Joan Lee, formerly of Madison Gardens, is organist, with John Hammond, of the organ family, engaged for the Novachord. Both instruments may be played in unison. Stage has been glass-enclosed so that it constitutes a broadcasting studio, and programs will be aired from the rink.

Staff of the rink includes William McNery and Robert Bell, floormen; William Wilson, doorman; Mrs. Vera

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Wilson, cashier; Leona O'Malley, floor girl; Mary Thompson, maid; Gusie Huton, Lonella Smith and Ermalene Colwell, checkrooms; Leonard Godfrey, Helen Godfrey, Mae Johnson, Irene Ashbar, Mary Vancil and Irene Randall, refreshments; Val Verde, skateroom; J. Al Smith, maintenance; Joseph Paige, porter; Roy Binzel, electrician, and Tom L. Minger, publicity.

## Roller Follies Set For Denver Garden; Biz in Steady Gain

**DENVER, Sept. 27.**—Afternoon and night rehearsals for the new edition of *Roller Skating Follies*, to be staged in Mammoth Garden Rink here in late October, are under way under the direction of John Mason, rink professional. First edition, staged in February, proved so successful that Manager Irving Jacobs decided on an early presentation of the new show in which 50 skaters will take part.

Rink has returned to its full-time operating schedule, with skating six nights and matinees on Saturday and Sunday. Business, according to Manager Jacobs, has been on a steady increase since start of the new season. Classes for women on Wednesday, Thursday and Friday mornings are in charge of Mason and are proving highly popular. Figure skating club sessions, held each Sunday morning, are drawing an increasing number of skaters—proof of growing interest in finished skating here. Fluorescent lighting was recently installed at the refreshment stands.

## National Defense Talk for RSL Meet

**ST. LOUIS, Sept. 27.**—Roller skating business and its relation to national defense is the major topic slated for discussion at a meeting of the Roller Skating League in Arena Rink here on October 9, said Rufus M. Foster, League general manager. Anyone interested in the rink business is invited to attend the meeting, which will also serve as an open forum at which operators may ask questions or talk on any subject related to rink operation.

Primary objective of the organization is to discuss causes of accidents to skaters and to recommend practical ideas, within control of the operator, which might prevent injuries. Back of this objective is the purpose of the League to eventually be able to purchase liability insurance at a cost considerably less than at present.

Membership in the League, a comparatively new organization, is open to all affiliated with the rink business and costs nothing. It maintains headquarters in Rockford, Ill. On the advisory board are Otto A. Fuchs, chairman, Ing Skating Rink, Rockford; Fred Leiser, Planet Rink, Chicago; Selby Proud; Ed O. Holbrook, Dome Rink, Dixon, Ill.; and George R. King, Silver Leaf Rink, Springfield, Ill.

**ARMORY** Roller Rink, Berwick, Pa., opened September 20, with sessions scheduled for Wednesday, Thursday, Friday and Saturday nights. Opening attraction was Mildred Humacker, who gave an exhibition.

**SKATING RINK** at Burns Resort, Twin Lakes, Rockwell City, Ia., was destroyed by fire on September 22. Blaze was discovered by Paul Burns, operator.

EARLY opening of two new roller rinks in Spokane will give the city a total of four. Silas Cook, who operates an outdoor ice rink, planned to open a roller rink on September 27. Mike Higgins, former theater man, plans to open a large rink with 2,000-foot portable floor in about three weeks.

**SPEEDO**, a game reported to have gained popularity at midweek afternoons, was offered to roller skaters for the first time at the opening of Pateman (R. J.) Recreation Center, attended by a capacity crowd on September 4, said Lew Frayne, Champlain Amusement Company. Skaters participated for prizes in a series of speed skating heats. Enthusiasm was reported for the game and the rink management has arranged for weekly games

on Mondays and Fridays. White Plains (N. Y.) Rink introduced the game on September 17. Although accompanied by some stiffness because of its newness, reaction to the game was such that the rink management has decided to feature it each Wednesday, according to Franco. Introduction of the game was set for the opening of Skateland, New York, on October 4.

**JOYLAND** Roller Rinks, Inc., staged its grand opening September 19 at Oremville, Wis.

**NEWLY** remodeled and enlarged Neillsville (Wis.) Roller Rink staged its grand opening September 21, with one of the largest skating floors in Central Wisconsin.

**BOLLESDROMER**, Fairville, N. B., reopened recently for the fall season. New and enlarged dustless floor has been laid. Enrollment is being made for those desiring instructions and for private classes on Saturday afternoons.

**ROLLER** rink in Midway Amusement Park, near Maple Springs, N. Y., on Lake Chautauque, owned and operated by Tom Carr, proved an outstanding attraction during the big 1941 season and record business was reported.

**PAIR PAIR** Rink, Dallas, has started its racing season. Races were held September 14 and September 21, when about 800 paid admission for each of the Sunday night sessions. Some favorites of 1940 were winners. Several stars of last season are now in the army or navy. Sue McCoy, organist, who has

done fill-in sessions for the rink, is now full-time performer on the Hammond concerts. For the two weeks of the State Fair of Texas here the rink's racing program will be suspended, soon to resume regular full schedule on October 20.

**GRANTING** of a permit by the San Francisco Board of Permit Appeals to Mrs. Hazel Joan Kibbe to allow her to remodel the old Market Street Railway car into a roller rink, to be named San Francisco Gold Bowl, marked the end of a three-year campaign to find a location large enough, she said. Alterations will represent an investment of between \$150,000 and \$200,000. Because of priorities on building materials an opening date has not been set. Two years ago Mrs. Kibbe failed in efforts to lease part of the Palace of Fine Arts for a rink.

**NEW** roller rink was to be opened on October 1 in Webster City, Ia., by Mr. and Mrs. Arthur Treptow.

**WINTER** Palace Roller Rink, Cabot Street, Holyoke, Mass., was reopened for the winter season on September 19.

## Travel Observations

By Peter J. Shea

Two outstanding rinks I visited during recent travels thru the East are Ed Scott's Skateland, Buffalo, and Hoffman's establishment near Albany, N. Y. General Manager Scott spent about \$70,000 in remodeling his rink and it is one of the most modern I have seen. Mr. Hoffman, a young man and newcomer in the business, has invested upwards of \$50,000 in his location. Both spots are well managed. As a result they are drawing well and the clientele is of the better element. Another energetic operator is Leo Doyle, Springfield, Mass. (See RINKS on page 48)



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## Out in the Open

NEW YORK

## The Public Priests

SHOWBIZ finally made the news in connection with Forest Hills (L. I.) home owners' protest against construction of apartment houses in their immediate neighborhood. Mrs. Martin Wirth and Mae and Stella Wirth picketed Mayor LaGuardia at city hall on the subject. . . . Bert Nevins' "Mrs. America" tournament at Palisades (N. Y.) Amusement Park drew the biggest and best word-and-picture matter of this and possibly any other season or many seasons combined. Why not Mrs. America eliminating on a nationwide park circuit next year? . . . Associated Press Feature Service mugged and texted banker-circus fan Harper Joy, whose main-time hobby is whitewashing with big tops a couple of weeks each season. Joy must have been vexed about those other part-time joys sneaking down a side of the street for he has enjoyed practically by himself for a dozen years. . . . New York World-Telegram (Peter Kinas) went heavy on a Yearly about former circus giant Jack Earle, salesman for the Roma Wine Company. Which reminds us that the big boy was much more articulate on a recent radio program than his interviewer, Watts Hoyt, who used to be a No. 1 singer. Hoyt was shrewd enough to let the ex-Ringing giraffe grab the good words. . . . The papers didn't mention the noisier table at the postmaster's luncheon given by the Broadway Association at the Astor. From left to right the refreshers were Frank W. Baldwin Jr., Carlton Hub, Louis E. Weitzel, R. T. Cappe Jr., Raymond A. Horke, Thomas V. Caffery, John F. Lahr and your correspondent.

EXCERPTS from The Portland (Mo.) Evening Express: "Departure of the biggest circus from Portland raised the perennial complaint: How much money did it take out of Portland? Thousands of dollars, of course. It brought some here in the form of a fee to the city, food purchases, etc. But it left with a profit, we hope, because the circus is an economic function coming under the heading of the service industry, which contributes a big part to our way of living. The country cannot exist if every community attempts to build a China wall around itself and 'hold' all the money circulating in that area."  
Nice slipping, editor.

READERS everywhere, in and out of show spheres, will applaud the sentiments expressed in an editorial in the Scripps-Howard newspapers:

"Mr. Average American citizen is a cheerful, hopeful, capable chap. He needs to be. He must see defense taxes cut down his modest income to a point where he hardly recognizes it. He must see the purchasing power of what is left of his income reduced by indirect taxes, new or increased, passed on to him in higher prices."

"But, of course, he mustn't let his standard of living slump, lest he lower his own morale and that of a host of others who live by supplying his needs. He mustn't allow his insurance to lapse. He ought to take out still more to protect his family. He mustn't stop saving. He should put by much bigger sums than ever for rainy days ahead."

"He mustn't stop spending. If he did it might shake the economic structure. He mustn't starve charities. Their needs increase with emergency. He mustn't ignore the hungry and care new demands for war relief in all parts of the globe. Humanity comes first."

"He mustn't give up recreation and amusement. (Italics are ours.) To go

that would dull his brains and reduce his efficiency. He mustn't borrow. That's mortgaging his future. Above all, he mustn't worry. That's fatal."

"Tall order for Mr. A. A. G. Yet, if we know him, he'll smile, grip up his loins and pull thru."  
Ditto.

RECENT callopes cacophony here impels "Cray Ray" Chausser, who styles himself "Callope King," to sound off on the honorable art of the saucy steam. Chausser notes that his second act opera was on Hagenbeck-Wallace Circus, a 55-cent outfit, in 1912, the late Col. Ben Wallace being described as "the greatest pain in the neck" to Ringling Bros. and the Barnum show. He was 17 years old and marking his third callope job, being just a few years behind the late Bud Horn, whom he calls the greatest steam calloper the world has ever heard.

Nat Green's

## The Crossroads

CHICAGO

NOTES on a busman's holiday: It started out as a vacation, but before the week was over the score was one fall, one survival, a med show and a showboat. Not bad—if you like that sort of thing, but my better half sniffs, "He can smell 'em 60 miles away!"

Down in Howlandland we picked up a Sunday paper and spread all over a page of the roto were pictures of "Indiana's Rag Opera," otherwise the John Lawrence Tent Players, showing Lawrence smoking a big cigar, Ernest Johnson reading The Billboard and scenes from the show. Lawrence is an institution in the Indiana, but at the moment his show was in the other end of the State, so we reluctantly passed it up. Wheeling along the highway east of Springfield, O., a big sign loomed in front of a farm house: "See the two-headed calf, 10 cents." "Want to stop?" the wife inquired, with just a bit of sarcasm. We didn't. Into Columbus along the Oentangy and unexpectedly here in sight of Zoo Park, operated by Leo Moslein, who used to run Oentangy Park, now a memory. With signs from Oentangy, Leo established a very nice picnic park opposite Columbus Zoo, and he's doing well with it. Remembering Columbus is only 20 miles from Delaware, we decided to run up and say hello to a friend—F. Beverly Kelley, who runs a furniture store, writes books, bosses the fair and in his spare time is radio man for the Ringling show. It just "happened" that the fair was on, so one guess will tell you where we spent the day. Bev had just brought Mrs. Kotley home from the hospital and was staying because he couldn't get away immediately to rejoin Ringling. He did get away for Houston on Saturday.

Delaware County Fair is quite an institution. Used to be hidden away out in the woods, but three years ago progressive citizens, with Kelley as the ringleader, put over a \$175,000 bond issue and established new grounds on the edge of town and with the aid of the WPA built a plant that would be a credit to a much larger town than Delaware. There's a magnificent swimming pool adjacent to the administration building. The exhibit buildings are substantial and attractive. There is an excellent half-mile track and a grandstand that seats around 3,700. Some of the best harness racing in the State, for generous purses, is staged here, and it packs the grandstand. The post-circus help, of course. We contributed to the take-sans returns. Very good night shows are staged before a packed stand, at two and four lets a head. The Gooding Shows were on the midway this year and got a big play. The four-day fair draws better than 45,000 attendance.

Oh for Southern Ohio, and at Milford spent H. Barton's Ideal Comedy Company, a neat little med show of 12 people. Barton, the owner, is an old acrobat who practiced his profession for years without mishap, then fell down a

Horn had a contract with Ben Wallace's circus (before it combined with Hagenbeck in 1909) which listed him as a feature attraction entitled to 2 per cent of the current gross as salary. That kind of document is undoubtedly a circus curiosity. Since Horn, the title of best calloper goes to Harry Wills (not the ex-fighter, of course), according to our correspondent. Wills retired and living in Huntington Park, Calif., also played the chime wagon in the med-show on the old Barnum show and with his wife went thru just about every musical novelty in the book. Chausser says he's a chimer himself, having taught the rudiments to Mrs. Jack Hunt in '32 when she was on the Hagenbeck show. He showed her how to play the chimes while on parade, which seems to be different than playing them while the equipment is in a stationary position.

Harry Wills, who was on the Sells-Floto Circus, doubled as boss ticket agent. Those were the days when Tammen and Bonita, of Denver, lorded over the outfit. They must have been hectic days, from what we've read and heard. Chausser closed with the excursion steamer Idlewild of St. Louis and is back at his home in Pinckneyville, Ill.

This is a sad week. We thought Chausser would start a stumpus over the life and times of his favorite instrument!

Woods Calif., this year. Were closed second day of the fair. Heaviest loss was a local man who had eight beautiful stores. . . . Some observers say the ruses at Pomona are killing the fair. People they say, go to bet on the races and at 5:30 beat it for home. Mutual take at Pomona runs over \$200,000 a day. . . . Jack Duffield spent several days at Oklahoma State Fair and is now in Dallas conferring with State Fair of Texas officials.

## RINKS

(Continued from page 47)

At present he has four rinks which are doing well.

Numerous other rinks I have visited have not created a good impression. The management overlook an important factor in successful operation in permitting patrons to dress shabbily. Skaters wear old sweaters or enter without wearing ties. In some instances I have seen skaters wearing overalls. Such laxity in management tends to keep the better class of young people away and a new management will encounter difficulty in convincing the public that the rink is a place of refinement. If rink owners devoted more time to the development of managers, rinks would be on a higher plane. One of the important factors in the building of clientele is the development of new skaters and this field is sadly neglected. Few rinks I see have instructors. In rinks that do have them the instructors are often without sufficient skill in appearance. I am in favor of dance skating, but think it over-emphasized. A check on all dance skaters would reveal that less than 10 per cent of total rink patronage dances. Why, then, devote so much time to the field?

Too much time is also taken up with special numbers, some operators using more than 12 nightly. Today over 80 per cent of the rinks are catering to people between the ages of 16 and 20. In years past they catered to business people averaging in age from 10 to 40 and it was common to see from 200 to 300 skaters at a matinee. Operators, I believe, run their seasons too long. Three hours have always been the standard period for afternoons and nights. Now, however, some large rinks keep open considerably longer. The period in which the average skater shows most interest in the sport is two years, providing you don't give him too much for his money. Then, too, have you considered that if skaters get home at a reasonable time they are more apt to come an extra time during the week? Too many new operators are copying the methods of successful managers in other cities, whereas progress is to be made by individual rinks should be developed. Originality and showmanship will add to the success of any manager.

## LOS ANGELES

(Continued from page 34)

will stage in Mount Vernon, Ill. Charles T. Goss returned Thursday from an extended trip on which he visited many shows. He will remain for a week and then take a jaunt thru Texas and Louisiana. Public United Shows are playing East St. Louis, Ill. after a successful tour of Michigan. Scotty Cox (Swing Ball Scotty), for many years a prominent concessionaire at Los Angeles pier and beaches, and Daniel Altman, former concessionaire with Eastern carnivals, both of whom are retired, visited The Billboard Thursday, when they passed thru the city. They are making a tour of the country and visiting many shows.

Charles F. Watson, for many years general agent with some of the largest tentaires, assumed his duties as representative of the Olympic International this week, and left for Seattle, the first stop on his new job. Glenn Berni, prominent concessionaire, spent several days with relatives here before heading for the South with his own game. Dee Aldrich, of side-show note, visited while en route South to play some of the larger fairs. Ben (Tex) Stuart, front builder with the Rubin & Cherry Exposition until last month, passed thru the city en route to the South. Robert (Bob) Hancock, who until his injury in Canada slightly over a year ago, was with Royal American Shows, was advised by his physician that his broken leg is almost healed and that he will be able to walk without the aid of crutches before long. Tom W. Allen, former partner of Clarence A. Wertham, who is operating the Furl Leonard Wood Recreation Areas in Waynesville, Mo., was appointed committee chairman for the Home-Cooking Celebration there.

CIRCUSES appear to be ganging up in the Southwest. R-B, Cole Bros., Russell Bros. and Bud Anderson all in that territory and a merry billing war is on. The September 8 issue of the Alexandria, La., Daily Town Talk carried a Russell Bros. "Tomorrow" ad, a story on the Ringling show coming October 14, and a "wait" ad of Cole Bros. carrying the line, "The only 'railroad' circus coming this year." Seems we remember someone making a terrific squawk about wait paper earlier in the season!

IN THE MAIL: From Allegan, Mich., Pat Purcell writes: "On our second annual showing at Allegan County Fair (15) it was necessary for us to do an extra night performance, three shows in one day, to handle the business." That should be plenty satisfying. Pat! From O. B. Lewis comes a guest card for Western Carolina Fair, Hendersonville, N. C. Thanks, O. B.; sorry we can't make it. "We set three all-time attendance records at Mason City, Huron and Sioux Falls," writes Al Greeney. "Pat" chalked up the largest Saturday "pat" attendance on record for Spencer (Iowa). Glad to see Al and his National Speedways partner, Guyard White, doing so well in their first season which, with tough opposition, has been a battle. . . . William Oliver has closed his season on the advance of Cole Bros. Circus and is back home in Decatur, Ill., after a brief visit in Chicago. . . . Omer J. Kenyon back at his usual winter job as general representative of Bob Weston's Circus and is busy on promotional work for this month's show at Maple Leaf Gardens, Toronto. . . . Carl J. Redmayne left for Birmingham early last week to make final preparations for the NAS engagement there this week. Larry Hall, of Milwaukee, and Frank Duffield also were Birmingham bound. Wheeler didn't work at L. A. County Fair, Phoe-







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Due to the expense of postage necessary for the forwarding of mail addressed to "dead" 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. Thereafter, when figuring the cost of publishing your advertisement, kindly add 25c for the forwarding of replies.

**AGENTS & DISTRIBUTORS**

**BIG UNIFORM MANUFACTURER SEeks MAN** to contact restaurants, restaurants, doctors, nurses, factories or those making shirts. Offer exclusive, patented styles; unsurpassed workmanship. Special assortment Peggy Parker bargains. Leads furnished. Permanent. Outfitting. **HOOVER**, 251 W. 19th, Dept. 2K-26, New York City. **ec23c**

**BOOKS, JOKES, CARTOONS, MOVIELTS**—Large assortment, \$1.00. Lots 10c. New Comic Papers, \$3.00 gross. **BONHAGRA**, 545 Buxton Ave., Brooklyn, N. Y. **ec23c**

**CHRISTMAS CARDS**—BIG PROFITS WITH America's finest line. Season here. Write quick for samples. **ROBINSON CARDS**, Dept. 145, Clinton, Mass. **ec23c**

**CHRISTMAS CARDS**—SELL 50 ASSORTED folders, name imprinted, \$1.00. Cost you 50c. Samples free. Experience unnecessary. **DUNBAR**, New Brunswick, N. J. **ec23c**

**DEMONSTRATE SENSATIONAL BIG FALL AND** Xmas Season Store Item. Shamrock Art Colors form amazing color patterns. Dip candles, bottles or other objects to give unusual decorative effects. **SHAMROCK ART**. Biggest Xmas store seller for 1941. **STAMINITE CORPORATION**, Dept. B, New Haven, Conn. **ec23c**

**DEMONSTRATORS**—NEW WHIRLWIND Demonstrator. Nothing else like it. Rush name and address for full details. **H. BELFORD**, Engineering Bldg., Chicago. **ec23c**

**EARN WHILE TOURING, SELL IMPROVED** original, dramatized religious. 180c Stock Sings, each 9c, retail 25c. **ROEHLERS**, 335 Cent. St., Louis, Mo. **ec23c**

**HOTTTEST WINTER NOVELTY IN YEARS**. Fall sets at 50c. Save 25c for sample and quantity prices. **JACK BLADES**, Box 944, Atlanta, Georgia. **ec23c**

**KEY, CHECK, STAMPING OUTFITS**—BIG profits stamping checks, name plates, official security plates. **THE ART MFG. CO.**, 203 Duquesne St., Brooklyn, N. Y. **ec23c**

**PATRIOTIC AUTO PLATES**—**V.VICTORY** (and others), 5 inch dies, Red-White-Blue 10 for \$1.00; \$1.00 per 100 postpaid. Write for complete list of signs for any subject as "No Admirals," etc. **CLOPPER BROS.**, Transportation Bldg., Indianapolis, Ind. **ec23c**

**SELL NEW AND USED CLOTHING FROM** store, home, auto. Men's used shoes, 15c. Ladies' used dresses, 10c. Other bargains. Experience unnecessary. Free wholesale catalog. **SUPERIOR**, 1250-KW Jefferson, Chicago. **ec23c**

**ZORPHEM STACKERS, FITCHMEN WANTED** on fast soap outfit. New motor and trailer equipment. Tickets to those we know. Wire or write R. A. MACDONALD, Fountain Inn Hotel, New Castle, Pa. This week. **ec23c**

**WANTED**—SPECIALTY SALESMEN HAVING established hardware stores to sell nationally advertised item. Write giving full particulars territory now available, number of accounts established, length of service on present route. Personal reference required. **BOX C-242**, Billboard, Cincinnati, Ohio. **ec23c**

**WINDOW SIGN LETTERS**—NEW "ROMAN" type. Large sizes, variety, absolutely beautiful. Free samples, new catalogue. **ATLAS**, 794-L Halsted, Chicago. **ec23c**

**SALESMEN WANTED**

**BIG MONEY DAILY**—SELL BUSINESS STATIONERY. Advertising Specialties, Book Matches, Canned Tapes, 100 other necessities in store, offices, professional men. 35% profit paid daily. Biggest, best line of its kind. No experience needed. Big surplus here. **WILLIAMS**, 2150 Gladys, Dept. 510, Chicago. **ec23c**

**CONGRESSIBLEST SALESMEN ARMY CAMP** Wagon, Hustler! Performed Howland Lee. New sensation! Cash. **PATRICKS** Store, Mission, 2324 W. 10th, Los Angeles, Calif. **ec23c**

**BUSINESS OPPORTUNITIES**

**CIRCLE THEATRE**, 318 N. ST. PAUL ST., Dallas, Texas, for lease; recently redecorated, thousand fifty seats. **WIS C. G. WRIGHT**,

**LEARN HOW TO SALT PEANUTS IN THE** shell at home. Make big money. Free information. **NATIONAL SPECIALTIES**, Box 416, Warren, Ohio.

**ORIGINAL MASTER CHICAGO "NAME-IN"** Headliner. Machine with complete equipment, 1,000 papers. Cost \$100. Used one. Sacrifice \$50.00. **DALE ALEXANDER**, Tulsa Loan Bldg., Tulsa, Okla.

**PITCHMEN SOLICITORS! MAKE EXTRA** money with new Stamping Outfit. **Stamp Catalog**, 1000 E. Catalog, 89-B Street, C. H. HANSON, 503 W. Erie, Chicago. **ec23c**

**RECREATION PARK ON NEW ENGLAND'S** finest lake. Ideal spot, fine beach, bathroom, roller rink. No competition. **BOX C-238**, Billboard, Cincinnati. **ec23c**

**INSTRUCTIONS BOOKS & CARTOONS**

**ANY BOOK INEW, USED, OUT-OF-PRINT,** Rarely promptly supplied. Lowest prices. Send for free Sample Catalogues. **OLD PROPS BOOK SHOP**, 916 Arcadia Court, Pontiac, Mich. **ec23c**

**HUMOROUS CARTOONS DRAWN TO ORDER.** 25c. Any person or situation. Submit photo or description. **Rehman Art BOSS**, 1775 Broadway, New York.

**"MANUAL OF SHOW STUNTS" GIVES COMPLETE** instruction in Juggling, Balon Twirling, Latent, Ventrilocuism. Mailed, only \$1.00 or send 10c for booklet of beginning tricks on above subjects. **FLOYD BROTHERS**, 30 West Washington, Chicago, Ill. **ec23c**

**TRAVELERS TO SERVE OPEN PRESS AS PRESS** Correspondents—Stare-time work, good side money. Official free-lance "Press Card" in your name and reporting instructions for \$1.00. Air-mail to **BUREAU CHIEF**, Press Radio Service, 1934 11th, Washington, D. C. **ec23c**

**YOU CAN ENTERTAIN FOR ALL OCCASIONS** with our Trick Drawings and Real Pictures. Catalog 10c. **BALDA ART SERVICE**, Oakbrook, Wis. **ec23c**

**PERSONALS**

**WILL COMPENSATE FOR INFORMATION OF** the present location of Root and Ell Baker, carnival concession workers, La Salle Trailer Serial #908. Wire information collect. **DART NATIONAL BANK**, Mason, Mich. **ec23c**

**MISCELLANEOUS**

**OUR PRICE IS \$3.00 M FOR HOUSE-TO-HOUSE** Distributing. We do others. **LEONARD OUTDOOR ADVERTISING SERVICE**, 811 E. Page, Springfield, Mo. **ec23c**

**PRINTING**

**125 TWO COLOR LETTERHEADS, ENVELOPES,** 15c 20 postpaid; 14x27 Window Cards, color, \$2.50 postpaid. **Heralds, Dodgers, HUBBARD SHOW PRINTING**, Ketcher, Ark. **ec23c**

**1,000 LETTERHEADS, \$2.50; 1,000 ILLUSTRATED** 4x6 1/2 Circulars, \$2.00; Miscellaneous, expert workmanship. Lowest prices. Will gladly estimate anything. **EWAN, Wood-Ridge, N. J.** **ec23c**

**COIN-OPERATED MACHINES, SECOND-HAND**

**NOTICE**

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**BALL GUN 1 1/2" FACTORY FRESH, 15c BOX;** 2 1/2" 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. **ec23c**

**BONUS \$5, 10c AND 25c \$65.00; Q. T., 1c 5c** or 10c, \$25.00; Liberty Payouts, \$12.00; Sightlights, \$135.00; Track Times, \$85.00; Electric Hold, \$50.00. **O'BRIEN**, 89 Thame St., Newport, R. I. **ec23c**

**40c A-PACKS, 95c 01; IMPS, 85c 01; CRIS** 8c 01; \$3.00; 1c and 5c M. W. Standards, \$5.00; Ritey 2-1/2; Vanora, \$4.50. **Star Vendors**, \$1.00. M. B. **MCKENZIE JR.**, Box 415, Fayetteville, N. C. **ec23c**

**ERIC DICIGERS, RUCKLEY TREASURE ISLAND** Diggers, Multicolor, Merchantsmen Diggers, Panama Diggers, Riferias, Model F. **DIGGERS NATIONAL**, 4242 Market, Philadelphia, Pa. **ec23c**

**ESQUIRE PREMIUM VENDORS, 95c EACH;** 2 light for \$50.00. Viewers, \$20.00 each; three for \$50.00. **Now-In-Dr. Golf**, \$15.00 each; two for \$30.00. **Furber** position. **Devoet** **BARRETT BROS.**, Ravenna, N. J. **ec23c**

**FLASHERS, \$32.50; OODOLUCKS, \$22.50;** Chrome Vendingsets, \$32.50. Deposit. Write for list. **Consola**, Cash and Free Play Tables. **JACK CONGORE**, Thompsons, Wyo. **ec23c**

**FACTORY REBUILT RED HEAD TRACKTIMES**—All latest improvements, including extra clear glass over decorated plate to prevent fogging of letters. Greatest money making Comedee, \$95.00; one-third dealer, \$200.00. C. O. D. Also following factory reconditioned 2 and 1-ball Free Play Pin Games at \$150.00; Bowling Alley, Dough Box, Jolly, Sporty, Bowly, Home Run, Babe Ruth, Cowdley, At \$200.00; Slotted, Big Show, Power House, Floor, Big Town, Cadillac, Drum Major, At \$300.00; Formation, Line Up, At \$35.00; Parade, Big Chief, Leader, Crusader, At \$40.00; Repeater, At \$20.00; Four Roses, Velvet, At \$25.00; High Dive, Twin Sox, Duplex, Ten Spot, Interchangeable One-Five Ball Multiple Coin Free Play; Dark Horse, 300.00; Blue Grass, 100.00; Gold Trophy, 150.00. **W. E. KEENEY MFG. CO.**, 2011 Indiana Ave., Chicago. **ec23c**

**FOR SALE**—**KEENEY SUPER TRACK TIMES** Pastimes, Toots Race, Mills, Seneca, Radio Rifle, Reconditioned Sales. **CHARLES PITTL**, New Bedford, Mass. **ec23c**

**FOR SALE OR TRADE**—50 NORTHWESTERN Balgum Machines. Write **CLARENCE W. ANLEY**, Santa Fe, N. M. **ec23c**

**FREE PLAYS**—ALL IN A-1 CONDITION. Range, \$5.50; Big Box, \$8.50; Champions, \$8.50; Commodores, \$10.50; Fantasy, \$8.50; Gaiety, \$12.50; Hiccups, \$12.50; Lewt, \$18.50; Best Hook, \$8.50; Double Features, \$14.50; Three Scores, \$16.50; Super Sires, \$7.50; Triumvir, \$10.50; Laners, \$11.50; Brilliance, \$12.50; Gwynn, \$13.50; Bunkos, \$8.50. Over 200 more Free Play Tables, Consoles and Counter Games to choose from. Send for complete list. Terms: 1c deposit with order, balance C. O. D. **METRO NOVELTY CO.**, 2050 N. Oakley, Chicago. **ec23c**

**GET THEM BEFORE PRICES GO SKY HIGH!** Mills 4-6-8-10, \$21.00; Jumbo Rabbit, \$20.00; \$10.00; Saratoga, \$11.00; \$95.00; Mills Square Betts, \$53.00; Blue Fronts, 5c and 10c, \$25.00; V. P. Betts, \$28.50; Jennings Duke, 1c play, \$22.50; Jennings Charts, 1c play, \$47.50; M. C. Coors, 1c play, \$10.50; Jennings Today Vendor, \$19.50; 1c Deposit—Balance C. O. D. **VICTOR COIN MACHINES**, 5110 N. Bernard, Chicago. **ec23c**

**HOLLY UNIVERSAL GRIP SCALERS, USED ONE** week, \$9.75 each; Gottedie Triple Grip Scaler, used 5 months, \$10.50 each; Five Tables, each, **WESTERN NOVELTY COMPANY**, 400 San Francisco, El Paso, Tex. **ec23c**

**PACES RACES, BROWN JACKPOT, \$14.50;** Penny Dukes, \$17.50; 5c Four Column Select Package Confection Vendor, \$19.50; **COLLEMAN NOVELTY**, Rockford, Ill. **ec23c**

**SEND FOR BADGER'S 32-PAGE COIN MACHINE** Catalog. Over 1,200 reconditioned Machine Bargains. Accessories, Parts. **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. **ec23c**

**SLIGHTLY USED 25c AND 50c JENNINGS CON-** sole Slats, perfect condition, \$30.00 each. Deposit \$5.00 with order. **I. R. KATZ**, Fort Dodge, Ia. **ec23c**

**"SPECIAL" 100 POSTAGE STAMP VENDING** Machines, \$26.50; 3c 5c Duplicates, Selective Cards, 4-6-8-10, \$21.00; Jumbo Rabbit, \$20.00; \$12.50; 25c 1c Slats, \$7.50. **Wanted**—Ball Game Machines. **CAMEL VENDING**, 402 West 42nd, New York. **ec23c**

**WANTED TO BUY**—**MILLS BLUE FRONT**, serials over 400,000. Also 1937 and 1938 **Kenney Track Times**. **BOX 92**, Stoughtonville, D. C. **ec23c**

**WANTED FOR CASH**—**ARCADE MACHINES** in quantity, also cabinets, parlor, Arcade Quizzes, Bill Fighting, Sky, Felted, Grandstand, Ace Bombs, Demco Bars, Roll Bowling Alloys and 100 Mills Slot Machines. State all and lowest price for quick action. **SILENT SALES SYSTEM**, 635 D Northwest, Washington, D. C. **ec23c**

**WANTED—MILLS, PACE, WATLING AND** Jennings Slot Machines for cash. Desirable fully with lowest price. **JOHN M. STUART**, Paris, Ky. **ec23c**

**WANTED—CASH PAID FOR FIFTY CENT** and Dollar Slats. Mills preferred. Write all first letter. **KENOMATIC COMPANY**, Surf, Calif. **ec23c**

**WILL BUY OR TAKE TRADES ON USED** Photographs—Write full details on what you have to sell or what you want to buy. **NATIONAL NOVELTY CO.**, 183 Menck Ave., Merrick, Long Island, N. Y. **ec23c**

**37 DOMINOR, LONG CHAMPY, \$27.50 EACH;** O. T. and Vest Packets, \$22.50 each; 2 Grand and Spinner Wingers, \$15.00 each; Columbia Betts, 1c, \$21.50 each; Golden, Turf Card, \$1.00. **L. L. PARTLOW**, 640 Reed, Augusta, Ga. **ec23c**

**60 PENNY ANTS, SLIGHTLY USED, \$2.00** each; 3 Ten Strike, \$12.50 each; Bargains in Photographs, Cans and Arcade equipment. **TROJAN NOVELTY**, 1813 W. Pine, Los Angeles. **ec23c**

**FOR SALE SECOND-HAND GOODS**

**A & W BOOT BEER STAND AND FRANCHISE** for sale, Gary, Indiana. **R. B. COLBY**, Lovel, Wis. **ec23c**

**ALL AVAILABLE MAKEUP POPPERS—TWELVE** quart heavy textured steel Popping Kettles, \$12.00. **CARAMEL CORN EQUIPMENT**, 122 S. Halsted, Chicago, Ill. **ec23c**

**CORN POPPER, CARAMEL-CORN EQUIPMENT,** aluminum geared Popping Kettles, Burners, Tanks, Long-Tanks, Bunch, Creter, Dumber. **NORTHIDE MFG. CO.**, Indianapolis, Ind. **ec23c**

**FOR SALE**—**LONG MAKE BOTANY POP CORN** Machine. Cost \$175.00; sell for \$20.00. **H. L. WRIGHT**, South Hill, Va. **ec23c**

**NEW VACARONDS AND ALMAS AVAILABLE** for immediate delivery. Buy now and save new taxes. One 24 hr. Alma Tandem with coils, \$1,525.00; used 17 hr. Alma Sivermoon, \$295.00. **1c** **WHEELER**, \$345.00. Showrooms, terms of sale. We deliver anywhere. Phone 2-1103, **RAYMOND BELLHORN**, East Lansing, Mich. **ec23c**

**3 DODGEM CARS, \$35.00 EACH; STRIKETTIES,** \$35.00 each. 1/2 with order, crating free. **DELLS PARK**, Durango, Ia. **ec23c**

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**CHAIR-O-PLANE, 48 SEATS, FERARRI MAKE,** 44 fine Animals from Dentist stationary Carousal; best offer. **I. B. ALEY**, Rt. 4, Anacostia, D. C. **ec23c**

**FOR SALE**—**12 CAR LINCOLY LOU, \$800.00;** Kiddy Pony Cars, \$400.00; Kiddy Swan Ride, \$200.00; Kiddy Boat Ride, \$200.00; for \$750.00 for the Kiddy Riders Ride. All are in good operating condition and ready to go. Lease is up, have to move. Address **GEORGE C. BACKUS**, Buckeye Beach, Va. **ec23c**

**FOR SALE**—**PRACTICALLY NEW PORTABLE** Eight Car Whip—Bargain for cash if taken at once. **M. E. WATSON**, Annapolis Park, Ia. **ec23c**

**FOR SALE—12M CAR KIDDE BIRD AND BABY** Ferris Wheel. Both two years old. Complete with motors and everything; cheap. **\$850.00** cash. **WILLARD STRIPLING**, Rt. 2, Marshall, Minn. **ec23c**

**FOR SALE—COMPLETE CARNIVAL, 7 RIDES,** two Light Plant, Trucks, Trailers. **MIDWEST AMUSEMENT CO.**, 324 West 37th St., Kansas City, Mo. **ec23c**

**NINE CAR TILT-A-WHURL—GOOD CONDI-** tion, twenty-eight hundred cash. **C. A. WILLIAMS**, Box 225, Jacksonville Beach, Fla. **ec23c**

**TENTS—SLIGHTLY USED 10x12, 14x24,** 20x30, 20x40, 32x32, 30x45, 50x50, 50x60 and 60x60. Also Tents. **KERR MFG. CO.**, 1954 Grand Ave., Chicago. **ec23c**

**MOTION PICTURE FILMS & EQUIPMENT**

**NOTICE**

News and display advertisements in interest to readshoppers will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 8.

**A GREAT NEW 10MM. LIST NOW READY FOR** fall and winter. Don't miss it. Films, Equipment, Supplies, Advertising. **SWANBIRN**, 520 N. Stinker Blvd., St. Louis, Mo. **ec23c**

**"ACE HIGH SERVICE," SAYS MR. JOHN R.** Van Arman, Jr., of Syracuse, N. Y., and that's what you'll say after your first show. Our picture are good; our selection large; our service unexcelled. And the cost? Only \$2.75 for a complete 10MM. Sound Program for an entire week (some slightly higher). Send for our full Showowners' Special listing more than 200 feature pictures. So quick, efficient and reliable service, join the library of **INSTITUTIONAL CINEMA SERVICE, INC.**, 1300-B Broadway, New York. **ec23c**

**AMBITIOUS—SHOW TALKIE THEATRE!** Box terminals, Sound Equipment, Weekly Programs, complete. **W. J. WATSON**, Sound Projectors, \$95.00. **ROBSON**, State Theatre Bldg., Pittsburgh. **ec23c**

**ATTRACTIONS OF MERIT AT PRICES YOU** can afford to pay. 35MM. sound only. Free list. **STANDARD FILM SERVICE**, Charleston, W. Va. **ec23c**

**BETTER 16MM. SOUND PROGRAMS, \$9.95** if interested in quantity and good quantity write **LOU WAVERLY**, 311th St., St. Louis, Chicago. **ec23c**

**RUSSIA FILM EXCHANGE CARRIES COMPLETE** stock of 25MM. Late Releases, Motion Picture Film at reasonable prices. New catalog free. **Friendship, D. C.** **ec23c**

**FOR GREATEST BUY IN 35MM. SEND FOR** "Hot Lists." We have just bought up the complete stock of an independent ex. All print like new. **OPERA HOUSE**, Millville, Mo. **ec23c**

**PASSION PLAY—16MM. SOUND, FEATURE** length, new prints, \$19.50. All languages. Complete in 8MM. \$3.95. **ARTCRAFT**, Hammond Bldg., Hammond, Ind. **ec23c**

**ROADSHOWS—16MM. SOUND PRO-** grams from \$5.00 daily and \$10.00 weekly. 1,500 features to select from. Weekly runs rented or sold. **IDEAL**, 18 S. Third St., Memphis, Tenn. **ec23c**

**PHOTO SUPPLIES DEVELOPING-PRINTING**

**ASK FOR BIG NEW MARFIL DIRECT-POSITIVE** Catalog! Complete colorfully illustrated list of accessories, equipment and supplies. Plenty of new stuff, with an extra Patriotic Touch! Size free sale and profit margins. Send for free catalog today. **MARKS & FULLER**, Mt. Dept. 881, Rochester, N. Y. **ec23c**

**DEAL WITH THE ORIGINAL—LEATHER**ette folders for 1/2c, \$2.50 per 100, with new waterproof covers. Free sample. **C. GAMBER**, 146 Park Row, New York. **ec23c**





# Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

## NATIONAL BUSINESS BOOM

### Fall and Winter Season Rush Anticipated; Employment Is Up

Fair week-ends benefit resort concessionaires—defense program stimulates business—wages are reaching new high peaks thruout the country

NEW YORK, Sept. 27.—Free spending is here to stay awhile, with more people spending more money on amusements and recreation than ever before. Concessionaires, bingo and salesboard operators, politicians, direct sellers and demonstrators have had one of the best, if not the best summer of all time, with many new records established. The extraordinarily was one of the features of the summer, particularly bright, and merchandise made a killing between now and Christmas. Consumer expenditures for goods and services are likely to reach \$75,000,000,000 this year. This sum would surpass not only last year's \$66,000,000,000, but also the previous high of \$72,000,000,000 in 1929. This increased spending, the direct result of steadily increasing pay rates, is welcome news for prize and pension users, for their profits rise correspondingly.

The weekly index of 768 New York Times moved up to 130.2 for the week of September 14, 1940, and 101.8 for the same period in 1939. The Business Week index for the week of September 30 was at 144.8. These figures mean that factories are speeding up production, working double and triple shifts in some cases. The defense program continues to increase expenditures and, as a result, production, construction of plants and homes, employment and pay roll statistics are skyrocketing to new highs. Inventories of manufacturers were increased by more than \$126,000,000,000 during the first seven months of this year, with total holdings, as of the end of July, at approximately \$123,000,000,000. Industrial employment is at a record level, with new workers drawing pay in defense plants, including aviation, electrical, steamship, steel mills and the long list of allied industries being geared in the defense effort.

The merchandise field has already

benefited as a result of the defense program and all members of the industry, from manufacturers to operators, feel that even better business lies ahead. From all sections of the country optimistic reports continue to come in. In the Philadelphia area the Philco plant has hired more men to speed up government orders. Additional workers have been hired in the Philadelphia Navy Yard, and in private shipbuilding plants. Also the official season is over. Atlantic City is enjoying record throngs during the week-end. Concessionaires continue to do good business there and at other Jersey shore resorts.

With the mercury continuing to hold in the higher 70s, concessionaires all along the Atlantic seaboard have reported heavy sales, with all types of merchandise being moved in record numbers. Coney Island, Jones Beach and Playland continue to draw visitors over week-ends.

Operators in the North are enjoying the fruits of a prolonged season. Bingo and salesboard operators, demonstrators and direct-sellers are, of course, making appropriate preparations for the colder months, according to reports received from wholesale supply houses. Heavy stocks of the latest merchandise are being ordered. Merchandise lines offered are varied and attractive, and include many innovations, in addition to the old stand-bys. So far the merchandise program has not exceeded the merchandise field and the operators among manufacturers is that merchandise users are stocking up early to assure ample stocks for the Christmas holiday rush.

In the South, where concessionaires are active on a year-round basis, business has also been the best experienced in years. From Atlanta and Birmingham come reports that the greatest fall and Christmas business, expected to far exceed the 1939 figures, is anticipated. The South has also shown widespread gains in factory production and employment as a result of the defense boom, and merchandise men logically look forward to the best winter season yet. New Orleans concessionaires and souvenir and novelty workers have had a great season and, in addition, have profited as a result of the vast army maneuvers staged in Louisiana with over 500,000 men participating. The soldiers' pay boosted business thruout the area and merchandise men got a considerable share of the cash.

The weather has been uniformly good, with being drier and clear skies the rule, and all connected with the merchandise field have been devoting their energies to reap the plentiful cash harvest. All indications point to good fortune continuing to smile during the fall and winter. That is why merchandise and premium users have been busy stocking up now for the winter. Since the present pace shows no sign of slackening, it begins to look as if 1941 will be a super-bumper year for the merchandise field.

### "Daddy" Lyrics Aid Merchandise Users

NEW YORK, Sept. 27.—Some of the more enterprising concessionaires and bingo and salesboard operators find that the currently popular song, "Daddy, is a blessing in disguise. The "gimmie" idea in the song is used by promotion-minded merchandisers to push novelty items, including the ever-popular patriotic and military merchandise and the latest V novelties.

Manufacturers of novelty articles, clothing and jewelry encourage tie-ins with the song. The lyric of the tune mentions fur, jewelry and novelties, items that merchandise users are featuring at this time. It is said that some operators have had excellent results by banking up their offers with the song.



By BEN SMITH

Remember when the fur coat was first offered as a premium on a deal? It seemed funny at the time to think that such an item would lend itself to a promotion, that it could possibly pay out. Anyway most of the boys felt that way and their attitude certainly gave no indication that furs would develop into three-day producers for the fall and winter months. The feeling was pretty general that the take necessary was too high, that the cost was too far removed from the regular run of salesboard merchandise and that a fur deal couldn't possibly turn over fast enough to make worth long. In fact, before the first season was out, that many of the skeptics had hopped the band wagon. The few deals that were placed at the beginning clicked so well that it was natural for others to follow. Today the fur coat is unquestionably a card and a board staple and, with introduction of the fur jacket and chubie to the line, operators, especially thru the Midwest, have something to keep them in plenty of folding money right thru the season.

The success of the fur coat on a big card helped pave the way for the acceptance of the big-take deal in general, for when the fur coat bit the market the trend had been toward deals with a take of less than \$30 and in many cases less than \$10. The battery-operated radio and other items which came along later, and which also required a comparatively large take, got off to a fast start because of this. The operator had been shown again that if you give John Public an item with enough cash

(See DEALS on page 58)

### Fall Merchandise Features Staples

NEW YORK, Sept. 27.—Fall demands for premium and prize merchandise have been confined chiefly to staples. It is reported by supply houses, a wide variety of wares is available to merchandise users, with many items redesigned in streamlined manner.

Items ordered by bingo and salesboard

### Grid Numbers Are in Demand

NEW YORK, Sept. 27.—With the football season officially under way, soups and novelty workers are making money with new eye-catching football novelties. Staple item that has proved a best seller in past seasons, and is expected to do just as well this year, is the miniature football which dangles from ribbons reproducing alma mater colors. Students are the chief buyers of this novelty. Balloons are also popular in the stadiums and workers are expected to make good profits with this number also.

With gridiron schedules due to get under full swing within the next few weeks, workers have stocked up with sufficient merchandise for the crowds. Football crowds are enthusiastic and generous spenders and the novelty items offered sell like wildfire, according to one operator who had a successful season last year.

Cases with pennants reproducing college colors have also become popular, particularly at intercollegiate games. High school students offer a market for the stick-and-club numbers and for celluloid football buttons. While the college games grab the spotlight, the high school contest also draw their share of fans.

Bingo and salesboard operators in college towns are featuring football robes with university letters and colors. The robes are made of wool and in regulation size. Operators, basing their opinion on past business, know the deals will appeal to collegians.

### Halloween Items Claim Attention

NEW YORK, Sept. 27.—A particularly heavy Halloween season is expected this year, according to reports from supply house officials, who state that pitchmen, streetmen and novelty workers have stocked up on masks, confetti and noise-makers. Black and orange items have been sent out to rural districts. It is reported, and workers in the urban areas are also stocking up with items.

The black and orange items are popular with workers and the public, but there has been a tendency to use colors other than the staple black and orange for Halloween items. Many new items are being introduced, but the old stand-bys are expected to be the top-notch money-makers, with paper hats as sales leaders. Particular attention is focused on the large college market, with students making elaborate plans for fall parties. The value of this market has been fully realized and workers are capitalizing on it. In recent years merchandise users have made a comprehensive promotional effort for this trade.

operators have included such tested favorites as lamps, theme stocks, electrical appliances for the household, radios, blankets and gadget items for the home. General interest was also evident for a large group of miscellaneous items, including table lighters, leather goods, flameless cigarette lighters, cigarette cases, pen and pencil sets, key cases, electric shavers, key chains, plaques and carving sets.

The interest in patriotic and military items continues strong, with many new novelties being bought in addition to those already introduced. V novelties are also proving highly popular with the public.



FIGURES RELEASED by Police Chief Eugene T. Weatherly, of Cincinnati, show an increase both in gross and net for bingo games for the month of August, as compared with July figures. The 238 bingo games for which police permits were obtained, took in gross receipts of \$200,250.02, and after payment of \$47,007.58 in taxes, a profit of \$153,242.44 was realized. Average net cost per player was 54.9 cents.

Weatherly noted that the increase in attendance indicated that bingo was climbing to its usual fall level of popularity, after dropping to a low for the year in July. July attendance at an unrevealed number of parties was 271,302, with a \$200,108.34 gross; \$49,030.00 was awarded in prizes, leaving a net of \$151,118.66. Average net cost per player in July was 53.7 cents. While these figures are only for the city of Cincinnati, they serve as a barometer of the drawing power of bingo and the sums that can

(See BINGO BUSINESS on page 36)

## SELLING LIKE HOTCAKES



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## Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for address of companies in this department supplying the items which interest you. Enclose address and stamped envelope for prompt reply.

### Midget Bible

A novelty item that has made profits for workers, according to the manufacturer, is the Midget Bible. The Bible has over 900 pages. The page size is approximately that of a postage stamp, the type is legible, it is claimed. In addition to the Bible, the firm offers many paper-covered books on hypnotism, jujutsu, lucky numbers, magic, dancing, winning contests, palmistry, ventriloquism, primary and imitations. Many additional books are available on unusual subjects for workers who are interested in this type of merchandise. Product of Johnson Smith & Company.

### Liberty Bells

With patriotism the order of the day, novelty workers have been making good money with the various patriotic and military novelties offered by Hertram's. One of the outstanding items in this field is the Liberty Bells. The bells come in three varieties. One shows a flag, another has the reproduction of an eagle, while a third reproduction of the bell is painted copper and brassy with black trim. Size of the novelty is 8 1/2 by 8 inches.

### Thumbs Up Pin

One of the most timely items on the market is the Thumbs Up Pin offered by Identification Company. It is claimed to be just the thing for British relief affairs. The pin shows British and American flags with the "Thumb Up" sign in red, white, blue and gold colors mounted attractively on brass. The flash appearance of the pin makes it a ready seller, report workers who have handled the item. Many repeat orders have been received, the manufacturer reports.

### Hones

Fishermen and window workers have been reporting good results with the Goodrich Hone, the manufacturer states. It is said that a flash demonstration sells the hone without difficulty to boys in the armed forces and to civilians. The hone is one of the best on the market and will give satisfactory service, it is claimed. Each hone is packed in a deluxe box, adding to the attractiveness of the item and making it suitable for gift sales.

### V Key Chain

Still another item joining the ever-increasing V merchandise numbers is a V key chain holder. The item is made of plastic and has a beaded metal chain. Key chains are always useful, and the manufacturer states that the item will have particular appeal because of the V motif. The V-tags attached to the chains are available in various shapes and colors. Product of Beniger Products Company.

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Doz. 35c.....	Gm. 3.75
G. U. Dogs (Best Quality).....	Doz. 10.90
Doz. 95c.....	Gm. 10.90
Whisker for Above.....	Doz. .35
Lark Whips.....	Doz. 7.75
Circus Special 29 Balloons.....	Gm. 2.50
Swagger Sticks.....	Doz. 5.45
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500 PHOTOS, DRUG SPENDING NOTIONS, LOTIONS, EXTRACTS, CALFED GUMS, SAGELINE WIFE, GLOCKS and CAMPS.

BUY NOW





that the boys were putting in their orders for the Christmas numbers. . . . Harry Corry had a red one at Watertown, S. D. where he worked the jam on Bennies Ross' Shows. . . . De Mills of health book fame, was going well with the books. . . . Lady Lada and Jack Halligan were giving a good account of themselves with their mental acts, working the horoscopes. . . . Sheet workers at the Michigan State Fair were Ray Bowers, assisted by Harry Weary and Dr. Brodley; the O'Neills and Roy Gram. . . . Working in and around Chicago were Slim Piskey, Ink sticks; Louie Long, auto polish and perfume; Herbert Casper, Jim Conner, Kennel, sunny ash and shiny glasses. . . . Al How was in Chicago; Jack Kirkland, of photo fame, had a hotel there. . . . The Kovars, Ferrys, Graysons and Ellises, all mental acts, were doing okay with horoscopes at Tulsa. . . . Jack Peavey and wife were getting their share of folding money with corn med and astrology. . . . Bunny Carroll was clicking with knife sharpshooters. . . . A. M. Johnson was doing well in Omaha. . . . B. (Berl) Glauser and wife were getting the dough with rings and jewelry at Tulsa. . . . Money and Dick Jacobs had left the parking lot in Detroit to make fairs with their horoscope. . . . Mr. and Mrs. Jay Lewis were clicking with their mental act at Tulsa. . . . Tex. B. John was working good thru droppers. . . . William Thornton and Billy Lockhart were in Dayton, O. with novelties and razor blades. . . . Kenneth Reynolds, wire worker, had a new flash. . . . Miss V. Loeffler, with hair curlers, had been contracted with a large chain store. . . . Herb Hill was getting a handsome price with pecker sticks. . . . George Shields, of sex book fame, was working nights at the courthouse corner, Fort Wayne, Ind. . . . That's all.

### Health Books

By E. F. HANNAN

There is hardly a home that doesn't boast a health book, a volume that covers the more common ailments along with directions for home treatment. At \$10 a volume one concerns sold 500,000 books a few years ago and a good many of them were on the list of returns. Then a salesman the writer knows sold 1,000 of these in 18 months at 85 cent apiece. It was well written and worth having around as a health guide.

A lecturer on foods and diets sold 20,000 health and diet books in six months in New York at 25 cents per copy, and a demonstrator at one of Boston's food fairs peddled 800 packages of a cereal food, giving a health book free with each package. This worker found that buyers wanted the book more than the cereal. In fact, women buyers in many instances tucked the book into purse or handbag and forget to pick up the cereal. A national insurance company pays publishers and mails free to subscribers a first-aid pamphlet. The company has sent out over 500,000.

Most showmen and pitchmen finding it hard to plug some article would do well to look into the health book idea.

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 3566 East Street Pittsburgh, Pa.

## Events for Two Weeks

- Sept. 29-Oct. 4
- CALIF.—Fresno, Dog Show, 4-4.
  - COLOR.—Wiggins, Fall Festival, 4-4.
  - MO.—Quincy, Tobacco Festival, 4-4.
  - ILL.—Mendota, Fair, 4-4.
  - IND.—Batesville, Fall Festival, 2-4.
  - FOSTER, Corn Festival, 2-4.
  - MISSOURI, Fall Festival, 2-4.
  - HOUSTON, Booster Day, 2-4.
  - KY.—Louisville, Delta Show, 4-4.
  - PORT, Legion Fall Festival, 2-4.
  - MD.—Baltimore, Loveland Show, 29-Oct. 2.
  - HARWOOD, Horse Breeder's Assn., 4-4.
  - MASS.—Boston, Dog Show, 4.
  - MICH.—Big Rapids, Home-Coming, 2-4.
  - HASTINGS, Dog Show, 2.
  - WHEELERSVILLE, Home-Coming, 2-4.
  - MINN.—Parkville, Days of '98, 29-Oct. 1.
  - MO.—Benton, Neighbor Day, 2-4.
  - IND.—Ellettsville, Fall Festival, 2-4.
  - CLARETTE, Harvard & Loveland Show, 2-4.
  - CONCORDIA, Fall Festival, 2-4.
  - LEWISTON, Home-Coming, 2-4.
  - MEXICO, Fall Festival, 29-Oct. 1.
  - MOOREVILLE, 1-3.
  - MISSOURI, Fall Festival, 2-4.
  - NEB.—Colby, Harvest Festival, 1-3.
  - N. C.—Charlotte, Dog Show, 2.
  - WINSTON-SALEM, Dog Show, 2.
  - O.—Wesley, Firemen's Celebration, 29-Oct. 4.
  - CHICAGO, Dog Show, 5.
  - CORVALLIS, Harvest Jubilee, 1-4.
  - DAYTON, Dog Show, 1.
  - DETON, Home-Coming, 2-4.
  - JOHNSON, Uncle John's Outing, 2-4.
  - INDIANAPOLIS, Fall Festival, 29-Oct. 4.
  - BITTERSWEET, Street Fair, 2-4.
  - SALON, Apple-Coming, 2-4.
  - WYOMING, Dog Show, 4.
  - P. C.—Charlotte, Dog Show, 4.
  - S. D.—Sioux Falls, Progress Show, 2-4.
  - RAIDY CITY, Fair, 1-4.
  - SIoux Falls, Texas Day, 4.
  - TENN.—Collierville, Livestock Show, 1-3.
  - SPRINGFIELD, Tobacco Festival, 1-3.
  - TULSA, Corps Cantile, Fall Home Show, 29-Oct. 4.
  - FORT WORTH, Dog Show, 4-4.
  - KANSAS, Oil Show, 29-Oct. 4.
  - MASSACHUSETTS, Home-Coming, 2-4.
  - REHOBOTH, Dairy & Poultry Show, 2-4.
  - WICHITA FALLS, Dog Show, 1-3.
  - W. VA.—Elkins, Forest Festival, 2-4.

- Oct. 4-11
- ARK.—De Queen, Livestock Show & Rodeo, 4-11.
  - PORT SMITH, Livestock Expo, 10-11.
  - JONESBORO, Fall Festival, 9-11.
  - CALIF.—San Francisco, Food Show, 4-11.
  - SAN FRANCISCO, Mission Day, Fall Festival, 4-11.
  - MADISON, Dog-Timers' Day, 11.
  - VENTURA, Dog Show, 11.
  - DELE.—Wilmington, Dog Show, 11.
  - 11.—Madison, Dog Show, 8-11.
  - IND.—La Grange, Corn School, Week Oct. 6.
  - MANASSAS, Corn Festival, 8-11.
  - VERMONT, Pumpkin Show, 11.
  - LA.—New Iberia, Home-Coming Festival, 8-11.
  - MR.—Madison, Dog Show, 11.
  - MO.—Bismarck, Fall Festival, 8-11.
  - WAYNESVILLE, Home-Coming, 8-11.
  - N. Y.—New York, Madison Sq. Garden Rodeo, 8-11.
  - N. C.—Greensboro, Dog Show, 8.
  - N. D.—Bismarck, Corn Show, 9-11.
  - O.—Cincinnati, Pumpkin Show, 9-11.
  - HAMILTON, Reorganization, 4-11.
  - McCONVILLE, Firemen's Festival, 7-8.
  - ORLA.—Chillicothe, Jubilee, 9-11.
  - ORE.—Portland, Foxgry, Pet Stock Show, 8-11.
  - PORTLAND, Dog Show, 10-11.
  - PA.—Scranton, Street Fair, 8-11.
  - PHILADELPHIA, Dog Show, 10-11.
  - R. D.—Bismarck, Open Day, 11.
  - MITCHELL, Home-Coming, 10-11.
  - SIoux Falls, Home-Coming, 10-11.
  - WATERLOO, Ki-Wi Day, 10-11.
  - TENN.—Dyersburg, Fair & Home Exhibit, 10-11.
  - TEX.—Dallas, Dog Show, 7-8.
  - 11.—Austin, Dog Show, 7-10-11.
  - TYLER, Rose Festival, 9-12.
  - VA.—Danville, Dog Show, 7.
  - ROANOKE, Dog Show, 7.
  - HARRISBURG, Turkey Festival, 9-10.
  - W. VA.—Shelbourn, Basketball Festival, 9-11.

### SAWDUST RING

(Continued from page 18)

"Just part of a day's job, that's all. This show has the greatest gang of bosses and workmen ever with any crowd. I've got to give it to 'em." That is George Washington Smith. No matter what is done, Smith never takes any credit.

You ask about Fred DeWolf? A gentleman and truly an loyal and honest as the name. DeWolf has probably counted more money in his 40 years of circling than any man who ever lived. I mean actually handle and count money. If the books are out of balance one cent and every penny not accounted for, he'll break loose. That is Freddie DeWolf.

### CORRAL

(Continued from page 40)

Whiteman, Royit Helmer, Jack Knight, Dale Adams.

**DAY MONEY** and winners in the finale at the rodeo held in connection with Colorado State Fair, Pueblo, August 28-29, included Calf Roping—First day, Toots Mansfield, Buck Kelsola, Juan Salinas, Lawrence Davis, Jack Skipworth. Second day, Ivan Coleman, Homer Pettigrew, Toots Mansfield, Jack Skipworth. Third day, Homer Pettigrew, Buck Kelsola, Royce Sewall, Gordon Davis. Fourth day, Lawrence Davis, Toots Mansfield, Buck Kelsola, Tony Salinas. Fifth day, Homer Pettigrew, Lawrence Davis, Leo Drumm, Jack Skipworth. Finals, Toots Mansfield, Homer Pettigrew, Buck Kelsola, Gordon Davis, Brahma Bull Riding—First day, Buck Kilgough, Smoky Snyder, Carl Mendis, Gerald Roberts, Hank Mills. Second day, Gerald Roberts, Al Fletcher, Hank Mills, Bobby Estes, Carl Mendis. Third day, Carl Mendis, Hank Mills, Gerald Roberts, Bobby Estes. Fourth day, Jim Jackson, Hank Mills, Charles Colburn, Bobby Estes. Fifth day, Carl Mendis, Albert McElhen, Smoky Snyder, Hank Mills, Jim Patch, Finals, Carl Mendis, Hank Mills, Smoky Snyder, Gerald Roberts.

**Bulldozing**—First day, Howard McCovey, Hugh Bennett, Bruce Ross, Bill Lewry. Second day, Mike Hancock, Mike Fisher, Bill Lewry, Charlie Colbert. Third day, Homer Pettigrew, Mike Fisher, Bill Lewry, Ray Stron. Fourth day, Bruce Ross, Homer Pettigrew, Dub Phillips, Bill Lewry. Fifth day, Howard McCovey, Bruce Ross, Homer Pettigrew, Dub Phillips, Finals, Bruce Ross, Homer Pettigrew, Bill Lewry, Dub Phillips. Wild Cow Milking—First day, Hugh Bennett, Leo Huff, Lawrence Davis, Gordon Davis. Second day, Hugh Bennett, Sherry Matlock, Lawrence Davis, Frank Cox. Third day, Royce Sewall, Leo Huff, Gordon Davis. Fifth day, Lawrence Davis, Sherry Matlock, Frank Cox. Finals, Leo Huff, Sherry Matlock, Royce Sewall, Lawrence Davis.

**Bronk Riding**—First day, Bill Greenough, Doff Aber, Shirley Hussey, Alvin Gordon. Second day, Doff Aber, Steve Hancock, Gerald Roberts, Bill Greenough. Third day, Bart Clemons, Doff Aber, Bill Stevens, Jesse Like, Fournie Lee, Bill Hines. Doff Aber, Steve Hancock, Bart Clemons, Al Fletcher. Fifth day, Alvin Gordon, Shirley Hussey, Bill Greenough, Al Fletcher. Sixth day, Bart Clemons, Jesse Like, Doff Aber, Bill Stevens. Seventh day, Bill Stevens, Bart Clemons, Gerald Roberts, Stan Lyon. Finals, Shirley Hussey, Gerald Roberts, Bart Clemons, Doff Aber.

### Lewiston Round-Up Draws 18,000

ATTENDANCE totaled 18,000 at the seventh annual Lewiston (Idaho) Round-Up, September 16-21. Showers and chilly weather had opening-day crowd to 4,500, but second day drew 2,000, and final day a record crowd of 9,000. About 100 cowhands participated. Results: Calf Roping—First day, Homer Pettigrew, Annie Wells, Ike Rude; Tony Salinas and Buck Kelsola split fourth. Second day, Tony Salinas, Buck Kelsola, Homer Pettigrew, Carl R. Shuman. Third day, Buck Kelsola, Homer Pettigrew, Tony Salinas, Toots Mansfield. Finals, Homer Pettigrew, Tony Salinas, Ike Rude, Buck Kelsola. Bulldozing—First day, Homer Pettigrew, Harry Hart and Dave Campbell split second and third; Buck Kelsola, second day, Dave Campbell, Buck Kelsola, Harry Hart, Pettigrew and Jack Harris split third; Bill McGuire. Third day, Buck Kelsola, Frank Van Meter, Ray Mavity, Steve Hancock, Finals, Dave Campbell, Harry Hart, Dick Herron, Homer Pettigrew.

Hareback Riding—First day, Fritz Truan, Wag Bleasing, Carl Dossey, Fritz

Booker. Second day, Fritz Truan; Ernie Mutch and Wag Bleasing split second and third; Bud Linderman. Third day, Fritz Truan, Carl Dossey and Bud Linderman split first, second and third; Wag Bleasing, Finals, Fritz Truan, Wag Bleasing, Carl Dossey, Bud Linderman. Bronk Riding—First day, Doff Aber, Fritz Truan, Burel Mulkey, Bud Linderman. Second day, Scub Barthman. Third day, Fritz Truan and Bud Linderman split third and fourth. Third day, Guy Cash, Bill McQueen, Doff Aber, Gene Pruett, Finals, Doff Aber, Fritz Truan, Gene Pruett, Stubs Bartlemay. Brahma Bull Riding—First day, Fritz Becker, Bob Murray. Second day, Bob Murray, Al Fletcher. Third day, Al Fletcher, Bob Murray, Al Fletcher. Fritz Becker, Homer Pettigrew won all-round cowboy honors and the K. S. 225 trophy with total of 340 points. Fritz Truan was second with 288 points.

### ALTHO the Rodeo and Labor Day

Celebration in Moody Stadium, Galveston, Tex., was rained out the last day and wound up with a deficit. Committee Chairman Mason Brown announced last week that the event will be repeated next year. Project was underwritten by 65 of the leading business and professional men of the city. First four performances were well attended considering the fact that it was the first major rodeo ever to be held in the city. Arena judges were Andy Curtis and Vic Schwart. Third day, Al Fletcher, Monte Reger, Whittie Stewart and Gerald Sprague, and arena secretary and clerk, C. A. Studer. Trick and fancy riding was presented by Dave and Dolores Nimmo, Virginia Mae and Dade Lee Reger and Marvin Ramsey. Dave Nimmo, Marvin Ramsey and Virginia Mae and Dade Lee Reger did trick and fancy roping. Gerald Studer and Buddy Reger cleaned. Vern Sawyer was elected rodeo queen, and Beutler Brothers provided the stock.

Results: Calf Roping—First day, L. N. Sikes, Frank Hoesly, J. K. Harris, Henry Savage. Second day, G. W. Hope, Frank Hoesly, Orel Thomas and J. K. Harris split third and fourth. Third day, Clay Campbell, G. W. Hope, J. K. Harris, L. N. Sikes. Fourth day, Orel Thomas, Clay Campbell, J. K. Harris, L. N. Sikes. Fifth day, Frank Hoesly, Sam Polkhamis, Snooks Jones and L. N. Sikes split second, third and fourth. Finals, J. K. Harris, Frank Hoesly, Orel Thomas, Clay Campbell. Saddle Bronk Riding—First day, Whittie Stewart, Ace Nimmo, Eddie Curtis, Tack Bolton and Johnnie Williams split fourth. Second day, Eddie Curtis, Johnnie Williams, Tack Bolton, Foster Parlich. Third day, Paul Gould, Tack Bolton, Eddie Curtis, Whittie Stewart. Fourth day, Eddie Curtis and Whittie Stewart split first and second; Tack Bolton, Sylvester Roane. Fifth day, Eddie Curtis, Tack Bolton, Sylvester Roane, Paul Gould, Foster Parlich, Ace Nimmo and C. C. Morris split fourth.

Steer Wrestling—First day, Whittie Stewart, Bobart Flowers, Mason Romane, Andy Curtis. Second day, Jerry Simpson, Tack Bolton, Mason Romane, Andy Curtis. Third day, Fred Schwarz, Andy Curtis, Whittie Stewart, Jim Dwyer, Foster Parlich, Hobart Flowers, Whittie Stewart, Tack Bolton, Eddie Curtis. Fifth day, Andy Curtis, Tack Bolton, Eddie Curtis, Whittie Stewart. Bull Riding—First day, Tack Bolton, Bud Fisher, Byron Liscomb, Bud Fitzpatrick. Second day, Buck Davis, Clarence Mabrey, Tack Bolton and Bud Fitzpatrick split third and fourth. Third day, Byron Liscomb, Clarence Mabrey and Buck Davis split second, third and fourth. Fourth day, Tack Bolton; Byron Liscomb and Buck Davis split second and third; Hubert Taylor.

### JONES AT NASHVILLE

(Continued from page 10)

business. Business at one of the tenmy-gun concessions skyrocketed after Sergeant Alvin C. York, World War vet, staged a shooting match with an old pal, White Jones was playing to near capacity Saturday afternoon. Royal American Show passed thru on the Tennessee Central Railway tracks in full view of the midway. Phil C. Travis, general manager of the fair, said this was the first time two major shows had ever been in town at the same time. EA was en route from Evansville, Ind., to Knoxville.

Royal American played the fair for the last nine years and many members of the staff took time out to visit with members of the Jones personnel.

# Dodson's in Click At Virginia Fairs

ROANOKE, Va., Sept. 27.—Despite two days of rain, Rosinocke Fair here, September 8-12, proved one of the best engagements of the season so far for Dodson's World's Fair Shows. Shows, rides and other attractions reported satisfactory results. Max John Dodson, secretary, and President Charles Ward were well pleased with midway receipts. Robert Goodrich, press representative, said, "Many visitors were on hand during the week, and officials of the Norfolk & Western Railroad were guests of the management Thursday night."

Edie Madigan's cookhouse continues popular. President Mel G. Dodson made a two-day business trip to Burlington, N. C. During his absence the managerial duties were handled by Secretary Harold English. A. G. Bradley, assistant to President Dodson, was at the Portsmouth (Va.) Fair supervising details attendant to shows' appearance there.

Stand at Portsmouth, Va., under Norfolk County Fair Association auspices resulted in fair weather and excellent business. Assistant Manager Bradley was credited with much of the success of the engagement. Date was one of the biggest weeks of the season so far.

Assisted by Curtis L. Beckus and J. B. Mannheim, special agent, exhibits, who limited business to of season production requirements, were interesting and lived up to expectations of fair visitors. Every night was a special event night and on Friday night the biggest attendance of the season was recorded.

## N. J. FAIR TOPS

(Continued from page 2)  
The State were on the George A. Hamid, fair director, said he was pleased with the showing and promised a better exposition next year. A special feature was a five-minute blackout Thursday night while the 122d Anti-Aircraft Battalion of Fort DuPont, Del., put on a show.

Fair cops cracked down several of Cecil & Wilson Shows' stands on the midway Wednesday. Hamid carried protests of concessionaires to the chief of exposition police and, after a tour of the stands, he was satisfied they were okay and stands were permitted to open at 10 o'clock Thursday in time to catch that day's big crowds. Gov. Charles Edison made a speech on Thursday in which he praised the fair.

Harness racing was held Monday, Tuesday, Wednesday, Thursday and Friday, and patrons were disappointed that Hamid could not obtain pari-mutuel rights. Midweek auto races were held Saturday and with the big cars the Sunday feature. Daily program included the "Horse Races" and concert by Joseph Bailey's Madison Square Band. Night shows included vaudeville, free acts and music revue, topped off with fireworks presented by Otto Fireworks Company. A grass fire endangered the midway Friday (26) and trucks were moved out of the way while a crew stood by to strike tents if the fire got out of control. The blaze was finally extinguished after an hour's battle.

## VAUDEVILLE NOTES

(Continued from page 2)  
tember 26, will be featured with Rose Russell's *Memoirs of Paris* for eight weeks for the Kemp Agency, starting in Richmond, Va. SUNNY RICE is joining a new comedy, *Double or Nothing*.

LIGE McKEEVEY did the production for Tommy Tucker's show at the Strand, Brooklyn.

METROPOLITAN THEATRE, Boston, and Michigan, Detroit, scheduled to reopen in November, will be booked by Harry Eschbacher, of New York.

TOMMY DORSEY is being set for New Year's, 1942, at the New York Paramount.

SYLVIA CLEMENTS set for the State, New York, October 25.

RIGOLETTO BROTHERS to the Olympia, Miami, September 26.

LOU HOLZE at the State, New York, October 2. Tip, Tap and Toe on the bill also.

REX BERT in *Hellzapoppo*, New York's regular Harry Rosson.

FRED HARRIS, formerly of Harris, Clark and Shannon, now teaming with the Marlowe Sisters.

AL KNIGHT booked the cast for a 20-minute prelude to the film *Chronicle of a Soldier* at the Capitol, Washington, week of September 18.

Jesse musical, *High Kickers*. . . . HENRY YOUNGMAN has signed with Edie Sherman for picture representation. Youngman, now with *Meet the People* in Detroit, is being pulled out of the show by the Shuberts in two weeks and will probably start rehearsing in the Shubert's *Friday Night*.

ANDREW SISTERS, who have already played the New York Paramount five times, go in October 24 for four weeks with Johnny Long's band and return for a three-weeker with Gene Krupa's band December 24. . . . ROSE MARIE has signed a management contract with Harry Roman, of General Amusement Corporation, New York.

MILT HERTH has signed with Universal for a part in *Hellzapoppo*. . . . TOMMY TUCKER goes into the Bard Avon, Poughkeepsie, October 9. . . . DINAH SHORE set for the Harry James show at the Paramount, New York, some time in December. . . . BLACKSTONE goes into the RKO, Boston, December 19. . . . DE COSTA AND LINDORE are touring on a series of Southern engagements.

BOB LEAVITT goes into the Shubert's *Blowout Time*, which opened September 29 in Allentown, Pa. . . . LEE POSNER has a showing date for *His Music Masters* unit at the RKO 86th Street Theater, New York, for one performance.

Dick Raymond's band (13 pieces), Bernice Byers, Bobby and Betty, and Tops and Taps, are in the unit.

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## TALENT AGENCIES

(Continued from page 2)

Agency, Chicago, in charge of the club of the Phil Tyrrell Club, Chicago, booked Alphonse Berg into Harry's New Yorker, Chicago, opening October 8. Dean Murphy and Tanser Sisters into the Humboldt Casino, Chicago, opening October 17, and Charlie and Shirley McKown into the Elbeon, Cincinnati, opening October 17.

MILT KRASNY, of General Amusement Company, New York, hopes off to a Florida vacation October 10, leaving Artie Shaw's vaude date at the Palace, Cleveland. . . . SOL TEPPER separating from the Charlie Yates office, New York, to open his own agency. . . . IRA STENER, William Morris Agency, is out nursing a torn ligament. He would play tennis. . . . HARRY KELLER has severed his connection with Broadway Associates, New York. . . . PAUL GARY TOLSON, now booking the Hotel Commodore Perry, Toledo. . . . MARTY MELCHIOR, former professional manager, now press agent and doing advance work for the Andrews Sisters.

SAM BOBEY AGENCY, San Francisco, has booked Bettie Taylor into the Club Moderne October 2 and Ethel Shuttin, same spot, October 30, in conjunction with the William Morris Agency. Vivian Marshall opened at the Leo, San Francisco, September 28. Shari Rosey.

PEPPE LANDEROS, Spanish violinist, has been signed to a long-term contract by the William Pick Agency, Hollywood.

PHIL SCHWARTZ has joined the Eddie Bligh office in Chicago. He will be in charge of admissions.

JIMMY EDMUNDSEN, billed as Professor Backwards, has been signed by Edie Smith, New York. . . . BOB STARR, former Teller, the vaude team, Bob Starr and Teller, is now associated with the Tony Phillips office, New York. . . . HUGH A. SHORT is now operating the Allied Booking Service, Portland, Ore.

FRANK DUMONT, valet agent in Philadelphia, joins the Jolly Joyce Agency in that city. . . . JOLLY JOYCE brings Smiley Burnette and His Troupe, Republic Pictures comes to the Eastern territory for a six-week tour starting October 7.

## VAUDEVILLE REVIEWS

(Continued from page 2)

with *Beer Barrel Polka* and *I Love You Truly*. Eusse Lyons gave Howard Nichols, juggler, a good build-up and he followed thru. He uses hoops and does a spotlight job.

Four young colored quartet, *Mid River Rag* and *Do I Worry* and encored with *Far Walking Thru Heaven WAA WAA*. They use bass fiddle and guitar accompaniment. Act is good and they had a difficult time bowing off. Leou Gutner's *Cauldron* got a terrific hand for their act, in which the dogs serve as working on a building. Sam Abbott.

## Colonial, Detroit

(Reviewed Friday Evening, September 13)

Show booked for this Ray Schreiber house by Sol Berns marks return to a vaude policy for downtown Detroit. It relies mostly upon film-star name value

but give customers plenty of show value. Rubyette and Dan, in Greek costumes, open with a well-controlled hand-balancing and tumbling turn, with some good, fast, novelty strong-arm work. Bernard and Rich, ballroom team, work smoothly. Girl has a bad habit of holding her ankle-length skirt so it catches far above one knee, detracting from the grace of the number. They return in a long and high-stepping routine.

Michael Whalen opens with a brief dialog, then introduces Lya Lya, attractive petite reathed in a full orchid dinner gown. They do some dialog—the gag is a bit corny and the script needs reworking—and she wins the fans with *Here I Am in the Army*, a bit in the *Bill Crosby* style, after a recitative introduction. Whalen does a restrained baritone version of *Yours* and other ballads that the femme patrons liked plenty.

Isabel Jewell steals the show with a melodramatic monolog of a roadstead waitress disappointed in love, very pleasingly done. Her bit is the most effective of the triple-star personal appearance, as it is closer to her accustomed field—dramatic acting—rather than just a script cooked up for this appearance.

Carl Freed and His Three Basicals, in Mexican costumes, have a nicely orchestrated harmonica trio, with plenty of music. Freed himself contributes a variety of clowning, mostly irrelevant, during and between numbers. Sammy Mandell and his six-piece band with a big array of instruments fill backstage territory. Mandell and Whalen alternate as emcee.

## Stoll, Kingsway, London

(Reviewed Monday Afternoon, Sept. 1)

With the "Victory" Morse Act on tubular bells and the playing of *America, I Love You* by 12-piece house orchestra Jack Freese, this theatre this afternoon inaugurated twice-daily vaude shows. House was about three parts full at first performance, a fair start.

Given collective title, *You Shall Have Music*, opening bill features Billy Cotton and his 16-piece band, registering a smash hit with a merry mélange of music, novel comedy twists, vocals by Dolly Elsie (Jack Hytton's sister) and Alan Breen, and hot footwork from trombonist Jackie Francis.

Supporting acts are Randolph Sutton, breeching his way thru five *Hubb* comedy numbers; the Americans, Clifford and Marion, ranking next only to Cotton for audience-approval, their wice-cracks and tawdry film star impressions proved tops; Marjora, girl juggler with fifty routine in racket, ball and stick manipulation; Jim Emery and assistants in domestic comedy sketch rich in laugh lines but finishing weakly; comedian Norman Gray; transatlantic hoarding and *Giant*, and eight-girl house team, Marietta Dancers, making three appearances.

Shortage of experienced backstage hands was evident at times during first show, worst example being failure to drop backcloth at start of girls' nautical number, their background for a few moments being stage space and props up to the end wall. Such troubles will automatically iron themselves out, and, as the only vaude house in Central London, the Stoll should enjoy good run.

## State, Hartford

(Reviewed Tuesday Evening, Sept. 2)

This week's show is in two parts. The first half, featuring Sam Donahue's band and various solos and duets, is up to par; but Ralph Edwards' *Prath* or *Consequences*, which completes the show, is little short of sensational. Edwards, ad libbing all the time and never at a loss for an answer to heckler, keeps his audience in stitches all of the time.

Donahue's band opens the show with colorful mood music. Then Andy Blauz vocals *I Guess I'll Have to Dream This Out*. Went over fairly well. Has a remarkable voice, lacking only stage presence. Charles Conner, a juggler who performs with glasses, traps, etc., scored well. Donahue's arrangements of *Yes*.

Indeed, drew considerable applause. Frances Clair, young vocalist, almost stopped the show with *Flamingo* and *You and I*. This girl, as is true of the entire Donahue organization, appears to lack stage experience but is long on talent.

Tryn and Lynn, dance team, next, are polished but lack distinctive routines. The band closed first half of the show with a long number, too long, in which Sam, who does a mean tenor, plays too much. The band as a whole, tho, was interesting, with saxos particularly good. Would probably show better for dance work than it did here.

*Truth or Consequences*, the radio show, with alterations for the stage, defies a review. Edwards has his contestants dancing hula hula, kissing noses, blowing bubbles on top of elephants, in fact, anything and everything for a laugh. How Edwards, moving a different situation every show, manages to keep something popping all the time, is uncanny. He has an able crop of stooges, but most of it is accomplished thru nothing more than quick thinking. Anyway, he scored terrifically for 45 minutes.

On screen was *The Pittsburgh Kid*, better than average for the State. Attendance good when caught.

Robert A. Prentis.

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An Aerial Act preferred. Write immediately, sending photo, also your lowest rates. E. G. HENDERSON, Secy., Greenwood County Fair, Greenwood, S. C.

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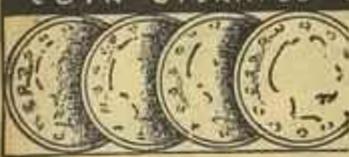
**K. M. SHOWS**

THOMASVILLE, N. C., THIS WEEK





COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers.*

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

## Phono Campaign Begins

**Phonograph Industry will boost sales of U. S. Defense Bonds by placing "Any Bonds Today?" on all machines**

With great enthusiasm the national campaign to make every commercial phonograph a booster for Defense Bonds has been launched by the phonograph industry. In order to co-ordinate all the forces of the industry toward one supreme goal the Automatic Phonograph Manufacturers' Association will sponsor the campaign and will lead the parade. The association is already on the job, and the work will be carried forward with zeal for a cause that helps both the nation and the industry.

The Billboard organization is working closely with the AMPA in enlisting the industry and will feature the industry publicity as the campaign gains momentum. The manufacturers have held important meetings in the past few months to get all plans worked out and now the music industry is ready to go on boosting the sales of bonds.

Everybody recognizes that the phonograph industry has the greatest opportunity in its history to perform a notable service. It is a service that will attract favorable public attention and will help the nation in time of need. It is an opportunity that calls for the best that the industry can give. It is widely recognized that the phonograph industry has facilities for boosting bonds to the masses of the people at favorable moments. So great is the confidence in the industry that every member must enlist at once in carrying out the program to the letter.

The idea of the campaign is so worthy and so practical in its applications that it calls for united and immediate support. It is not a job for manufacturers only, or for any one city, or any one group within the industry. Every member of the industry must do his bit.

The campaign calls for a big job of enlistment. That is, getting every man in the industry to do what he knows he should do. The plan of enlistment now being put into force calls upon each phonograph manufacturer to enlist his distributors, and each distributor will in turn enlist his phonograph customers. By following this plan each manufacturer and each distributor will have his work mapped out for him in the beginning. The phonograph manufacturing firms are already at work on the enlistment job, and many dis-

tributors are getting lined up on contacting their customers. Publicity material and necessary blanks will be made available just as soon as possible.

The many music associations in the various States and cities have an important job to enroll every member. The Billboard will work closely with all these associations to do the job of enlistment as completely as possible. Each association may conduct its local campaign in the way that best meets local situations and also with a view to getting co-operation and favorable publicity in the local newspapers.

The direct object of the campaign is to get the record "Any Bonds Today?" placed as the No. 1 record on every commercial phonograph in the United States. The idea has already been tried sufficiently to show its power as a booster for U. S. Defense Bonds. The variety of recordings of this selection is increasing so that operators may get quantities of records for their machines in ample time.

In order to provide a grand climax for the campaign, the week of November 9 to 15 has been designated as Phonographs-for-Defense Week, at which time the industry hopes to show as nearly 100 per cent completion of getting the records on every phonograph as possible. The designation of a special week will also facilitate getting publicity in the newspapers. The week of November 9 to 15 will have Armistice Day to center patriotic attention on that week, and it will be possible for music operators in many places to get some part or recognition on Armistice Day programs.

The campaign is already under way and an enrollment blank is published in this issue. The Billboard will publish news reports, plans and inspirational ideas from week to week. The AMPA will be approaching all organizations and members of the industry for prompt and full co-operation in carrying out the enlistment program. Every music operator should sign an enrollment card as soon as possible and also get the record "Any Bonds Today?" in the No. 1 spot on all his machines.

This is a job cut out for the phonograph industry, both to perform a valuable public service and at the same time to attract favorable attention to the industry. Enroll today.

# FEDERAL TAX DETAILS

## Machinery for Collection Of Federal Coin Machine Tax Nearing Completion

CHICAGO, Sept. 27.—Following a week of concentrated effort to uncover information about governmental plans for collecting the new federal tax on coin machines that goes into effect October 1, The Billboard learned exclusively today that machinery for collection of coin machine taxes is nearing completion. Federal tax forms and special revenue stamps are now being printed by the government printing office and should be ready early in October.

First tax to be paid by operators will cover period from October 1 to June 30, 1942, so as to terminate at the end of the government's fiscal year. From then on the tax period will run from July 1 to each succeeding June 30. This procedure will set the payment due this October 1 at \$7.50 for amusement machines and at \$37.50 for gaming devices.

Tax stamp being prepared by the government, it is understood, will have a coupon attached to cover each month in the year. When purchased, the collector will supply only those coupons for months remaining in the tax year and collect at the same time for only those coupons issued. Stamps are being printed only in denominations to cover individual machines and not in amounts which could blanket several devices.

### To Rule on Equipment Status

Speculation has been rife in coin machine trade circles as to what tax classification equipment would fall into such as various types of counter reel machines. The Billboard learned that internal revenue officials will have to make specific rulings upon all such devices which do not classify easily. To obtain such a ruling it will be necessary for a complete description of the manner in which the machine operates, together with a picture of the machine, be forwarded to the internal revenue headquarters in Washington. Specific rulings, to have any binding effect upon the bureau, must be obtained in writing. The only way these are obtainable, it was learned, is in answer to written requests concerning individual and specific conditions.

### Location Owner Responsible

The person responsible for filing returns and paying the tax, in the eyes of the Internal Revenue Department, is the location owner. Plans call for tax receipts to be posted publicly in the location and not on each machine. As matters now stand, no provision is made to allow transfer of licenses from one location to another, and unless such proviso is made, trade leaders believe tax will either result in a tendency to keep the same machine on location beyond the point of diminishing returns or it will result in cutthroat competition amongst operators seeking to obtain competitors' locations thru promises of new equipment to be installed and operated under the incumbent operator's license. It is understood that various association leaders are already petitioning Internal Revenue Bureau officials to allow for transfer of licenses to obviate above-mentioned evils.

### Soon To Be Ready

As soon as stamps and report forms are off the governmental presses they will be sent along with rules and regulations governing collection of the tax to regional offices of the Internal Revenue Bureau. As soon as the coin machine tax form to be filled out by location owners is available, it will be reprinted in The Billboard, together with further rulings that might be made by the bureau governing collection of this tax.

## Be Optimistic!

By JAMES A. GILMORE, Secretary-Manager,  
Coin Machine Industries, Inc.

"Smile a while and while you smile another smiles and soon there's miles and miles of smiles and life's worth while because you smile."

"OR" as Bob Hope would say—

"Laugh and the world laughs with you,  
Weep and you weep alone,  
For this good old earth has little of mirth,  
And troubles enough of its own."

An optimist is one who sees only what good there is to be found in the rim of the doughnut. A pessimist is one who sees how little good there is to be found in the hole.

### Be an Optimist

Nobody loves or cares for a pessimist. Confine your thinking and talking to a hopeful view of the future instead of a defeatist view of the present.

Thank God every day that you live in the good old U. S. A. It is still the best country in all the world. It will still provide you the opportunity for life, liberty and the pursuit of happiness as long as you continue to wish for them and continue to earn them by your own energy, skill and ingenuity.

Don't forget—the world does not owe you a living. It provides a living for you but expects you to work diligently and energetically for it. Perhaps it has been coming too easily. Perhaps we are all facing a period that we are going to have to work harder for it and perhaps we are not to be rewarded so richly for our efforts.

Coin machine men, be they manufacturers, distributors, jobbers or operators, are ingenious, resourceful and energetic. They have faced crises before and came thru with flying colors. No one is ever licked or down and out until he admits it.

The coin machine industry is not down and out either because of the new taxes nor because of prospects of curtailment of production by reason of the priorities program. Resourcefulness, energy and ingenuity coupled with optimism will overcome all handicaps.

A very old gentleman who had seen much of life and had been thru many business crises once expressed an attitude toward life that would be well for all of us to follow. He said, "I have experienced a great many troubles in my life and in my business, but most of them have never happened."

Be an Optimist—Be Cheerful—Don't Worry—Smile and Watch the World Smile With You.

## Baltimore

BALTIMORE, Sept. 27.—Under the guidance of its three "generals"—Irvin Blumenfeld, Harry Hoffman and George Goldman—General Vending Service Company reports it is doing an outstanding job with the Gottlieb and Baker games, Jennings' conades, Mutoscope's Drive-Mobile and Ace Bomber and other numbers for which it is distributor.

The demand for truck-Ola music equipment, Genco, Chicago Coin and other lines it handles is reported to have grown too much for the office the Hub Enterprises occupies, and heads of the firm are looking for more adequate quarters. The Hub's business has been running well ahead of last year.

Ace Music Company reports a sharp gain in collections, especially since wall-box equipment has been added.

Wall boxes have proved one of the biggest assets to the phone operating field, states Morris M. Silverberg, head of Morit Music Service.

Albert W. Loedel has contracted to purchase the vending machine business of Otto P. Hildebrandt, operating from 2600 Halcyon Avenue.

One hundred NAB Diners have been installed in Baltimore industrial plants, office buildings, filling stations and other establishments by the recently organized Arbes Vending Machine Company, 870 West Baltimore Street.

ram Company, 613 South Clinton Street, Philadelphia.  
Bud Eby, 676 Stinson Place, Detroit.  
Earl Lowenthal, Acme Automatic Sales Company, 3383 Richton Avenue, Detroit.  
Louis Karengalen and Tony Constant, Severn Coin Machine Company, 100 South Howard Street, Baltimore.  
Robert Brooker, 5148 Hussar Street, Detroit.  
Earl Eideott, Central Commissary Company, Inc., Ankeny, Ia.

### Firm Changes

John M. Welch has taken over U-Need-a-Pak Sales, 14346 West Warren Avenue, Detroit.

### In Chicago Last Week

A. W. Juxter, Badger Bay Company, Green Bay, Wis.  
J. W. Coon, Coon-Stietland Company, Madison, Wis.  
William (Sphinx) Cohen, Silent Sales Company, Minneapolis.  
I. H. Rothstein, Banner Specialty Company, Philadelphia.  
Art Nyberg, Calvert Novelty Company, Baltimore.  
Sam Taran, Mayflower Novelty Company, St. Paul.  
Gene Munthorn, Los Angeles.

### In New York Last Week

Pat Buckley, Buckley Music System, Inc., Chicago.  
A. E. Gebert, Advance Machine Company, Chicago.  
Sam Schneider, Toronto.

## BRIEFS OF THE WEEK

### Deaths

Hubin Fox, 36, in Philadelphia, Mass., September 20. Burial in Birmingham September 24. Fox was manager of the Mississippi Vending Company, Philadelphia, a branch of the Northwestern Music Company, Sterling, Ill.

Tom V. Betnet, of Bennett Music Company, Phoenix, Ariz., September 20. He was an operator and distributor of coin-operated equipment in New Mexico and Arizona.

### Marriages

By Robbins, Brooklyn operator, to Sylvia Friedman, October 5.

### Births

A boy to Mr. and Mrs. Sanford Levine. The father is a member of the Atlas Music & Novelty Company, Cleveland.  
A son to Mr. and Mrs. Louis Levine, Cleveland.

### Personnel

"Red" Crosswell is now with the Paul Layton firm of Los Angeles.  
Al Meyers has been named factory representative for D. Gottlieb & Company in Los Angeles.  
Walter Huber has been transferred

from the Los Angeles office to the San Francisco office of the E. T. Mape Company.

Betsy Bruckman is now in charge of the remote-control units of the Brilliant Music Company, Detroit.

Milly Milbourne, formerly of Columbus, O., is now connected with Empire Coin Machine Exchange, Chicago.

Louis Karengalen, former manager of the Dial Coin Machine Company, Baltimore, who has been in military service the past four months, is now back in the operating business.

### In the Army

I. D. Rokkin, of Gardner & Company, Chicago, has enlisted in the U. S. Air Corps.

### New Addresses

L. & N. Novelty Company and Food Dispensing Company, Inc., have moved to 1213 East 30th Street, Cleveland.  
Lake City Novelty Company, 3008 Payne Avenue, Cleveland.

### New Firms

John Miller Jr., Marc's Vending Machine Company, 4229 Ross Avenue, Dallas.  
Edward R. Gornish, Northern Pano-

## AUTOMATIC PHOTOGRAPHY

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# MUSIC MERCHANDISING

## PHONOS BOOST BOND SALES

### Sign Your Enrollment Blank Now! Secy. Morgenthau Praises Automatic Phono Bond Drive

Help put the phonograph industry program over with a bang—quick action will show what music operators can do for Uncle Sam

This week marks the launching of the national campaign to get the record "Any Bonds Today?" on every commercial phonograph in the United States. The campaign is sponsored by the Automatic Phonograph Manufacturers' Association and presents the greatest opportunity the industry has ever had to perform a great public service.

Many people outside the industry, as well as within, have recognized what a power the network of thousands of commercial phonographs have in reaching the masses of the people. Now the industry is being called upon to help boost the sale of U. S. Defense Bonds.

This is something definite and specific for the phonograph industry to do. It is not just theory. It has been tried and proved to be practical. Every music operator can take part in it.

Do your part today, and then be sure to enroll your name. The industry needs names as evidence to show what has been done. The whole plan is simple and the enrollment blank is simple. Get your records and get them on your machines. Fill in the blank below and mail to Phonographs for Defense Campaign, The Billboard, 155 North Clark Street, Chicago.

Every name counts toward making a grand total that will make the nation sit up and take notice. Remember, also, to sign up for the special Phonographs-for-Defense Week, November 9 to 15, when the industry will have big plans to boost U. S. Defense Bonds.

★ MY PHONOGRAPHS BOOST DEFENSE BONDS ★

★ Phonographs for Defense Campaign.  
★ The Billboard Publishing Company,  
★ 155 North Clark St., Chicago.

— I have already placed the record ANY BONDS TODAY? on my phonographs.

— I will have the record ANY BONDS TODAY? (or other approved record) on all my phonographs during Phonographs-for-Defense Week, November 9 to 15, 1941.

Firm name .....

Street ..... City .....

Signed by .....

★ "ANY BONDS TODAY?" ON EVERY PHONOGRAPH ★

DETROIT, Sept. 27.—Secretary of the Treasury Henry Morgenthau Jr., on an incognito visit here last weekend to sound out the reaction of the working populace to the current Defense Bond drive, paid public tribute to the contribution being made to boost bond sales by the automatic phonographs here.

As reported in The Billboard September 6, the Detroit Music Operators' Association launched the first of this month a city-wide campaign to boost bond sales by placing the Treasury theme song, "Any Bonds Today?," in the No. 1 tray on all the

5,000 phonographs in the Greater Detroit area.

Effectiveness of this campaign was hailed by The Detroit Free Press as one of factors which brought Morgenthau here to find out why Michigan "is leading all other States in sales of Defense Bonds."

Upon his arrival here Morgenthau was offered \$100 by Frank N. Isbey, chairman of the Michigan defense-savings campaign, if he could find a phono on which "Any Bonds Today?" was not the first tune. Morgenthau took him up, and with Isbey and Giles Kavanaugh, collector of Internal Revenue here, and several others made a tour of sandwich shops, restaurants and similar places to talk with customers and to check on the music machines.

Morgenthau told the press that he found the record in every establishment, and that he himself played it probably a dozen times during the night. "I found out that there are 5,100 juke boxes in this neighborhood with our theme song on the list," he said. "We are adopting the idea nationally."

### Detroit Music Assn. Discusses Bonds Drive at Meeting

DETROIT, Sept. 27.—Defense Bond sales, in which Detroit music operators have done an outstanding job, continued to be the focal spot of attention at the September meeting of the United Music Operators held at the Fort Wayne Hotel Tuesday night, with President James Ashley of the American Novelty Company, in the chair.

Principal speaker of the evening was Frank N. Isbey, State Chairman of Defense Bond Campaign, who talked for an hour on current developments, including the visit made by secretary of the Treasury, Henry Morgenthau Jr., to check on defense stamp and bond sales. During his visit Morgenthau and Isbey toured a number of restaurants and other spots in the near-downtown area, incognito, checking on the use of "Any Bonds Today?" on phonographs.

Among speakers and guests at the meeting were Ted Gayle, editor of Boston; James Syracuse, United Sound Studios; Edward F. Womack, songwriter, and Phil Rogin, Economy Supply Company, New York.

### Drive Gets Going!

CHICAGO, Sept. 27.—Details of the nationwide campaign being conducted by the Automatic Phonograph Manufacturers' Association together with The Billboard to boost the sale of Defense Bonds are announced by Walter W. Hurd on the editorial page of this week's issue.

It's a drive that can do much to prove the value of this industry to the nation. It calls for complete co-operation of every operator, serviceman and location owner. Read the details on the editorial page of this issue.

### N. Y. Drive To Put 'Any Bonds Today?' In Phonos Begins

NEW YORK, Sept. 27.—Many operators in this territory have been placing the various recordings of "Any Bonds Today?" in the No. 1 spot on their music machines in all locations.

Spurred on by this evident interest on the part of operators to aid the government in the great drive to sell bonds and savings stamps to raise money for defense, Nat Cohn, Modern exec, stated today that he was instituting a special drive to see that every operator with whom he does business features one or another record of this song.

The Modern record department, which supplies the record needs of thousands of operators, has instructions from Cohn to see that "Any Bonds Today?" is special. (See N. Y. DRIVE on page 70)

### "Any Bonds Today?"

Records available at present on the song number "Any Bonds Today?" are listed below:

- |                |  |
|----------------|--|
| COLUMBIA 56228 | Kay Kyser and his orchestra  |
| VICTOR 27478   | Barry Wood with the Lyn Murray Choir   |
| DECCA 1962     | Decca Band, with Dick Robertson and the American Four, under direction of Harry Sosnik |

## Tommy Dorsey Hails Phono Network; Says It Most Important to Bands

NEW YORK, Sept. 27.—As far as orchestras today are concerned music machines are the most important outlets for their music, declares Tommy Dorsey in an interview with Leo Mishkin published in *The New York Morning Telegraph*, issue of September 10. Dorsey is reported to favor the music machine network over radio wires.

"It's the sale of the records that makes a band today and it's the juke boxes that use the most records," Dorsey told Mishkin. "You take these high school kids. They're the ones who go for our kind of stuff, aren't they? Well, there's hardly a high school in the country that doesn't have a soda fountain next door. So what happens? These kids come out for lunch or treats and they pack into these soda parlors feeding nickels into the juke boxes."

The result, Dorsey reports, is that when he shows up in a small town anywhere in the country with his band, the audience is packed with high school kids, and the minute the band begins to play a number the audience joins in accompanying singers and pounding out the beat.

"It's the records that do it and nothing else," said Dorsey. "Don't kid yourself about that. The records that they play are based on their own phonographs—and more than anything else, the records they play over and over again in the juke boxes. You take any band of any name at all today. My own band was put on top by just one record called *Marie*. My brother Jimmy's band had *Green Eyes*. Benny Goodman had *Simplicity in the Song*. Artie Shaw had *Boys in the Street*. Glenn Miller had *In the Mood*. All of them records—all of them juke box numbers."

Dorsey pointed out that orchestra leaders are never sure whether they have a national hook-up or not on radio because member stations may be airing other local programs. He finds that some stations plug in for just a few minutes to fill in time at the end of local programs. He also finds fault with the fact that programs from top night clubs are aired when not fully appreciated to be in bed. Further comment finds that Dorsey feels that unless the band is on a national hook-up, kids in California can never tune in on the same program in New York and vice versa. Dorsey points out that the music machines are always ready to play anywhere in the nation at any time and that all may hear the same rendition of a tune.

Mishkin comments that the original idea of the interview was to find out

whether there was any change taking place in the musical taste of the nation. Dorsey answered this but impatiently branched out into the subject of music machines.

Mishkin ends his article by saying: "The important point to be made today, according to Dorsey, is that it's the records the band makes and sells and the juke boxes which make or break any dance band in the business."

### Correction on Louis Prima

In Louis Prima's announcement in last week's *Talent and Tune* on Music Machines Supplement to *The Billboard*, the title of Prima's new song, which he has just recorded for Okeh, was incorrectly spelled "Tico-Ti, Tico-Ti." The correct title of this tune is "Tico-Ti, Tico-Ti."

In the "Pertinent Facts and Latest Releases" section of the Supplement the name of the above tune was incorrectly spelled again, and it was erroneously stated that Prima records for Decca. Prima formerly recorded for Decca, but with his new orchestra, which he has been building and developing for the past year and a half, Prima records exclusively for Okeh.

"Tico-Ti, Tico-Ti; Jersey Boscoe, I'm Sorry I Made You Cry and *Forgive Me* are the first four sides Prima has made with his new 18-piece orchestra for the Okeh label.

## Columbia To Cut Music Operators In on Fitch Show

NEW YORK, Sept. 27.—Columbia Records has made an extensive promotion tie-up with the Fitch Band Wagon air show, which returns to NBC October 5, and the coin phonographs will come in for their share of the publicity. With few exceptions, bands recording for Columbia will be used exclusively on the weekly Sunday night show, and highlight of the program will be the Fitch Band Wagon Special—a tune to be aired by the band on the show and also released on records by the same band during the same week.

Posters and other promotional material for the week's record will be sent out by Columbia to coin phonograph operators and record distributors. Window displays will be featured in retail stores. Record itself will have Fitch Band Wagon Special printed on the label, and operators will be furnished special title-strips to put into the holders.

Buddy Duchin's band will be the first of the new series and the special will be *Love Thought of It All*. Record will be backed by *Frere Over the School House*. Columbia will have an exclusive on all of these tunes until they are introduced over the Fitch show.

Pat Dolan, of Columbia; Maurice Lipsey, of Music Corporation of America, and J. G. Naackel, of Hamsey Advertising Agency, representing the Fitch Company, set the deal. Harry James, Horace Hood and Kay Kyser are tentatively set to follow Duchin. Columbia figures it will have enough bands to go thru the entire season.

## Greatest Music Year

By JACK NELSON  
Vice-President and General Sales Manager of  
Rock-Ola Manufacturing Corporation

NOT since the repeal of prohibition has the phonograph operating business enjoyed such prosperous times. Never have there been so many thousands of good new locations developed for phonographs. Due to general conditions throughout the country, collections have soared to new heights.

Now, if operators will remain alert and not give their profits away during these prosperous times just because some other fellow is foolish enough to do so, they should sail along on a wave of prosperity.

Present conditions make this an ideal time for all operators to work in harmony in order to make more money to take care of the constantly increasing cost of business.

Everyone knows that the cost of automobiles, tires, gasoline, telephone service, labor, taxes and other overhead costs of the phonograph operating business are increased. The phonograph operator, however, is behind the eight-ball when it comes to getting more money for his product. It is impossible to get more than a nickel per play in many locations. Therefore, the operators must get more money from each location in order to meet increased expenses.

Now is the time for operators to find

ways to make more money. Instead of trying to see how much more money to give the location, operators should now see to it that they get enough to cover overhead and a good profit.

To suggest a standard table of commissions for operating of phonographs in any particular territory would be a difficult task. This is entirely a local proposition that should be handled by associations or groups of local operators. Conditions in all territories vary and, therefore, it is necessary to have a flexible plan of commission to fit the territory.

Indirect sales promotion benefiting the phonograph operating business has been greater in 1941 than during any other year. The national acceptance of the coin-operated phonograph as a necessity by locations is more pronounced than at any previous time. Tie-ups thru orchestras and band leaders have also been a great help to the business. The work of associations in promoting the coin-operated phonograph business has been inspiring thru its continuous success. It has made the business more stable and more secure.

Theater tie-ups with lobby display during the engagement of orchestras (See *Greatest Music Year* on page 72)



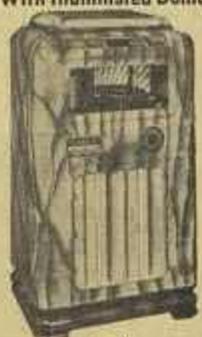
NEW SAN FRANCISCO QUARTERS for California-Simplex Distributing Company. In this modern daylight building the firm has plenty of space for attractive offices and display rooms, plus complete service departments and ample warehouse facilities. A larger volume of business, traceable to the demand for Wurlitzer phonographs, required larger quarters, according to General Manager Edward J. Smith. (MR)

## PHONOGRAPH HEADQUARTERS

**SPOT LIGHT VALUES**

# WURLITZER

16-Record  
Completely Remodeled  
**MARBL-GLO**  
With Illuminated Dome.



Complete  
Ready To Operate  
Money-Back Guarantee

## \$89.50

**WURLITZER 61**  
Operator Model With Stand  
**GUARANTEED \$79.50**  
PERFECT  
With D.C. Motor, \$84.00

TI Wurlitzer Counter Model, Floor Sample	\$139.50
616 Wurlitzer Reg.	59.50
616 Wurlitzer 18, Crill.	69.50
500 Wurlitzer Keyboard, Sluggproof	169.50
600 Wurlitzer Rotary, Sluggproof	144.50
800 Wurlitzer Keyboard, Sluggproof	154.50
Mills 1940 Three o' Music	159.50
Seaburg Box	84.50

**MISCELLANEOUS**

Wheel the Choice	70.00
Big Reader	129.00
Big Printer	170.00
Elec. Trip. Organ	70.00

Brand New in Original Original  
**KEENEY**  
**DE LUXE BASEBALL \$37.50**  
1/2-oz. Play

## WINGS

Exceptional New 5-Record  
Cigarette Operated  
Coin-Operated  
Globe.

3 of a kind  
Wings 1  
Wings 2  
4 of a kind  
Wings 3  
Wings 4  
5 of a kind  
Wings 5

## \$22.50

1/2 Deposit With Order

## GERBER & GLASS

914 Quincy Blvd., Chicago



### The COMET AUXILIARY SPEAKER

★ It's tone for heavy and perfect tone reproduction. Indirect illumination. Equipped with built-in board and volume control. Available with or without speaker.

Write for illustrated folder. NOW ready for delivery. Our new **ECONOMY** speaker. Will save up to 15% on the \$12.00.

## Reliable Specialty Co.

4700 Prospect, Cleveland, Ohio

To pay more is to waste money  
*Miracle Point Needles*

4. STREET COR. 3949 W. 30 ST. MIAMI, FLA.

THE FANS FALL HARD  
FOR



"JIM"

Another "My Man"

another big  
VICTOR-  
BLUEBIRD  
HIT

DINAH  
SHORE

B-11204



ART  
JARRETT

27580



TEDDY  
POWELL

B-11213



\$ A New Medley of  
Money Makers \$

It's Only a Paper Moon  
Fifi's Rhapsody

John Kirby—27598

Man in the Moon

Mama Maria

Glenn Miller—B-11299

Double-Header

Featuring Double Talk

B-1-B1

The Wind Blows Free

Bob Chester—B-11304

ORDER TODAY  
FROM YOUR VICTOR  
RECORD DISTRIBUTOR



In Canada,  
contact B.E.N.  
Victor Co., Ltd.,  
Montreal.

## RECORD BUYING GUIDE--PART 1



Records and Songs With the Greatest  
Money Making Potentialities for  
Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 20 most important operating centers in the country.

### GOING STRONG

JIM	DINAH SHORE JIMMY DORSEY (Bob Eberly-Helen O'Connell)
GREEN EYES	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
TIL REVELLE	KAY KYSER (Harry Babitt) BING CROSSBY
YOU AND I	GLENN MILLER (Ray Eberly) BING CROSSBY KAY KYSER (Harry Babitt-Ginny Simms-Ensemble)
YOURS	JIMMY DORSEY (Helen O'Connell-Bob Eberly)
BLUE CHAMPAGNE	JIMMY DORSEY (Bob Eberly)
I DON'T WANT TO SET THE WORLD ON FIRE	TOMMY TUCKER (Amy Arnell-Valets Three) HORACE HEIDT (Larry Cotton-Donna and Mar Don Jans)

### COMING UP

I GUESS I'LL HAVE TO DREAM THE REST	GLENN MILLER (Ray Eberly-Madameism) TOMMY DORSEY (Frank Sinatra-Pad Pianos)
CHATTANOOGA CHOO CHOO	GLENN MILLER (Tex Benko-Modernism)
KISS THE BOYS GOODBYE	TOMMY DORSEY (Connie Haines) SEA WAIN TOMMY TUCKER (Amy Arnell)
YES, INDEED	TOMMY DORSEY (Sy Oliver-Jo Stafford)
WHY DON'T WE DO THIS MORE OFTEN?	KAY KYSER (Harry Babitt-Ginny Simms) FLEDDY MARTIN (Eddie Stone) ANDREW'S SISTERS
ELMER'S TUNE	GLENN MILLER (Ray Eberly-Madameism) DUCK JURGENS (No vocal)
MAMA	HORACE HEIDT (Clue Club)
COWBOY SERENADE	KAY KYSER (Harry Babitt) GLENN MILLER (Ray Eberly)
BOOGLIE WOOLIE PIGGY	GLENN MILLER (Tex Benko-Modernism)

A slight leveling off this week doesn't necessarily mean that this bright sixty has gone as far as it ever will. The picture of the same name is still in circulation, which helps plenty, and the song might revive and pick up where it left off last week, when it seemed ready for star billing.

Here is the top sale's prime favorite. The addition seems to like it too—at least well enough for it to be pressing the leaders. Whether it will ever go any higher is problematical, but in the meantime it's luring plenty of nickels, retains its freshness after many plays and is a "must-item" almost everywhere.

Title, words and music of this catchy tune would seem to be photo negative, but the thing is not making the progress it should. Gets many mentions, is worth a fling by any op, but is still not fulfilling its natural promise.

A newcomer to this category, Elmer's Tune shows plenty of promise and merits close attention from all ops. Rhythmic, easy to whistle or hum, it is catching on everywhere and has enough stuff to go places. Miller and Jurgens version away out by themselves at the moment.

The old gal picked up quite a bit this week and gained a real foothold in many sections. Maybe this is one of those tunes that just grow on the public, build a solid foundation for itself, and finally hit the top. Is in much the best shape of its career right now.

Not weak enough to be moved downstairs, this pretty ballad of the plains, however, is not progressing. Will have to show how fits this week. Made very pretty sounding.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even if they most probably will never climb into "Going Strong."

Some of the records indicate localities. Double-dashings records are purposely omitted from this column.

PART TWO of the Record Buying Guide (covering Popularization and the Week's Best Records) appears on another page in this department.

TOMORROW—27,000,000  
PEOPLE WILL HEAR



EDDY DUCHIN

INTRODUCE THE NEW



FITCH  
BANDWAGON  
SPECIAL



"STARS  
OVER THE  
SCHOOLHOUSE"

And

"LOVE THOUGHT  
OF IT ALL"

Get on the bandwagon, too—with these sure-fire hits for your coin machines . . . recorded by COLUMBIA

No. 36389

Two new songs—each super-dupes that tomorrow night Eddy Duchin and his boys present them on the Fitch Bandwagon radio show as the "Fitch Bandwagon Special!"

What a set-up! Twenty-seven million people listening in, and Eddy Duchin pulling these songs across with the bang that's made him the sensation of both Americas.

Get ready for the rush . . . this is how red-hot hits are born! We've snapped up schedules to get this record in the hands of your dealer NOW! Note the number—COLUMBIA 36389. Twenty-seven million people are going to be asking for this baby!

Only Men  
DOLBYNIA  
Inc. C. E.  
Pat. U.S.

ORDER FROM YOUR  
Columbia  
DISTRIBUTOR TODAY!

# ANNOUNCING AN IMPORTANT <sup>NEW</sup> FEATURE OF THE BILLBOARD

PICTURE TIE-UP POSSIBILITIES  
FOR MUSIC MACHINE OPERATORS

PICTURE  
TIE-UP  
POSSIBILITIES  
for  
MUSIC  
MACHINE  
OPERATORS

Watch for  
PICTURE TIE-UP POSSIBILITIES  
FOR MUSIC MACHINE OPERATORS

PICTURE  
TIE-UP  
POSSIBILITIES  
for  
MUSIC  
MACHINE  
OPERATORS

TRADE  
SERVICE  
FEATURE  
of  
Billboard

The same people who drop nickels into music machines to hear the music they want when they want it attend neighborhood movie houses. Very often the picture they see features a number of songs which they may also hear on records. Hearing the songs sung on the screen stimulates their interest in such songs and makes them more anxious than ever to play the records of such picture-songs in the automatic phonographs in their neighborhood bars, taverns, restaurants and cafes.

Operators will, of course, remember the Andrews Sisters in *Argentine Nights*, *Back to Back*, in the Navy, and *Mold That Ghost*; the songs *Hit the Road*, *Oh, He Loves Me*; *Rhumbonga*; *Bogie Woogie*; *Boogie Woogie*; *Bounce Me, Brother*, *With a Solid Four*; *I'll Be With You in Apple Blossom Time*; *You're a Lucky Fellow, Mr. Smith*; *Give Me Some Skin, My Friend*, and *Sleepy Serenade*, which they sang in the pictures and recorded. They will remember the Leslie Howard-Ingrid Bergman picture, *Intermezzo*, and the tremendous nickel-pulling power of the song of the same name as recorded by 19 artists. They will recall Jimmy Cagney in *Strawberry Blonde* and the slick Guy Lombardo recording of the tune of the same name. They are currently casting in on Paramount's *Kiss the Boys Goodbye* and the many records of the songs from that picture.

Space does not permit listings of the hundreds of other picture-tunes which become record hits. The fact is that scores of alert operators have harnessed the tremendous influence of the movie industry to their own music merchandising efforts. These operators have increased their profits by tying up with the greater "play-desire" created in their locations' patrons by picture-featured songs.

To enable more operators to take advantage of this "natural" movie tie-up, to make it easier for all operators to arrange for such tie-ups at the proper psychological time in various locations, *The Billboard* will carry a new feature called

## PICTURE TIE-UP POSSIBILITIES FOR MUSIC MACHINE OPERATORS

This feature will begin in the October 11th issue and will appear thereafter in the Music Machines Section.

It will give complete information on Hollywood productions in which songs will be featured. It will tell operators which recording companies have records of such songs available. It will cover other important phases of picture-featured records. It will be as up-to-the-minute and as authentic as all the other features which have won *The Billboard* the complete confidence of operators everywhere and have made *The Billboard* the "must" news magazine for all operators.

## Operators!

### MORE NICKELS FOR YOUR MUSIC MACHINES!

Millions of dollars in publicity and advertising are behind Paramount's great musical film "Birth of the Blues," featuring Bing Crosby, Mory Martin, Brian Donley, Jack Teagarden and a host of other stars. Dual world premieres scheduled in Memphis and New Orleans.\* Radio stations everywhere are plugging its great old and new songs. NEW RECORDS of these songs are now on the market!

These are the records they want to hear:

#### BIRTH OF THE BLUES

Bing Crosby—Decca  
Benny Goodman—Columbia  
See Wain—Victor  
Teddy Powell—Bluebird

#### MELANCHOLY BABY

Bing Crosby—Decca  
Glenn Miller—Bluebird  
Teddy Wilson—Columbia  
Chic Selock—Okeh

#### ST. LOUIS BLUES

Alvin Karpis—Bluebird  
Billie Holiday—Okeh  
Art Tatum—Decca

#### THE WAITER, THE PORTER AND THE UPSTAIRS MAID

Mitchell Ayres—Bluebird  
Bing Crosby—Decca  
Al Donahue—Okeh

#### BY THE LIGHT OF THE SILVER MOON

Dick Todd—Bluebird  
Guy Lombardo—Decca

#### WAIT 'TIL THE SUN SHINES NELLIE

The Jesters—Decca

#### WAITING AT THE CHURCH

The Jesters—Decca

#### CUDDLE UP A LITTLE CLOSER

Dick Jurgens—Okeh  
Guy Lombardo—Decca

\* Memphis and New Orleans Operators PLEASE NOTE!

#### CASH IN ON PARAMOUNT'S CAMPAIGN...

Paramount invites you to cash in on the giant publicity and advertising campaign given "Birth of the Blues." Write today for information on how you can get local theatre co-operation and live selling help! Address:

Alec Moss

Paramount Pictures Inc.  
1501 Broadway, N.Y.C.

## 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.

#### JOLTIN' JOE DI MAGGIO ..... LES BROWN (Bobby Bonney-Ensemble)

This novelty swinger is more than merely timely and topical. It has a real drive to it, the lyrics are amusing and catchy, and the Brown treatment is just what the doctor orders in the way of a catch phrase hit. Tune should take a tremendous leap upward during World Series week. Should be watched.

#### THE SKUNK SONG

"Nobody Loves Me on Account of I'm a Skunk" is the catch-line of this brand-new novelty, which has yet to be released. Tune is the property of Tommy Dorsey, who has recorded it but is quarantining with Hollywood, and song may be used in forthcoming Disney opus, *Bambi*, before record is released. Sensationally novel, the song has that "can't miss" quality about it.

#### CONCERTO FOR TWO ..... CLAUDE THORNHILL (Dick Harding) DICK TODD

Been repeating here, Freddy Martin's successful *Piano Concerto* disk was an adaptation of a Tchaikovsky concerto. This number is the Martin idea plus beautiful words. Martin, by the way, is coming out with *Tonight We Love*, different words to same haunting melody. Will be interesting to see how the rival adaptations fare. Thornhill is in lead at present.

#### DON'T LET JULIA FOOL YA ..... TINY HILL (Tiny Hill) DICK TODD

This melodious warning about Julia, who is "a wee gal," is beginning to show plenty of life. Those ops who have been neglecting it will do well to climb aboard, because it begins to look as if the tune is in for a good run on the machines.

### THE WEEK'S BEST RELEASES

These Records have the strongest chance for success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

#### FROM ONE LOVE TO ANOTHER .... GLENN MILLER (Ray Eberle)

The English version of a beautiful Italian lullaby which Artie Shaw recorded as *Danza Lucumi*, this number gets excellent treatment from Miller and, by every token, should hit the inner circle in short order. The Miller styling is enhanced by Bobby Hockett's trumpeting on the opening refrain, after which Ray Eberle steps in with his pashy singing. Companion piece, *I'm Thrilled*, is equally interesting, with another fine Eberle vocal and typical Miller handling of the slow ballad pattern.

#### SHEPHERD SERENADE ..... HORACE HEIDT (Larry Cotton and Fred Lowery)

This European nifty becomes a smooth harmonic tidbit as treated by the Heidt aggregation. Tune has been around a while, but this is the first time it has received the type of intervalation it demands. Taken at a slow tempo, the theme calls for a whistler, which sends it right down Fred Lowery's alley. His elegant whistling is matched by the soft song setting of Larry Cotton, all backed by soft, serenade-like musical accompaniment.

#### BY THE LIGHT OF THE SILVER MOON ..... GUY LOMBARDO (Kenny Gardner and Lombardo Trio)

A hit favorite of the gaiter era, this song is due for a revival because of its inclusion in the cycle of old-timers used in the forthcoming Bing Crosby feature picture, *Birth of the Blues*. The Lombardo rhythms are just right, and a nostalgic note is added by the music hall style vocalizing of Kenny Gardner and the male trio. Equally effective is the flipper, *Cuddle Up a Little Closer*, *Loopy Mize*, also from the Crosby picture and handled in fashion similar to the *Silvery Moon* side.

#### ONE, TWO, THREE O-LAIRY ..... VAUGHN MONROE (Vaughn Monroe and Marilyn Duke)

This juvenile jingle, traditionally associated with jacks and the bouncing rubber ball, gets a bright and buoyant dress to make the game appealing all over again to the older kids. It's a hop, skip and jumper and should find immediate response, especially since Monroe brings such an appeal for the younger element. Band is solid, and colorful boy-girl twist is added by having Marilyn Duke share vocal honors with Maestro Monroe.

#### ROSE O'DAY ..... FRIDDY MARTIN (Eddie Stone-Chorus)

It's only a short hop from the Swedish bolderdash which so recently blossomed as the *Hit-Sit Song* to the Irish culture contained in this walk novelty. Better known as the *PGA-Go-Bucke* song, that's the turn the lyrics take when they serenade Colleen O'Day. With the populace schooled in double talk after *Hit-Sit*, *Ti-Pi-Tin* and the like, this tongue twister should meet a receptive audience. Martin's swell arrangement, which calls upon Eddie Stone, male voices and whistlers, makes the most of the ditty and makes it very easy to learn.

Names in parentheses indicate vocalists.

Discoloring records are purposely omitted from this column.

### PART ONE

of the Record Buying Guide discussing records which are going strong and opening up in Music Machines appears on another page in this department.

# THE HEIDT HIT PARADE



## HORACE HEIDT

presents

FRANKIE

## CARLE'S NEW ALBUM



Ask for Columbia (Set) C-70

## and Fred LOWERY

Whistling Star

With  
**2**  
Great  
Coin  
Box  
Favor-  
ites



36200  
INDIAN LOVE CALL ... 36200  
36250  
BE HONEST WITH ME ... 36380

Get in on the  
HEIDT PARADE OF HITS!  
See your Columbia Distributor!

## VAUGHN MONROE (Bluebird 11282)

One, Two, Three O'Lazy—FT. VC. Hawaiian Serenade—FT. VC.

The old hop-cootch jangle that still excites the kindergarten kids now becomes a righteous pop to excite the older kids. Considering the interest created so many years ago by A-Fisher A-Fisher disk number 101, it is surprising that it is now being reissued. It is a long time ago, but it is still so long before getting around to this one. Several years ago, this listening post caught the Woody Herman band in an outlying ballroom swinging righteous to the One, Two, Three O'Lazy lilt. And now that Vaughn Monroe has put it on record, it's a cinch that the youngsters will be rocking in the rhythm of their jumping jacks and rubber ball. In keeping with the kiddies' game, Monroe makes the music bouncy, and bright. The band rocks out for a half chorus on opening with Maestro Monroe and Marilyn Duke playing the game vocally for the chorus. The music returned, the band returns, the music taking the youngsters a riding trumpet for the bridge, and all out solid for the finish. The tempo is slowed down for the *Sunset* side, which is given over entirely to Monroe's bartoning for the dreamy Billy and Sammy Kaye ballad.

While Monroe's version of "One, Two, Three O'Lazy" is not the first to find its way as a record, it is unquestionably the first that gives the kiddie jangle the modern rhythmic twist that will make the grown kids play the game all over again. In addition to the boy-girl song setting of the maestro and Marilyn Duke, the disk gives the band an opportunity to inspire the dancers to hop, skip and jump.

## SKINNY ENNIS (Victor 27586)

I Don't Want To See The World on Fire—FT. VC. Don't Let Julia Fool Ya—FT. VC.

This doubling marks the return of Skinny Ennis to the Victor list, his first was since a four-side test when he first went away from the late Hal Kemp band to work with the late Rex Beach, turning cupped brass and the clarinet, as well as his own individual and breathless style of singing the songs, the band and the leader make a more auspicious entry with the B side. Set in a slow and bouncy tempo; the clarinet with muted brass for the figures open, giving emphasis over the second stanza, giving way on the return to the solo trumpet. Skinny gives his whistling warnings about Julia for a third chorus; and for the final refrain, the band beats it solid, but never solemnly, with Ennis raising his voice for the release. *The World on Fire* is taken at a moderately fast tempo which tends to dispel the melodic content of the song itself. More than the try not the time that lends itself to Skinny's song treatment. That negative impression is created at scratch with Ennis singing the first chorus. The cupped horns and reeds carry the second chorus and a single trumpet picks it up for a third chorus, giving way to Ennis at the bridge to sing it out.

"The Julia" has little interest for the music operators, especially in the Midwest and West Coast territories where the band's following is largely concentrated. The record marks Ennis' return to the record fraternity and the fans will find this luring "Josephine" type of tune to their liking. The "World on Fire" side falls short. And even with the new music, it is difficult to see anything up with the head start of the Tommy Tucker and Haece Kellat versions that are already deeply entrenched in the machines.

## HORACE HEIDT (Columbia 36370)

Delish—FT. VC. Shepherd Serenade—FT. VC.

Once again Heidt rings the bell with his wailings, and for this twosome it's the B side that makes the resounding tones. Aided by Fred Lowery's whistling to supplement Larry Cotton's soft vocal callings, with plerium strams to showcase the background music, Heidt gives this plaintive and easy-flowing pastoral serenade the melodic treatment it commands, making it a real harmonic delight. Set in a slow tempo, Cotton and company clinch the impression with the opening chorus. The band takes up the theme, which stems from the other side of the ocean, for half a chorus and then resolves itself into a glee club to set the final stage for Cotton and Lowery. The tempo is stepped up a bit for the *Delish* ditty, which Heidt also makes for melodic dancing pleasure. Band opens with Donna and Her Don Juans giving voice to the second chorus, Frankie Carter's piano fingerings prominently displayed for the background. And with the Steinway already in full swing, Carter clips off half a chorus for the third stanza, Donna and Her Don returning to complete the wailings.

Music operators can look forward to a depressing wave of enthusiasm for the "Shepherd Serenade" with Horace Heidt's version paving

## On the Records

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

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

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

(CONTINUED FROM PAGE 12)

the way. While there have been several recordings released in past weeks, it wasn't until Heidt came along with the proper blend of voice and whistling that this beautiful serenade was given the type of treatment it calls for.

## RUSS MORGAN (Decca 3982)

Why Don't We Do This More Often?—FT. VC. You're a Natural—FT. VC.

A smooth and luring setting is provided by Russ Morgan for these two highly rhythmic ditties. Morgan writes the words for both hits with his waltz waltz and the flashing fiddles highlighting the instrumental interludes, making it a dandy doubling for tripping the light fantastic. Twin pianos open the A side, splitting the refrain with the staircase brass. Morgan's trombone and the violins take up the second stanza, Morgan sings the third in his characteristic whistling style, and the band is in full force for the final refrain. *The Natural* side, from the *Navy Blues* flicker, is also taken at a moderately paced tempo. Opening refrain is taken up by the band; Russ sings the second stanza; the twin pianos scintillate for the third stanza; the band taking up at the bridge and then gives away for Morgan to come in and sing it out.

While Maestro Morgan has yet to create real excitement in the phono networks, both sides are worthy machine material where the record brand of jazz is not denied by the location owner. Both songs are familiar ones and fast becoming favorites, and the suave and silky music in the Morgan manner is as much a listening pleasure as it is a dancing delight.

## CLAUDE THORNHILL (Col. 36371)

Concerto for Tom (A Love Song)—FT. VC. Jim—FT. VC.

The soft and twinkling syncopation that sets off the Claude Thornhill brand of syncopation, played by the maestro's own twinkling and mood-inspiring classical style of piano fingering, is displayed to excellent advantage for Tchaikovsky's newest contribution to Tin Pan Alley's well of song inspiration. Taken in a slow tempo, open trombones introduce the theme of the classical composer's *Piano Concerto in B-flat Minor*, and the resulting chords are embellished by Irving Pasola's clarinet cadenza, setting the pace for Thornhill, striking out half a chorus at the piano. Vocal treatment is handled by Dick Harding, a set of love lyrics matching the melodic mood. The band picks it up with Thornhill's piano flourishes for the finish. The same tempo and pattern is followed for Jim with Kay Doye getting the call to chant the ballad's pleadings.

The listening appeal of Claude Thornhill's musical settings create more and more interest each day, the band is ripe for a long phone ride with the "Concerto" side. The adaptation from Tchaikovsky, already started, promises to enjoy the untiring fame of "Intermezzo" and the Thornhill entry is a worthy one for the operators who will now have failed to realize the commercial possibilities of the song.

## SAM DONAHUE (Bluebird 11285)

Pick-Up the Groove—FT. VC. Beat the Band to the Bar—FT. VC.

This doubling marks the move of Sam Donahue from the Okeh to the Bluebird label. However, interest in the item spots there. Band bears no individual stamp, being devoted to the mill-run brand of hollow blaring that characterizes the banistering footers. The instrumental highlight is in the maestro's tenor sax wailing. *Pick-Up* is the usual risk-taken stomper with Mitchell Paul scuffling the live talk to the band boys' choraling. The companion piece is a novelty ditty with Irene Dreyfus telling in the song about the profanity of the various instrumentalists. However, the ditty is dull and the band helps it little.

There's little here to occupy the attention of the music operator, save for such interludic parties where it makes little or no difference as to what music comes out of the box as long as it's hot. In which case, "Pick-Up" is the side.

## THE JESTERS (Decca 3984)

Well Till The Sun Shines, Nellie—FT. V. Waiting at the Church (My Wife Won't Let Me)—FT. V.

Two more evergreens get waxings, and these two because of the old-time song revival seem to be started with the release of Bing Crosby's *The Birth of the Blues* featuring Bisher, The Jesters (Red Latham, Wamp Carlson and Guy Bonham), backed by accordion and rhythm, sing a verse and three choruses for each side, taking time out only for an occasional stanza. However, there's little else but the straight singing. Both the Harry Von Tilzer Nellie classic and the Waiting novelty of yesterday provide plenty of opportunity for individual touches, both in modern and nostalgic note, but this trio of male harmonium fail to take the advantage. As a result, it's the peevish singing of the songs.

Operators will find little of interest here for their music boxes. The two standard song hits, getting a new lease on life as a result of Bing Crosby's new phono, will undoubtedly mean that it's material for the machines. However, these sides are strictly for home consumption. Sides more suitable for the phone are certain to follow, especially since the "Nellie" bit of nostalgia is one of the highlight sequences of the screening.

clally since the "Nellie" bit of nostalgia is one of the highlight sequences of the screening.

## CAB CALLOWAY (Okeh 6391)

St. James Infirmary—FT. VC. You Are the One in My Heart—FT. VC.

It was the A side that first attracted attention on the hi-de-ho exponent and Cab now revises it. However, instead of being a showcase for the characteristic Calloway chanting, it's mostly a band number featuring Chu Berry's tenor sax and Jonah Jones' trumpet bars. Cab content himself with a middle chorus, the band boys chanting in their fashion for the background. But the hi-de-ho wallings are subdued and Cab gives vent to the more modern gutters of Harlem Jive. Total effect of the entire side is nil, and it's a good thing that Cab didn't step out with this version of the *Infirmary* blues first. Companion piece is his original ballad that sounds so much like J. Snydler. Dear for his bridging bars, Cab chants the chorus, too forcefully to make it count. Band heads down heavily for a half chorus to open and a complete chorus to close.

Since the Harlem discophiles have rejected Cab because of his hi-de-ho being, the maestro has subdued his characteristic wallings and gives the Harlem brand of live talk for "Infirmary." As such, the side will hold some appeal for the operators of race beatlers, especially since the song itself is so closely associated with the maestro.

## FREDDY MARTIN (Bluebird 11286)

Miss You—FT. VC. Rose O'Day—W. VC.

Considering how the *Hot-Sut* brand of double talk created such a major sensation in some circles, there's no reason to expect the dash of old Erin in the Charlie Tobias-Art Lewis oldie serenade to Rose O'Day will now carry similar favor. More popularly known as the *Fila-po-oo-oo* song, with lyrics that ring in such twosomes as "You're my Silla-gatha, shir-a-masrooie, bold-a-roads, boom-toy boom," Freddy Martin catches the spirit of the ditty. And with Edna Stone leading the trio of voices in song, gives Rose O'Day a rousing salute. For the A side, Martin also dips into a Charlie Tobias offering of an earlier year. Makes lush music for the Miss You ballad, making judicious use of the violin in a deep-voiced tone to give it local harmonic that lend much color to the song. Clyde Rogers' song ceiling makes it complete.

The operators should study the music boxes to receive a new girl friend in "Rose O'Day," a delightful waltz novelty that has already seen the light of day. But with the "Hot-Sut" making it fashionable to have a field day with the syllables, the tongue-twister provided in this Irish lullaby should find "Rose O'Day" coming of age.

## WAYNE KING (Victor 27589)

Straw in the Wind—FT. Oahu—FT.

King comes thru with a pairing of striking instrumentals, the musical mood varying with each side. The *Straw* score, backed by the maestro in collaboration with fellow-maestro Art Karsel, is a highly melodic and descriptive piece highlighting the strings, woodwinds and piano. Both title and theme are strong enough to call for the creation of words for the music. Oahu is a dreamy Hawaiian hula, penned by King with Ted Royal, and set in the same tempo to enhance the natural melodic charm. Piano, saddle, Karsel takes lent an exotic touch to the orchestration, with vocal chants and plerium strams added to heighten the effect.

For locations requiring musical fare that makes for restful listening, operators will find both sides to the machine liking. And where the machine music is a stiff affair, it creates a romantic atmosphere, the "Oahu" side meets such exciting needs.

## WILL BRADLEY (Columbia 36372)

Jack and Jill—FT. VC. Don't Let Julia Fool Ya—FT. VC.

Following in the footsteps of Piggy Wiggy that attracted attention with a boogie beat, Jack and Jill jangle gets a modern verse and is set right to the bar. But while Jack and Jill run up the hill with a solid beat, and Jack breaks his crown for dancing boogie-woogie with the farmer's daughter, the ditty lacks the gaiety and melodic qualities that characterized Piggy, Lynn Carter and Terry Allen tell the tale. Flipover with Terry Allen outstaying about Julia, is taken at a slower tempo. Band plays it listlessly, song hardly the kind of material to show the band to any advantage.

As a follow-up to the "Piggy Wiggy Boogie," the Jack and Jill's will attract some attention in the phono. However, with the tune and its treatment lack real punch and can hardly be counted on for repeat plays that make for long and profitable life in the boxes.



HERB MILLS PRESENTS A QT to the boxing champs of Hawaii to play on their way home to the Island. (MR)

# NEWS FROM ENGLAND

## Review of Business After Two Years of Battle Raids

Little manufacturing—operating profitable, but hazardous—see growing machine shortage

By EDWARD GRAVES

London Office of The Billboard

LONDON, Sept. 1.—With two years of war almost completed, the coin machine industry of Britain hasn't made too bad a job of keeping its flag flying in the face of ever-increasing difficulties and while fulfilling its obligations in the matter of national service calls, both military and civil.

In summarizing the struggle for survival, individual treatment of each aspect should provide a clearer picture of the whole situation. An organization means much to any industry, the first to come under this review are the two

### Message From English Coinmen

LONDON.—"As this second year of war draws to its close, the British coin machine industry expresses gratitude to friends in the American industry for the help they have given and are giving to Britain's war effort. Thanks a million!"

bodies looked upon as representing all interests, the Amusement Caterers' Association and the British Automatic Machine Operators' Society.

During the first months of the war both organizations held regular committee meetings, both staged their annual banquets in early 1940. But there any parallel ends. After its office suffered twice from air raids the Caterers' Association has continued meetings and diligent attention given to members' troubles.

### Association Activity

In direct contrast, since the 1940 banquet nothing has been heard of RAMOG despite the fact that it was provided both manufacturer, distributor and operator sections with hitherto undreamed-of opportunity to justify existence. This failure to rise to the occasion may be attributed to RAMOG not enjoying the services of a paid full-time secretary. Possession of such an official has proved of incalculable worth to the A. C. A.

Since Captain McCarthey Main returned to the army, RAMOG has not even had part-time paid officials, and those members who endeavored to carry on as honorary officers found wartime claims on their time too much. This inactivity does not augur well for any post-war renaissance. Off mooted union with the A. C. A. may easily prove the most desirable solution. Even now so, inasmuch as some of the society's records were lost when incendiary bombs destroyed the temporary headquarters at the Swan and Sugar Loaf tavern, also known as home of the informal Slot Club.

### No Manufacturing

On the manufacturing side there has been no great activity. The cutting off of imports from America at war's start

did for a while seem to present the producers here with a wonderful opportunity. But little was done and that not thru any lack of enterprise. Even in the earlier months of the war, the period when many overseas onlookers regarded the conflict as something phony, essential materials were difficult to get. Those manufacturers able to secure contracts were turning to war equipment production. In the period September, 1939, to the start of the air blitz a year later British coin machine production was confined to less than 100 Britannias (table skittle game) by Streets Automatics; about 100 Roll Ons (the barrel (low-price pay-out cabinet) by J. G. Bennett; a dozen or so Octopus (eight-player) games by G. Barrett (who later lost his workshops by bomb destruction); a limited number of wall machines by Dick Scott; 50 Hitler shooting machines by British American Novelty Company, and a steady six-a-week production of 1d play commercials by Clements. Since start of the blitz Clements has had manufacturing field to himself. Apart from time when works were badly blasted by bombs, six-a-week standard has been maintained.

For some time Clements has been hoping to start production of new wall machine, but material shortage holds this up. He now plans moving to bigger works up north in association with sole distributing agent for his machines, Oliver Whales. Like all other post-war problems it is difficult to foresee British manufacturing possibilities, but these men who have increased plant to tackle war-gear production will be in possession of facilities which may encourage them to go all out in a big way to meet anticipated demand for new machines. A case in point is that of but one man, before the war concerned with selling and operating—for reasons of security his name must not be mentioned. This man, hitherto able to manage with a very ordinary workshop and tools for maintenance work, now possesses a well-equipped works of fair size. He definitely intends going in wholeheartedly for post-war production. But whatever British manufacturers do when war ends, present indications point to little if any competition with America in table games—i. e., of course, such machines are still in vogue.

### London Loses Biz

In the matter of sales, London, the by no means a back number, is not quite the potent force it was. During the first year of hostilities it maintained its entrance, the various dealers and agents for new products charging by force of circumstances to become clearing houses for used equipment. It was in this period that Chicago Automatic Machine Supply, thru an energetic pulper at search-the-country for machines, stepped out of the jobber's shoes to the pinnacle of big business. The majority of air raids on London made possible a lot of coming to the capital to buy. One or two jobbers, such as Dave Buckman, had earlier transferred their business to the country. With Peter Taylor joining the navy, Buck Taylor moved Goddard Novelty to Wales after four months of raid survival. Most of the others, however, stayed put and with them the London office of The Billboard. Hardly one escaped damage. Total destruction fell to the lot of British American Novelty, Estman Novelty,

Shifra and Coin Amusement Machine Supply. Yes, each of these opened up again somewhere else in London. Reliance of operators to be sought in London raids resulted in people like Whales, of Redcar, and Parker, of Haly, becoming big operators. Will they after the war maintain their recently won eminence or will London again assume the lead? One thing is at this moment certain: Dealers who have never before held agencies for American machines state their intention of selling as soon as possible for the United States in a bid to secure the plum. Against this, one of the most respected leaders in the industry is quietly advocating formation of a distributing pool as the best means of ensuring a sound all-round recovery. True unity has never been a strong point among dealers here, but there are signs already of some support for this scheme which, if it matures, would demand earnest consideration by reason of its financial strength.

### Sportlands Gain

As for operating, Sportlands had a new numerical high when war began. Only in a few places did authorities include them in the general closure of places of entertainment. There was little loss in business because people were too interested in the war developments to go into a Magnum vs. Siegfried Line affair, a somewhat remote war, spending became easier and the Sportlands as a whole took their share of what was going. The A. C. A. supported members' individual efforts by presenting an ambulance to the Red Cross. Then came the end of France and the air blitz. London was for some time the main target and, accordingly, London sportlands suffered. Some were destroyed by bombs, others badly damaged. Unlucky case of all was the wrecking of a popular spot in Central London, a number of patrons being killed. These untouched by bombs few towns (many closed), the number of people remaining outdoors after blackout being negligible. With the spreading of raid activity, several provincial sportlands went crashing to the ground, but this side of the business was far from being dead. Enterprising operators found sites in centers free more or less from raids and the rest of the country was opened up. This summer, with an extra hour of daylight and a lull in raids, London has seen a slight increase in sportland activity.

### Some Coast Spots Closed

Beside operating during the first summer of the war was both good and bad. Up to the collapse of France, at least a living was being earned by most. With invasion an imminent prospect, all those on piers on the vulnerable coasts had to pack up. This summer many former profitable spots have remained shuttered owing to their being in areas barred to visitors. A few re-opening for benefit of residents and defense folk report what in British parlance is known as a "fiddle," that is, they just scrape enough for a living. In unretreated coastal areas favorable reports predominate.

Varied experiences have been the lot of those operating in locations, particularly in London. One busy quarter here has had thru evacuation and many machines have been lost thru air bombing. A large number of London taverns have been destroyed and half of these places carried at least one machine, usually a merble game.

This destruction of machines in dealers' stores, sportlands and an area has interrupted any of the progress of all problems that of equipment. But somehow both dealers and operators have managed to rub along—and that's about the only way to express the situation. Patriotic prizes are paid for merble games which during ordinary times would not be seen on top locations. Yet these people not short of equipment and operators are looking for good sports who are able to maintain the machines at a reasonable standard are better off than in normal times. But for the war they would be buying new machines every two or three months as it is, that expense is saved. The public has forgotten to look for novelty and the something-different machine.

### Mechanic Shortage

But—and what a big but!—for how much longer will many of these games remain in service. Spares are standing away and so are the mechanics capable of even a workable patching-up. The

first year of the war saw little call on this particular form of labor. If a man when registering for military service gave his occupation as automatic machine mechanic, a quite honest description, he could not be taken. This position, with a different meaning intended, was on the schedule of reserved occupations. But when the country was left to fight alone, this schedule came under stringent review and the mechanic for anti-operated machines was no longer reserved. As these over military service are also being called for war work, it is easy to see how acute the maintenance problem is becoming. It may well be that before the war is over operating will be confined to those of very mature age, the unfit-for-service, or those able to stilling some of their spare time for national duties. But there is no and cannot be a serious complaint or grumble. Parliament are the essential needs of the country, and if the industry finds itself passing thru a very dark period, it may take pride from the fact it has been the means of providing men whose technical skills have been developed in the ranks. Men, too, who will return with an enhanced, wider knowledge.

### Few Coinmen Casualties

Casualties from the machine ranks has so far happily been few, but one case may be quoted as indicative of the risks all have to face. A mechanic left one job to take another, both out of London. Between the two there was to be a gap of two or three days during which period he planned spending at his near-London home. On the day that he left the first job, his new employer decided he wanted him at once and wrote instructing him to come immediately. Had that letter been followed by normal early post the mechanic would have straightaway traveled on. But, owing to raids overnight, mails were delayed. When the postman called with the letter later in the day it could not be delivered. A daylight sneak raider had dropped bombs where the mechanic lived and the man had lost his life.

### Coinman Wins Decoration

Looking at the other side of the picture—first war decoration won by a member of the industry went to an employee of British American Novelty Company who received the Naval Distinguished Service Medal for gallantry in a sea service.

All so far written concerns the amusement side of the industry. Of remaining activity little can be said. British Automatic Company has managed to keep up a fair flow of supplies for its railway station machines, but otherwise vending machines have been put away with nothing to sell. As to future prospects, immediate and otherwise, without indulging in wild guesswork, it is impossible to add anything to what is written already. Everything must be subservient to the country's most pressing needs.

As this second year of war draws to its close, the British coin machine industry thru The Billboard expresses gratitude to friends in the American industry for the help they have given and are giving to Britain's war effort. Thanks a million!

### Sorry

The Jimmie Lunceford ad in last week's Talent and Tunes on Music Machines Supplement listed one of his forthcoming records released at Yard Dog Records. Copy should have read Yard Dog Records.

### N. Y. DRIVE

(Continued from page 64)

ally called to operators' attention when they come in to buy their records.

Operators making purchases of new automatic phonographs are also being urged to feature the Bond tune on their machines.

Reports from operators who have been featuring the records of this tune ever since its release indicate that it gets a better-than-average play in practically every location, so that from the operator's standpoint, it not only gives him an opportunity to do his country a service but accounts for many extra plays, too.

### MORE PEOPLE

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Denver, Colorado

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

## News Notes

Sammy Kaye, Bob Chester and Barry Wood have just renewed their contracts with Victor. Kaye's calls for two more years at a hefty increase in cash per side.

Flock of new songs will be released with 20th-Century's new Alice Faye-Carmen Miranda musical, "Week-End in Havana." They are "The Max With the Lollipop Song," "A Week-End in Havana," "The Nango," "Tropical Magic," "When I Love I Love" and "Roses and Rumba." Famous Music is re-issuing "My Old Flame" from the old Mae West Paramount film "Sally of the '90s." Benny Goodman is making it for Columbia, Count Basie will cut it at the next Chick date, and Victor is planning to re-issue Duke Ellington's original version of it.

Ramesse an adrift that Tommy Dorsey is trying with the idea of cutting some disks especially for coin machines and on his own label. Vaughn Monroe has made several changes in his band recently. Has two new trumpeters, a sax and new drummer boys.

Andrew Sisters are cutting another Jewish melody which they hope will be another "Bei Mir Bist Du Schön." New one is "Shikhar Izor Tiekhar Miser."

Frank Sinatra, Tommy Dorsey's vocalist, will soon go out on his own with a radio commercial.

Thrush Helen Forest, who used to sing with Artie Shaw's band and recently left Benny Goodman, is now scheduled to make some records with Shaw's new band. As a result of these spot air plugs for Fall Mall eppies, Sammy Kaye will record "Modern Design" for Victor. Columbia Pictures is getting ready to shoot a new musical film titled "Edie Was a Lady." Sammy Cahn and Saul Chaplin are writing songs for it.

The trade is still commenting on the "Talent and Tunes on Music Machines Supplement" which appeared last week.

## Record Harvest Is Good

Phil Rich, Buffalo operator, writes that the music machine boys around there are much excited these days over the crop of records available now. Rich says there are more hits and potential hits in the record racks this fall than he has ever had in his experience to see before. Topping the list, he says, is Horace Heidt's "I'd Like to Get the World on Fire," followed by a raft of other tunes pulling almost as many nickels. Rich looks for the biggest reason in history for the coin phonograph operators as a result of the tune production and general increase in spending.

## Release Previews

The Martins are recording the score from the new George Abbott show *See Me Foot Forward* for Columbia. Mitchell Ayres's next Bluebird Gate includes the cutting of "Nostalgia, Missa, My Time and I Wanna Go Back to Texas."

## Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites in addition to the national leaders listed in the Record Buying Guide:

### CHARLOTTE, N. C.:

#### B-I-B, Horace Heidt.

Another Heidt novelty number, and for the operators here it is already doing all right. The Heidt band has been going in for these novelty songs like candy, and because of their huge staple-line "seven picture" find themselves joining in on a community sing. Operators in other sections had better give this one a listen.

### NEW ORLEANS:

#### Sleepy Serenade, Andrews Sisters.

The Andrews girls have another hit in this one, as far as this town is concerned. Operators here report that with the large selections being installed in the area, play on the music machines is increasing steadily, and the slum song RKO is one of their favorites.

### MOBILE, ALA.:

#### Greedy Joe, Cab Calloway.

Negro locations here are eating this one up, according to the music box operators. Dick presents Calloway at his low-down best, and his fans are showing their appreciation at the coin slots. Operators with machines in any location where the patrons like their hot swing should profit by putting it on the machine.

### WILMINGTON, DEL.:

#### Have You Changed? Gene Krupa.

Composers of this tune are home-town boys, so naturally it's getting plugged by the local radio stations and bands. Krupa's recording of it is also getting a heavy play on the music machines around here, operators say.

### LOS ANGELES:

#### Rancho Pillow, Freddy Martin.

A Western 3/16-3/16-3/16-3/16 ditty that is now doing big things for the L. A. operators. The Martin orchestra has a lot to do with it, too, because the maestro is a heavy favorite in his own right around these parts. Whether the number will move eastward, however, is something that remains to be watched.

## Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended September 27 and the week before, ended September 20, see the Music Popularity Chart in the Music Department in this issue.

## Garber, Music Men Gather at Graham's

GINNINATI, Sept. 27.—For the second time within a month Frank McNichols, manager of the Graham Distributing Company, local Wurlitzer distributor, last Tuesday (23) played host to music machine operators of this territory, with Jan Garber and his orchestra lads, who Thursday (25) concluded a two-week stand at Beverly Hills Country Club, Newport, Ky., as guests of honor. It is estimated that nearly three-fourths of the music merchants in the area, including many out-of-towners, took in the affair.

With Manager McNichols entertaining in his usual hospitable fashion and with Garber and his bandmen autographing

records and photos for everybody present, the visiting music men voted the afternoon party a grand success. A photographer was on hand to record the doings.

McNichols, who recently had Ross Morgan and his band members as guests to meet the music men hereshore, plans to make such parties a regular feature during the fall and summer, bringing in the various name band leaders from the theaters and stitutes hereshore.

McNichols has a standing tie-up with the Shubert Theater, local vaude house, placing a Wurlitzer music machine in the theater's lobby with each appearance of a name band at that theater. The machine is loaded with the records of the band appearing on the stage.

# SALESMEN WANTED

Experienced phonograph salesmen to sell to operators the latest model Singing Towers phonographs.

Prefer men with good record for direct to operator sales plan.

New machine and new plan.

Write giving age, past experience and preference for territory.

## Automatic Instrument Co.

3007 West Washington Boulevard  
Chicago, Illinois

## Buffalo

BUFFALO, Sept. 27.—Buffalo territory is settling back after a record summer and things have quieted down somewhat.

Acme Coin Machine Exchange is doing well and has again increased its staff. Newest addition is Sales Manager Frank Brock Watson, formerly sales manager at Associated Coin Machine Company, Detroit.

Ted Mills, Mills Amusement Company, Buffalo, whose music operations cover a good-sized area in the State, reports that business is holding up okay.

Haris Engel, head of Acme Coin here, was in Chicago week of September 18 buying equipment for his expanding operations.

James Greenville is continuing to add new equipment, and just bought some Wurlitzer wallbox set-ups from Mayflower Distributing Company. His summer biz, Greenville says, was very good.

James Blakeslee is prolonging his summer by staying on at his lakeshore summer home 'til late September. He commutes every day for service of machines.

American Cigarette Machine Company states that summer biz was so good that music routes were increased considerably. Pie-Mor installations have paid big dividends for company and have now invaded Tonawanda (N. Y.) territory successfully.

Harry Winfield, J. H. Winfield Company, reports success with sales of A. M. I. Singing Towers music equipment.

Bill Paschetti, Reg Amusement service manager, goes home to Utah every Saturday to see his mother and to spend week-ends with her at his Adirondacks camp. According to Bill, best pin game on Lee Wolf's sales floor at the moment is ABC Bowler.

Mayflower Distributing Company reports Wurlitzer sales volume was increased over August. Big official opening party is set for early October here.



UNITED COIN MACHINES COMPANY, MILWAUKEE, has been appointed distributor for Packard Manufacturing Corporation's remote-control equipment, announces Homer E. Campbell, Packard president. A stock of all Packard products will be carried by the distributor. Members of the firm shown above, left to right, standing: William B. Campbell, A. Micka and John Heink, all of the service department, 2001st Edward Parkway, service manager; Harold Schmitt, secretary; Donald J. Lutz, service Department, and Harry F. Jacobs Jr., manager and owner. (M.R.)



VENDER SUPPLY NOTES

The addition of yeast to peanut butter has national importance as an economical source of Vitamin B. It is anticipated that the addition of this product to candy bars will greatly stimulate the sale of such bars thru vending machines.

Sugar quotas which Peru, the Dominican Republic and Haiti may market in this country this year were increased September 24 by the sugar division of the Agricultural Adjustment Administration. The Agriculture Department said the total increase amounts to 89,392 short tons, raw value, and represents the readjustment of unfulfilled quotas of full-duty paying countries.

It is reported that chocolate bars make up 35 per cent of candy sales. A writer of a syndicated column, in commenting on that fact, says a good way to get rich is to think up a new kind of 5-cent chocolate bar. He named Mrs. Ethel V. Mars as a shining example. He also said the first thing to think of is the name for the candy bar.

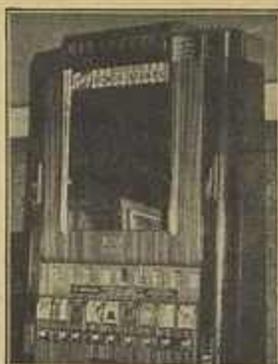
Officials and members of the headquarters staff of the National Confectioners Association met in Chicago September 23 to plan a survey to reduce packaging requirements of the industry by an estimated 25 per cent. Phillip F. Gott, president of the association, presided. The group has called upon its members for suggestions as to procedure and policies and for information on the technical problems involved in curtailment.

OPM suggested to the association that economies in the use of paper and paperboard may be effected by the elimination of non-utilitarian uses, the adoption of standards as to weight, size and number or volume of products per unit of paper. Other economies have been evolved. It was intimated, by special industry studies.

"Voluntary programs of curtailment," OPM stated, may avoid the complications of mandatory priorities and allocations.

Growers and buyers of almonds in California are finding it difficult to meet the demand. When buyers went into the field as the season opened they found a shortage. Field stocks were cleaned up within a week. The price jumps on various grades of almonds averaged 4 cents a pound.

Mogul machine and sleeve brushes used by confectioners are now made of nylon. A set of nylon bristled brushes, installed in May, 1940, by a large candy maker, has shown no evidence of wear after 15 months of constant use. Brushes made of Oriental hog bristles, the supply of which is now uncertain, lasted about 10 months in a wooden-back brush and 10 months in a metal-back brush. It is reported, Nylon bristles, it is said, do not fray, split or break off in the candy during important cleaning operations.



Practically all cigarette vendors in Ohio bear this Defense Bond sticker. The messages were affixed to machines by members of the Ohio Cigarette Vendors' Association.

Miniature absorption of nylon bristles is only 20 per cent that of hog bristles.

Sales of Philip Morris cigarettes in August this year showed a gain of 37 per cent above the total for August last year.

The Illinois State tax of 2 cents a pack on cigarettes may cause a revision of the distribution of cigarette sales between the standard-priced brands and the less expensive varieties, according to a limited survey made recently.

When asked what's new, George P. Eby, of Pan Confections, said: "According to the information we get here there might be an easing of the Far East situation. It seems that Japan is backing down on some of her big talk. There is some feeling in the industry that there will be a letting up of some of the strain now and that we may get some shipments from the East."

MARKETS IN BRIEF

NEW YORK, Sept. 25.—Peppermint oil (dollars a pound): Natural, \$3.75 to \$4. U. S. pharmaceutical, \$4 to \$4.20.

Raw Sugar: The raw sugar market continues inactive. No offerings or sales reported during the day.

Refined Sugar: The refined sugar market was quiet and unchanged today.

CHICAGO SPOT MARKET

PEANUTS

Virginia and North Carolina

	Cents per lb. in bags
Jumbos	9.50
Panicos	7.95 @ 7.25
Extra large	10.50
Mediums	9.50

No. 1 Virginia	5.50 @	6.75
No. 2 Virginia	5.75 @	6.85
Southeast		
No. 1 Spanish	7.12 @	7.25
No. 2 Spanish		6.85
No. 1 runner		7.00
No. 2 runner		6.75

Spokane

SPOKANE, Sept. 27.—Cecil Wellwood has returned to Spokane from Stevens County, where he has been operating machines for Morgan Cole. Wellwood rejoins Great Novelty Company as serviceman.

Wayne Ross, Wallace (Idaho) radio man, has joined Wellcome Music Company as a mechanic. Virgil Fortune, Wellcome serviceman, is back from a month's vacation in Denver.

M. P. Bonney, record manager for Oshund Piano House, is back on the job after being down with the flu.

J. H. Rhodes is getting back in touch with his music machines after a summer's absence on other business near Lewiston, Idaho.

Dale Ostme, manager of Jack B. Moore Company, and Mrs. Craig spent the past week in Yellowstone National Park on a combined business and pleasure trip.

Natchez, Miss.

NATCHEZ, Miss., Sept. 27.—Fall is bringing better coin machine business here. Many operators are securing new locations, despite a limited supply of machines.

A new wrinkle in remote control for phonos is the tree box recently installed by Whitley Craig. Craig has a wall box hooked up on the outside of the tree outside of a location.

Sam McCabe and Sam Serio, of Sermaac Novelty Company, have placed Frank Ferrault, former serviceman, in charge of operations of company as manager. Ferrault has been with the company several years.

Buffalo

BUFFALO, Sept. 27.—Atlas Photographic Company reports installation of several new Seeburg wall box set-ups.

Vic Stehlin is busy these days with his duties as association president, game and music routes, a new arcade and plans for further expansion.

Lucille Priore and Norman Van-Gorder have been added to the personnel at Royal Amusement Company. Miss Priore works in secretarial capacity, assisting Mildred Vastola and Van Gorder.

J. G. Malouf, Fred Van De Walker and Jimmy Orsotovic, music operators, were guests the other night of Harry Kelly, Seeburg district manager, and Dick Kuhn, band leader, at the Statler Hotel Lounge, where Kuhn is completing a five-month stint.

Ben Kudlick is still talking about the first time he had at the week-end party and cruise on Lake Cayuga, attended also by several Seeburg distributors and operators.

Ray Peterson, manager of Mayflower Distributing Company, is planning to take in some of the Minnesota football games. He says sales of Wurlitzers are good.



TOPPS

THE TAB SIZE CHEWING GUM THAT HAS WON THE FLAVOR FAVOR OF THE NATION!!

NOW SPECIAL PRICE FOR OPERATORS!

TOPPS

4 Famous Flavors Are Tops For Ops! PEPPERMINT PEPPERMINT CINNAMON PEPSIN

Finest quality gum in all the world! Pure, natural flavor—higher chicle content! Perfect TAB SIZE for vending machines! Used by leading ops in ever increasing quantity every day! TOPPS is tops for bigger, better, sturdier income—more satisfied customers—greater repeat action—and for building up a route into a big-time, paying business! What's MORE—TOPPS IS PRICED RIGHT!!

DISTRIBUTORS! A FEW TERRITORIES STILL AVAILABLE! WRITE FOR SPECIAL PROPOSITION NOW!

FREE SAMPLES AND PRICES WRITE NOW!

TOPPS CHEWING GUM INC. 80 BROADWAY, BROOKLYN, NEW YORK

**RECONDITIONED VENDING MACHINES**  
 PRICES MUST INCREASE ON ALL VENDING EQUIPMENT. NOW—IS THE TIME TO ANTICIPATE YOUR NEEDS AND PHONE, WRITE OR MAIL YOUR ORDER WHILE SELECTION IS COMPLETE.  
 \*\$3.00 National 100 Combination Cakes ..... \$49.50  
 \*\$3.30 National 200 Vend ..... \$57.90; 150 Vend ..... 25.00  
 \*\$2.25 National 200 Vend ..... 22.50; 150 Vend ..... 18.50  
 \*V.D. 60 Grams—Dual Magazine—All Combination Cakes—3 Ctl. .... 62.95  
 \*V.D. 60 Grams—Dual Magazine—All Combination Cakes—2 Ctl. .... 52.95  
 \*\$1.00 U.S. Needs—Pak—150 or 200 Vend (Special)—8 Ctl. .... 67.95  
 \*\$1.00 U.S. Needs—Pak—150 or 200 Vend (Special)—8 Ctl. .... 27.50  
 \*\$1.00 U.S. Needs—Pak—150 or 200 Vend (Special)—8 Ctl. .... 35.00  
 \*FACTORY RECONDITIONED—REPAINTED. RECONDITIONED—REPAINTED. ALL UNITS WITH ENCLOSED STANDS AND IN EXCELLENT SHAPE. WESTERN DISTRIBUTORS, 2102 S. Hill St., Los Angeles, Calif., on FOLLOWING TERMS: 1/3 CASH WITH ORDER, BALANCE ON DELIVERY F. O. B. N. Y. C. ALL ORDERS SUBJECT TO PRIOR SALE.

**LOUIS H. CANTOR CO.**  
 Eastern Representatives, National Vendors, Inc.  
 250 WEST 54TH ST. (CIRCLE 6-3285) NEW YORK CITY

**L. L. MITCHELL & CO.**  
 RESULT LIKE NEW  
 Peanut Vendors  
 10 Seeburg ..... \$7.50 Ea.  
 5 Royal Dutch ..... 4.75 Ea.  
 5 S-Cel, Mustang ..... 4.50 Ea.  
 3 Jennings Vendors  
 4-Bag ..... 8.00 Ea.  
 10 Ever-Headys ..... 4.50 Ea.  
 BRAND NEW  
 2-Bag Vendors ..... \$6.00  
 4-Bag Vendors ..... 7.50  
 Hershey Vendors ..... 7.50  
 COUNTER GAMES  
 Home Run, Slightly Used, \$ 7.95  
 Hole-in-One, New ..... 11.50  
 Baseball Gum Vendors, New 10.00  
 85¢ Challenges, Used, Ea. 14.50  
 1/3 Down, Balance C. O. D.  
 Write for Complete List of New and Used Pin Games.

**"STEWART & MCGUIRE"**  
 8 OR 10 COLUMN "DUALWAY"  
**CIGARETTE MACHINES**  
 COMPLETELY REBUILT—BETTER THAN NEW!  
 FORMER PRICE \$91.50  
 NOW ONLY \$39.  
 These rebuilt machines are with the new, improved mechanism which insures long lasting service. Do not confuse with others, not having the new, improved mechanism.  
 1/3 With Order, Bal. C. O. D.  
**VENDING MACHINE EXCHANGE**  
 33 WEST 60th ST., NEW YORK CITY

## Bally Ups Output Of New Monicker

CHICAGO, Sept. 27 (AP)—"It's just like old times!" exclaims Ray Moloney, president of Bally Manufacturing Company, discussing the reception accorded Bally's new Monicker, five-ball game. "There hasn't been as much excitement around here since the days of Bumper. We all feel that we're definitely in that old Bally groove—turning out a game that will live in the annals of coin machine fame, along with Ballyhoop, Bumper and all the other great old-time Bally hits."

\*Reports from operators prove Mon-

icker to be by far the hottest money-maker in years. Our original plans were to limit production of Monicker because of the volume of multiple and console game business we are doing. But, instead of limiting production, we find we are forced to step up our output of Monicker. For the next two weeks, at least, we will be in full production on Monicker."

## Boston

BOSTON, Sept. 27.—Ben Palastrant, district manager for Packard, reports that because of the demand for Packard

products, the Boston office will soon move to larger headquarters.

George Marz reports that business was good at the arcade which he operated at Brant Rock, Mass. Most of the summer houses in the vicinity were burned down in a huge fire shortly before the opening of the season, but Marz reports there were still enough summer residents to insure a profitable business.

Walter Quill, manager of the Cigarette Merchants' Association, reports the organization has decided to hold one meeting a month beginning in October. The meeting will be held the third Tuesday of the month. Benjamin E. Gordon, of Boston, labor relations consultant and formerly affiliated with the National Labor Relations Board, addressed a meeting of the CMA recently, explaining to the cigarette men how they can qualify under the national wage and hour law.

Mike Balkin, representing Jack Fitzgibbon, of New York, will shortly open an office in Boston. It is understood the showrooms, where the Bally line will be featured, will be on Commonwealth Avenue.

One of the most welcome operators in the business is pretty Louise Chetti, believed to be the only woman operator in New England. Her customers generally are all smiles when Louise comes to town, as she is an attractive young lady and well versed in the coin machine business. She operates a large game route around Norwich, Conn.

Bill Wolbert reports he has closed his summer arcade at Wallington, Mass., after doing a good business for the season.

Jim Woodward, one of the oldest pin table operators from point of experience in this section and now serving as secretary of the Amusement Merchants' Association, is kept busy handling his route.

Phil Schwartz, Win-Box Vending Company, local music and game operator, up and around again after suffering a relapse recently.

Philip and Russell LaFrance, New Bedford entmes, have closed their summer arcade at Seabrook, Conn., after a successful season.

Murray and Lenny Schmitt, of Atlantic Distributing Company, are receiving much favorable comment on the game remodeling jobs they have just completed.

Alb Fox, Hartford, Conn., game and music operator, is busy retooling most of his music business. Fox is one of the largest operators in Connecticut and has large pin table and music routes.

Joseph Fogel, Portland, Me., costman, in town to purchase equipment, reports business good in Northern New England.

can be readily understood that he must be versatile in every department of the amusement business. He must be a salesman, architect, electrician, carpenter, good judge of music, diplomat with his customers, a good manager of men and sometimes a financier. At the same time he must be able to patiently work long hours without fatigue.

The music publishers and record manufacturers have also played an important role in the growth of the coin-operated music business thru foresight in creating and supplying the kind of music that produces best results. Improvement in the quality of all products that go into the operating of phonographs, such as tubes, speakers and needles, has also contributed to the constant growth of our business.

The phonograph industry should be proud of the success it has made thru its own efforts, overcoming obstacles that have often strewn its path. All of us know there have been many obstacles in the past five years. Not all of them have been overcome yet, but I feel confident that the operator of today will, thru his co-operation, make the business more prosperous and more stable for the success of all concerned. Uncle Sam has a good term: "Keep 'Em Playing" for the United States Air Corps. Let us coin a similar phrase for coin-operated phonographs: "Keep 'Em Playing!"

**EXTRA! EXTRA!**

**49 BIG GRID GAME WINNERS!**

**THRILLING FOOTBALL SUSPENSE!**

## DEPTH DIE-CUT APPEAL!

300 Holes of fast and furious Football action! "Sport News" is really his news! Features beautiful football symbol tickets, 49 big winners, big operator's profit of \$12.22, a 50 Hole jackpot, and a radically different "get-up" with real depth die-cut effect, plus a flashy design that speaks up the play!

Write now for circulars showing many more Gardner hit boards!

**GARDNER**  
2309 ARCHER CHICAGO

## WALL BOXES

And Adapters manufactured by the J. F. Seeburg Corp. for 16-Record or 24-Record Wallboxes at the old price while they last. \$14.50 for 16 or 24-Record Wall Boxes. \$29.50 for the complete Adapter.

Down, Balances C. O. D.  
**Royal Distributing Co.**  
124 Market Street Philadelphia, Pa.

## WORLD'S GREATEST CIGARETTE TOKEN PAYOUT!

# MARVEL

3 THRILLING CIGARETTE SYMBOL REELS PLUS TANTALIZING MYSTERY

TOKEN PAYOUT. MECHANISM GUARANTEED. 1c OR 5c MODELS! IT'S THE GREATEST AND STEADIEST MONEYMAKER OF ALL TIME! ORDER NOW!

\$34.50

Ball Gum Model Only \$2 Extra

Price Subject to Change Without Notice



★ HELP THE U. S. O. ★ BUY DEFENSE BONDS ★

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast—MAC MOHR CO—2916 W. PICO BLVD—LOS ANGELES, CALIF.

## IMMEDIATE DELIVERY

MILLS THREE BELLS—FOUR BELLS—JUMBO PARADES—COMBINATION FREE PLAY AND PAYOUT WITH MINT VENDERS—CHROME BELLS AND CHROME VEST POCKETS—KENNY'S SUPER BELL—BALLY TURF KING—41" DERBY—CENCO JUNGLE—CHICO STAR ATTRACTION—GOTTlieb A. E. C. BOWLER—BAKER'S PACER.

5 BALL FREE PLAYS	MISCELLANEOUS	SLOTS
Bally Speed Ball ..... \$45.00	David Penny Packs, 3 ..... \$2.00	1 5c Mills Chrome Ball ..... \$25.00
Bally Pan American ..... 65.00	10 Kenney SkillTime ..... 22.50	1 5c Mills Golden ..... 32.50
Cenco Sevens-Up ..... 40.00	19 Mills 1-2-3 ..... 42.50	1 5c Mills Golden ..... 50.00
Cenco Hi-Hat ..... 55.00	Jenny Fast Time, P. ..... 55.00	4 5c Mills Blue Frt. ..... 45.00
Baker Play Mates ..... 60.00	A.E.T. Challenge ..... 10.00	1 10c Mills Blue Frt. ..... 75.00
Baker Big Times ..... 52.50	2 Waring Big Games, Cash ..... 21.00	1 5c Jennings Chief ..... 45.00

## SOUTHERN VENDING MACHINE CO.

PHONE 2414

528 CRAGHEAD ST.

DANVILLE, VA.

You can ALWAYS depend on JOE ASH—ALL WAYS

FINEST FREE PLAYS READY FOR SHIPMENT!

COMPARE THESE PRICES!!

Chicken Sam ..... \$29.50	Sparky ..... \$20.00
Playball (Bally) ..... 35.00	League ..... 30.00
Ump ..... 25.00	Leader ..... 30.00

Down, Balances C. O. D. Write for Complete List.

## ACTIVE AMUSEMENT MACHINES CORP.

300 North Franklin Street, Philadelphia, Pa. Phone: Market 3656.

## BEST BUY OF THE MONTH

25 Seeburg 20-Button Wireless Wallomatic Wallboxes. In perfect condition with all the latest improvements and Marble-Glo Covers for ..... \$22.50  
10 Gottlieb Long Base Triple Grips ..... 10.00

### FREE PLAY PIN TABLES

1 Baker Big Time ..... \$47.50	1 Gottlieb Batting Champ ..... \$12.50
1 Exhibit Bang ..... 10.00	1 Chicago Coin ..... 12.50
1 Exhibit Golden Gate ..... 10.00	1 Chicago Coin Fox Hunt? ..... 22.50
1 Stoner Chubbie ..... 10.00	

## MODERN MUSIC COMPANY

1318 11th Street

Denver, Colorado

## GREATEST MUSIC YEAR

(Continued from page 62)

leaders have been another means of indirect sales promotion that has established in the mind of the public the necessity of the coin-operated phonograph.

Never before has the business been so versatile as it is at present with wall boxes, bar boxes and other remote-control equipment helping the operator and the location owner by boosting patronage and profit.

Telephone music has also secured new locations. New and modern equipment, designed by the manufacturer to fit any type location, has also played its part in keeping the business popular in the minds of the public.

Phonograph business has never enjoyed so much publicity of favorable nature in the daily papers and magazines. Much of this publicity is secured thru the co-operation of operators and their associations. Advertising campaigns in local newspapers have helped to rivet attention to the machines.

Yes, the phonograph business has gone forward. Let's all work together to keep it progressive and insure its stability.

The efficiency of the operator and his organization has been most inspiring. It is indeed encouraging to see the business make such progress thru the efforts of the people interested in the business.

The operator today is a shrewd business man. He has been quick to grasp the idea that has made his business prosper. Additions to his organization and the constant study of the daily demands of the public have given him the insight to serve the public well.

By analyzing successful operators it



### 3 SENSATIONAL NEW Counter Games

Don't Let Defense Priorities Ruin Your Income!  
Our Machines Built Almost Entirely of Non-Defense Materials.

#### JIGGER



#### Going Strong!

Penny Counter Game that's making a hit all over the country. Get your order in now, without delay!

PRICE ..... \$16.50

1/3 With Order, Balance C. O. D.

#### THE "V"



#### A New Super-Game!

Another Real Hit in the Penny Counter Game Field. Appeals to everyone's patriotism. Strictly a Game of Skill, and a Big Money Maker. Be the First in your Territory. Get Your Order in Now!

PRICE ..... \$24.75

1/3 With Order, Balance C. O. D.

#### JUMPER



#### Never Before Shown!

Legal Penny Counter Game. Strictly for Amusement. Simple and sturdy in Design. A Steady Money Maker. Try it on Your Route and See for Yourself. Rush Your Order Today!

PRICE ..... \$21.50

1/3 With Order, Balance C. O. D.

See the Distributor in Your Territory or Write, Wire or Telephone

BLAKE MFG. CO.

HOLLY, MICHIGAN



SEEBURG EASTERN SALES REPRESENTATIVE HARRY L. KELLEY was out on a boat trip recently, having as a cargo a number of distributors. The boat traveled several of the many water channels in Upper New York State. Guests were Charley Gorman, Gorman Novelty Company, Utica, N. Y.; Phil Greenberg, Atlas Novelty Company, Pittsburgh; Ben Kuchar, Atlas Photograph Company, Buffalo; Frank Carney, Davis Sales Company, Syracuse; and Bob Dunlap, Seeburg representative. (NR)

## West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Sept. 27.—Arcade business continues strong here despite cool nights. Beach trade has slackened only a little and many of the operators have set no dates for closing. In Los Angeles arcades continue to do good business and several have opened during the last month.

Rud Parr, of General Music Company, is on a two weeks' hunting trip in Canada.

Johnny Yates, Santa Monica music operator, was in town recently looking over new equipment. He has machines in San Pedro, where they get a big play from the sailors.

Roy Jones and Mrs. Jones are back in the city after a jaunt to Washington and other points in the East.

J. D. Turner, of General Music Company, is mulling over road maps in anticipation of his annual vacation.

Jean Minthorne, local Rock-Ola representative, will spend his vacation at the Rock-Ola factory.

George F. Whitlock Amusement Company is doing a swell job with a Huxley Music System at Bradley's "8 and 10" in San Diego.

Coin machine men continue to buy Defense Bonds and support the United Service Organization. Under the direction of Curley Robinson, managing director of the AOLA, a number of magazines and books have been collected and distributed to the men in camps.

Walter Huber, office manager at the E. T. Mape Music Company, is being transferred to San Francisco, where he will be assistant to Vane Mape. Geraldine Douglas, long associated with the Mape firm, will take over Huber's duties here.

Claude Tomlinson, Exeter music operator, was a recent visitor to the city. While here he inspected new equipment with the view of extending his operations.

Jim Aik, Los Angeles operator, recently purchased a number of Seeburg Hit-Tones to be placed in his local spots.

Perry Shields has entered the phonograph business and has taken a store on West First.

Fred Gaunt, of Trojan Novelty Company, reports that he is doing a swell business with arcade equipment and used phonographs.

F. Carter, of the Nickabob Operating Company, recently opened a Penny Arcade in Los Angeles's Chinatown.

In San Diego, was under the direction of Walter Huber. It was an all-day session, with lunch being served in the firm's headquarters on West 56th.

The many friends of Earl Schott, of Yuma, Ariz., were saddened by the news of the death of his father, Adam Schott, well known in coin machine circles.

Al Meyers is the new factory representative of Dave Gottlieb here. Meyers will make Los Angeles his home, moving here from San Francisco.

J. A. Ewing, of Bakersfield, Calif., is expanding operations and was in the city looking over new equipment.

Orville Benier, another Bakersfield operator, was in town bedecked in Frontier Day regalia. About this time every year Bakersfield men grow beards and wear 10-gallon hats.

Glenn McCarter, of near-by Hemet, is making frequent visits in coin rows now that the fall buying season is under way.

Harry Gordon and Mrs. Gordon, of San Diego, will spend their vacations at Big Bear.

Jack Beaver, of Oxnard, reports that his business is booming and that he plans to increase his activities.

Louis Raltee, the grand old man of the Penny Arcade, was in the city recently. He reports that things are going well in Long Beach and that beach trade is still good.

Ben Crosswell, formerly with California Games, has joined the Paul Layman firm as serviceman.

Bill Anderson left recently for Honolulu after enjoying a two-month vacation in Los Angeles.

"Smoky" Leitner, serviceman for Jack Outhull, and wife are on a vacation trip east.

**CARL TRIPPE** Price Plus Guaranteed Satisfaction

**BARGAINS IN A-1 RECONDITIONED MACHINES**

<b>CONSOLES</b>		Jumbo Parade (High Head) .. \$ 37.50
Billy Dixie .....	\$ 72.50	Jumbo Parade (New-Latest Mod.) 124.50
Billy Royal Draw .....	107.50	Jumbo Parade (Free Play) .. 29.50
Ed. Longchaves, Sr. ....	22.50	<b>AUTOMATIC TABLES</b>
Jennings Fast Time .....	57.50	Blue Grass (Free Play) .....
Jockey Club .....	17.50	Fairgrounds .....
Kenny 1937 Tracklines .....	29.50	Hayhorse .....
Kenny 1937 Stallions .....	29.50	Grandstands .....
Max Sorsting (Comb. F.P. & Auto- matic, Skillfield) .....	92.50	Jockey Club .....
Paces Races, 20-1, Black .....	42.50	Praskoon .....
Fast Races, 20-1, Brown .....	84.50	Spout Page .....
Mills Square Balls .....	32.50	Thriftland .....
Warrior Big Game, F.S., Like New ..	82.50	Mills Big Race .....
Jumbo Parade (Low Head) .....	77.50	Western Dead Heat .....

Terms: One-Third Deposit, Balance C. O. D.  
Send for Our Complete Price List on Any Games You Are Interested In.

**IDEAL NOVELTY CO.**

2823 Locust St. St. Louis, Mo.

**HIGH GRADE RECONDITIONED GAMES AT LOW PRICES:**

**USED FREE PLAY GAMES**

Big Chief .....	\$32.00	Reax .....	\$18.00	Dandy .....	\$10.00
Big Toss .....	15.00	Savvy Up .....	42.00	Fall .....	10.00
Boasting Alley .....	24.00	Sea Boat .....	24.00	Fifth Avenue .....	10.00
Breakout .....	19.00	Sky Blazer .....	24.00	Four Five Six .....	10.00
Canoe .....	29.00	Sky Line .....	22.50	Golden Gate .....	10.00
Chessline .....	29.50	Swing, 41 .....	32.00	Hold Tight .....	10.00
Dixie .....	22.50	Sports .....	18.00	Miami .....	10.00
Ducky .....	17.00	Star .....	18.00	Queen Park .....	10.00
Daughters .....	19.00	Stars .....	39.00	Pot Shot .....	10.00
Drum Major .....	19.00	Suburban .....	42.00	Robinson .....	10.00
Entry .....	19.00	Swing Club .....	18.00	Red Hot .....	10.00
Gold Cup .....	29.50	Thru Score .....	15.00	Revue .....	10.00
Hi Ho .....	31.50	Walk Wild .....	67.00	Six Six Six .....	10.00
Hold Over .....	19.00	Yacht Club .....	18.00	Smiley .....	10.00
Home Run .....	19.00	Zodiac .....	39.50	Swing .....	10.00
Horoscope .....	32.50	Mane .....	10.00	Star A Op .....	10.00
Lucy .....	17.00	Swing .....	10.00	Super Cleaner .....	10.00
Maori, 41 .....	30.00	Crusader .....	10.00	Supreme .....	10.00
1-2-3, 38 .....	28.50	Chief .....	10.00	Thriller .....	10.00
1-2-3, 48 .....	18.50	Cue Ball .....	10.00	Tigger .....	10.00
Parade .....	37.00	C. O. D. .....	10.00	Triumph .....	10.00

MILLS OWLS, LIKE NEW, \$110.00.

CONSOLES: Big Game, \$85.00; Jumbo Game, \$79.50; Jumbo Parade, \$79.00  
MIDLANDS: Jet Blast, \$59.00; Floor Samplers: PURSUIT, \$99.00; HIGH HARBOR, \$109.00

They are offered subject to prior sale. Wire one-third deposit and maintain second and third choice. Write for complete list of Counter Games, etc.

**AUTOMATIC SALES CO.** 203 SECOND AVE., N., NASHVILLE, TENN.



## Industry Mentions

### Magazines -- Newspapers -- Radio

**Electrified Industry, September Issue.**—When a Chicago piano contractor needed 3,000 hours of screw machine work to produce belts for an airplane part, the Defense Contract Service checked its files and found only a few blocks from the prime contractor the Mills Novelty Company, which had automatic screw machine capacity suitable for their requirements. On a 24-hour six-day schedule the machines busy set parts for Mills phonographs, vendors for cold drinks and Panoram Movie Machines, which are used in defense plants and in army recreational activities. It was found necessary to turn over the full time of four machines to the subcontractor. Heading the article were pictures taken in the plant of the coin machine manufacturer.

George Abbott, New York producer, has a new show called *Best Foot Forward*, scheduled to open on Broadway early in October. One of the tunes to be featured in the show is *Just a Little Joint With a Juke Box*. The show had a pre-Broadway showing in New Haven the week of September 7.

The **Houston Chronicle**, September 2.—Vending machines used to raise funds for charity were publicized in a news story telling of 500 penny gum vendors operated by a Kiwanis Club of Houston. Each machine has a sign explaining that it is operated by the club and that a percentage of the profits will be used for aid to crippled children.

The **Express Messenger**, September issue.—This magazine, published by the Railway Express Agency, Inc., has a photograph showing the pick-up at manufacturer's plant in Los Angeles of 30 amusement machines for forwarding to Honolulu. The shipment aggregated 6,000 pounds.

The **Chicago Daily Times**, September 16.—A dispatch from a Texas army camp from a Times staff correspondent who is making a survey of woe and beads of soldiers' bills of attending a night club with commissioned men and privates. It was a public club, but in one of the room's waitresses refused to serve privates. Whereupon the wife of one of the commissioned men observed: "That's the work of some of these smart class-conscious officers. They don't want to share the juke box music with a plain private."

**Collier's**, September 27.—The General studied again in the title of the story. For a long time he couldn't smile because someone had stolen his uppers. A fellow had stolen them to use just long enough to get into the army. (He didn't have any uppers of his own, false or otherwise.) But the young fellow got drunk, hid the teeth and barged where the general was expecting someone from headquarters and just had to have his teeth. The story's ending is shown in a large sketch, rear view of the general standing toothless, about to welcome his visitor. A young officer stands beside him and slips his teeth to him behind

his back. The caption reads: "We found them in the juke box."

The **Philadelphia Daily News**, September 19.—Jeff Kenn, in his Observations, again sees a human-interest item stemming from a coin-operated photograph for a paragraph: "The way Mary Barrett, the lovely blonde at the Linton's restaurant, squashes words in the jukebox to woo her with selections on the juke box. She simply drops a nickel into the music machine and plays *Keep Cool, Fool*."

The **Philadelphia Morning Journal**, September 21.—Sam Bushman, in his *Night Patrol* column, has coined a new word which he uses to refer to music machine fans in soft drink parlor locations. Weaving the words juke and connoisseur, he calls them *jukeconnoisseurs*.

## London

**LONDON**—In pre-war days the British Automatic Company had special packings of two cigarettes for a penny vended from their machines in railway stations. With the rise in price one cigarette, slightly larger than usual standard, took the place of the two. Now the Paper Controller has banned further use of cardboard for packing single cigarettes. Of the once prolific 10 and 20 packet vendors, very few anywhere in Britain are in use as a result of the general cigarette shortage. Cigarettes have remained the principal award for bumper play in sportslands. Not being faced with the same distribution difficulties as tobaccoists, the Amusement Caterers' Tobacco Company (run in association with the Amusement Caterers' organization) has managed to keep up a reasonable flow of supplies to operators and the existence of an outside shortage has in many instances encouraged play on the machines. The recognized award has for a long time been five cigarettes. Since manufacturers withdrew such packings, the A. C. Tobacco Company has supplied its customers with envelopes just big enough to take the required number of smokes.

Dick Scott, much better in health, has opened a new sportsland in Oxford Street, one of London's two best known shopping thoroughfares.

Used bumper games of immediate pre-war vintage continue to change hands at prices which would normally be considered fantastic. For example, Airports have been sold at approximately \$120 apiece.

Buy U. S. Defense Savings Bonds and Stamps



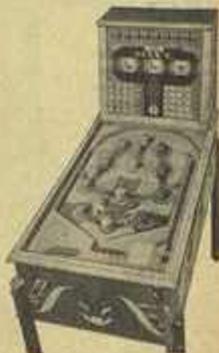
THIS PICTURE APPEARED as part of an ad in Broadcasting. The copy read: "1,000 Pays Off! No—no don't mean the probal game. That takes about 60,000 for one free play. We do mean the 1,000 waits you now get on WDBJ, Roanoke, Va."

# FLORIDA OPERATORS ATTENTION!!!

We can give you immediate delivery on MILLS OWL. This is the new sensational foolproof mechanically perfect 5-Ball Free Play Table which complies with new State law effective October 1, 1941.

The OWL is faster than any competitive 5-ball game built today, inasmuch as the play is determined by the first ball (one-ball earnings). The other four balls can be played for high score.

**BILL FREY, Inc.**  
MIAMI, FLA.



"ANYTHING WITH A COIN SLOT"

ALL MAKES NEW AND USED PINGAMES, CONSOLES, SLOTS, COUNTER GAMES, AMUSEMENT MACHINES, ARCADE EQUIPMENT, ETC., ETC.

## MOST QUALITY PER DOLLAR

--IN STOCK FOR IMMEDIATE SHIPMENT--

New MILLS Three Ball—Four Ball—Jumbo Parade Comb.—Hickel O. T.—Gold Chrome Roll—Gold Chrome—BALLY Hi-Hand—Roll-Em—41 Derby—Turf King—KEENEY Super Ball—Fortune—Tower—EXHIBIT Knockout—CENCO Jungle—GOTTLED A.B.C. Bowler—CHICAGO COIN Star Attraction.

Bally Pursuit—5 Ball Free Play—Brand New, Original Crates ..... \$42.50

Exhibit Long Champ, Free Play Console—Small Model ..... \$69.00  
Mills Jumbo Parade, Latest Model—New Appearing ..... \$49.00  
Mills Jumbo Parade, Free Play—Like 1941 Model ..... \$59.50  
Mills Jumbo Parade, Free Play with Check Recorder—Good Two Weeks ..... \$70.50  
Walking Big Game, Free Play Console—Animal Reels ..... \$59.50  
Evans Jumbo Game, Free Play Console ..... \$49.50  
Free 1940 Barwick, Commodore Free Play and Free Play—Original Balls ..... \$49.50

BALLY ONE or FIVE BALL FREE PLAY NOVELTY GAMES

Blue Grass ..... \$117.50 Record Time ..... \$89.50 Sport Social ..... \$79.50  
Dark Horse ..... \$4.50 Gold Cup Quizzes ..... \$4.50 Gold Cup, Log Wheel ..... \$9.50  
Victory ..... \$2.50 Swink ..... \$4.50 Double Track Record ..... \$4.50

ONE BALL AUTOMATIC PAY TABLES

Bally Santa Anita, \$7.00 Bally Gold Medal, \$9.00 Bally Grand Natl., \$79.50  
Bally Hawthorne, \$7.00 Bally Royal Flush, \$9.50 Bally Derby/Pinkies, \$9.50  
Bally Stable, \$2.50 Western Quizzes, \$7.50 Western Key Day, \$7.50  
Bally Thelwood, \$7.50 Western Derby Time, \$7.50 Western Derby King, \$7.50

AUTOMATIC PAYOUT CONSOLES

Baker Power, \$174.50 Bally Hi-Hand, Card, \$100.00 Penn Race, Hi-Club, \$82.50  
Penn Race, Walnut, \$100.00 Road, \$100.00 Money Super Truck ..... \$75.00  
Cabinet, \$9.00 Bally Royal Flush, \$48.50 Time ..... \$75.00  
Mills Four Balls, \$10.00 Bally Royal Flush, \$9.50 White Snows, \$9.50  
Evans Lucky Star, \$9.50 Penn Race, 1940, \$4.50 Evans '39 Dominion, \$4.50  
7 Coin, \$19.50 Exhibit Turf King, \$7.50 Waiting Big Game, \$4.50  
Poon Race, J.P., \$49.50 Jennings Good Luck, \$9.50 Jann, Multiple Race, \$9.50

MISCELLANEOUS LEGAL EQUIPMENT

2 Exhibit Hi Ball, \$39.50 4 Keeney Roll, \$100.00 4 Money RV ..... \$110.50  
5 Nockels World, \$100.00 Arizona's ..... \$49.50 Batters ..... \$110.50  
Series ..... \$9.50 2 Real States, \$9.50 3 Bally Alley ..... \$4.50

Terms: 1/2 Deposit With Order, Balance Sight Draft or C. O. D.

**MONARCH COIN MACHINE CO.**

1345 N. FAIRFIELD AVE. | PHONE ARHITAGE 1634 | CHICAGO

THERE'S ALWAYS A "BUY" AT "LEHIGH"

Five-in-One ..... \$34.50	Waw ..... \$9.00	Barney ..... \$45.00
Silver Slip ..... \$3.50	Waw ..... \$9.00	Clanard ..... \$18.50
Short Stop ..... \$9.50	Waw ..... \$9.50	Oxyal ..... \$7.50
Short Toss ..... \$9.50	Waw ..... \$9.50	Permalon ..... \$2.50
Stateline ..... \$4.50	Waw ..... \$9.50	Archie ..... \$2.50
Harry-Go-Round ..... \$9.50	Waw ..... \$9.50	Archie ..... \$4.50
Silver Seal ..... \$9.50	Waw ..... \$9.50	Archie ..... \$2.50
Brookside ..... \$4.50	Waw ..... \$9.50	Archie ..... \$2.50

Send your order with 1/2 deposit, mention serial and 1942 check for prompt delivery.

LEHIGH SPECIALTY Co., 2nd & Green Sts., Philadelphia, Pa.

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.







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PROFITS NOW!

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MIRACLE MONEYMAKER

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Immediate Deliveries From Your Nearest  
Distributor

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MUTOSCOPE REEL CO., Inc.**

Manufacturers of  
DRIVE-MOBILE, world-famous PHOTO-  
MATIC and their arcade equipment,  
44-01 11th St., Long Island City, N. Y.

## EASTERN FLASHES

NEW YORK, Sept. 27.—New York columnists who attended Nate Gottlieb's bachelor party at the Sherman Hotel in Cht report it was one of the most outstanding affairs in coin history. . . . Irv Morris, of the George Pomeroy Company, Newark, returned from his vacation this week and found business on the increase. He says that cooler weather brought greater optimism with it. . . . Mike Dee, of Dee Cigarette Service Company, Staten Island, N. Y., went fishing with Abe Green, of Royal Music Company, and some of the other operators, and Abe proved quite a fisherman, though he has soft-pedaled bragging since all combined only caught 12 tons. . . . Bill Alberg, of Brooklyn Amusement Machine Company, back from Cht, reports that Evans's Play Ball demand has grown to record proportions.

Leo Berman, Staten Island operator, claims summer business has been fine but looks forward to an even better fall and winter. . . . DeWitt (Doc) Babin, of Buckley Music System, got an idea while shopping at Macy's recently with Mrs. Eaton and instantly followed it to the top of the executive department. "Bab" he reports, "I didn't get what I wanted anyway." . . . Jack Cohen, of System Products, whose polish and dinner for automatic phones has clicked with the trade, has appointed Modern Vending Company, New York; Keynotes Vending Company, New Jersey; and Keynotes Vending Company, Philadelphia, as distributors. Jack is planning a national distributor set-up.

Nat Cohn, of Modern Vending Company, states there are 25 phones in Camp Dix, near Trenton, N. J., and that 23 of them are Beebees. . . . George Pomeroy and Jack Mittberg spent a busy week in the General Motors Building offices, where Mike Panoram is displayed and callers streamed in all day long as a result of the newspaper campaign. . . . Jack Berger, of Newark Colton, strolling on upper Broadway in sports attire, reports: "I've been thinking about our next fishing trip to South Carolina. . . . Jack Fitzgibbon released over 400 telegrams to tell the trade about Bally's newest game, Moniker, with the reaction so great that Jack has been long distancing the factory daily for more and speedier deliveries. "We really have a honey of a hit in Moniker," Jack reports, "and advance location tests prove it to be even better than Bally's popular Bumper."

### PART FLASHES

Jack Mittberg, reminding about the days when he was in the salubrious business. And that is far back. . . . New Columbus peanut vendors and new Toledo miniature scales in the E. M. T. subway help to dress up the stations. . . . Joe Minnes sunning himself in front of brother Mike's place on Cohn Row and juggling a handful of half dollars. . . . Oil Paris strolling down 10th Avenue right after partner Marty and telling all about the way their phonograph has been increasing right along. . . . Marvin Liebowitz is said to be enjoying the races these days—and profitably, too. . . . A. E. Gohert, of Advance Machine Company, in town at the firm's New York offices, speaks about the old days in the coin business. . . . Jack Devine wife and so convinces them that talks for all out-of-town operators and the goes into one of his super sales they ask for instant delivery—which stumps Jack.

Art Seeger, of Ashbury Park, N. J., scooting down Broadway, waves his hand



MORRIE GINSBURG, of Atlas Novelty Company, Chicago, made a rush visit to Exhibit Supply Company last week for the purpose of hurrying delivery on Atlas's orders for Knockout. (M.R.)

and yells: "Hey, look, I just got two tickets for the Louis-Nova fight and now I'm on my way to get seats for the World Series game." . . . Charley Engelman is reported to be doing a good job with Panoram. . . . Eleanor Maistre, who capably manages the order department at G. V. Corporation, is sporting a big diamond sparkler on her left hand. The lucky guy is Eddie Jannick. . . . Irv Morris is leaving Newark. He's just bought himself a home in Roselle Park, N. J.

### OF MEN AND MACHINES

Hymie Rosenberg points to the almost cleaned out offices of Rosenberg-Minnes Corporation and says they plan extensive renovations. Buyers will be taken to their 14th Street spot so they can see Billie Sports in action. . . . The annual big event of the United Jewish Appeal is scheduled for Wednesday, October 15, at the Hotel Astor. Dave Lear is chairman of the automatic vending division. Principal speaker will be Judge S. Liebowitz, and the dinner is sponsored by the Coin Machine Industry Joint Council of New York; Automatic Music Operators' Association, Inc.; and the Cigarette Merchants' Association, Inc.

Al Simon, of Savoy Vending Company, Brooklyn, is kept busy with Cht's Star Attraction and is neglecting his Klatsch playing, at which he is considered the Brooklyn champ. . . . Jack Senel, of Savoy, came back to work this week after a severe illness and was enthusiastically welcomed by operators. . . . Murray Simon is still going strong at Klatsch, figuring that he will help Al Klatsch in the family. . . . Phil Balzen, Lucky Skolnick, Davey Friedman, Max Weiss and Willie Levy are back in action again after a lazy summer season.

Eddie Glickman and Harry Marcus are reported to have increased their rating in the Klatsch circle. . . . Morris Karita and Lenny and Abe Block have just bought out another route. . . . Ada Goodman, of Savoy, is back on the job all aglow with a beautiful tan. . . . Helen Cohen, of Rodin's, Inc., has been given the name of Madame LeZonga since she's willing to teach anyone and everyone the coup. Ada Perinan, of the firm, has become quite a subscription getter for The Billboard. . . . Al Berkowitz, Sam Seid's partner, is hearing those wedding bells. . . . A gala evening was held at the Cadillac Restaurant in Newark, N. J., by the men and women employees of New York, New Jersey and Brooklyn amusement machine jobbers and distributors.

### JEKES AND THEIRS

Hymie Budin is getting sinner every day. . . . Izzy Lavanar is considered the luckiest operator at the race track. . . . Benny Guber is buying and buying and buying games. . . . Moe Luber, at Neptune Vending Company, is one of the most successful workers. . . . Izzy Mitchell is recuperating after all the work he had moving into Dave Robinson's office. He has increased his staff and made the place one of the best and busiest in the industry. Miltred Mendales, Irv's secretary, is one of the founders of the coin-gals' group. Al Butler, of the firm, is winning a reputation as one of Brooklyn's outstanding repairmen, while Miltred Horley has taken the firm's mail division on her pretty shoulders.

Jack Mittberg is considered one of the most active operators in Brooklyn. . . . Herman Lieb has just bought himself a merchandise machine route.

Senator Al Rodkin came storming into Brooklyn Amusement the other day calling for more Evans's Play Balls. Al claiming they're the best of all machines. . . . Mutoscope is giving a party for its employees to celebrate one of the biggest summer seasons in the firm's history. . . . Bert Lann, of Seaboard, continues to be one of the busiest of busy men. . . . Earle O. Bark, of National Novelty, is busier than ever getting a set-up in New York. . . . Max Levine, of Scientific, continues to find orders increasing daily for Baiting Fracture, and Max is making prompt deliveries. . . . Ike and Mrs. Berman talking it over at Economy's office, while Phil Bogin drives off for another long road trip. . . . Seymour Piltch, Pomeroy games manager in New York, busier than ever sending out used games and taking orders for Gottlieb's ABC Bowler. . . . Service Mechanics, Inc., doing an excellent job with reconditioning vendors, report business on the upgrade.

Sam Schneider, of Toronto, in New York to visit his mother, who has been ill. . . . My Robbins, popular Brooklyn operator, will hear wedding bells October 8. The bride-sister is beautiful Sylvia Friedman, of the Golden Era Company, noted textile firm. . . . Tony Gasparro, Western Novelty, is turning the basement of his showrooms into a workshop. Gasparro's offices have become a meeting place for operators and jobbers, as genial Tony has made many friends in the many years he has been in the coin machine industry.

Jack Rotman, who was on the press staff at Luna Park, Coney Island, the past season, is doing sales promotion work for Heshone Moving Picture Machine Manufacturing Company in New York. Jack's friends say he has a way of putting things over. . . . Al North, now with the U. S. Army at Camp Pendleton, Va., took a five-day furlough and spent most of the time in the offices of Lou Cantor helping out with the cigarette machine problems.



EARL WALKER, of Walker Distributing Company, Savannah, Ga., and Chris Christopher (right), Bally Manufacturing Company Southern district manager, look over Walker's shiny new Bally status-mopon.

## PENNY ARCADES

BETTER-EQUIPPED BY MUTOSCOPE®

4 No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, FUNCH-A-BAC, LIFT-O-CRAPH, FORTUNE TELLING MACHINES, DICERIE, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architects Service and Complete Guidance in Successful Arcade Operation. WHITE, WIRE, PHONE IMMEDIATELY. IT'S AMERICA'S BIGGEST OPPORTUNITY!

Penny Arcade Headquarters Since 1895

**INTERNATIONAL MUTOSCOPE REEL CO., Inc.**  
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### REAL OPPORTUNITY

For low aggressive field representatives for nationally known coin machine distributors with offices in Ohio and Middle West. State qualifications and references.

Box O-115

Care The Billboard Cincinnati, O.

Latest New Model  
**1c Groetchen Mercerys**  
Diverse Models, Taken Patent, \$19.50  
Item Number Model 112-29. One-time award.  
**UNITED AMUSEMENT CO.**  
810 S. Alamo St. San Antonio, Texas



EXHIBIT SUPPLY COMPANY'S battery of six Cockeyed Circus machines are the steadiest penny earners in his arcade, reports Joe Pine, of Diamond, O. (MR)

## Stopped—Another Wave of Slugs

WILMINGTON, Del., Sept. 27.—The epidemic of fiber slugs in theater candy machines, music machines, parking meters and other coin devices has been cut 70 per cent thru the efforts of Lewis S. Black, manager of Warner Bros. Theaters, who contacted a fiber manufacturing firm of this city.

J. Warren Marshall, president of the National Volcanized Fiber Company, and H. O. Hackett have instituted a rule forbidding employees from removing scrap fiber from the plant. The fiber company previously had requested the scrap as useless and permitted employees to take home as much as they wanted. Officials of the firm were greatly surprised to learn the use being made of it

and were quick to act when informed.

Policies reported that the use of slugs in candy vending machines reached an all-time high early this month when 513 slugs were taken in one week from machines located in the Wilmington theaters. Last week's collections showed only a small fraction of that figure.

The Wilmington fiber slugs had been reported used in coin machines in the near-by Pennsylvania cities of Chester and Marcus Hook.

## Play Inducements on Super Bell Console

CHICAGO, Sept. 27 (MR).—Lemons are not lemons on our Super Bell, states Keeney's general manager, Bill Ryan. "In order that there would be every inducement for play of this console, we designed it so that lemons scored like other symbols. No more will there be that big disappointment when lemons come up on the first reel. Now people will see that they get a real play for their money. As an added feature, the symbols are jumbo in size.

"We're increasing our production on our multi-convertible Fortune console table," he continued. "While we are still three weeks behind on deliveries every day will see us caught up a little more.

"Keeney distributors are all doing a big job with Towers, our five-ball novelty table. This game incorporates new spring features and should prove a real money-maker on all locations."

## Buckley Strong in Omaha—Mangano

OMAHA, Sept. 27 (MR).—Elmer Wolfe, district sales representative for Buckley Music System, calls on me every week, says Tony Mangano, Howard Sales Company, Omaha. Mangano has been distributing the Buckley line for over a year and reports monthly increases on sales.

In telling about Wolfe, Tony said: "Wolfe used to be around as often as any other sales representative, but since he bought his own plane he has been around every few days. Frequent calls by a factory man are a great help to a distributor, particularly in showing him and his men the latest methods of installations.

"A year ago, when I handled the first Buckley Music system, there wasn't a man around Omaha who knew music systems. With Elmer Wolfe's co-operation we introduced one operator after another to the new Buckley system. My experience was the same as other Buckley distributors—that after a music man made a start with one system and became acquainted with it and its earnings he wanted more systems and wanted to cover all of his best locations," concluded Mangano.

## New Youngstown Arcade

YOUNGSTOWN, O., Sept. 27.—Pat Duffy is manager of Playland, new amusement center opened in Central Square here. Many modern devices will make the playland one of the most complete in this section. Music boxes have been installed along with penny and nickel devices. Fluorescent lighting is used through-

JIM SURE IS DOING FINE SINCE HE STARTED OPERATING BUCKLEY MUSIC SYSTEM



BUCKLEY MUSIC SYSTEM INC • 4225 W • LAKE ST • CHICAGO

## SEVEN GRAND

Can be used as a 7 or 10 Cent game or 10-25¢ play for cash awards.

ONLY \$36.50  
D.O.B.



Price subject to change without notice.  
Machine complete with 7 Seal Dice by each operator—7 Coin Operated Dice for Coinset owners and award table to match. Machine convertible in one minute. Merchants and operators should contact nearest distributor for full details. Buy now. "No" seal.  
F. O. B. Chicago  
1 1/2 With Order, Balance C. O. D.  
KOPLO SALES & SUPPLY CO.  
2118 N. Milwaukee Ave. CHICAGO, ILL.  
Exclusive Distributors

## SEVEN GRAND

Machine complete with 7 Seal Dice by each operator—7 Coin Operated Dice for Coinset owners and award table to match. Machine convertible in one minute. Merchants and operators should contact nearest distributor for full details. Buy now. "No" seal.  
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2118 N. Milwaukee Ave. CHICAGO, ILL.  
Exclusive Distributors

## MARVEL

WORLD'S GREATEST CIGARETTE REEL TOKEN PAYOUT COUNTER GAME

\$34.50

Ball Gun Model Only \$2 Extra.  
1 1/2 Oz. with Order, Bal. Shipped C. O. D.



NOVELTY CO.  
2200 N. Western Ave.  
CHICAGO, ILL.

ASSOC. OFFICES  
ATLAS AUT. BUSINESS CO., 2839 Grand River Ave., Detroit. ATLAS NOVELTY CO., 2215 First St., Pittsburgh.



NEW!! They Go for it BIG!  
T-FORMATION FOOTBALL BOARD  
It's Terrific!  
FAST PLAY  
IT SCORES EVERY TIME!  
T-FORMATION... An action-packed gridiron favorite! 1600 Re Holes... 5¢ per sale... Features brand new football symbols... Taken in \$80.00... Total average payout \$38.25... Total average profit \$44.95... Extra-thick... Football's latest craze is SUPERIOR'S newest DIE-CUT money-maker.

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## IMPS... BRAND NEW...

WORLD'S LARGEST SELLING COUNTER MACHINE

With Ball Gun Vending Penny Play. Size 8 1/2" x 11" x 11". Weight 5 1/2 Pounds.

PRICE \$10.75 EACH

GRADE OF \$.....\$80.00

Hundreds of New and Used Stamps and Coins—Lowest Prices. Write for Our Price List. 1 1/2 Dollars Worth Order, Balance C. O. D.

OHIO SPECIALTY COMPANY  
239 S. SECOND STREET LOUISVILLE, KENTUCKY



America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

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WE'RE THE BIGGEST  
HIT IN YEARS!

# MONICKER

operators report 25% to 50%  
increase in novelty earnings

## 8 WAYS TO SCORE

INCLUDING NEW "SPELL-&SCORE"  
FEATURE AND POPULAR HI-SCORE

Get your share of the biggest novelty  
profits since Bumper! Get MONICKER  
today!

SEE YOUR DISTRIBUTOR!



Equipped with NEW PIN  
—the crack lock and key  
with \$5,000 combination  
—\$3.50 EXTRA

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE  
CHICAGO - ILLINOIS

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS  
ALLIED APPROVED RECONDITIONED COIN MACHINES USED!

### FREE PLAY GAMES

BALLY	2000	\$51.50	Chum	2000	\$64.50
Sport Wheel	2000	\$52.50	Belmont Boys	2000	27.50
Play Ball	2000	57.00	Parade	2000	43.50
Fluxor	2000	45.00	Grid Star	2000	42.50
Broadway	2000	47.50	Burrows	2000	32.50
Atlantic	2000	46.50	Drum Major	2000	31.50
Crossing	2000	34.50	Three Score	2000	27.50
Mount	2000	24.50	Stars & Lines	2000	27.50
Champ	2000	22.50	Big Show	2000	26.50
White Ball	2000	19.50	Bowling Alley	2000	24.50
Fifth Landing	2000	19.50			
Champion	2000	19.50			
C. O. D.	2000	18.50			
CHICAGO COIN					
Mayor of 1941	2000	\$64.50			
Scott Parole	2000	55.00			
Dixie	2000	38.50			
Polo	2000	23.50			
Yacht Club	2000	19.50			
Sports	2000	26.50			
White Ball	2000	23.50			
Rock	2000	24.50			
Avia	2000	23.50			
Commodore	2000	23.50			
Locks	2000	22.50			
Nines	2000	19.50			
Locks	2000	19.50			
EXHIBIT					
De He M	2000	\$68.50			
Double Play	2000	54.50			
Score	2000	54.50			
Zorro	2000	38.50			
Leader	2000	38.50			
Pyton	2000	34.50			
Short Stop	2000	30.50			
Landside	2000	27.50			
Merry-Go-Round	2000	27.50			
Wings	2000	27.50			
Line Star	2000	25.00			
Loner	2000	24.50			
Golden Gate	2000	19.50			
Flagship	2000	19.50			
Fluxor	2000	19.50			
Jump	2000	19.50			
Omart	2000	17.50			
GENCO					
Hi Hel	2000	\$60.50			
Top Book	2000	54.50			
Four Ways	2000	49.50			
Movie	2000	43.50			
Band Wagon	2000	42.50			
Duke Ranch	2000	41.50			
Formalton	2000	37.50			
Powerhouse	2000	36.50			
Way Town	2000	28.50			
Felix	2000	24.50			
Hi Child	2000	22.50			
Mills 1-2-3, 1939	2000	39.50			
GOTTLED					
Hi Dive	2000	\$67.50			
Hi Book	2000	42.50			

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1938 Tractor	85.50	Kennel	12.00	Yacht Club	19.50
Jump & Pass	84.50	Lot-Fun	12.00	Jolly	22.50
1938 Kentucky Club	79.50	Big Six	12.00	Sports	22.50
Hawthorne	39.50	Super Hi	14.00	Powerhouse	25.50
Karaoke	54.50	On Deck	14.50	Landside	27.50
Banka Area	114.50	Convention	16.50	Orestles	29.50
Long Shot	124.50	Big Show	18.00	Flicker	44.50
Kentucky	144.50	Red Hot	19.50	Music	44.50
		Deposit With Order—Balance C. O. D.		Anti-Aircraft, Brown	54.50

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SALES AND DISPLAY ROOMS AND OFFICES of California Stepler Distributing Company's new quarters in San Francisco. Firm is distributor for Wurlitzer.

## Denver

DENVER, Sept. 27.—Shirley Callhoun, of the office staff of the Wolf Sales Company, Denver, was married September 6 to Walter Christopher. The couple will make their home in Denver.

Operator Milton Pratts, of Denver, has five music locations at Lowry Field, where some 10,000 soldiers are quartered. Pratts reports excellent receipts on all the locations. Each week Pratts makes recording of the glee club, dance orchestra and military band at the field and then uses these records on the various locations, all of which get good play from the soldiers.

Operator Ray Oldham, of Rocky Ford, Colo., has an unusual tie-in with the Seeburg HiTone he has installed in the Maxwell Hotel at Lamar, Colo. Each day the radio station at Lamar broadcasts a program using the records in the machine to produce the music. The records are changed frequently and not only is the hotel publicized but Oldham's operations as well.

Several happenings in this territory are proving a source of much optimism for operators. A new army cantonment is being established at Colorado Springs which will not only bring a nice flow of money to the city during its construction but the soldiers later will boost operations. At Pueblo, 24-hour operation of the steel mills is putting much additional money in circulation. In the Grand Junction area, altho the peach crop is smaller, higher prices are being paid for this year's crop; higher prices on cattle and grain through this entire territory should bring an increased flow of money. Many Wyoming oil fields are beginning to pump oil, which should put additional money in circulation in that State.

Recent visitors and purchasers of equipment at the Denver Distributing Company were A. P. Rolek and Abe Cohen, of Cheyenne; Harry Cory, of Sterling; Thomas Horvath, of Colorado Springs; L. D. Sandman, of Denver; Harold Minowitz, of Fairplay; Don Wilcox, of San Isabel Novelty, Pueblo; Doug Morrison, of Denver, and Harold Cannon, of Tinajas.

Gibson Bradshaw, head of the Denver Distributing Company, is back on the job following a two-week illness which kept him at home. Bradshaw reports an increased number of Rock-Ola Tomco-Column installations, with operators highly pleased at the increased receipts. Rock-Ola has been added to the firm's office staff. Morgan Ireland recently spent a few days vacationing at Canon City.

Bert Vignetto, manager of the Metro Coin Machine Company, Helper, Utah, was recently married to Barbara Semster, of Richfield, Utah, at Flagstaff, Ariz. They will make their home in Helper.

## Detroit

DETROIT, Sept. 27.—Earl Loewenthal is organizing the Acme Automatic Sales Company at 3385 Richison Avenue.

Bud Ely has established a phonograph route, with headquarters at 679 Stinson Place. Mrs. Ely, continuing to use her

own name of Lora Quackenbush, is manager of the Detroit Automatic House Company.

Joe Brilliant and Max Lipin, of the Brilliant Music Company, have returned from a trip to Chicago.

Betty Bruckman, of the Brilliant Music Company, has been placed in charge of the remote control units operated by the company.

Robert Brooker, a newcomer among Detroit music operators, has headquarters at 8148 Stussar Street. Mrs. Brooker is seriously ill in the hospital.

Gene Callahan, manager of Ajax Novelty Company, reports that Betty's Monitor is causing one of the biggest surges of orders any game has received in recent seasons.

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DEAD HEAT	\$ 40.00
SPORT KING	100.00
WINNING TICKETS	55.00
THISTLEDOWNS	50.00
GRAND STANDS	65.00
GRAND NATIONALS	80.00
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BIG PRIZE	35.00
TRACK RECORD	75.00
HAWTHORNE	40.00

1/3 Deposit and Balance C. O. D.

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"CHAMPAGNE OF PHONOGRAPHS," says Lawrence Weik, as he listens to a Mills Empress. (MR)

### Gottlieb Appoints Meyer on Coast

CHICAGO, Sept. 24.—Al Meyer, one of the best known coin machine men on the Pacific Coast, has been appointed factory representative for D. Gottlieb & Company in Los Angeles and Southern California. Meyer's headquarters will be

at 508 South Hohart Boulevard, Los Angeles.

Commenting on the appointment, Dave Gottlieb, president of the company, said: "We have for a long time felt the need for adequate representation in this territory to take care of the trade's requirements, speed up service and render 100 per cent co-operation. Meyer's connection will not be as a distributor but as a full-fledged factory sales representative in his territory.

Arrangements have already been made, reports the factory, to supply the West Coast territory with faster delivery on ABC Bowler, the factory's newest release.

### Who's This Guy Frank Buck?

CHICAGO, Sept. 27 (MR).—"Who's this guy Frank Buck?" seems to be the question among operators who are finding that Genco's game Jungle is "bringing the profits back alive."

Bert Lang, of Seaboard Sales, New York, Genco's Eastern representative, reports that Jungle has set a sales record for the firm.

Meyer and Dave Gensburg, executives of Genco Manufacturing Company, manufacturer of Jungle, declare: "This game does the job of pepping up locations which have sagged in collections during the summer. This isn't just talk. It's a fact proved again and again by orders from distributors. They report that local jobbers and operators have put their approval on Jungle. When we get action like that all over the country we know we've got something," says the Gensburgs.

"Jungle is based on a wild animal theme that gives the players more than their money's worth of chills and thrills," they said.

### Seeburg Men Cruise N. Y. Waters

NEW YORK, Sept. 27 (MR).—Harry L. Kelley, Eastern sales representative of Seeburg, was host the week-end of September 13 and 14 to a group of distributors in a boat cruise starting from Syracuse. The cruise took them thru canals and into lakes which abound in Upper New York State.

Those who took the trip were Charley Gorman, Phil Greenberg, Ben Kuller, Frank Curdy and Bob Dunlap. The trip was made in Gorman's 40-foot cabin cruiser.

Dunlap reports that even though it was a pleasure trip, there was time to discuss business and inspect coin machines at many landings. At Baldwinville, N. Y., the sailors found an odd player piano manufactured by Seeburg in 1922. It developed that it was a machine Kelley had purchased when he was in the operating business.

After a night on the boat, breakfast was taken in a restaurant, "which incidentally," says Dunlap, "had a Seeburg installation placed by the Davis Sales Company, of Syracuse."

# Super CHUBBIE



More exciting . . . more tantalizing than the original Chubbie. Lights out (12). Special award for contacting No. 6 bumper when lit. Big Super Chubbie award for putting out numbered bumper when words Super Chubbie are lighted on back panel . . . and, of course, the ever popular high score. It's a winner . . . call your distributor now.



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PRICE \$4.86 EACH

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1025 Hole, F-5280, Wonder 3 Bar Jackpot at	..... \$3.63
1200 Hole, F-5275, Horace at	..... 5.22
800 Hole, F-5270, Pocket Dice at	..... 2.52
720 Hole, F-5255, Pocket Jack at	..... 1.48
600 Hole, F-5305, Royal at	..... 2.82

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Resistant Against Deterioration and Mechanically Perfect. In Line of Those of Which \$5.00 Discount Each Unit. Automatic Amusement Co. — Seeburg Distributor 919 North Broad St., Philadelphia, Pa.





WURLITZER MUSIC MERCHANT JOHN PRICCO, of Trinidad, Colo., has found that Wurlitzer step-by-step modernization pays, he declares. Witness his latest move—a carload order of Wurlitzer phonographs signed at the desk of Wolf Roberts, Wolf Selas Company, Denver. General Manager Al Roberts stands behind the desk ready to congratulate Pricco. (MR)

## Star Attraction Gets Attention

CHICAGO, Sept. 27 (MR).—"Thirty seconds makes this game," declares Sam Wolberg, of Chicago Coin Machine Company. "These are the critical moments that pleasing playboards and backracks are designed for. These are the moments when the physical features of the

game must be appealing or the game is doomed to be a dud. Those 30 seconds are the moments when the player is making up his mind whether or not he wants to play the game. No matter how magnetic the playing features, a game must have that certain something that attracts and induces the players to go to it.

"After the playing features are determined and refined in our engineering department," said Wolberg, "we spend days in the selection of designs and color schemes. Take our present big hit, Star Attraction. We were sure that the carry-over feature would be a big hit. We were positive that all the other playing features were in perfect balance. However, the greatest attention was given to creating an attractive physical appearance for the game. Operators tell us that in thousands of locations Star Attractions are proving their ability to increase play not only because the games have the right playing features but they have that come-in-and-play-me look."

## Baker Games Share Honors

CHICAGO, Sept. 27 (MR).—"Honors are even between Silver Spray, new five-ball racing novelty, and Kicker-and-Catcher, mankin football play counter game, as orders pour in," say officials of the Baker Novelty Company. "The results are production problems for the factory," they add.

"It's no longer a question which game is the most popular with players and operators," said Harold L. Baker, president. "The flood of orders shows that both are favorites. The problem is to build both as fast as possible. Silver Spray's entirely new arrangement, new simplified play features, streamlined stumpy action, and six installing ways to win are precisely what the public wants.

"As for Kicker-and-Catcher, the opening of the football season has raised the game to new heights of popularity. The demand is passing all precedents. Then, too, Lucky Strike's cigarette counter game, and Baker's Paces, a hit racing console, call for considerable production."

## N. Y. Cig Revenues Show Big Increase

ALBANY, N. Y., Sept. 27.—August cigarette tax collections in New York State aggregate \$2,182,000, showing a gain of \$67,313 over receipts a year ago, Mark Graves, commissioner of taxation and finance, reported today.

Commissioners paid dealers for their services in affixing cigarette tax stamps amounted to \$114,500.

As the close of two months of the fiscal year, collections from the tax amounted to \$4,401,890, an increase of \$180,319 compared to the corresponding two months of last year.

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Mills Jumbo Payout can operate with checks as an entirely automatic payout machine. The checks are good for free games. It's a new idea in console operating! Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

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Baroque .....	Flowers .....	22.50	Mr. Quiz .....	12.50	Silver Stars .....	24.50
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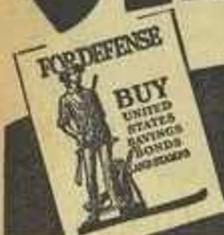
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## Philadelphia

PHILADELPHIA, Sept. 27.—Local movie machine operators' association has entered into the fall wing of fall activities in resuming weekly meetings. The group had been meeting every other week during the summer.

Jack Borstein, head of Berlo Vending Company, is reported taking a flier in theatrical circles and it is rumored that the candy machine king is one of the interests behind the reopening of the Shubert Theater here as the Pullen Theater. Precedent, however, has already

been set, Bill Hopkins early last year becoming a night club operator.

Harry Bornick, record promotion chief for Raymond Rosen Company, Victor-Biograph distributor, arranged for the King Masters, in town for a theater appearance, to autograph their recordings for the local movie machine operators.

In view of the gasoline curfew in this territory, with stations closed after 7 p.m., operators have installed tanks for storage of gasoline for the emergency after-dark location calls.

Another operator of movie machines has been set up here this month. Edward H. Gernick established the Northern Panoramic Company for the operation of the Mills Panoram machines, with offices at 415 South Clinton Street.

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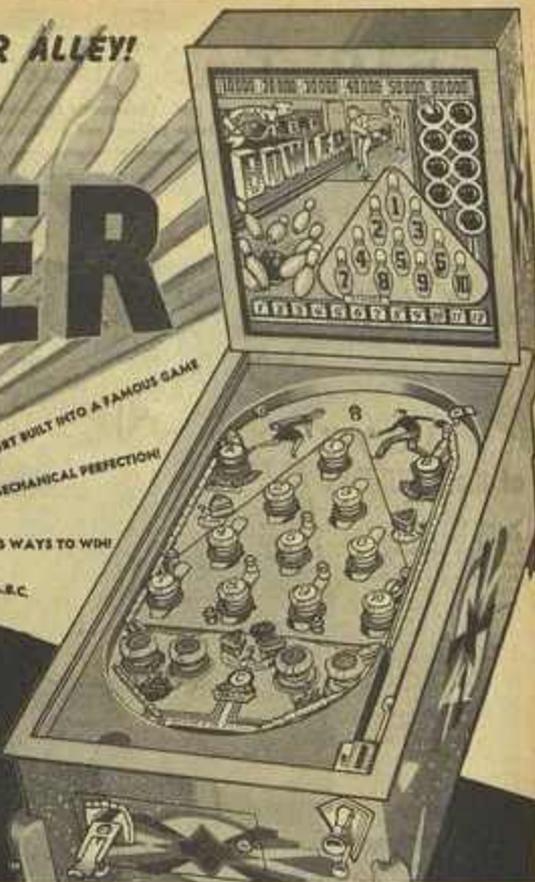
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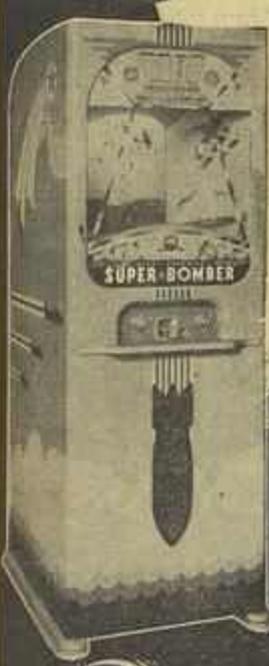
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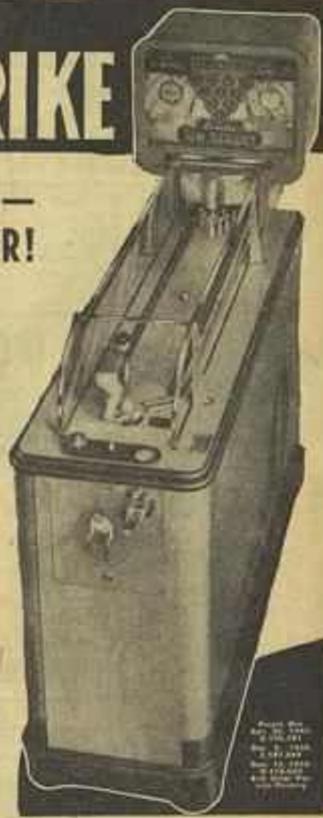
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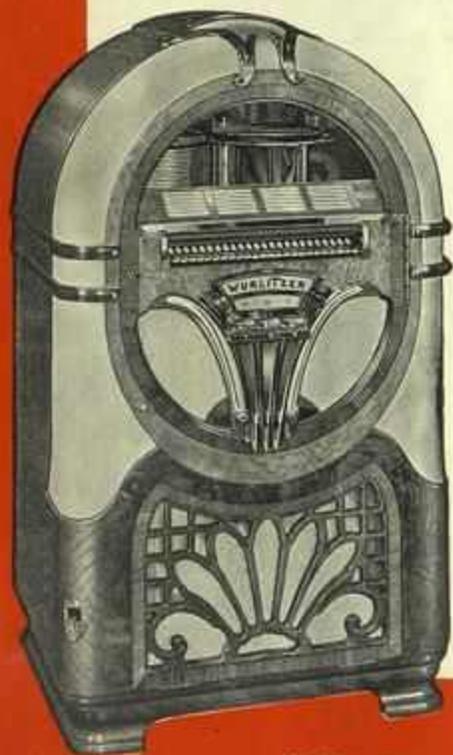
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