

The Billboard

The World's Foremost Amusement Weekly

OCTOBER 11, 1941

15 Cents

Vol. 53. No. 41



"The Nation's
No. 1 Trumpeter"
**HARRY
JAMES**
And His Music
Makers

Return Engagement Blue
Room, Lincoln Hotel,
New York

COLUMBIA RECORDS

Direction: Music
Corporation of America

CHIPS OF WISDOM from a PIECE BY WOOD

Here's an interesting piece of literature we've just received from the singing star of the Lucky Strike Hit Parade and Victor recording artist, Barry Wood. We're taking the liberty of picking up a few of the chips of wisdom from Mr. Wood's letter and commenting and elaborating on them.



Barry Wood

The Billboard
1564 Broadway
New York, N.Y.

Gentlemen:

Thought you'd be glad to know that my advertising in Billboard's record section seems to have done the trick on my recordings.

Talking to quite a few operators in and around New York has convinced me that the Billboard plays an important role in deciding their choice of the records they buy for the automatic phonographs. Any success my new Victor recordings are having is due, I believe, in great measure to the promotions I have been running in Billboard.

Thanks again for your help and cooperation.

Sincerely,

Barry Wood

"... my advertising in The Billboard's record section seems to have done the trick on my recordings."

Right, Barry, only it isn't a trick. It's simply that you cut a bunch of swell sides and told music machine operators about them in the only medium every important operator reads every week . . . and reads carefully for the latest and most accurate information about recording artists and songs.

"... talking to operators has convinced me that The Billboard plays an important role in deciding their choice of the records they buy for the automatic phonographs. . ."

Lots of record artists know this, Barry, but many underestimate the tremendous importance of getting their records into the phonographs. They don't stop to realize that there are almost a half million of these music machines and that getting their records into a large percentage of these phonographs results not only in increasing their record sales generally, but in building their box-office value on location dates, theaters, one-nighters, etc.

"... any success my new Victor recordings are having is due, I believe, in great measure to the promotions I have been running in The Billboard."

If you think the record section in regular weekly issues of The Billboard has done a job for you, Barry, wait until you see what your large announcement in the big TALENT AND TUNES ON MUSIC MACHINES supplement will do for you. All the appeal of The Billboard for automatic phonograph operators is concentrated and intensified in this big special section. It's the best buy in record promotion for any artist today!

RADIO'S PRODUCTION COSTS

EDITORIAL

Good Sense in Fair Operation

That abolition of the policy of distributing thousands of free tickets to the Illinois State Fair, Springfield, and strict enforcement of the "everybody pays 25 cents" edict were huge strides in the direction of placing the fair on a paying basis is evidenced in reports on the 1941 annual, held August 9-17.

It was reported that of the 624,959 people who passed thru the gates this year, 437,846 paid admission, amounting to \$109,461.50. The difference between the total and paid figures is accounted for by a free gate for children August 9 and free admission for war veterans August 10. What the sum of \$109,461.50 means to the fair management can be appreciated by comparing it with the gate receipts of previous years when the fair was more or less a football and hundreds of thousands of free ducats were tossed about with abandon by politicians. In 1940, with estimated attendance of 912,000, there were only 8,304 paid admissions, the State receiving but \$2,226 in admissions out of a possible \$228,000. Last year's annual paid out \$281,000.

As expected, there was severe criticism of the management, both before and during the fair, for the new ruling. Stories attacking the management's stand on the pay gate while the fair was in progress may have cut attendance some, but officials said they were "very well pleased" with the pay-gate plan. Not before 9:30 nightly was the gate lifted and that resulted in crowds swarming the midway of Royal American Shows, Amusement Corporation of America unit. Officials of RAS said they were well pleased with returns and that their show probably grossed more than did Hennes Bros.' Show, another ACA unit, in 1940.

Gov. Dwight H. Green, State Director of Agriculture Howard Leonard, and the fair's new general manager, William V. (Jake) Ward, are to be commended for their determination to erase the staggering deficits which accompanied operation of the fair in previous years, sometimes exceeding \$200,000. Such deficits, except when caused by unavoidable circumstances, are a reflection on the management of any fair. In the case of the Springfield annual, the magnitude of which is exceeded by few fairs in the country, they were a disgrace to the State.

It is too early to tell whether the announced goal of a deficit of not more than \$40,000 at Springfield this year will be reached, but it is not too early to congratulate Governor Green and his workers for the results they have attained so far and for the stand they have taken in the face of much opposition. It would be foolish if they discontinued their war against those who, unthinkingly or not, have kept the fair's ledgers bathed in a pool of red ink. Is there anything more ridiculous than having a pay-gate fair operated with practically a free-gate policy?

Top Programs Still Dishing Big Dough; Medium-Priced Shows Cut A Bit; MBS Moves Into \$\$ Class

NEW YORK, Oct. 4.—Survey of production costs of programs on the major radio chains indicates a slight shaving of budgets for the new season, despite fact that the top programs, including Jack Benny, Major Bowes, Lux Radio Theater, Fred Allen, Kate Smith and Kraft Music Hall, are still dishing out their customary heavy dough. Benny program, in fact, is now reported costing about \$18,000, which is higher than Jello's budget last year. Kraft Music Hall is figured as saving on the switch in comics, Jerry Lester replacing Bob Burns. But on the other hand, some of the high-priced programs have added expensive talent, such as the Chase & Sanborn program's acquisition of Abbott and Costello and Bob Hope's acquisition of Frances Langford, and new expensive shows are being added to skeds, as Burns and Allen on the NBC-Red.

On programs falling below the top-budget shows, however, producers believe that costs have been trimmed a bit, owing to a general curtailing of expenses by sponsors, but this trimming has not been extensive enough to affect

the industry seriously. In fact, talent agents—prone to optimism—stoutly maintain that selling conditions are very good.

Indie producers, like Harry Hoff, of Henry Souvaine's office, claim that the "minimum average cost of shows is up, whereas the maximum cost is down." Reason for slightly higher cost of lower-priced shows is said to be a realization by clients and agencies that they need better quality and direction in programs in the lower brackets. On the other hand, higher-priced shows have come down owing to increased taxes.

In the dramatic field prices of five-a-week serials hover between \$1,500 and \$3,000-\$3,500. The better strips, or a good half-hour nighttime drama, cost between \$2,000 and \$3,000. Five-a-week serials of the better sort—those that have become established, such as those written by Irna Phillips, Elaine Sterne Carrington and Jane Crusinberry—are in the \$2,500 and up class.

According to the better producing offices, cutting corners on dramatic shows (See *RADIO PRODUCTION COSTS* on page 5)

Equity Wins Exclusive Service Tussle; Agreement Ready Soon

NEW YORK, Oct. 4.—For the first time since Actors' Equity has had standard contract agreements with producers and managers, actors and actresses need not give their services exclusively to the producer of the legit show they happen to be in. League of New York Theaters this week acceded to the demand of Equity members to eliminate the exclusive service clause from the standard contract.

Before bowing to the membership mandate of last June, directing Equity council to eradicate the exclusive service agreement which prohibited performers from doubling in night clubs and on the radio without special permission, League made a last attempt last

Friday with a plea to the Equity membership to retain the exclusive service clause, but it fell on deaf ears.

Signing of the League-Equity basic agreement will take place "within a few days," according to both James Reilly, executive secretary of the League, and a spokesman for Equity. Pact is now in the hands of attorneys for both sides to settle the language.

Equity compromised on one point, that of Canadian money exchange. Equity's proposal was that managers absorb the difference in salaries on the rate of exchange for shows traveling in Canada. Compromise calls for managers to absorb the difference in exchange for performers whose salaries are up to \$250 a week; actors and managers to split the difference on salaries up to \$500 a week, and actors to absorb the full rate of exchange over \$500 a week. Agreement will be effective for two years.

Equity membership hails the elimination of the exclusive service clause as a victory sought for many years. The (See *EQUITY WINS* on page 19)

Dallas Opening Sets New Mark Despite Weather

DALLAS, Oct. 4.—Despite threatening clouds and intermittent rain, the 53d annual State Fair of Texas was launched today with an all-time attendance mark of 113,258. Attendance was less than 2,000 above last year's record opening date crowd of 111,308 and 16,663 above the 96,595 admissions of the 1939 fair. Fair officials estimated the opening-day crowd would have exceeded 125,000 had heavy rains over North Texas not interrupted rail service. Over 6,000 Future Farmers helped to swell the day's admissions. The fair's usually colorful midday downtown parade was interfered with by showers, and the coronation of the fair's queen of queens was transferred from the Cotton Bowl to the Auditorium because of rain. Over 500 Texas newspapermen were guests of fair management for visits to all exhibits, midway attractions and a luncheon at Cafe Esplanade. Clearing skies in the late afternoon brought a belated spurt of business to fair's new indie midway. Mel Smith, in charge of new midway, said business would have exceeded last year's opening day had rain not kept away the early-morning and midday crowds.

500G-Fire Razes Pomona Ag Bldg.

POMONA, Calif., Oct. 4.—Fire of undetermined origin destroyed the agricultural building at Los Angeles County Fairgrounds here at 7 a.m. Wednesday, three days after the successful 17-day 20th annual had closed. Total estimated damage was \$500,000. C. B. (Jack) Afflerbaugh, fair secretary, said plans are afoot to replace the 800 by 135 foot structure, built in 1930.

Two men who were removing exhibits when the blaze broke out gave the alarm. When flames reached paper drapes used to hide girders they spread rapidly and within 30 minutes after the fire was discovered the steel arched roof had bricked and settled to the ground, carrying concrete wall supports with it. Destroyed also were the 100-foot stage, \$30,000 pipe organ, air-conditioning unit and scenery and stage equipment valued at nearly \$100,000. Building cost over \$250,000 (See *POMONA FIRE* on page 19)

Burly Circuits Under Fed Eye

Hirst, Midwest branded talent monopoly — Hart cancellation brings action

NEW YORK, Oct. 4.—New burlesque booking combine is set to receive a thrashing from the Department of Justice, which is amassing evidence against the Hirst and Midwest circuits on the allegation that the two circuits are operating a virtual talent monopoly. Thurman Arnold, head of the trust-busting division of the FBI, is acting on this situation as a result of the recent cancellation of Margie Hart from the (See *FEDS EYE BURLY* on page 19)

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Arena Mgrs. Plan Ice Queen Contest

NEW YORK, Oct. 4.—Plans are being formulated by the Arena Managers' Association to sponsor a series of contests to select an "all-American queen of the ice." Arenas participating are the Gardens, Pittsburgh; Garden, Boston; Auditorium, Providence; Arena, Philadelphia; Arena, Cleveland; Auditorium, Buffalo; Sports Arena, Hershey, Pa.; Coliseum, Springfield, Mass.; Arena, New Haven, Conn.; Uline Arena, Washington; Auditorium, New Orleans; Ice House, Toledo; Pla-Mor Ice Palace, Kansas City; Ice Arena, Dallas, and any other arenas interested in taking part.

Each arena will hold a contest and the winner of each will be sent to Hollywood to compete in the finals and appear for one night with the *Ice-Capades of 1942* when it plays there April 24 to May 24.

In the Hollywood finals, selection of the winner will be based on beauty of face and figure, skating ability and showmanship on ice. Winner will receive a one-year contract to appear in the *Ice-Capades of 1943*.

Southern Music's Deal Complicates ASCAP-Radio Issue

HOLLYWOOD, Oct. 4.—While affiliates were studying the ASCAP contract forms submitted to them last week by National Broadcasting Company and Columbia Broadcasting System, the ASCAP-radio situation took a complicated—tho not unexpected—turn this week when Southern Music completed a deal whereby the Jimmy Burke-Johnny Van Heusen score of *Playmates* would be made available to stations independently of ASCAP. The two songwriters are ASCAP members. Southern Music has part of its catalog in ASCAP and part in BMI. *Playmates* is an RKO picture, and deal for the score was completed by Ralph Peer, of Southern Music Company.

Development follows shortly after Irving Berlin wired stations, giving permission to use score of *Dumbo*, Walt Disney pic, to all stations, even those not licensed by ASCAP. Clause in the consent decree provides for independent deals of this type, but specifies that ASCAP must be the collection agency.

Move for release of pix scores prior to return of ASCAP to the chains is regarded as motivated by pressure from picture companies, which feel they are in the music business only as a means of exploiting their pix, and are anxious for plugs whether or not ASCAP gets back on the air.

ASCAP rep here, queried on the Burke-Van Heusen matter, stated that the two songwriters had signed a contract in 1940 for 10 years and "have no right to sell out like this." Their contract with ASCAP is non-exclusive, but ASCAP reps believe that the writers (See SOUTHERN DEAL on page 27)

HARRY JAMES

(This Week's Cover Subject)

IT HAS long since been conceded that Harry James belongs on everybody's "greatest trumpeters of all time" list. More recently, however, the personable young Texan's name has made consistent appearances near the top of another, perhaps more important, list—that of the most popular maestros of the day.

Harry has been part of the show business ever since his birth March 15, 1916. His father was musical director of the Christy Bros.' Circus and his mother was a star with the same show. From the moment he learned to creep, young Harry was a performer in his own right, doing a trap drumming act, working as a contortionist, an acrobat, and, at the ripe old age of 11, taking a trumpet chair in his father's band.

Soon the trumpet became James's primary interest, and his devotion was such that by the time he reached high school in Beaumont, Tex., he was regarded as worthy of a place in any of the local bands. Upon graduation he joined Joe Gill's band in Galveston, remained for six months and then, toward the end of 1932, went on tour with Hogan Hancock. Short terms with Legon Smith and Herman Waldman were followed by a year's sojourn with the famed Ben Pollack outfit.

James joined Benny Goodman on Christmas Day, 1936, and rapidly attained national prominence. He formed his own band in January, 1939, and since has played in most of the nation's outstanding locations. At present he is at the Lincoln Hotel, New York, featuring a large organization which includes a complete string section. Except for a six-week theater tour, the band will play the Lincoln until late spring.

The band's Columbia records are top sellers. Booking is done by MCA. Road manager is Pee-Wee Monte.

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 RECORDINGS

LOUMELLE MORGAN TRIO—one of the finest piano-bass-guitar combos to turn up in years, this sensational outfit takes its name from its pianist-leader, who used to accompany Slim and Slam. Ace instrumentalists, the boys dish up the kind of artistic jive that sells records. They have already cut some transcriptions and, several weeks ago, made a sock showing on *The Chamber Music Society of Lower Basin Street* radio program. They're currently appearing at Kelly's Stable, New York night spot.

For FILMS

KEENAN WYNN—young legit comic and son of Ed Wynn, last seen in *The More the Merrier*, short-lived comedy that played the Cort Theater, New York. An extraordinarily capable and pleasant comedian who has done work in revues as well as in straight comedies. Excellent sense of timing, terrific readings and ability to project characters as written in scripts (instead of making them conform to his own personality) combine to make him a swell bet for films.

LOUIS HECTOR—veteran legit actor whose career has included top appearances in almost every conceivable type of role. Last season he did a splendidly effective job as Black Macdonald, a big, tough and ominous farmer, in *Johnny Belinda*; this season, so far, he has appeared in *The More the Merrier*, doing farce work of top caliber. Would be an extraordinarily valuable character man in films.

Vertical Union Planned on Coast

HOLLYWOOD, Oct. 4.—A movement here to organize all theatrical groups into one guild with one initiation fee and one dues, and with each class having equal representation on the board, is revealed by Lloyd L. Skeels, agent and former executive secretary of the Agents' Association of Los Angeles. Skeels said that the group would be "organized as an independent association which may later be picked up by CIO."

The new organization is to embrace musicians, actors, writers, agents, culinary workers, bartenders and "all crafts affiliated by nature of their work with the theatrical field," Skeels said. "One particular feature will be the inclusion of agents and writers along with actors and musicians."

Thru Sugar's Domino

Griffin on the Spot; Hats Off to Harding



SEVERAL weeks ago Tommy Dorsey opened new offices for his music publishing company with a big party that started in the afternoon and was marked in its late evening hours by a display of tongue lashing and fisticuffs in which various music men and Gerald Griffin, national executive secretary of AGVA, and his brother, Alexis Griffin, were participants. There were as many versions extant of what actually happened as there are colors in the spectrum. About the only point all who were queried agreed upon is that there was a brawl and that Gerald Griffin was the center of it.

The tip that there was a brawl was received by *The Billboard* the next day. Several members of *The Billboard* staff had attended the Dorsey party, but none of *The Billboard* men were eyewitnesses to the fracas, all of them having left before they wore out their welcome. *The Billboard* investigated the story thoroughly. Every possible angle of information was exploited. *The Billboard* did not run a story on the incident in its September 27 issue (the next issue going to press) because we decided that it would not be to the best interests of the show business to run such a story without definite proof being available to the effect that Gerald Griffin

actually uttered certain remarks of an inflammatory nature, according to music men present. *The Billboard* takes pride in printing all the news without favor or bias. That's putting it in general terms. Actually, *The Billboard* or any other self-respecting paper prints, as *The New York Times* puts it, all the news that's fit to print.

All kinds of interpretations can be placed on what is fit to print, but a trade newspaper that honestly bars from its columns news that is unimportant from a trade angle but which might cause embarrassment to the industries it represents is properly carrying out its duty to its readers. *The Billboard* decided not to print a story on the Tommy Dorsey party fracas because the facts could not be thoroly checked in the short time remaining before the deadline. The fracas itself was not a *Billboard* story; the alleged cause would have been. *The Billboard* decided not to follow up the matter the following week because such a procedure is not consistent or logical in the publishing of a weekly paper.

The Billboard would have waste-basketed the entire matter were it not for the fact that publications catering to the Broadway crowd aired the brawl. Now the incident is public property. We are guided by several motives in bringing the matter up for discussion here at what is technically a late date, the incident having occurred the night of September 18.

The first is that Gerald Griffin cannot properly function as national secretary of the AGVA with this cloud hanging over him. It must be settled either way. It is physically possible, over a reasonable period of time, to assemble all the principals in the fracas—or to at least obtain statements from them. The AGVA should for its own sake, as well as that of Griffin (if he is entirely innocent). If Griffin is found by an impartial board of inquiry to be guilty he has no choice other than to resign before he is asked to resign. If he is entirely innocent he fully deserves complete and public exoneration.

Our second motive is less tangible but equally strong. Most of us in the demoniacal world of today have regarded show business as a refuge from class and race hatred; as an oasis where men are judged by what they are rather than how they worship or where their forefathers lived. We can safely guess that most of us would like to remain that way. It is our very personal opinion that there is no room in the show business for men who harbor race or class hatred and whose tolerance is not on a par with the bulk of those engaged in one of the few businesses in these United States where men are judged by achievement rather than race, creed and social position.

It is not our desire to make an issue out of Gerald Griffin. The publications that grabbed up the fracas as hot story material have already done that. We want to practice the broadmindedness that we preach. We therefore refrain from trying Griffin in these columns. We have known Griffin for many years. If we really know him as well as we think we do he will be the first to encourage a move to bring this dark, brooding thing out into the open. There are so many things of a constructive (See SUGAR'S DOMINO on page 27)

Detroit House Staffs Set Scale

DETROIT, Oct. 4.—Unionization of theater service employees, approaching 100 per cent in all principal houses, according to union officials, won its first victory here in a wage scale agreed to by representatives of about 200 Detroit theaters, including most houses using or planning to use vaude this fall.

The new union members are chartered in their own local of the IATSE. The move here is the result of CIO officials' chartering a rival union in the same field and withdrawing it after negotiations with Roger M. Kennedy, IA vice-president, who handled the theater negotiations here.

Scale for ushers and candy girls is 32½ cents per hour, with 2½-cent raises in the second and third years; doormen and chiefs of service get 5 cents more per hour. Provision is for a 40-hour, six-day week, with time and one half for overtime.

Theaters below 1,000 seats get a reduction of 2½ cents below scale, while for houses under 500 seats, minimum is set thruout at 30 cents, with provisions for special concession as may be found equitable.

Icers for Fort Worth?

FORT WORTH, Oct. 4.—Skating extravaganzas are probable for Fort Worth shortly. Sam Buron, president of a newly chartered corporation, Texas Ice Events, Inc., has signed a 10-year lease on the municipally owned Will Rogers Memorial Coliseum, and 12 miles of pipe is being laid over the arena floor. The rink will be the largest west of St. Louis.

Buron's main objective will be to bring hockey games to the city, but he also plans three or four yearly special attractions.

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● The Billboard ● The World's Foremost Amusement Weekly ● Published at Cincinnati, Ohio, U. S. A. ●

Founded in 1894 by W. H. DONALDSON.
E. W. EVANS, President and Treasurer.
R. S. LITTLEFORD JR., Vice-President.
W. D. LITTLEFORD, Secretary.

A. C. HARTMANN, Outdoor Editor, Cincinnati.
E. E. SUGARMAN, Indoor Editor, New York.
W. W. HURD, Coin Machine Editor, Chicago.

Subscription Rates — 8 Copies, \$1; 26 Copies, \$3; One Year, \$5; Two Years, \$8. Special Rates in Foreign Countries Upon Request.
Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1897. Copyright 1941 by The Billboard Publishing Co.

MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAin 5306.
BRANCH OFFICES:
NEW YORK — CHICAGO — 155 — ST. LOUIS — 390 — PHILADELPHIA — LOS ANGELES
1564 Broadway, No. Clark Street, Arcade Bldg., 7222 Lamport Rd., 416 W. 8th St.
Medallion 3-1616. CENTRAL 8480. CHEstnut 0443. MADison 6895. VAndike 8493

FOREIGN OFFICES: LONDON—Edward Graves, Cromwell House, Fulwood Place, London, W. C. 1.
SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street.

ADVERTISING RATES — Fifty Cents per
Agate Line, \$7 per column inch. Whole Page,
\$350; Half Page, \$175; Quarter Page, \$87.50.
No display advertisement measuring less than 10
lines accepted. Last advertising form goes to
press noon Monday.

Member of Audit Bureau of Circulation.

Red Net Replaces Remotes With Studio Shows, Music

NEW YORK, Oct. 4.—National Broadcasting Company this week decided to fill the 11 p.m. to 1 a.m. nighttime hours on the NBC-Red network with studio shows and music in preference to pick-ups of remote bands. NBC, queried on the matter, stated this was not necessarily a new NBC "policy," but that the Red net would experiment with use of studio programs from the different NBC stations. These programs, according to NBC spokesmen, would not necessarily be dramatic programs, but would probably include music from studio bands.

While NBC would not go on record saying so, the situation is regarded an outgrowth of NBC's recent trouble with the American Federation of Musicians regarding musicians' employment at WSME, NBC's New Orleans outlet. According to the American Federation of Musicians, this employment tiff was settled Wednesday, with the station now employing six musicians.

Move to experiment with studio programs and ascan the remotes is regarded as in line with talent-developing policies of Sidney N. Strotz and Clarence L. Menser, NBC execs, who have always considered ways and means of giving hinterland talent a break.

Band agencies, queried on possible effects, expressed the hope that NBC

would not remove all remotes from the Red net. NBC itself does not intend to remove them completely, but will probably retain one or two name bands from New York or other spots. Music Corporation of America stated that the younger bands rather than established bands would be hardest hit.

Few Show Plans for Army Maneuvers

CHARLOTTE, N. C., Oct. 4.—The 500,000 soldiers who will converge on North and South Carolina during October and November in the largest army maneuvers in U. S. history will have to look for entertainment to movies, music machines, billiard parlors and skating rinks.

This is likely to be a keen disappointment for men of the First Army, who up to now have found entertainment available in almost any quality they could pay for.

A survey of the eight North Carolina and eight South Carolina counties that lie in the maneuver area between Fort Bragg, N. C., and Fort Jackson, S. C., and of the larger cities bordering this area that are likely to attract soldiers on leave showed that little is being done to take care of entertainment needs of the soldiers during the two months.

A number of picture houses are being built, with Wilby-Kinney, which operates a chain of theaters in both States, having erected several theaters in Fayetteville, N. C. (Fort Bragg), and Columbia, S. C. (Fort Jackson). Both States, up to now blue Sunday States, are opening up for the duration of the maneuvers.

The advance guard of the First Army isn't enthusiastic over this, claiming they get their pictures in the army camps at a 10-cent admission.

T. D. Kemp, manager of Southern Attractions, says that Wilby-Kinney (owners of Southern Attractions) may put flesh in theaters in maneuver area as a good-will gesture despite fact that houses are doing capacity business on straight films. The Broadway, Charlotte, which has been showing flesh units Friday and Saturday, is upping stage-shows to three days.

Roller rinks are expecting a land-office business; but there is a scarcity of ballrooms. However, various communities plan to stage dances for soldiers from time to time.

The aridity of most North Carolina counties and the conditions under which liquor may be purchased in South Carolina are not expected to improve disposition of soldiers.

Singers Add "Body Motion," Say Cops

DETROIT, Oct. 4.—A plan to allow entertainment in small neighborhood spots was placed before the city council by the Royal Ark Association, tavern operators' group. The proposal is to allow a limited amount of entertainment upon payment of an annual \$10 modified cabaret license. Present \$50 cabaret license was hit as too high for these smaller spots.

Plan is opposed by the police department thru Eleanore L. Hutzell, head of the Women's Division, who said that smaller spots would require as much police work as the big ones, and that the proposal, presumably to allow singers only, would not work out because singers do more than merely sing; they add "body motion" to their acts.



A NUMBER of kids who have managed to land their first Broadway jobs this season are feeling pretty huffed at Equity, not because the Equity initiation has been upped to \$100, but because Equity is now demanding the entire sum in advance. Formerly, the association allowed new members to pay off as they worked. Few of the kids have money, and most are hard put to it to borrow the century. They feel that Equity might still allow them to allocate a part of their first few weeks' salary to paying off. . . . Tommy Dorsey has not only been signed to play his eighth engagement at the local Paramount next Easter—he's already been booked to play his ninth engagement there during Christmas week, 1942! . . . Current world conditions are making extremely strange bedfellows. The funniest note of the week was the announcement that Gilbert Miller, son-in-law of Jules Bache and quite a tycoon in his own right, will serve as honorary chairman of the entertainment division of Russian (or Communist) Relief. . . . Look for a new sponsored radio program in cowboy style, set to buck the Gene Autry stanza, along about the end of October. . . . The IATSE never forgets! Despite the fact that the Columbia and American burlesque wheels have been out of existence for many years, there is still a notice under the glass top of the execs' desk of Local 1 declaring the wheels unfair to the IA. It carries a 1921 dateline.

FREEDOM-OF-THE-PRESS DEPT.: Equity is mulling the problem of either admitting reporters from all papers to its closed meetings or else devising some method of barring Sam Zolotow, of *The Times*, who is himself an Equity member because more than a decade ago he played himself in a short-lived show. *The Times* still keeps up his dues, but there's split opinion on Equity council as to the ethics of the situation. . . . The New York Telephone Company did its bit to further the city-wide mania centering around the Yankees-Dodgers World's Series. During series afternoons, when you dialed Meridian 7-1212, you received not only the correct time but also the score and inning of the game in progress. . . . Last Tuesday afternoon passers-by were startled by weird and frightful noises coming from the alley behind the Roxy Theater, cries that sounded as tho someone were in dreadful agony. Careful investigation revealed that it was a seal, colorously enclosed in a wire cage. . . . Speaking of animals, the Westinghouse Lamp Division wants a monkey with an organ-grinder for a photo contest, and finally had to turn to radio to try to find one, taking a spot announcement on WMCA. WMCA took the spot, but is worried stiff lest a flock of monkeys, organ-grinders and organs descend on the station en masse. . . . The name of the late Phil Plant still adorns the lobby directory and window of Frank Buck's office in Radio City.

AN HONEST-TO-GOODNESS Indian chief was seen weaving down 44th Street, between Broadway and Sixth Avenue, the other evening, his headfeathers rustling in the breeze, his beaded moccasins reflecting the neon glare, and his whole appearance creating quite a sensation. And he wasn't advertising anything, either. Lurching against the window of a barber shop, he brushed his headgear back on his head, hiccupped, and sighed, "Boy, am I ossified!" Which prompted one of the crowding bystanders to remark, "No wonder they were able to buy Manhattan Island for a handful of beads!" . . . Becoming almost legendary around the St. James Hotel is the actor who sits in the lobby—and sits and sits and sits—waiting just to see the lady of his heart walk by, from the elevator to the door or vice versa. One famous evening, he mustered enough courage to get up at her approach—and dropped to his knees before her, right there in the middle of the lobby. . . . The Hotel New Yorker is now featuring a special menu for the pooches of its guests, offering choice of appetizer, soup, entree, vegetables and dessert. Entrees, for example, may be chosen from bones, canned corned beef, prepared fish or meat (raw or cooked). . . . Martha Jones, who is a Conover model between sessions of searching for acting jobs, won't be doing much modeling for a while. She's understudying Peggy Wood and most of the other women in Noel Coward's forthcoming *Blithe Spirit*. . . . Sondra Karyl, of *Pic*, the photo mag, is being transferred from New York to the magazine's Hollywood office. She's more photogenic than most of the lasses whose pictures she'll use.

FRED ALLEN, under special assignment from International News, covered the Dodgers' Victory Parade in Brooklyn, staged after they'd won the National League pennant. The result was in the nature of a masterpiece. . . . A memorial plaque honoring the late Sam Harris was unveiled last week at the Actors' Temple on 47th Street, the gift of Sam Forrest and the Associated Theater Ticket Brokers of New York. . . . Woody Herman last week sent out crates of oranges to newspapermen. The oranges and the wrappers were each stamped with his name. . . . The Village Nut Club has gone practically everyone else one better by tagging its latest revue *Nutzapoppin*. . . . John Morelli, who left his headwaiter post at the Havana-Madrid about six months ago to take his place among the draftees, is back at his old stand. During his six months of service he rose to the rank of sergeant. Maybe the diplomacy he learned in headwaitering served him in good stead. . . . Whenever a daughter is born to the social rich the Meyer Davis office sends a handsomely engraved card reading, "May we reserve an evening for the debut of your daughter in 1959 or 1960?" And the card's signed "Meyer Davis Jr." . . . The newest gag around town is about the band leader who was signed to a new radio commercial—sponsored by King-Size Reefers.

Curfew Hung on La. Hot Spots by Army

SHREVEPORT, La., Oct. 4.—All "hot spots" in Caddo Parish outside of the city of Shreveport and incorporated towns have been forced to close at midnight. The order applies to all places dispensing liquors or beers.

Army authorities requested that the ordinance be adopted as emergency measure during army maneuvers, which have many thousands of soldiers in this territory.

A similar measure was already in effect in the city of Shreveport. When night spots closed in the city there usually was a rush to spots outside the city limits, some of which remained open till 1 and 2 a.m. until the recent parish ordinances closing them at midnight took effect.

If operators of the spots co-operate with the police jury, the ordinances may be rewritten after the maneuvers and new regulations adopted, according to opinion expressed by an attorney for night spot interests.

"Ice-Capades" Pulls in St. Paul. After Slow Start

ST. PAUL, Oct. 4.—Scoring a hit here *Ice-Capades* of 1942 played to 55,000 paid admissions in an 18-day engagement which closed September 21.

The show followed six weeks of so-called pop concerts, in which ice-skating attractions were the principal drawing power. Advance billing was delayed because it was not known whether the 1941 or 1942 versions would be played. Attendance the first nine days was practically nil.

Playing in the heart of the best skating country in the nation, *Ice-Capades* caught on nevertheless with a bang in the last half of its engagement, thus assuring capacity houses next year when the show is expected to play only 10 days.

From here, *Ice-Capades* of 1942 went to Dallas, where it will open September 30 if the Dallas rink is in shape. Next stop is Kansas City, October 21 to 31.

STATEMENT OF THE OWNERSHIP, Management, Circulation, etc., required by the Act of Congress of August 24, 1912, and March 3, 1933, of The Billboard, published weekly at Cincinnati, O., for October 1, 1941.

State of Ohio, County of Hamilton, ss. Before me, a notary in and for the State and County aforesaid, personally appeared E. W. Evans, who having been duly sworn according to law, deposes and says that he is the Business Manager of The Billboard, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in Section 537, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editors, managing editor and business managers are: Publisher, The Billboard Publishing Co., Cincinnati, Ohio. Editors: A. C. Hartmann, Cincinnati, Ohio, and E. E. Sugarman, New York City, N. Y. Managing Editor, E. W. Evans, Cincinnati, Ohio. Business Managers, R. S. Littleford, Sr., Ft. Thomas, Kentucky, and E. W. Evans, Cincinnati, Ohio.

2. That the owners are: The Billboard Publishing Co., a corporation, 25 Opera Place, Cincinnati, Ohio. Stockholders owning 1% or more stock: Mrs. Marjorie D. Littleford, Fort Thomas, Kentucky; R. S. Littleford, Sr., Trustee, Fort Thomas, Kentucky; I. M. McHenry, Fort Thomas, Kentucky; Frank G. Kohl, 266 Carrel St., Cincinnati, Ohio.

3. That the known bondholders, mortgagees and other security holders owning or holding 1% or more of the total amount of bonds, mortgages or other securities are: None. E. W. EVANS, Business Manager.

Sworn to and subscribed before me this 20th day of September, 1941. LAWRENCE W. GATTO, Notary Public, Hamilton County, Ohio. (My commission expires June 25, 1944)

(Seal)

WESTERN UNION TRAVELING? . . . THEN KEEP IN TOUCH BY TELEGRAPH. USE LOW-COST TOURATE TELEGRAMS ESPECIALLY DESIGNED FOR TRAVELERS. COST ONLY 35c FOR THE FIRST 15 WORDS.

STOCK TICKETS Have you ordered your SPECIAL PRINTED TICKETS with the new Federal Tax? Better get them now. New tax goes in October 1st. THE TOLEDO TICKET COMPANY Toledo, "Ticket City," Ohio

RADIO'S PRODUCTION COSTS

Program Costs Slightly Shaved on Medium-Priced Shows; Top Shows Are Sugar Daddies; MBS Moves Up

(Continuing from page 3)
is done by getting cheap directors and writers. Good writers reportedly cost about \$300 weekly—otherwise they cannot be held for much longer than the original 13 weeks. Minimum for good direction is \$150. Rikel Kent, for instance, is said to get \$250 for *Mystery Man*. Dramatic serial casts, four or five people, average about \$700, this being approximately AFRA scale, with one or two of the cast getting more than scale. Other items figured in on costs are Social Security taxes, announcer and music. In strip shows, these figures come to ap-

proximately \$80, \$100 and \$125. Sound effects add another \$35.
Some producers report increased difficulty in selling "idea" programs, claiming that personalities are what the agencies and clients want. This is reportedly giving a terrific edge to large talent agencies with package shows, like Music Corporation of America.
Mutual's Rise—Boldface
New on the production cost scene this year is the placing of a couple of high-priced shows on the Mutual network. Ballantine's *Three Ring Time*, with Milton Berle, Charles Laughton, Bob Cros-

by's band and Shirley Ross, is figured as costing approximately \$5,000. Most expensive of the Mutual programs, however, is likely to be the Coca-Cola program, which the D'Arcy agency expects to have started by November 3. Calling for six bands a week, plus an emcee and an announcer, with top band airing 30 minutes Saturday night and others 15 minutes on weekdays, this job is expected to cost approximately \$7,000.

In charts below, cost of programs are estimated, including talent, scripts, music, etc. On some of the shows, like Kraft Music Hall and Maxwell House Coffee Time, the regular casts had not yet returned as this was written. Fannie Brice has been absent and Crosby has not yet returned to replace Don Ameche, but prices are estimated on the basis of what the show will cost when regular cast is back. A few of the shows, too, have not started; Burns and Allen, for instance, come on the Red network October 7 for Lever Brothers.

Chart below does not include all shows.

Trammel Proposes NBC Committees on Defense

NEW YORK, Oct. 4.—Niles Trammel, NBC president, in a letter to 239 stations of the Red and Blue networks, proposed formation of two planning and advisory committees for co-ordination of national defense. Each committee would consist of seven members representing seven different regions of the country, and reps would be selected by the NBC affiliates.

Plan calls for development of a program on a co-operative basis involving the chain and the affiliates, and would have as its primary feature the problem of keeping the chain and affiliates "in tune with the nation's growing defense problems and maintenance of public morale."

NBC-Red network reps will meet on the problem November 4, and the Blue net execs on November 5.

Radio's Production Costs

CBS Programs

| PROGRAM | SPONSOR | COST |
|---------------------------------|----------------------------------|-------------------|
| Major Bowes' Amateur Hour | Chrysler Corporation | \$16,000-\$18,000 |
| Lux Radio Theater | Lux Toilet Soap | 12,000-14,000 |
| Texaco Star Theater | Texas Company | 12,000 |
| Kate Smith Hour | General Foods | 12,000 |
| Gulf Screen Guild Theater | Gulf Oil Corporation | 10,000 |
| Ford Sunday Evening Hour | Ford Motor Company | \$8,000-10,000 |
| Al Pearce and Gang | R. J. Reynolds Tobacco Company | \$7,500-8,000 |
| Orson Welles | Lady Esther, Ltd. | 7,000 |
| Pause That Refreshes | Coca-Cola Company | 7,500 |
| Your Hit Parade | American Tobacco Company | \$6,000-7,000 |
| Big Town | Lever Brothers | 7,000 |
| Arkansas Traveler | Campbell Soup Company | 6,500 |
| Amos 'n' Andy | Campbell Soup Company | \$6,000-7,000 |
| Helen Hayes Theater | Thomas J. Lipton, Inc. | 5,000 |
| Prudential Family Hour | Prudential Insurance Company | 6,000 |
| Glenn Miller | Liggett & Myers Tobacco Company | 4,000 |
| We the People | General Foods Corporation | 4,500 |
| Silver Theater | International Silver Company | 5,000 |
| Melody Ranch | Doublemint Gum | 4,500 |
| Duffy's Tavern | Magazine Repeating Razor | 3,500 |
| Wayne King | Luxor, Ltd. | 3,500 |
| Blondie | R. J. Reynolds Tobacco Company | 3,500 |
| Guy Nineties | U. S. Tobacco Company | 3,000 |
| Guy Lombardo | Colgate-Palmolive-Peet | 4,000 |
| Hobby Lobby | Colgate-Palmolive-Peet | \$2,500-3,000 |
| Philip Morris Playhouse | Philip Morris & Company, Ltd. | \$2,500-3,000 |
| Just Entertainment (Ben Bernie) | Spearmint Gum | \$3,000-3,500 |
| Woman in White | Procter & Gamble | \$2,500-3,000 |
| Right to Happiness | Procter & Gamble | \$2,500-3,000 |
| Road of Life | Procter & Gamble | \$2,500-3,000 |
| Mary Martin | Procter & Gamble | \$2,500-3,000 |
| The Goldbergs | Procter & Gamble | \$2,500-3,000 |
| Dr. Christian | Chesbrough Manufacturing Company | \$2,500-3,000 |
| The O'Neills | Procter & Gamble | 2,500 |
| Life Can Be Beautiful | Procter & Gamble | 2,500 |
| Myrt and Marge | Colgate-Palmolive-Peet | 2,500 |
| Saturday Night Serenade | Pet Milk | 2,500 |
| Edwin C. Hill | American Oil Company | 2,200 |
| Armstrong Theater of Today | Armstrong Cork Company | 2,200 |
| Lanny Ross | Franco-American Spaghetti | 2,500 |
| Second Husband | Bayer Company | 2,200 |
| Hedda Hopper's Hollywood | California Fruit Growers | 2,000 |
| Maudie's Diary | Continental Baking | 2,750 |
| Vox Pop | Emerson Drug Company | 2,500 |
| Kate Smith Speaks | General Foods Corporation | 2,500 |
| Are You a Missing Heir | Ironized Yeast Company, Inc. | 2,200 |
| Meet Mr. Meek | Lever Brothers | 2,750 |
| The Crime Doctor | Philip Morris & Company | 2,500 |
| Golden Treasury of Song | E. R. Squibb & Sons | 2,500 |
| Dear Mom | Spearmint Gum | 1,500 |
| Death Valley Days | Pacific Coast Borax Company | \$1,800-2,000 |
| Big Sister | Lever Brothers | 2,000 |
| Aunt Jenny's Real Life Stories | Lever Brothers | \$1,600-1,800 |
| Bright Horizon | Lever Brothers | 1,700 |
| Stories America Loves | General Mills | 1,750 |
| Kate Hopkins | General Foods | 1,500 |
| Young Doctor Malone | General Foods | 1,500 |
| Joyce Jordan | General Foods | 1,500 |
| First Nighter | Campana Sales Company | 1,800 |
| The Man I Married | Campbell's Soup | 1,750 |
| Stepmother | Colgate-Palmolive-Peet | 1,800 |
| Stars Over Hollywood | Bowey's, Inc. | 1,500 |
| Woman of Courage | Colgate-Palmolive-Peet | 1,750 |
| Romance of Helen Trent | Affiliated Products, Inc. | 1,500 |
| Take It or Leave It | Eversharp Inc. | 1,500 |
| Our Gal Sunday | Anacin Company | 1,500 |
| William L. Shirer | General Foods | 1,000 |
| Voice of Broadway | Johnson & Johnson | 750 |
| Fletcher Wiley | Campbell's Soup | 1,500 |

NBC-Red Programs

| | | |
|---------------------------|-----------------|-----------------|
| Jack Benny | General Foods | 18,000 |
| Fred Waring | Liggett & Myers | 12,500 |
| Kraft Music Hall | Kraft Cheese | \$12,000-12,500 |
| Maxwell House Coffee Time | General Foods | 10,000 |

| PROGRAM | SPONSOR | COST |
|----------------------------------|------------------------------------|---------------|
| Chase & Sanborn | Standard Brands | 11,000 |
| Burns and Allen | Lever Brothers | 10,000 |
| Eddie Cantor | Bristol-Meyers (plus special deal) | 9,000 |
| Bob Hope | Pepsodent | 10,000 |
| Information, Please | American Tobacco | 8,500 |
| Rudy Vallee | Scaltest | 7,500 |
| Kay Kyser | American Tobacco | 7,000 |
| Fibber McGee and Molly | S. C. Johnson & Son | 6,500 |
| Adventures of the Thin Man | Andrew Jergens | 5,000 |
| Mr. District Attorney | Bristol-Myers | 4,200 |
| Adventures of Sherlock Holmes | Grove Laboratories | 3,500 |
| Hour of Charm | General Electric | 4,000 |
| Horace Heidt Treasure Chest | Lewis-Howe (plus giveaway) | 3,500 |
| Xavier Cugat | R. J. Reynolds | 3,000 |
| Lum and Abner | Alka-Seltzer | \$3,500-4,000 |
| Johnny Presents | Philip Morris | 3,500 |
| Telephone Hour | Bell Telephone | 3,000 |
| One Man's Family | Standard Brands | 3,000 |
| Cities Service Concert | Cities Service Company | 2,800 |
| Carnation Contented | Carnation Company | \$2,500-3,000 |
| Battle of the Sexes | Cummer Products | 2,000 |
| The Great Gildersleeve | Kraft | 2,500 |
| Fitch Bandwagon | F. W. Fitch | 2,200 |
| Manhattan Merry-Go-Round | R. L. Watkins Company | 2,150 |
| American Album of Familiar Music | Bayer Company | 2,500 |
| Cavalcade of America | DuPont | 3,500 |
| Waltz Time | Phillips Chemical Co. | 2,500 |
| Truth or Consequences | Procter & Gamble | 3,000 |
| Knickerbocker Playhouse | Procter & Gamble | 2,250 |
| Lincoln Highway | Hecker Products | 2,200 |
| Bess Johnson | Colgate-Palmolive-Peet | 2,500 |
| Bachelor's Children | Colgate-Palmolive-Peet | 2,000 |
| Help Mate | Cudahy Packing | 1,750 |
| Road of Life | Procter & Gamble | \$2,500-3,000 |
| Mary Martin | Procter & Gamble | \$2,500-3,000 |
| Pepper Young's Family | Procter & Gamble | 2,500 |
| The Goldbergs | Procter & Gamble | \$2,500-3,000 |
| The O'Neills | Procter & Gamble | 2,500 |
| David Harum | Babbitt Company | 1,500 |
| Lone Journey | Procter & Gamble | 2,000 |
| Light of the World | General Mills | 2,000 |
| The Mystery Man | General Mills | \$1,800-2,000 |
| Valiant Lady | General Mills | 2,000 |
| Against the Storm | Procter & Gamble | 2,500 |
| Oxydol's Own Ma Perkins | Procter & Gamble | 2,000 |
| The Guiding Light | Procter & Gamble | \$2,500-3,000 |
| Vic and Sade | Procter & Gamble | \$2,500-3,000 |
| Backstage Wife | R. L. Watkins | 1,500 |
| Stella Dallas | Chas. H. Phillips | 1,500 |
| Lorenzo Jones | Chas. H. Phillips | 1,500 |
| Portia Faces Life | General Foods | 1,500 |
| We the Abbotts | Best Foods | 1,500 |
| Dr. IQ | Mars | \$1,500-2,000 |
| Wings of Destiny | Brown & Williamson | 1,800 |

NBC-Blue Programs

| | | |
|----------------------------------|----------------------------|---------------|
| Mrs. FDR | Pan-American Coffee Bureau | 3,500 |
| Captain Flagg and Sergeant Quirk | Mennen | 1,800 |
| Inner Sanctum Mysteries | Carter Products | 1,800 |
| Walter Winchell | Andrew Jergens | 5,000 |
| Parker Family | Andrew Jergens | 1,500 |
| Irene Rich | Welch Grape Juice | 1,500 |
| Good Will Hour | Ironized Yeast | 2,000 |
| Orphans of Divorce | R. L. Watkins | 1,500 |
| Amanda of Honeymoon Hill | Halcy's MO-Cal-Aspirin | 1,500 |
| John's Other Wife | Black Flag | 1,600 |
| Just Plain Bill | Anacin | 1,500 |
| Tom Mix Straight Shooters | Ralston-Purina | 1,850 |
| I Love a Mystery | Fleischmann's Yeast | 2,000 |
| True or False | William's Shaving Cream | 1,200 |
| Easy Aces | Anacin | \$2,500-3,000 |
| Mr. Keen | Kolynos | 1,500 |
| Famous Jury Trials | O'Henry Bars | 1,700 |
| Quiz Kids | Alka-Seltzer | 3,000 |
| Manhattan at Midnight | Energine | 1,800 |
| Penthouse Party | R. J. Reynolds | 3,500 |
| Auction Quiz | Standard Oil of Indiana | 2,000 |
| Gangbusters | Sloan's Liniment | 4,000 |

Fred Allen

Reviewed Wednesday, 9-10 p.m. Style—Variety. Sponsor—The Texas Company. Agency—Buchanan. Station—WABC (New York, CBS network).

Fred Allen bowing in for his second season with *Texaco Star Theater* presented his customary smooth and polished program plus a few added gimmicks. Holdovers include Kenny Baker, Portland Hoffa and James Wallington.

The format is essentially the same, having the smoothness and high quota of belly laughs long associated with the Allen show.

New audience building feature is the contest inaugurated in various colleges to select a student whose talents are most worthy of airing on a national scale. Winner gets \$2,000. First selectee was James McDonough, of Notre Dame, who sounds like a personable specimen. Being from ND, McDonough naturally turned to football and rendered a scene from the film, *Knute Rockne, All-American* (WB), the piece pleading for the retention of football before a session of educators favoring its abolition. In trying to give his impression of Pat O'Brien playing the part, he sounded like a high pitched edition of W. C. Fields. However, production background with rising swells of music at the proper time made it sound okay.

Kenny Baker given two spots. Did well with *You and I* and *Torno a Sorrento*. In addition, his impulsive characterization was good for several chuckles. Beverly Mason, formerly heard with *Lower Basin Street Chamber Music Society*, also did well with *Louisiana Lullaby*. Al Goodman's musical contributions are similarly top-notch.

The laugh department contained Allen's *Newsreel*; the Workshop Players, who pulled off a funny satire on the Modern Design transcription, and an interview with Lippy Leo Durocher, of the Dodgers. The tongue-in-cheek manner in which the interview of the bellicose Brooklynite was carried off marked one of the high spots of the program.

Wallington's handling of commercials, along with their gag intros, was fine. Vic Knight produces. Joe Cohen.

"Screen Guild Theater"

Reviewed Sunday, 7:30-8 p.m. Style—Dramatic. Sponsor—Culf Oil Company. Agency—Young & Rubicam. Station—WABC (New York, CBS network).

Gulf *Screen Guild Theater* returned Sunday with format intact. Program is now in its fourth season. Roger Pryor, director and emcee for two years, holds the same post, and Oscar Bradley's orchestra, with the show since its inauguration, supplies the music.

Opening piece was *Meet John Doe*, an adaptation of the Frank Capra picture of the same name. Lead roles handled by the original pic players, including Gary Cooper as John Doe; Barbara Stanwyck as reporter Ann Mitchell, and

Material

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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.

Program Reviews

EST Unless Otherwise Indicated

Edward Arnold as D. F. Norton, Miss Mitchell's boss. Story, briefly, is set in motion by Miss Mitchell, who in her newspaper column runs a spurious letter, signed John Doe, in which Doe threatens to commit suicide as a protest against the state of the world. This hoax is built into a gigantic circulation builder, with the paper finally hiring Gary Cooper to impersonate John Doe. Plot's details unraveled interestingly, with all leads giving solid performances.

Commercials spotted at the beginning, midway and conclusion of program, with last plug giving a spiel on the motion picture fund's new home for the film industry's "John Does."

Program has maintained a high quality thru the years and very probably will continue to do so this year.

Paul Ackerman.

"Ford Sunday Evening Hour"

Reviewed Sunday, 9-10 p.m. Style—Classical music. Sponsor—Ford Motor Company. Agency—McCann-Erickson, Inc. Station—WABC (New York, CBS network).

Ford Sunday Hour has returned to its regular winter series, Sir Thomas Beecham starting it off as guest conductor, with Lawrence Tibbett the first of the guest soloists. As per form, W. J. Cameron delivered a talk during the intermission.

Beecham, a very capable conductor, batoned the orchestra thru Mendelssohn's *Midsummer Night's Dream*, Karelian *March* from Sibelius's *Karelian Suite*, Von Suppe's *Day in Vienna (Morning, Noon and Night)* and a minuet by Bizet. Tibbett sang five numbers an aria from the opera *Herodiad*, Richard Strauss's *Tomorrow*, Robert Schumann's *I Will Not Grieve, Juanita*, and finally the hymn, *Faith of Our Fathers*.

All in all, it's an impressive list of selections; but somehow the program manages to impart a certain stuffiness, which is generally aided and abetted by Cameron's talk. Cameron this time vouchsafed the information that the world is in "travail," but he professed to have a rosy outlook for the future.

Tibbett not particularly impressive this session.

Paul Ackerman.

Oscar Natzke

Reviewed Wednesday, 8:15-8:30 p.m. Style—Songs and music. Sponsor—Packard Bamberger & Company. Station—WNEW (New York).

Oscar Natzke, New Zealand basso, billed as "The Singing Anzac," is heard over WNEW Wednesday thru Friday.

Natzke sings to the accompaniment of an organ played by Kay Reed. Opens with his signature song, *Song of the Anzacs*. At this listening he rendered *Tavern Song*, *All Thru the Night* and *There'll Always Be an England*, the two latter renditions being particularly impressive. In addition, Kay Reed's organ solo, *Bizet's Spanish Serenade*, was pleasing.

Natzke's powerful voice is rich, full and well rounded.

Commercials and announcing chores handled nicely by Dennis James. Midway in the broadcast James plugs the sponsor in the form of specials that are offered at the Packard Bamberger department store.

Elliott Colfer.

The World's Series

Reviewed Wednesday and Thursday, 1:15-4 p.m. Style—Sports (special events). Sponsor—Gillette Safety Razor Company. Station—WOR (New York, Mutual network).

Mutual grabbed off an exclusive on the sports plumb of the year, the World's Series—and in the first two games did an excellent job of handling it. At present writing only two games have been played.

Red Barber and Bob Elson do the announcing, one taking the description of the game for the first four and a half innings, with the other handling the commercials, and then swapping chores for the second half. Neither needs any comment at this late date; they both do clear, exciting and colorful jobs.

Commercials crop up with sometimes disheartening regularity, but for the most part they're short and try to do

a legitimate selling job, with schmaltzy pitches at a minimum. And at any rate, players who hit home runs don't get a case of razor blades poked in their pussies as they cross home plate.

Excitement whipped up by the Dodger's photo finish helps interest, of course; and so does the fact that the Brooklyn Bums won the second game—the first World's Series game lost by the Yankees in the last 11 starts.

Station breaks are infrequent, and take occasion to plug a group of new afternoon programs set to start when the series is over. It's a thoroughly commendable job all around.

Eugene Burr.

"Reuter's News"

Reviewed Tuesday, 11:20-11:30 p.m. Style—News. Sponsors—Browning King & Company, Inc., Philadelphia. Agency—I. A. Goldman & Company, Baltimore. Station—KYW (Philadelphia).

While this 10 minutes of news flashes for the local retailers of men's and boys' furnishings follows the usual pattern of the news periods cluttering program schedules, this particular program has special significance. Not only is KYW the only station in the world, save for BBC, with a direct line for the flashes from Globe-Reuter News Service, but Browning King thus becomes the first company anywhere to sponsor Reuter's news exclusively.

News is short-waved from London and relayed to station from New York by teletype. Its exclusive character is emphasized during the broadcast. And, since period is skedded at the late hour, it also plays up the fact that flashes are tomorrow's newspaper headlines. While the news itself is not exclusive, nor is the period bountiful in news scoops, official stamp of "Reuter's" gives the flashes added import.

News is all from the war and diplomatic fronts.

Important to the program's listening value is the careful and choice readings by William Lang, formerly of the station announcing staff and now free-lancing. Lang also weaves in the commercial palaver, all in good taste.

Maurie Orodener.

"The Parade of Champs"

Reviewed Wednesday, 6:05-6:15 p.m. Style—Sports quiz. Sponsor—LaSalle Hat Company, Philadelphia. Agency—Al Paul Lefton, Philadelphia. Station—KYW (Philadelphia).

Kerby Cushing, already enjoying a choice following among local sports fans, is a cinch to widen his gulf of listeners with this sports show featuring a what's-my-name quiz on Monday, Wednesday and Friday in the interests of Champ Hats. Sponsor shares alternate days with P. Lorillard's Friends Tobacco, when Cushing restricts the airings to straight sports newscasting.

Opens with two minutes of the sport scores of the day, then quiz contestants are called up to identify a sports champ on the basis of a cryptic biog highlighting the champ's career. Quiz embraces all fields, and in keeping with the tenor of the stanza contestants when caught were all members of the local sandlot football team. Rang in five biogs, indicating the swift pace Cushing sets for the show, and he also finds seconds to spare to interview the sandlot football coach on the team's chances to win the week's game, not forgetting the 60 seconds it takes for announcer Jim McCann to give the sponsor his commercial due.

Giving the correct name of the champ rates the contestant a Champ chapeau, valued at \$2.95. Falling to do so finds the hat order going to the listener submitting the particular biog used. Ducats for the broadcasts distributed by the hat dealers in town. As a further promotional aid to build store traffic, listeners are invited to call at dealers for a booklet on champion athletes in all fields of sports.

Maurie Orodener.

Kate Smith

Reviewed Friday, 8-8:55 p.m. Style—Variety. Sponsor—Grape Nuts. Agency—Young & Rubicam. Station—WABC, New York (CBS network).

Kate Smith returned Friday (3) with a program very similar in form to last year's show. Ted Collins was on hand to

introduce Kate, do a general emcee job and plug Grape Nuts. The plugs were handled in the form of dialog between Collins and Miss Smith, both giving a very sincere commercial blurb. Might be advisable, however, for more of the commercial splicing to be shifted over to announcer Charles Starke.

Old-timers back with the show ace are Nan Rae and Maude Davis, Miss Rae doing her Mrs. Waterfall routine and Miss Davis straightening. The querulous Waterfall routine, standard by now, is still good for plenty of laughs.

Guests included Tommy Dorsey and Merle Oberon. Dorsey playing his velvety trombone while accompanying Miss Smith in *Will You Still Be Mine?* Nice stuff. Dorsey also soloed with a new tune, *We're Off*, and Kate Smith sang *You and I, May I Never Love Again* and others, closing with *We're All Americans*.

Merle Oberon was very effective in a dramatic excerpt from the pic *Wuthering Heights*. She portrayed Emily Bronte. Program also included a good trio of warblers, the Murphy Sisters. Jack Miller band and Ted Straeter Chorus again doing the music assignment.

Program ended with an appropriate speech by Miss Smith, who pointed up the thesis that listening public today needs distraction and entertainment, and that program would make an attempt to deliver.

Paul Ackerman.

Comment

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

The Studio Players, caught a couple of months ago over WWRL, Woodside, L. I., from which they broadcast on Friday nights from 10:15 to 10:45, appeared pretty ripe when first heard in a badly manufactured little playlet; but last Friday (19), in a "personalized" program written by Albert Morgan, their director, they showed to much better advantage.

Program, which Morgan claimed was built to introduce a new radio type, expressive of the personal opinions of an author who wasn't ashamed to admit it, was divided into four sections—a couple of comedy monologs, a comedy blackout, and a serious monolog on the value of fighting for freedom. Except for the first spiel, concerning torch songs, they all displayed an engaging ability.

The second monolog, on how to write for radio, took some terrific falls out of the industry, combining a biting and satiric humor with a good working knowledge of the game, and should have come as manna from heaven to anyone fed up with usual radio pap—such as the program the Studio Players presented when last caught. The blackout concerned the efforts of a Bronx dialectician to recite Shakespearean sonnets, and was thoroughly amusing, highlighted by the excellent efforts of the lad who played the dialectician. The serious spiel, *How To Live To Be 100*, suggested that the best way was to close your eyes, your ears and your mouth. "Beware of the old men; beware of complacency and sterility!" it warned in the character of an 87-year-old woman. It seemed to urge greater activity in fighting Hitler—but it could, perhaps more sensibly, have been regarded as a plea for the United States to keep out of Europe's never-ending war, since it is the old man who, with sterile complacency, pour out the blood of their juniors and tear down democracy with the ruinous bondage of war dictatorship.

All the players were competent except the lass who delivered the opening *Torch* monolog. Her readings were obvious—and so, for that matter, was her breathing. Most of the people, as a matter of fact, were too close to the mike, and many of their syllabants came over like the roars of tempests. Generally, tho, it was an unusual and pleasant program.

Burr.



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Radio Talent

New York

By JERRY LESSER

WILLIAM LYNN starts his radio career with a new series over WOR called *The Timid Soul* October 5. **BILL** will enact the role of Mr. Milquetoast. **ROBERT LEWIS SHAYON**, who is doing a great job on WOR's *We Are Always Young*, will produce. . . . **JAY JOSTYN** is anxious to do a Broadway play, but it would mean giving up *Mr. District Attorney*, so he's in a quandary. . . . The **MOYLAN SISTERS** expect to publish a book of their original songs. . . . **BEA WAIN** is making a movie short for 20th Century-Fox. . . . **RALPH EDWARDS** is back after a siege of grippe. . . . **BILL SWEETS** has joined the production staff of NBC. . . . **YVETTE** comes back to the program which launched her radio career when she guest stars on **XAVIER CUGAT'S** musical stanza this week.

JACK DAVIS flew to Minneapolis to make a picture and flew back again, all in two days. . . . **D'ARTEGA** has been granted a larger budget and will feature a newly added string section. . . . **LARRY ELLIOT** is doing the transcribed Mutual announcement for *Treasury Hour*. . . . **CHARLES STARK** is the announcer for *When a Girl Marries*, which replaces *Home of the Brave*. . . . **ELIZABETH RELLER**, who'll play the Quaker

girl in *Armstrong's Theater of Today*, has one of those rare last names that spell both ways, a palindrome. We predict that **HAROLD LEVY**, who is handling the baton on the same show, will make musical history. . . . **SYLVIA LEIGH**, who has been in Chi on several dramatic daytime shows, is now in New York. . . . And **FRED BARRON**, who was in New York, is now a prominent member of at least three Chi daytime serials. . . . **ELIA BRACA**, who played Midge in *Midstream* in Chi, is also in New York at present. . . . **VOLA VONN**, actress wife of actor **HANLEY STAFFORD**, was taken home this week from the hospital following a major operation. . . . **HENRY SOUVAINNE** agency auditioned a show of **MAURRY LOWELL'S** called *What Do You Want*. Looks like good stuff.

LESTER LINSK, of the Hollywood office of Music Corporation of America, in town for a brief stay.

RAYMOND EDWARD JOHNSON on Sunday (5) will have a busy day. At 8:30 p.m. he plays Raymond on *Inner Sanctum* on NBC. Then he jumps to Madison Square Garden to be the Voice of Washington in the *Fight for Freedom* show, and immediately returns to NBC for the repeat on *Inner Sanctum*.

Chicago

By SAM HONIGBERG

MARION MANN, former vocalist with Bob Crosby, who left the biz to become a housewife, is back in action again. She is a regular on NBC shows here. . . . Among local radio actors now serving Uncle Sam are **STANLEY WAXMAN**, **SAM THOMPSON**, **DON GALLAGHER**, **FRANCIS DERBY**, **MARTIN OLSON**, **FRANK PAYNE**, **GLENN TAYLOR**, **DON KOEHLER**, **JOHN MATHEWS**, **ROBERT THOMAS**, **GEODGE KLUGE** and **EDWIN LOVE**. . . . **HAL TATE** and **NIKKI KAYE** will change the format of the WAAF show, *That's Show Business*, when they start for a new sponsor Sunday (12). . . . **TOM, DICK AND HARRY** will resume their Monday sustainer on WGN October 13 after a two-week layoff. . . . **GEORGE HABIB**, formerly of Detroit, now announcing **ALBERT MITCHELL'S Answer Man**. . . . **MYRON WALLACE**, another Detroit, is a recent addition to *Road of Life*. . . . **RENE GEKIERE** joined the cast of *Backstage Wife*.

Heavy Comedy Sked From Coast NBC-Red

HOLLYWOOD, Oct. 4.—When Red Skelton and company come on the air Tuesday night, NBC listeners will have two solid hours of comedy from here over NBC-Red. The ball starts to roll at 6 p.m., with Burns and Allen on for Swan Soap, and then is kicked around for 30 minutes by Fibber McGee and Molly at 6:30 for Johnson's Wax. Bob Hope joins the laugh parade at 7 for Pepsodent, and then the new Skelton show takes the comedy from 7:30 until 8. Skelton is sponsored by Raleigh cigarettes.

On the Skelton show will be Ozzie Nelson and his orchestra, Harriett Hilliard and Truman Bradley announcing. Antony Stanford will produce for Russell Seeds Agency, with Ted Hediger for NBC. Ben Freedman, Richard Weil and Edna Skelton will do the writing.

Durr Slated for Vacant FCC Post

WASHINGTON, Oct. 4.—According to reliable reports, Clifford Durr, now assistant general counsel for the Reconstruction Finance Corporation, will be appointed to the Federal Communications Commission vacancy soon, possibly Monday (6).

If appointment goes thru it will continue a New Deal majority on the F. C. C.

A FRA here will stage its fourth annual frolic at the Sherman November 7. . . . **CAESAR PETRILLO**, musical director of WBBM and brother of Jim Petrillo, is co-author of the current hit tune, *Jim*. . . . **THE BAILEY SISTERS**, vocalists with Ben Bernie's band, featured on Wrigley's *Just Entertainment*, got themselves a job at the Rumba Casino while their boss is still on the lookout for a doubling post. . . . **LAWRENCE WELK** is inviting his WGN listeners to share the 150-pound cake which will be cut at the Trianon Ballroom during his birthday party next Saturday (18). . . . **ELEANOR YORKE**, formerly of radio here, is peddling her book of poems entitled *Anthills of Joy*. . . . **ROY SHIELDS**, NBC maestro, is one of the judges of this season's Civic Opera House auditions for singers. . . . **GALE PAGE** is back from Hollywood to appear on the *Knickerbocker Playhouse* show Saturday (11). . . . **MARY ANN MERCER**, former band vocalist, has switched from *College Humor* (now off the air) to *Uncle Walter's Doghouse*.

CAB Analyses Louis-Nova Fight Listening Audience

NEW YORK, Oct. 4.—According to the Co-operative Analyses of Broadcasting, the audience which listened to the Louis-Nova boxing bout Monday (29), broadcast by the Mutual Network from 10-10:48 p.m., reached the third highest rating for a championship boxing event. According to CAB, 54.1 per cent of set-owners interviewed reported hearing the bout.

All-time record for fight audiences occurred June 22, 1938, when the Louis-Schmeling battle received a rating of 63.6. Louis-Conn fight on June 18, 1941, rated 58.2.

KYW, WCAU Seek Rural Audience

PHILADELPHIA, Oct. 4.—Town's two 50,000-watters, reaching out into the hinterlands, are making a grandstand play to grab up the rural listeners. John Thorpe has been designated farm editor of KYW to conduct and arrange programs designed primarily for the early evening hours. At the same time, station returns Thorpe's R.F.D. 1060 farm show to the program schedule, spotted at 6:30 a.m.

WCAU, also a 50,000-watter, has had a farm director since early summer, Charles P. Shoffner. Station opens at 5 a.m. to catch the rural folk and airs

Sound Effects Cuffo

PHILADELPHIA, Oct. 4.—That the passenger airline service runs on split-second time is indicated by the 10:55 p.m. news broadcast introduced by the whirl of a plane motor over WDAS. No sound effects are used for the program. A plane, on schedule, is over the studio nightly at 10:55, and the announcer simply sticks the microphone out the window to pick up the sound. The plane has failed the station only once in six months.

MCA Setting Detail Of Coca-Cola Show

NEW YORK, Oct. 4.—Music Corporation of America late this week was trying to work out details of the Coca-Cola program set to start on Mutual November 3. As situation now stands, only the band airing Saturday night for 30 minutes will be chosen according to record sales, with other bands being chosen more or less indiscriminately. This will provide the producers with an element of flexibility that the program would not otherwise have.

MCA has been securing band listings of other agencies, and will deliver bands even though MCA does not have these orks under contract.

Conferences between MCA, Mutual and D'Arcy agency handling the show, are scheduled for next week, beginning Monday (6).

Advertisers, Agencies, Stations

NEW YORK:

WQZ, New York's oldest broadcasting station and NBC-Blue outlet, celebrates 20 years on the air Sunday (5). Special programs will celebrate the anniversary week. . . . According to A. F. Harrison, radio sales manager for United Press, a total of 46 stations have started UP radio news since March. . . . Harold Jaeger, formerly account executive with J. Walter Thompson and Benton & Bowles, has joined Compton Advertising, Inc., as account exec. . . . American Tobacco Company has extended contract of *Your Hit Parade* on CBS, which enters its sixth year on the network. Lord & Thomas is the agency. . . . According to a survey conducted by FM Broadcasters, Inc., national sales of FM sets increased by 27.6 per cent during August. . . . Alfred H. Morton, vice-president of NBC's television division, has assumed supervision of all tele programs now broadcast over WNBT, NBS station. Warren Wade has been named executive producer. . . . Hal Kosut, formerly announcer at WWRL, Woodside, L. I., has joined WPAT.

CHICAGO:

DON NORMAN has picked up an additional 13 Tuesdays and Thursdays for his show (*Your Date* on WGN) thru Arthur Meyerhoff & Company. Sponsored by Andy Lotshaw Body Rub. . . . Trudy Dyer, secretary to Wally Jordan, of the William Morris Agency, will say "I do" to George Ernst, of the R. R. Donnelly Company, late in February. Her boss is still on the West Coast, catching up on all WM shows originating in cinemaland. . . . Ted Toll, formerly with *Downbeat*, has joined NBC here as a program director. . . . WGN entertained 70,331 visitors in its main studio this summer. . . . The Gourfain-Cobb Agency has lined up the Erie Clothing Company as the 52-week sponsor of Dr. Gerhard Schacher's nightly news analysis over WIND. . . . Mildred Wood, formerly of the CBS Artists' Bureau, moved into the MCA offices here, as a result of the recent CBS-MCA deal. She is handling lecture biz. Bob Hafter, the CBS talent man, is in Hollywood. . . . WGN press department is handling the exploitation of its FM station, W59C, in separate news releases. Estelle Barnes, incidentally, is the new station's program director. She comes from WAAF, where she spent 10 years as pianist, actress and program arranger.

mountain music until 7 a.m. Shoffner cuts in for 15 minutes at 6:45 a.m. for *The Rural Digest*. Listeners were polled, and the rural residents voted four to one in favor of the station maintaining Shoffner's daily digest of farm and crop news instead of replacing it with additional hillbilly music.

Philly Radio Execs Get Scholastic Yen

PHILADELPHIA, Oct. 4.—Local radio execs are becoming pedagogues, the cap-and-gown fever biting three more of the boys. Kenneth W. Stowman, news editor and publicity director of WCAU, is now a full-fledged college professor on the staff of Temple University. He will conduct a course in radio program preparation, under university auspices, beginning October 13. Classes will hold frequent sessions in the WCAU studios to provide proper "atmosphere." Stowman turned scholastic last year when he was in charge of a special course in the principles of radio conducted by Temple U.

The Junto, town's newest adult school, brings in for its faculty Joseph T. Connolly, director of sales promotion and special features for WCAU, and James Allen, program director of WFIL. Connolly will conduct a course in *Today's Radio*, starting October 13, tutoring on the history of radio and the art of broadcasting. Allen's lecture series, *Writing for the Radio*, will include practical instruction in the art of planning, writing and producing radio programs.

Harry Kopf NBC Vice-Prez

NEW YORK, Oct. 4.—Board of directors of the National Broadcasting Company, meeting this week, named Harry C. Kopf a vice-president of NBC. Kopf has been manager of the NBC-Central Division in Chicago. He has been with NBC since 1931.

PHILADELPHIA:

HOMER OWEN GRIFFITH, Hollywood station rep, appointed Pacific Coast rep for WPEN. . . . WDAS ties up the local grunt and groan factories, getting an exclusive wire to the Broadwood Hotel and Arena to air the hold-by-hold description of the wrestling shows. . . . George Harvey, former local FBI chief, turning radio producer on WIP for a series of *Your Friend, the Policeman* shows. . . . KYW increases its operating day by a half hour, now opening station at 6 a.m. . . . Phyllis Foster back on WDAS to conduct a *Babies of the Air* for Mount Sinai Hospital. . . . Radio dramatizations each Saturday of *The Spirit* on WFIL, now have cast doing a repeat show later in the evening on WHAT, both station spots sponsored by *The Philadelphia Record*. . . . J. M. Korn agency gets the Parkway Baking Company account and a radio schedule is being planned. . . . Bill Lang and Jim Thorpe leave KYW announcing staff to free-lance. . . . NBC bidding for Nano Rodrigo, rumba ork at Hotel Walton, to do a series of South American broadcasts. . . . Besse Howard returns her news commentaries to KYW this week, again sponsored by Grove Labs to advertise Bromo Quinine.

LOS ANGELES:

RUSS JOHNSON, CBS Coast program director, made a flight to New York in his own plane. . . . Herb Allen, KFI-KECA staff announcer, is in charge of the KECA series, *Don't You Believe It*. . . . Guaranty Union Life Insurance Company, thru Stodel Advertising Company, will plug insurance over KFI by means of 52 quarter-hour programs, *Headlines of the Hour*, Sundays 8:30 to 8:45 p.m., October 5-September 27, 1942. . . . Richard Marvin, William Esty Agency radio head, arrived in town last week with Hildegard Dixon, in the interests of a *Camel Caravan* unit to hit Coast army camps. . . . Listenwalter & Gough are plugging Philco radios over K45LA by means of 100-word announcements. Victor Noble handled the details on the contract. Runs to September 8, 1942. . . . Doug Evans, GFI-KECA producer, is currently working as an actor at Universal in *Melody Lane*. Evans recently completed a role in a Dick Tracy film for Republic. . . . Pierce Brothers Mortuary has deal on with KHJ to advertise its services from October 1 to March 31 by means of 130 participations on the Eddie Albright program from 8:45-9 a.m., Monday thru Friday B. Ross & Associates, the agency. . . . Rufus Rhoades & Company handled the details of a deal between Dr. B. L. Corley Products and KFRC for 52 broadcasts from 11-11:15 a.m., Tuesdays, from September 30-September 22, 1942. Other stations to carry the program are KIEM, KHSL, KVCV, KYKC, KDON, KYOS and KMYC.

HEAVY SEAS FOR BAND BIZ

Philly AFM Nips Negro Competish

PHILADELPHIA, Oct. 4.—Having already set itself up last week as cashier for all pay checks of the musicians in an effort to curb kickbacks because of the increased wage scales in effect this season, local musicians' union got a further jump ahead of music buyers by having many local niteries placed on the restricted territory list. Peeved because the union had placed their spots in higher classifications, with an increased wage scale to boot, a number of local niteries ops had planned to bring in Negro musicians and thus escape the jurisdiction of Local 77.

Negro musicians have their own AFM-affiliated union here, and wage scale is considerably lower than that of the white union musicians. Union chiefs, getting wind of the wholesale attempt to sign up Negro bands, had the spots placed on the restricted territory list. As a result, none other than musicians belonging to Local 77 can be employed at the specified spots.

Several niteries ops, refusing to abide by the union's classification and wage scale, figured on making an open breach and bring in non-union musicians at their own terms. However, the few nabe niteries that tried it failed to reckon with the union's tie-up with AGVA, the actors' union. Dick Mayo, executive secretary of the actors' union here, immediately pulled out the floorshows at two spots that brought in non-union bands, and both unions set up a picket line around the spots. Term of the non-union tootlers was short-lived in both instances.

Nut Up--Territory Orks Cut Personnel

DES MOINES, Oct. 4.—A trend toward trimming the size of territory bands to nine pieces to meet rising cost of living and shortage of talent is seen growing in the Midwest, with several of the orks already making the cut.

Most of the territory bands have comfortably used 10 pieces because of traveling accommodations in sleeper busses and union requirements in many cities. However, expenses have been shooting skyward and causing leaders concern in meeting traveling budgets. Some of the bands have jumped their prices \$10 to \$15 a night.

Faced with a shortage of talent because of conscription and men joining defense work, the leaders realize they must pay higher wages to keep their bands. This is being worked out by cutting to nine men and splitting the tenth's wages among the others. However, the union percentage is paid for 10 men.

Whether nine pieces will work out satisfactorily to the leaders remains to be seen, as most of the traveling aggregations are compactly built with three brass, three reeds, three rhythm and leader fronting. Those cutting have been eliminating one brass.

One of the latest to cut is Leo Pieper, of the Vic Schroeder agency. Several of Schroeder's other bands are also planning to trim to nine.

Duke Daly and GAC Split

NEW YORK, Oct. 4.—Duke Daly and General Amusement Corporation have parted company after a squabble this week. Daly signed up with GAC this past summer when he was on location at Playland Casino, Rye, N. Y.

After he left Playland a few weeks ago Daly and GAC didn't get along too well, so they called it quits.

Shep, Tom Open in Detroit

CLEVELAND, Oct. 4.—The Tommy Dorsey-Shep Fields-RCA-Victor "Dance Caravan" will not open here as scheduled, but instead will make its bow in Detroit's Masonic Temple November 3 and 4. The Caravan will then come to Cleveland and open Wednesday (5).

"No Swingee, No Bandee"

NEW YORK, Oct. 4.—The Kim Loo Sisters, three China swing chicks whose hep vocal act puts many Occidental chirping combos to shame, were struck with inspiration a few months ago. "Let's form a swing band composed entirely of Chinese musicians and let's all three of us conduct it. We'll be a riot!" they said, in unison.

Last week, however, the three pretty Kim Loos sadly gave up the idea. It seems they made a thoro canvass of the music field and found exactly one Chinese musiker who could swing it.

Orrin Tucker Signs Some More Chirpers

LINCOLN, Neb., Oct. 4.—Four local girls, the Gourly sisters, have been signed by Orrin Tucker, and three of them will join the Tucker band as a vocal combo October 24. Girls are under age—14, 15, 17 and 20—so the contract between them and Tucker had to be approved by the courts.

The youngest girl will remain in school here and join the band next spring. After a brief course at the Merriell Abbott school in Chicago, the other three girls will go to Des Moines and meet the Tucker crew. Girls are to get \$125 weekly.

This is the second addition to Tucker's aggregation of chirpers during the past few days, Eddie Rice having been signed to help with the male lyrics.

"Daddy" Writer Joins Kaye

PHILADELPHIA, Oct. 4.—Bob Troup, local songwriter who gave Sammy Kaye the *Daddy* ditty, becomes a permanent member of the Kaye band this week. Joins Kaye here on Friday (10) for the maestro's engagement at the Earle Theater. Troup brings with him his newest compos, *She Got a Rep for Being Hep*, *Ambler the Gambler* and *This Has Been a Lonely Day*. Tunesmith is no stage novice, having been starred in the *Mask and Wig* productions at the University of Pennsylvania, graduating from school last June.

T. Dorsey Grabs \$1,900 at Tantilla Gardens, Richmond

RICHMOND, Va., Oct. 4.—Tommy Dorsey's orchestra drew \$1,900 at Richmond's Tantilla Gardens last Tuesday (30), pulling over 1,700 patrons at \$1.10.

Niteries removed all tables from floor and ran strictly ballroom for this attraction. Name one-nighters usually play \$1.65 top at this spot, and this was an experiment in trying to draw the dancers and not the table-sitters. Lombardo played to \$2,900 Friday (19) on the old policy.

Out of the Frying Pan?

NEW YORK, Oct. 4.—Yesterday Zinn Arthur was given an honorable discharge from the army, due to his age, 29. Here is his letter—but is there a note of nostalgia?

Sirs:

Since April I have had a very interesting career as leader of the Camp Upton dance orchestra. When I first entered camp there was no band whatsoever. After a few hectic weeks of search I located every good musician that I knew was headed for the draft and induced each to come to Camp Upton. As a result, our personnel soon boasted of Johnny Mince, Bill Clifton, Max Miller, Ralph Kessler and Ralph Nazer, all former sidemen with big name bands. From then on it wasn't too difficult to develop the outstanding musical organization in the army. The popularity of the group in our camp caused the corps area officials to send us on a tour of all the Eastern camps. I can truthfully say that it was a novelty to do these one-nighters only because of the difference from my former days. Uncle Sam was our own private tailor and gave us our uniforms; Uncle Sam had his own transportation facilities which he gave us for nothing; I had no commissions to pay booking offices or agents; I had no tax to pay the musicians' union, and above all I had no salaries to pay the men. Uncle Sam even took care of that—at \$21 per month per man. Imagine leading a band and not having all those worries.

On Tuesday, September 30, we played for Mrs. Franklin D. Roosevelt's party at the Waldorf-Astoria. That closed my army band-leading career. Starting October 3 I shall once again have all the worries of a civilian orchestra leader. My bookings are not set, but I do hope that I'll be able to get into the "swing" of things again.

Sincerely yours,
ZINN ARTHUR.

Taxes, War and the ASCAP-BMI Fuss Have the Industry Punchy

NEW YORK, Oct. 4.—The pop band industry today is confronted with more headaches than a lush with the d. t. 's. The draft has forced leaders to raid more of their competitors for sidemen; Social Security and Unemployment Insurance rulings are in a worse muddle than ever; delayed settlement of the ASCAP-BMI mess is costing band leaders more money to keep up their libraries; the American Federation of Musicians' rulings on financial backing, co-operative orks and the 400-mile traveling edict has the leaders scratching their heads to unravel their personal affairs to reconcile them with these rules.

Leaders are also faced now with a slow-down of cutting sessions at the major recording studios. Decca and Columbia in particular have held up some studio waxing due to cutting down on the number of releases in an effort to catch up on production. Diskers are also trying to stave off an impending move on the part of the AFM to increase the fees for recording orks.

Recent enactment of the government's newest tax plan will have its effect on the band biz, too. Recordings have an excise tax; musical instruments are taxed under the new law, and niteries with orks and floorshows are forced to levy a 5 per cent tax on all food and drink consumed, altho it is problematical to

just what extent these taxes will cut in on band earnings. Some of this effect will be canceled by the AFM's hiking of wage scales, but this, too, may have a reverse result in some locales, where ops may drop live orks rather than pay a heavier music nut.

Many of these problems may evaporate into thin air in the next few months, but before they do many leaders will feel the pinch financially. The AFM is treading carefully in an effort either to solve or forestall some of the current headaches. At its exec board session in Chicago last week James C. Petrillo and the board members decided to hold off on any new recording rulings at least until their next meeting in January. Union is also doing everything possible to co-operate with the theater chains on the SS tax mess. Petrillo still insists that the ork leader is not liable, but has granted theaters time to get an interpretation from the government.

Heightened gravity of the war picture has the maestri worried that they'll be losing more and more sidemen, either to the army or other leaders who lose tootlers to Uncle Sam. Larry Clinton, Pinky Tomlin and many other baton-wavers have recently lost whole sections of their orks to the khaki legions, and this usually means laying out more dough to replace 'em.

These ever-tightening conditions pre-empt a lot of close figuring on the part of the booking agencies, band buyers and the ork themselves. Sharper deals will have to be made if everyone is to come out with a profit.

CBC Must Pay To Lure Pilots--AFM

OTTAWA, Oct. 4.—Canadian Broadcasting Company has clamped the lid on air performances of the Royal Canadian Air Force Band, whether for recruiting purposes, charitable purposes or any other purposes. The ban, says CBC, is not one of its own choosing, but was forced by American Federation of Musicians, which threatened to cut all U. S. band airings from the Canadian chain unless CBC saw to it that the Air Force band ceased "competing with union musicians."

Trouble started several months ago when CBC informed AFM that the band would be used only for recruiting purposes. AFM refused to tolerate this, on the grounds that union musikers, paid scale, play equally stirring music. Previous to that, AFM action had prevented band from performing at opening game of Toronto baseball team's season and also had kiboshed plans to have band play music incidental to Dorothy Thompson's speech before a Toronto advertising club.

Result of the above and other incidents has resulted in Canadian air being completely barren of martial music played by Canadian service bands.

Reprieve Russ in Pay Mess

NEW YORK, Oct. 4.—Russ Morgan, who was faced with expulsion from the American Federation of Musicians unless he paid \$1,380 to three of his former sidemen for alleged back salary and overtime, has been given a stay pending an appeal to the International Board.

Local 802 found the maestro guilty two weeks ago of allegedly evading payment of that sum to Jimmy Lewis, Herman Kaplan and Alex Palocasy and ordered payment in three weeks. Morgan, who insists that he doesn't owe the money, asked the AFM for time to appeal his case to the higher body.

Morgan's Brookline \$850

PHILADELPHIA, Oct. 4.—Jimmy Martin, for his second dance promotion of the season September 18 at Brookline Country Club, chalked up another banner night with Russ Morgan on the stand. Artie Shaw opened the season the week previous. The advance sale at 60 cents was negligible, practically all of the 1,250 dancers coming in at 85 cents a head to pile up a neat take of \$950. Draw considered exceptional in view of the fact that Eddy Duchin was advertised as coming in until two days before the date, Duchin canceling because of his New York Strand Theater engagement.

Herman Stein Takes Over San Fran Office of MCA

SAN FRANCISCO, Oct. 4.—Herman Stein, brother of Jules Stein, president of Music Corporation of America, has taken charge of the MCA offices here. He was for five years head of the London office prior to the outbreak of the war.

Earl Bailey, Pacific Coast manager of MCA and head of the Hollywood office, will be in close contact with Stein, coordinating the affairs of the two booking bureaus.

"Her Ears Are Beat"

PHILADELPHIA, Oct. 4.—Oddest sight glimpsed here in many a moon was seen the other night when a gal toting a bass drum marched into the quarters harboring the Society for Better Hearing.



The Billboard

WEEK ENDING
OCTOBER 3, 1941

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGGS

Following are the 15 songs with the most plugs on MBS and on NBC and CBS. Due to the MBS-ASCAP contract, Accurate Reporting Service, source previously for all plug data, now lists only WOR plugs, having temporarily dropped NBC and CBS from its recapitulation. MBS listings below, therefore, are supplied not only by Accurate's daily reports, taking in plugs between 8 a.m.-1 a.m. for week ending Friday, October 3, but also by recapitulations furnished by the MBS logs. NBC-CBS totals are furnished by the office of Research-Radio Division, College of the City of New York, including broadcasts from 8 a.m.-1 a.m. daily for week ending Friday, October 3.

For duration of this situation, which can be considered temporary until such time as NBC and CBS sign with ASCAP, "Independent" plugs (WHN, WMCA, WNEW) will not be listed. Networks' New York outlets used for this recap are WOR (MBS), WEAF, WJZ (NBC), and WABC (CBS). Film tunes are designated by "F," musical production numbers as "M."

MBS PLUGGS

| Position Last Wk. | Title | Publisher | Plugs |
|-------------------|--|-------------------|-------|
| 1 | 1. I DON'T WANT TO SET THE WORLD ON FIRE | Cherio | 41 |
| 2 | 2. YOU AND I | Willson | 26 |
| 8 | 3. YOURS | E. B. Marks | 24 |
| 7 | 4. GUESS I'LL HAVE TO DREAM THE REST | Block | 21 |
| 5 | 5. DO YOU CARE? | Campbell | 19 |
| 6 | 5. JIM | Kaycee | 19 |
| 5 | 5. TIME WAS | Southern | 19 |
| 6 | 6. ELMER'S TUNE | Robbins | 15 |
| 4 | 7. KISS THE BOYS GOODBYE (F) | Famous | 13 |
| 3 | 7. WHY DON'T WE DO THIS MORE OFTEN? | BVC | 13 |
| 5 | 7. YOU'RE A NATURAL | Witmark | 13 |
| — | 8. ANGELS CAME THRU | Remick | 12 |
| — | 8. CONCERTO FOR TWO | Shapiro-Bernstein | 12 |
| — | 8. DON'T LET JULIA FOOL YA | Chappell | 12 |
| 7 | 9. 'TIL REVEILLE | Melody Lane | 11 |

NBC-CBS PLUGGS

| | | | |
|----|--|-------------|----|
| 9 | 1. JIM | Kaycee | 45 |
| 2 | 1. YOU AND I | Willson | 45 |
| 4 | 2. I DON'T WANT TO SET THE WORLD ON FIRE | Cherio | 40 |
| 1 | 3. TIME WAS | Southern | 32 |
| 9 | 4. TWO IN LOVE | Willson | 31 |
| 3 | 5. DO YOU CARE? | Campbell | 28 |
| 11 | 6. 'TIL REVEILLE | Melody Lane | 27 |
| 5 | 7. YOURS | E. B. Marks | 26 |
| — | 8. DELILAH | BMI | 24 |
| — | 9. I FOUND YOU IN THE RAIN | Rinker | 23 |
| — | 10. IT'S SO PEACEFUL IN THE COUNTRY | Regent | 22 |
| 7 | 11. YES, INDEED | Embassy | 21 |
| — | 12. I'LL WAIT FOR YOU | Melody Lane | 20 |
| 6 | 5. I GUESS I'LL HAVE TO DREAM THE REST | Block | 19 |
| 4 | 13. WASN'T IT YOU? | BMI | 19 |

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

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

NATIONAL

| POSITION Last Wk. | Title |
|-------------------|--|
| 1 | 1. PIANO CONCERTO —FREDDY MARTIN |
| 3 | 2. CHATTANOOGA CHOO CHOO —GLENN MILLER |
| 2 | 3. I DON'T WANT TO SET THE WORLD ON FIRE —HORACE HEIDT |
| 4 | 4. BLUE CHAMPAGNE —JIMMY DORSEY |
| 7 | 5. JIM —JIMMY DORSEY |
| — | 6. I DON'T WANT TO SET THE WORLD ON FIRE —TOMMY TUCKER |
| 9 | 7. YOU AND I —GLENN MILLER |
| 5 | 8. GREEN EYES —JIMMY DORSEY |
| — | 9. JIM —DINAH SHORE |
| — | 10. ELMER'S TUNE —DICK JURGENS |

EAST

| POSITION Last Wk. | Title |
|-------------------|--|
| 2 | 1. Chattanooga Choo Choo —Glenn Miller |
| 3 | 2. Piano Concerto —Freddie Martin |
| 4 | 3. I Don't Want To Set the World on Fire —Horace Heidt |
| 5 | 4. Jim—Jimmy Dorsey |
| 1 | 5. I Don't Want To Set the World on Fire —Tommy Tucker |
| — | 6. Joltin' Joe Di Maggio —Les Brown |
| 8 | 7. You and I—Glenn Miller |
| — | 8. You and I —Tommy Dorsey |
| — | 9. I Guess I'll Have To Dream the Rest —Glenn Miller |
| 6 | 10. Yes, Indeed —Tommy Dorsey |

MIDWEST

| | |
|----|--|
| 1 | 1. Piano Concerto —Freddie Martin |
| 2 | 2. I Don't Want To Set the World on Fire —Horace Heidt |
| 5 | 3. Elmer's Tune —Dick Jurgens |
| 4 | 4. Chattanooga Choo Choo —Glenn Miller |
| 10 | 5. Jim—Dinah Shore |
| 7 | 6. You and I—Bing Crosby |
| 3 | 7. Blue Champagne —Jimmy Dorsey |
| — | 8. You and I—Glenn Miller |
| 6 | 9. Green Eyes —Jimmy Dorsey |
| — | 10. I Guess I'll Have To Dream the Rest —Glenn Miller |

SOUTH

| POSITION Last Wk. | Title |
|-------------------|---|
| 1 | 1. Blue Champagne —Jimmy Dorsey |
| 4 | 2. Green Eyes —Jimmy Dorsey |
| 8 | 3. Piano Concerto —Freddie Martin |
| 3 | 4. Yes, Indeed —Tommy Dorsey |
| 9 | 5. I Don't Want To Set the World on Fire —Tommy Tucker |
| 7 | 6. You and I —Glenn Miller |
| 6 | 7. Chattanooga Choo Choo —Glenn Miller |
| — | 8. —Jimmy Dorsey |
| 5 | 9. 'Til Reveille —Bing Crosby |
| 2 | 10. I Don't Want To Set the World on Fire —Horace Heidt |

WEST COAST

| | |
|---|--|
| 2 | 1. Chattanooga Choo Choo —Glenn Miller |
| 1 | 2. Piano Concerto —Freddie Martin |
| — | 3. Jim—Jimmy Dorsey |
| 6 | 4. I Don't Want To Set the World on Fire —Horace Heidt |
| 9 | 5. Let Me Off Uptown —Gene Krupa |
| 8 | 6. You and I —Tommy Dorsey |
| 3 | 7. Blue Champagne —Jimmy Dorsey |
| — | 8. Jim—Dinah Shore |
| — | 9. I Don't Want To Set the World on Fire —Mitchell Ayres |
| — | 10. Time Was —Jimmy Dorsey |

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

| NATIONAL | | EAST | | WEST COAST | |
|-------------------|--|-------------------|--|-------------------|--|
| POSITION Last Wk. | Title | POSITION Last Wk. | Title | POSITION Last Wk. | Title |
| 3 | 1. I DON'T WANT TO SET THE WORLD ON FIRE | 1 | 1. I Don't Want To Set the World on Fire | 1 | 1. You and I |
| 1 | 2. YOU AND I | 2 | 2. You and I | 15 | 2. I Don't Want To Set the World on Fire |
| 2 | 3. 'TIL REVEILLE | 5 | 3. Jim | 3 | 3. 'Til Reveille |
| 6 | 4. JIM | 3 | 4. I Guess I'll Have To Dream The Rest | 2 | 4. Piano Concerto |
| 4 | 5. YOURS | 6 | 5. Do You Care? | 5 | 5. Jim |
| 8 | 6. PIANO CONCERTO | 4 | 6. 'Til Reveille | 4 | 6. Yours |
| 5 | 7. DO YOU CARE? | — | 7. Tonight We Love | 6 | 7. Do You Care? |
| 7 | 8. I GUESS I'LL HAVE TO DREAM THE REST | 10 | 8. Blue Champagne | 11 | 8. Tonight We Love |
| 9 | 9. MARIA ELENA | 9 | 9. Daddy | 7 | 9. Maria Elena |
| 12 | 10. BLUE CHAMPAGNE | 7 | 10. Yours | 14 | 10. Blue Champagne |
| — | 11. TONIGHT WE LOVE | 8 | 11. Time Was | 10 | 11. I Guess I'll Have To Dream the Rest |
| 13 | 12. INTERMEZZO | 12 | 12. City Called Heaven | — | 12. You Are My Sunshine |
| 10 | 13. DADDY | 14 | 13. You Are My Sunshine | 9 | 13. Time Was |
| 11 | 14. TIME WAS | — | 14. Shepherd Serenade | 8 | 14. Intermezzo |
| 14 | 15. ELMER'S TUNE | 13 | 15. Yes, Indeed | — | 15. Daddy |

SOUTH

| | |
|----|--|
| 1 | 1. I Don't Want To Set the World on Fire |
| 2 | 2. Piano Concerto |
| 4 | 3. 'Til Reveille |
| 6 | 4. Intermezzo |
| 3 | 5. You and I |
| 7 | 6. This Love of Mine |
| 9 | 7. I Guess I'll Have To Dream the Rest |
| 10 | 8. Yours |
| 11 | 9. Maria Elena |
| 5 | 10. Do You Care? |
| — | 11. Shepherd Serenade |
| — | 12. Cowboy Serenade |
| 14 | 13. Jim |
| 13 | 14. City Called Heaven |
| — | 15. Be Fair |

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG

- GREEN EYES. (12th Week) Jimmy' Dorsey.
- 'TIL REVEILLE. (9th Week) Kay Kyser, Bing Crosby.
- YOU AND I. (8th Week) Glenn Miller, Bing Crosby, Kay Kyser.
- YOURS. (6th Week) Jimmy Dorsey.
- BLUE CHAMPAGNE. (4th Week) Jimmy Dorsey.
- I DON'T WANT TO SET THE WORLD ON FIRE. (3d Week) Tommy Tucker, Horace Heidt.
- JIM. (2d Week) Jimmy Dorsey, Dinah Shore.
- I GUESS I'LL HAVE TO DREAM THE REST. (1st Week) Glenn Miller, Tommy Dorsey.

COMING UP

- CHATTANOOGA CHOO CHOO. Glenn Miller.
- KISS THE BOYS GOODBYE. Tommy Dorsey, Bea Wain, Tommy Tucker.
- WHY DON'T WE DO THIS MORE OFTEN? Kay Kyser, Freddy Martin, Andrews Sisters.
- YES, INDEED. Tommy Dorsey.
- ELMER'S TUNE. Glenn Miller, Dick Jurgens.
- MAMA. Horace Heidt.
- COWBOY SERENADE. Kay Kyser, Glenn Miller.

CLYDE SUGAR BLUES MCCOY

FOUR BENNETT SISTERS

FREDDIE STEWART

LARRY POWELL

SMASHING ALL PREVIOUS ATTENDANCE RECORDS

AT

Jimmy Contratto's TRIANON BALLROOM-CAFE

(Formerly Topsy's)

SOUTH GATE, CALIFORNIA

JUST COMPLETED SMASH WEEK—PARAMOUNT THEATER, LOS ANGELES

Hear This Sugar Blues Band on

Mutual-Don Lee

Nightly — 11:30 to 12 p.m. PST

T.C.—Sunday, 10:30-11 p.m., PST

Thursday, 9-9:30 p.m., PST

*
*
*
*

DECCA RECORDS

Personal Management: GUS C. EDWARDS, 446 Wrigley Building, Chicago

Orchestra Notes

Of Maestri and Men

CHICK FLOYD, formerly with George Olsen, Orville Knapp and Leighton Noble, is rehearsing his own band, which will bow in under MCA direction within the next couple of weeks. Band will feature twin pianos and two gal singers who may do their stuff a la Helen Morgan. . . . **BOB CHESTER** had a record-breaking evening last week at Log Cabin Farms, Armonk, N. Y. Drew 2,500 for a (5G) gross. . . . **DELL PARKER**, who warbles with Bob Astor, is being hounded by Hollywood. . . . **DON CORNELL** replaces Jimmy Foster in vocalist spot with McFarland Twins. . . . **GORDON ROBERTS**, who sings with Dick Stabile, was Gordon Robb with Bill McCune. . . . **REG-GIE CHILDS** follows a two-week tour of Michigan with two weeks at Casa Loma Ballroom, St. Louis. Michigan tour sponsored by British War Relief. . . . **JIMMY SANDS** now on alto sax for Bob Chester. . . . **ENRIC MADRIGUERA** adds Olga Mendez to roster of vocalists. Patricia (Mrs. M.) Gilmore continues her singing with ork. . . . **FRED WILLIAMSON** back at his persona: managing after two weeks in the hospital. . . . **ARTURO ARTUROS** is now at the Boulevard Tavern, Elmhurst, L. I., after five months at the Hotel McAlpin. . . . **BUDDY BREEZE** now singing with Paul Baron at Arcadia Ballroom, New York. . . . **BEN ZUCKER** has been released from the army and will rejoin brother Stan's agency. . . . **JOE GLASER** back in New York after a quick Midwest tour during which he spotted Lionel Hampton in a one-nighter series. . . . **MUGGSY SPANIER** moves into the Arcadia Ballroom, New York, October 9. . . . **JOHNNY LOEG** is at the Central Theater, Passaic, N. J., this week. . . . **MICHAEL LORING** held over at the Chatterbox, Mount-aside, N. J.

Midwest Melange

BOBBY BYRNE is set for a four-weeker at the Sherman Hotel, Chicago. Art Weems did the booking for G.A.C. . . . **MAURIE LIPSEY**, MCA manager in Chi. is in New York this week attending biz confabs. . . . **GAIL ROBERTS** has left her vocal post with Art Jarrett and is in Chicago shopping around for a new berth. Hollywood is reported interested. . . . **VIC ABBS** and His Californians return to the Congress Hotel, Chicago, October 21. Abbs has replaced his accordion with a Novachord. . . . **DON PEDRO** draws another hold-over at the Rumba Casino, Chicago. Nothing to the rumor that Ben Bernie will take over the spot. . . . **HANK**

LISHON succeeds Frankie Quartell at Colosimo's end of this month. . . . **WOODY WILSON** and His Southernaires, after five years at the Brown Hotel, Louisville, have shifted to the Hollenden Hotel, Cleveland, opening October 6, switching with **SAMMY WATKINS**, who takes his combo to the Brown.

Atlantic Whisperings

JAN SAVITT, current at Earle Theater, Philadelphia, linked to return to the Sherman Hotel, Chicago, New Year's Eve, making the first time the hostelry has played the same band within a year. Jan's Top Hatters just concluded an engagement there in June. . . . **HERMAN MILLER** starts the dance season at Abraham Lincoln Hotel Ballroom, Reading, Pa., October 18. . . . **CHAVEZ** replaces **NANO RODRIGO** at Jack Lynch's Hotel Walton Roof, Philadelphia, for the rumba rhythms. . . . **BILL WHEAT** and His Honolulu Swingsters set at Bonanni's Cafe, Trenton, N. J. . . . **PEGGY BRUCE** leaves Ross Raphael, Philadelphia maestro to handle the chant chores for **AL DONAHUE**. . . . **HANK FULTON** and His Arcadians locate at Morley's Turkey Ranch Cafe near Atlantic City. . . . **JULES DUKE** and **VINCENT RIZZO** share the bandstand at Hotel Philadelphia, Philly. . . . **JOE BESTOR** takes over the bandstand at Jim's Log Cabin near Atlantic City. . . . **MICKEY GLIDEN** gets the opening call at Roman Hall, Trenton, N. J. . . . **VAN ALEXANDER** set for the October 15 week at Philadelphia's new Bandwagon danceteria. . . . **MILTON HUBER** holds over for the winter season at Babette's Cafe, Atlantic City. . . . **LEE LAWLOR**, formerly the lass of Three Lads and a Lassie, last with **TONY PASTOR**, forsakes the song field to become an Eddie First model in Philadelphia. . . . **DAVE GOLD** gets the music assignment at Hopkins's Rathskeller, Philadelphia. . . . **KIT REICH** rhythms set for the Star Dust Inn near Atlantic City. . . . **GERT TAYLOR** and Her Boys take over the stand at Sciolla's Cafe, Philadelphia.

Dunham's Weak Philly \$387

PHILADELPHIA, Oct. 4.—Coming in on the heels of Artie Shaw and Russ Morgan, Sonny Dunham proved a weak draw last Thursday (25) for the weekly dance promotions of Jimmy Martin at his suburban Brookline Country Club. With ducats scaled at 85 cents, only 456 dancers ventured in, making a gate of only \$386.60.

Wis. Ops Wait Appeal Verdict On Lay-Off Tax

MILWAUKEE, Oct. 4.—Wisconsin ballroom operators are awaiting with interest the outcome of an appeal made by Charles Maloney, operator of ballrooms at Eweco Park and in the town of Menasha, to a recent ruling by the State industrial commission, which requires dance hall proprietors to contribute to the State unemployment compensation fund on musicians' salaries.

Maloney testified before Winfred Alexander, industrial commission examiner, sitting as an appeal tribunal at Oshkosh recently, maintaining that he contracts for his music direct with various band leaders, has no authority to hire or fire individual musicians, does not know who they are, and has no right to tell them what music to play. He explained that bands are engaged for short periods only and that enforcement of the commission's ruling would necessitate an unusually complicated bookkeeping system.

Harold E. (Pep) Babler, Oshkosh band leader whose aggregation sometimes plays the Maloney ballrooms, testified he hires his own musicians and pays them the union scale. He said that any profit over and above this scale he considers his profit and for overhead.

A number of dance hall proprietors from Winnebago and adjoining counties, including Joseph Becker, owner of Riverside and Danceland ballrooms, and Sylvester Esler, operator of the Bay Beach Pavilion, both of Green Bay, attended the hearing.

Wisconsin Ballroom Ops Socked for Back SS Coin

MILWAUKEE, Oct. 4.—Dance hall operators in Wisconsin are being visited by representatives from the Federal Social Security Board and are being taxed social security fees on the salaries paid to orchestras for the past four years, according to reports.

Fees are not being collected on wedding dances from the hall operators, because the orchestra is usually engaged by the couple being married. It is also reported that hall operators are not subject to the tax where the dances is given by some other individual or group.

War Wrecks Cruise Biz; Few Orks Used

NEW YORK, Oct. 4.—Before the war scare set this nation's hair on end, booking bands on cruise ships was a highly profitable business, but the bottom has dropped out and the biz has vanished during past months, according to Frankie Walsh, manager of Al Donahue.

Prior to the war's encroachment on the cruise trade, Donahue was able to book bands on as many as 25 pleasure tubs at a time, being sure that at least that many boats would be plying back and forth between American ports and various Latin spots. Now, however, there are seldom as many as five ships running the cruise routes.

To make matters worse, even when there is a spot for a band, Donahue and Walsh have a tough time trying to persuade tootlers to brave the briny.



Currently
52nd
consecutive
week
in his
6th
return
engagement

SONNY

KENDIS

at the piano

AND HIS ORCHESTRA

Leading both bands at
THE STORK CLUB
New York

★ CLEMENTE

and his

MARIMBA RUMBA ORCHESTRA

Just Concluding

5 months RAINBOW ROOM, New York

Sincere Thanks to Mr. John Roy

On the Records

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

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

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

By M. H. ORODENKER

Columbia Records released no new recordings this week, in order to devote all facilities to the production of current listings. Hence, no new Columbia records are reviewed here.

BING CROSBY (Decca 3971-4000)

The Whistler's Mother-in-Law—FT; V. *I Ain't Got Nobody*—FT; V. *The Sweetheart of Sigma Chi*—W; V. *Dream Girl of Pi K. A.*—W; V.

BING cuts high, wide and handsome here for each of the four sides. Major interest, however, is in the first twosome (3971), the Crosby chanting on the sultry side getting its musical backing from Woody Herman's Woodchoppers. It's the little band of Dixielanders from within the Herman crew, and Crosby feels plenty at home with their brand of blowing. Marks the first time that Crosby has been coupled with Woody, and the wedding makes a happy combination for waxing purposes. Muriel Lane, Woody's lyric shouter, gives added support for the *Whistler's* side.

The *Whistler's* music, originally a Larry Wagner instrumental novelty, gets a matching set of lyrics by Bert Stevens that transforms it into a *Rockin' Chair* classic. It's a natural for Bing's free and easy style, and his company comes thru with equal eclat. Taking it at a moderate tempo that rocks as it rolls along, Crosby opens the chant, giving the middle refrain to Miss Lane for the shouting as he gives the lyrics in the background. The Woodchoppers hold musical court for a second chorus. Miss Lane picks it up again at the bridge and Crosby chants it out. For the Spencer Williams classic to complete the couplet, the Woodchoppers pick up the tempo a bit. Bing takes the opening chorus and then gives way to the band boys for two choruses, highlighted by heated horn solos. Crosby nugs it lightly for a fourth chorus and the Woodchoppers give it an eight-bar sock ending.

The collegiate couplet (4000) has John Scott Trotter band. Set in three-quarter time, but Crosby takes liberties with the tempo. Each side patterned with two choruses, the instrumentalists cutting in for half of the second refrain.

The four sides are designed to cover a lot of territory along the phono network. "The Whistler's Mother-in-Law" is a natural for every type of location, with the number itself sure to reach the heights in song popularity circles. "I Ain't Got Nobody" is the kind of juke that keeps the jitterbug parlors purring. And the mating of the two fraternity sweetheart songs is a must for the college and school locations, with the "Sigma Chi" classic obviously the side with the greatest popular appeal.

TOMMY DORSEY (Victor 27591)

Pale Moon—FT; VC. *Hallelujah*—FT.

JUST to prove that the Dorsey dandies can still kick out in the killer groove, Tommy takes the *Hallelujah* classic from *Hit the Deck* for the well-known musical ride. And the tempo is a traffic stopper. The Dorsey-led trombone quartet opens the strain and, with Buddy Rich at the drums setting the pace, the entire band is on its own, the tenor sax, piano and trumpet aces providing the instrumental kicks. The tempo is more moderate for *Pale Moon*; Frank Sinatra gets two thirds of the side, with Tommy's velvety horn unleashed for the last portion. The famous Indian love song, however, fails to hold attention. The lyrics do not particularly fit the singing style of Sinatra.

It's the "Hallelujah" side that makes music machine material. It's a musical heat wave designed to make the youngsters hop, skip and jump for the kind of joy an all-out swinger by Tommy Dorsey always inspires.

FREDDY MARTIN (Bluebird 11293)

By-U By-O—FT; VC. *So Shy*—FT; VC.

DECIPHERING the ditty on the A side, it comes out as a lullaby of Louisiana's bayous, not to be confused with *Bi-I-Bi* tongue-twister that is making the rounds on records. The Martin music is an infectious melody with words that extol the many charms of the Southern State. The band introduces the song, presenting it as a rollicking and rhythmic tidbit. Vocal male quartet from the band sings the second chorus, with Clyde Rogers carrying the bridge alone. Band picks it up at the bridge again and Rogers takes it out in song. *So Shy*, getting the same musical treatment, with greater emphasis on the deep-throated sax character of the band, is on the "cute" side. Eddie Stone sings the chorus and, with the note of hesitation as scored for the song, feeling is prevalent that Herb Magidson had Bonnie Baker in mind when he wrote it.

For sheer dance enjoyment, both sides fill the bill completely, but for discriminating phono use the "By-U By-O" side holds special interest for operators in the Louisiana territory—it's a Louisiana lullaby.

CHARLIE BARNET (Bluebird 11292)

The Heart You Stole From Me—FT; VC. *Murder at Peyton Hall*—FT.

Barnet and Leonard Feather locked heads to create the ballad that covers the A side. While the intent is commendable, neither the tune nor its treatment builds interest. Charlie singles on alto sax for the starting, and after the band's half chorus Bob Carroll chants a chorus. Sole excitement is the wild and hot trumpet hiding behind the vocal refrain, and well worth digging for. To better band advantage is the traffic-stopper, *Murder*. Barnet picked the rider up on the West Coast, and for recording purposes takes composer credit. For the information of folks in the East, Peyton Hall is a famous hostelry in Los Angeles that means home for many a musician. A gunshot with strangled scream serves for an introduction, and the saxes open on the stomper's theme, giving way to wild and dirty trumpet tooting. Barnet takes the second chorus on alto sax, backed by his screaming brasses. Band is out in full force for a third chorus, giving way at the bridge for the guitar, making the last solo honors for Bus Etri, who, shortly after making the recording, was killed in an auto accident. Band still keeps going for a fourth chorus in sock style, with Barnet stepping out front for the bridge.

For Barnet fans operators will find the fast and furious "Murder at Peyton Hall" side just at the right boiling temperature for

machine play. West Coast operators will find added merchandising value in the tune title, the Hall being widely known as the musicians' home in Los Angeles. (See ON THE RECORDS on page 68)

On the Air

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

By DICK CARTER

Art Jarrett

Biltmore Hotel, New York, NBC Blue Network, Monday (29), 11:30-12:00 midnight

PRECISE and sweet are the tootlings of Jarrett's outfit. Brass section is kept under wraps thru most of the arrangements, with the reeds getting the heavy play. This type of set-up, coupled with the maestro's sweet ballad pipings, makes for some very oozy but commercial listening. Show caught was made up mostly of pop tunes. One rumba was wedged in.

Gale Robbins, fem thrush, took the vocal choruses left by Jarrett. She has a clear tonal quality, but delivery gave the impression of being a little forced on this shot. Shot as a whole could have stood more rhythm and less of the choppy, mickey-mouse schmaltz.

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.

Irving Fields

(Reviewed at Child's Paramount, New York)

FORMERLY on his own as a piano soloist, Fields collected this versatile little band about two years ago and has since done a lot of society work with it, in addition to playing such New York spots as the Park Central and Park Lane Hotels and the International Casino.

Maestro's piano is show-cased in most of the arrangements, and he does a tasteful job of it. His crafty keyboard is set off by the work of six other men: trumpet, sax, violin, guitar, string bass and drums, all of whom show uncommon enthusiasm and excellent musicianship.

Band appears to have an almost limitless repertoire, dishing up all manner of novelties, standards, pops, rumbas, congas and even sambas. Only low point is struck when the reed man dons a blond wig every other set or so for "production" numbers which involve microphone chewing. Audience, however, seems to go for it.

Leader has pleasant bandstand manner, boys are clean-cut, rhythms are bright and danceable and arrangements are excellent. *Carter.*

Blue Barron

(Reviewed at Hotel Edison, New York)

BLUE BARRON is back at his institutional stand after a slight summer absence. Barron's sugar-coated rhythms are still a potent force for dancing feet and melodious listening. He's plenty heavy on the schmaltz, in fact it predominates, but he's also reliable for rich instrumental blending on the jump tunes and swingeroos.

Only change in the Barron outfit is in vocalists, with Dick Grayson capably taking over Russ Carlyle's duties in dispensing the singing song titles and the vocals. Instrumental set-up of four sax, four brass and three rhythm is still intact, all musically acquainted to give out with well-balanced dance rhythms.

Library is very well stocked with a variety of commercial arrangements encompassing sweet tunes, hot numbers and Latin ditties. Barron, as usual, is only a front man, but draws plenty of sweet, solid music from his men. *Zatt.*

Johnny McGee

(Reviewed at Steel Pier, Marine Ballroom, Atlantic City)

IT'S a young man and his horn—a cornet attuned to the sugar blues—that give the identifying stamp of individuality to this band. After featuring his plunger work with the name bands for many years, last with Russ Morgan, McGee made a break and stepped out on his own. Apart from the stylized horn-blowing, band has little to rate inner circles, merely providing a satisfactory brand of terp tunes.

McGee's stylized horn is used for each selection played. And while the wah-

wah music is easily digested and in fact relished, a continuous diet grows monotonous after a half dozen ditties. It would be more effective to save the plunger work for the special selections and let the band develop a personality quotient of its own. Voicing of two tenor saxes and two trombones creates a desirable effect and bears further development.

Instrumentation takes in four saxes, two trumpets, two trombones, piano, bass and drums. McGee has his horn out front, and makes an impressive maestro in spite of his modest self.

Band's vocal contingent is most impressive. Esther Todd, a blonde, gives a lift to the rhythm tunes, while Allen Gerard's romancy baritone blends smoothly with the dream ditties. Selections of band follow the pop tunes of the day, and are all styled on the sweet side. Ride tunes are mostly standards, set in a Dixieland two-beat. Makes good use of medley patterns for the pops. *Orodenker.*

Will Bradley

(Reviewed at the Panther Room, Sherman Hotel, Chicago)

A GOOD candidate for rooms catering to the jitterbug trade. The Bradley boys have the swing formula worked out to the minutest detail, and the way they sell it will please the most erudite student of unorthodox music.

The present set-up lists six brass (including Bradley's trombone), five sax and four rhythm. The brass and rhythm sections are particularly outstanding in the boogie-woogie numbers which the boys dish out with special treatment.

Spotlighted in the rhythm section is Ray McKinley, featured drummer and novelty singer, who dominates every other set with bang-up arrangements of pop tunes. Working with him are Billy Maxted, piano, and Felix Globbe, bass, and the three are billed as the Boogie-Woogie Trio. They tear apart musically anything and everything that comes their way.

An undeniable asset is the clean-cut and personable appearance of Bradley himself, who in addition to being an ace trombonist is also a natural and likable emcee. In the vocal department, Terry Allen, who has been with several name bands, takes care of the ballads in smooth fashion, and Lynn Gardner, cute and refreshing-looking brunette, handles the lighter numbers in a sweet voice. *Honigberg.*

Guy Lombardo

(Reviewed at the Hotel Roosevelt, New York)

AS LONG AS there are people who crave to get away from the "hurly-burly of it all," the Lombardo musical aggregation will continue to function as a nerve soother for the harassed. The sweet, rhythmic dance tunes tooted by this immaculately groomed group are synonymous with good living.

Arrangements, library and execution all fit into this conservative groove. Ork still has a versatility, however, within this scope. Boys push out an occasional rumba and jump tune, but if you rumba or jump to them you do so with just a little restraint. Ork's instrumentation makes for distinctive music peddling, too. Three brass (including a melophone), four reed and four rhythm (including an extra piano) is the basic set-up. Carmen Lombardo ducks the sax for an infrequent few bars on the flute, and also pitches in for some vocalizing, alone and with two of the other reedists.

Kenny Gardner handles the bulk of the lyric chirping, and does a clear, straightforward job of it. Guy L. is as personable as ever with the baton, taking it all with the ease of the veteran that he is. When it comes to handling a really commercially sweet band, this maestro is still tops, and is made to look all the better for the many imitators he has had from time to time. *Humphrey.*

Names Invade Hamilton, O.

HAMILTON, O., Oct. 4.—Tommy Dorsey, Raymond Scott, Leighton Noble, Frankie Masters and Henry King orks will appear here to play for various functions being held as part of the Hamilton-Butler County Sesquicentennial Celebration, October 4-11.

Pitt's Hoopier Ops Figuring A Top Season; New Spots Open

PITTSBURGH, Oct. 4.—With night clubs enjoying the best fall opening in four years here, ballroom entrepreneurs are ogling possibilities of box-office payoff. Scarce during past few years, public dance halls are expected to open in all parts of city for regularly scheduled dancing.

Biggest ballroom, basement of Syria Temple, opens Monday (6) with Tommy Dorsey's orchestra, after being closed almost a year. Temple inaugurated weekly public dancing couple of years ago, then killed idea when receipts failed to show steady profit. This year's procedure will depend on health of industrial pay rolls and general business in area, possibilities of booking name bands at reasonable figure, and take on one-nighters. Clarence Sheasley is Syria potentate. Site sometimes has radio time for visiting bands.

Biggest Temple competitor is Grotto Ballroom, holding public dances every Thursday and Saturday, featuring local orchestras. Record-holder for number of engagements is Sid Dickler's orchestra, which plays spot October 16 for 48th appearance. During past year Dickler, who is also press agent for several nighteries in area, played 12 times at Grotto. Other top-draw bands at Grotto have been Barry Blue, Ken Francis, Benry Burton, Micky Ross, Jimmy Gamble, Joe Pape, Clyde Knight, Joey Sims, Brad Hunt, Fran Eichler and Andrew Shirley. Harry (Pappy) Atwood is Grotto manager, booking the music-crews in name of the Sciorf Club, ballroom backers. Broadcasts are regular over WWSW.

Anticipated as big-time competition for Syria Temple and Grotto, after

spasmodic booking during the past few years, is Bryn Mawr Ballroom. Operated by Emil Martinelli, Bryn Mawr began season last week with Everett Hoagland, and will present traveling name bands and district outfits weekly. Ballroom airs music occasionally.

Newest in the dance hall ranks is the Colonial, unique because it's situated on Ohio River Boulevard, in rear of site that began as ice cream parlor. Expansion has converted Colonial into liquorless restaurant in front and huge dance floor in adjoining room. Curing summer several name bands on one-nighters are highlighted. Joey Sims orchestra is current.

Opened last week was the new dansant of Johnny Weber, ballroom op for past 32 years here, who took over McDougall's in East End after having operated for half a decade at a downtown site. Weber stages old-time dances Mondays and Fridays, modern dances Tuesdays and Saturdays. Band line-up this month includes Johnny Lann, Barry Blue, Jimmy Gamble, Jerry Gray, Benny Burton, Bill LeRoy and Mickey Ross. Charges are 35 cents Monday, 40 cents Friday, 44 cents Tuesday and Saturday.

Suburban ballrooms also expect crowds for winter, despite gasoline rationing and occasional bad roads because of snow and rain. Hungarian Ballroom in East Pittsburgh, the Palisades and Olympia Park near McKeesport and Fred Luther's Sunset Ballroom in Carroldown will present both traveling name bands and local orchestras on weekly schedule. In addition, spots catering primarily to regional trade, such as Trianon and Lithuanian Hall on South Side, hope for a good year.

Local 802 Nixes Basie Trenton Show; Fast Wm. Morris Talk Saves N. Haven

NEW YORK, Oct. 4.—Misunderstanding of the AFM rule forbidding traveling bands on location to play more than six days weekly almost prevented the William Morris Agency from delivering Count Basie to Jimmy Evans for appearance Sunday (5) in the New Haven Arena.

Only the fact that Local 802 decided to take action as late as Friday (3) saved Evans and the William Morris Agency from hot water. More than \$500 had been spent in publicizing the

Basie-John Boles show in New Haven, and the sum would have been totally lost had Local 802 stuck to its original ground. Fast talk from interested parties finally convinced 802, however, that there is such a thing as acting on too short notice. The local then relented.

Basie, however, will not be permitted to go thru with his contracted-for appearance a week from Sunday (12) in the Trenton Arena, another Evans promotion. Evans claims to have already paid for banners, show cards, tickets and advertising and also says he has sold many tickets. Exactly what solution will be found for this problem is not yet known.

Evans is upset over the Trenton deal, as it is a new spot and he fears the loss of good will from the cancellation of a name as important as Basie. Attempts are being made to secure a strong sub for the Count.

Similar incidents have arisen in the past in other sections of the country. It has been the union's policy to make special dispensation in instances where the band buyer might suffer thru no fault of his own.

Schnickelfritzers To Set Gwn Cincy Opening Date

CINCINNATI, Oct. 4.—When Freddy (Schnickelfritz) Fisher decides to bring his band to El Patio (formerly Old Vienna) here, all he has to do is give Paul Penny, manager of the spot, three weeks' advance notice and Penny is obligated to clear the way for the Schnickelfritz crew.

This arrangement between band and buyer was entered into as a compromise after Penny asked for release from a contract calling for the Schnickelfritzers to open the spot this season. Penny decided to use Don Juan Rodrigo's seven-piece Latin ork instead. Fisher agreed to release Penny in return for signing a new contract calling for a Schnickelfritz invasion whenever Fisher sees fit.

The band has played the Old Vienna five times.

Music Items

Publishers and People

MERCER-MORRIS is publishing a flock of Ira Schuster-Paul Cunningham-Leonard Whitcup songs dedicated to various teams in the National Professional Football League. Among them is *Ram, Ram, Ram!*, theme song of the Cleveland

Rams, whose 110-piece brass band plugs the melody at every opportunity.

Claude Hopkins, ork leader; Michael Ashwood, producer, and Freddie Johnson have written an item called *F. D. R., the Minute Man*, which is being plugged by Hopkins in his current tour of army encampments.

Radio Music Publishers, Chicago, will publish a Nita Baggett-Bob White-Al Sanders ditty, *Let the River Roll By*. The Andrews Sisters are set to record the song for Decca.

Irwin Garshelis is now with Advanced Music as a contact man and undoubtedly will have much to do with the firm's latest, *Foiled*, by Jack Reynolds and Kim Gannon.

Lenny Meisel, contact man, is now with Robbins Music.

Melrose Music is publishing the score of the new University of Pennsylvania Mask and Wig Club show, "Out of This World." The tunes include "Stars Over the Schoolhouse," "That Solid Old Man" and "Fifty Million Sweethearts."

Songs and Such

Dem Beloved Bums, Da Dodgers, Brooklyn's answer to *Joltin' Joe Di Maggio*, has been delivered to Dodger officials with the blessings of the authors, Bill Kanefsky and Al Berkman.

I'll Wait for You, by Freddie Martin, Stanley Cowan and Bobby Worth, is being pushed by Melody Lane Music, a West Coast house. Firm is also doing well with *Who Are You?*, introduced by Guy Lombardo.

Hereafter, by Alan Courtney, will be published by Loeb-Lissauer.

Lilacs and Love, published by Harmony

House, San Francisco, is said by that firm to have been the original song based on the popular Tschalkowsky Piano Concerto.

Tropical Magic, the Gordon-Warren tune from the score of *Week-End in Havana*, was given its first airing by Dave Rose. Score is being published by Bregman, Vocco and Conn.

Mills Music is experiencing marked success with four comparatively ancient tunes, "Jealous," "Mickey," "If It's True" and "Give Me Your Answer." "Mickey" is the oldest, dating back to 1917. Others are dated 1931, 1933 and 1925, respectively.

Philly Pickings

Sweet Silence, penned by Max Freedman and Mike Pronin, has been bought as the first publication for the newly formed Astro Music Company in New York, owned by maestro Tony Pastor.

Johnny Farrow, local songwriter and song plugger, leaves the local scene to join Arthur Shilkret's Majestic Music Company in New York.

Harry Filler has organized his own music publishing company here, appropriately using the trade name of Filler-Delphia Music Company.

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Management M. C. A.

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

A

Akin, Bill (George Washington) Jacksonville, Fla., h.
 Albani, Pedro (President) Atlantic City, h.
 Alberto, Don: (El Chico) NYC, nc.
 All, Bardu (Lexington Casino) Phila., nc.
 Allen, Bob (Arcadia Grill) Canton, O., nc.
 Allen, Red (Kelley's Stable) NYC, nc.
 Alpert, Mickey (Cocoanut Grove) Boston, nc.
 Angelo: (Bill Bertolotti's) NYC, nc.
 Arnold, Billy (McCurdy) Evansville, Ind., h.
 Ashford, Lois (Jiggs) NYC, nc.
 Astor, Bob (Aragon) Cleveland, b.

B

Bailey, Layton (Springhurst) Lexington, Ky., cc.
 Barker, Art: (Warwick) NYC, h.
 Barlow, Ralph (Madura's) Hammond, Ind., b.
 Barnett, Arne: (Harry's New Yorker) Chi., nc.
 Barras, George (Moulin Rouge) NYC, nc.
 Barron, Blue (Edison) NYC, h.
 Bartal, Jenö (Lexington) NYC, h.
 Basie, Count (Cafe Society Uptown) NYC, nc.
 Basile, Joe (Sbrine Circus) Phila.; Mt. Kisco, N. Y., 13-18.
 Baum, Charles (Copacabana) NYC, nc.
 Becker, Bubbles (Washington Merry-Go-Round) Pittsburgh, nc.
 Beckner, Danny (Trocadero) Henderson, Ky., nc.
 Bell-Tones, Four (Bal Tavern) Bridgetown, Ill., nc.
 Bergere, Maximilian (Versailles) NYC, nc.
 Betton, Matt (Kan. State College) Manhattan, Kan.
 Bowman, Johnny (Gibson) Cincinnati, h.
 Bradley, Will (Sherman) Chi., h.
 Bradshaw, Ray (Plantation) Alexandria, La., nc.
 Bragale, Vincent (Congress) Chi., h.
 Brandwynne, Nat (Versailles) NYC, nc.
 Breeze, Lou (Chez Paree) Chi., nc.
 Brigode, Ace (Lake Club) Springfield, Ill., nc.
 Brown, Les (Blackhawk) Chi., nc.
 Bryden, Betty (Haymarket) Detroit, nc.
 Burns, Cliff: (Marlemont Inn) Cincinnati, nc.
 Byrne, Bobby (Aragon) Phila 9-15, b; (Penn Athletic Club) Phila 18; (Arena) New Haven, Conn., 19.

C

Cabin Boys (Silver Dome) Marquette, Wis., nc.
 Calistri, Gino (Kennedy's Inn) Binghamton, N. Y., nc.
 Calloway, Cab (Paramount) Toledo, O., t.
 Calvet, Oscar: (Casa Marta) NYC, nc.
 Camden, Eddie: (Crooked Lake) Averill Park, N. Y., h.
 Canay (Rumba Casino) Chi., nc.
 Cappello, Joe: (Jimmy Kelly's) NYC, nc.
 Cappel, Joe (White Bungalow) Sturgis, Mich., h.
 Carlos, Don (Club Gaucho) NYC, nc.
 Carlyle, Lyle (Grand Terrace) Detroit, nc.
 Carroll, Irv: (Dempsey's) NYC, re.
 Cartwright, Bob (Pere Marquette) Peoria, Ill., h.
 Casino, Del (Roosevelt) New Orleans, h.
 Caswell, Ozzie (Rainbow Room) NYC, nc.
 Cavallero, Carman (Carlton) Washington, h.
 Chester, Bob (Log Cabin) Armonk, N. Y., nc.
 Chiesta, Don (Ye Olde Cellar) Chi., c.
 Chigori (Embassy) Phila., nc.
 Childs, Reggie (Casa Loma) St. Louis, b.
 Chiquita (Elms) Excelsior Springs, Mo., h.
 Chiquito (El Morocco) NYC, nc.
 Christensen, Chris (Glenn Rendezvous) Newport, Ky., nc.
 Clark, Freddie (Border Inn) Norway, Mich., nc.
 Clarke, Buddy: (Park Central) NYC, h.
 Clarke, Merle (The Ship) Detroit, nc.
 Clemente: (Rainbow Room) NYC, nc.
 Clinton, Larry (Earle) Phila., t.
 Codolban, Cornelius (Russian Kretchma) NYC, nc.
 Coleman, Emil (Ambassador) NYC, h.
 Collins, Bernie (Newman's Lake House) Saratoga, N. Y., nc.
 Collins, Joe (Blue Mirror) Baltimore, nc.
 Conde, Art (Homestead) NYC, h.
 Conniff, Ray (Nick's) NYC, nc.
 Cooke, Joe (Ferdinando) Hartford, Conn., nc.
 Courtney, Del (Stevens) Chi., h.
 Crawford, Dick (Golden Pheasant) Hancock, Mich., nc.
 Cugat, Xavier (Paramount) NYC, t.
 Cummins, Bernie (Beverly Hills) Newport, Ky., cc.
 Curbelo, Fausto (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Curbello, Herbert (La Martinique) NYC, nc.

D

D'Amico, Nick (Essex House) NYC, h.
 Dalton, Hank (Club Tag) Phila., nc.
 Danders, Eddie: (Del Shore) Chi., b.
 Dawn, Dolly (Chanticleer) Baltimore, nc.
 Day, Bobby (Arcadia) NYC, b.
 DeLeon, Pedro (Palmer House) Chi., h.
 Dennis, Dave (Hurricane) NYC, nc.
 Devoldi, Don: (El Morocco) NYC, nc.
 DiPardo, Tony (Texan) Fort Worth, Tex., h.
 Donahue, Sam (Coral Gables) East Lansing, Mich., b.
 Doniguez, Juan (Rogers Corner) NYC, nc.
 Duchin, Eddy (Waldorf-Astoria) NYC, h.

E

Eddy, Ted: (Iceland) NYC, nc.
 Ellis, Joe (Cora & Irene's) NYC, nc.
 Emerick, Bob (Cypress Cafe) Pismo Beach, Calif., nc.
 Ernie & His Norsemen: Castleholm) NYC, re.
 Ernie, Val: (La Rue) NYC, nc.
 Esterbrook & Farrar (LaSalle) Kansas City, Mo., h.

F

Farber, Burt: (Netherland Plaza) Cincinnati, h.
 Feminine Notes, Five: (Radio Franks) NYC, nc.
 Fens, Eddie (Hi Hat) Chi., nc.
 Fernandez, Jack (Babet's) Atlantic City, nc.
 Fields, Irving (Child's Paramount) NYC, c.
 Fields, Shep (Rivoli) Toledo, O., 10-16, t.
 Fio Rito, Ted (Trianon) South Gate, Calif., b.
 Fisher, Freddie (Blatz Palm Garden) Milwaukee, nc.
 Fisher, Mark: (5100 Club) Chi., nc.
 Fischer, Darrell (Queen's Terrace) Woodside, L. I., N. Y., h.
 Fisk, Charlie (King's) Lincoln, Neb., 10-12, b.
 Flora, Jimmy (Pennsylvania) NYC, h.
 Foster, Chuck (Roosevelt) New Orleans, h.
 Frens, Paul (Deauville) Auburn, N. Y., nc.

G

Gaines, Charlie (Carroll's) Phila., nc.

Orchestra Routes

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

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

Garber, Jan: Farmville, N. C., 8; Wilmington 9; Charleston, S. C., 10; Wilmington, N. C., 11; Asheville 12.
 Gasparre, Dick (Plaza) NYC, h.
 Gilbert, Jerry (Cawthon) Mobile, Ala., h.
 Gilbert, Johnny (Grande) Detroit, b.
 Gilberto (Havana-Madrid) NYC, nc.
 Gill, Emerson (Green Mill) Saginaw, Mich., nc.
 Goide (French Village) Dayton, O., nc.
 Goodman, Benny (New Yorker) NYC, h.
 Gordon, Don: (Olde Cedar Inn) Brookhaven, N. Y., ro.
 Gordon, Paul (LaSalle) Battle Creek, Mich., h.
 Gray, Chauncey (El Morocco) NYC, nc.
 Gray, Glen (Totem Pole) Auburndale, Mass., b.
 Green, Jack (Vienna Plaza) Zanesville, O., re.
 Greene, Murray (Sunnyside Horseshoe) Sunny-side, L. I., N. Y., c.
 Grey, Tony: (Bal Tabarin) NYC, nc.
 Groom, Eddie (Kit Kat Klub) San Antonio, Tex., nc.

H

Haney, Myron: (Child's Spanish Gardens) NYC, re.
 Harpa, Daryl (Wilshire Bowl) Hollywood, Calif., nc.
 Harris, Ken (King & Prince) St. Simon Island, Ga., h.
 Harris, Jack (La Conga) NYC, nc.
 Harrison, Ford: (St. Moritz) NYC, h.
 Hart, Joey (Chanticleer) Madison, Wis., nc.
 Harvey, Ned (Queens Terrace) Woodside, L. I., N. Y., nc.
 Hawkins, Erskine: Junction City, Kan., 14.
 Haywood, Eddie (Village Vanguard) NYC, c.
 Heath, Andy, & His Music (Log Cabin Inn) Lewistown, Pa., nc.
 Heatherton, Ray (Biltmore) NYC, h.
 Heidt, Horace (Orpheum) Omaha, t.
 Henderson, Fletcher (Olson's) Chi., re.
 Hendricks, Red, & His Rhythm (King & Prince) St. Simon Island, Ga., h.
 Herbeck, Ray (Oh Henry) Chi., b.
 Herold, Lou: (Bal Tabarin) NYC, nc.
 Hill, Tiny (Tunetown) St. Louis 7-12, b.
 Hines, Earl (Grand Terrace) Chi., nc.
 Hodes, Art (Pepper Pot Inn) NYC, nc.
 Hoff, Rudy (Piccadilly) Pensacola, Fla., nc.
 Holmes, Herbie (Mark Hopkins) San Francisco, h.
 Horton Girls (Gay '90s) Harlan, Ky., nc.

M

McCoy, Clyde (Trianon) Los Angeles, b.
 McCune, Bill (Village Barn) NYC, nc.
 McDowell, Adrian (Colonial Dinner Club) Nashville, Tenn., nc.
 McGrane, Don (Royale) Detroit, nc.
 McGrew, Bob (Olympic) Seattle, Wash., h.
 McGuire, Betty (Highland Park Casino), Quincy, Ill., 1-11, c.
 Madriguera, Eric (Statler) Detroit, h.
 Malneck, Matty (Rainbow Room) NYC, nc.
 Manchito (Rumba Casino) Chi., nc.
 Mann, Eddie (Olde Wayne) Detroit, nc.
 Manueto, Don (Blue Mill) Decatur, Ill., c.
 Manzoni, Joe (Belvedere) Auburn, N. Y., re.
 Marconi, Pete (Caravan) NYC, nc.
 Martel, Gus: (St. Regis) NYC, h.
 Martel, Paul (Arcadia) NYC, b.
 Marti, Frank (Copacabana) NYC, nc.
 Martin, Dave (St. George) Brooklyn, h.
 Martin, Freddy (Ambassador) Los Angeles, h.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Martone, Johnny (Sky Vue) Pittsburgh, nc.
 Marvin, Mel (Flagship) Union, N. J., ro.
 Masters, Frankie (Beverly Hills) Newport, Ky., cc.
 Matthey, Nicolas (Russian Kretchma) NYC, nc.
 Maya, Froilan: (Havana-Madrid) NYC, nc.
 Mayhew, Nye (Bossert) Brooklyn, h.
 Melvin, Jack (Pine Point Planet) Newburg, N. Y., nc.

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

Howard, Ralph (Lido) Texarkana, Ark.-Tex nc.
 Huber, Milton (Babette's) Atlantic City, nc.
 Humber, Wilson (Casino Royal) New Orleans, nc.
J
 James, Harry (Lincoln) NYC, h.
 Jarrett, Art (Biltmore) NYC, h.
 Jelesnik, Eugene (George Washington) Jacksonville, Fla., h.
 Jerome, Henry (Washington Merry-Go-Round) Pittsburgh, c.
 Johnson, Wally (Lookout House) Covington, Ky., nc.
 Joy, Jimmy (Madura) Hammond, Ind., 9, nc; (Town Dance) Freeport, Ill., 10; (Rink) Waukegan 12; (Ballroom) Cedar Rapids, Ia., 16; (Univ. of Ia.) Iowa City 17.

K

Kapsar, Gordon (Flame Club) Duluth, Minn., nc.
 Karson, Maria, Musicals (Onesto) Canton, O., h.
 Kassell, Art (Bismarck) Chi., h.
 Kay, Chris (Casino Russe) NYC, nc.
 Kay, Herbie (Nicollet) Minneapolis, h.
 Kaye, George (Hollywood Restaurant) Bridgeport, Conn., nc.
 Kaye, Sammy (Coliseum) Evansville, Ind., 7; (Earle) Phila 10-16, t.
 Kent, Peter: (New Yorker) NYC, h.
 King, Teddy (Odenbach's) Rochester, N. Y., re.
 King, Wayne (Edgewater) Chi., h.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John (Fefe's Monte Carlo) NYC, nc.
 Kirk, Andy (Famous Door) NYC, nc.
 Klais, Viola (Open Door) Phila, nc.
 Knight, Bob: (Pierre) NYC, h.
 Ko Kets (Gitchindaji) Superior, Wis., nc.
 Kole, Shelley: (Butler's Tap Room) NYC, nc.
 Kurtze, Jack (Flynn's Cocktail Lounge) New Orleans, nc.

L

Lally, Howard (Savoy-Plaza) NYC, h.
 Lande, Jules: (Ambassador) NYC, h.

Messner, Johnny (McAlpin) NYC, nc.
 Miller, Bob (Paxton) Omaha, h.
 Miller, Russ: (Jack & Bob's) Trenton, N.J., nc.
 Millinder, Lucky (Savoy) NYC, re.
 Milton, Dick (Ray's Place) NYC, re.
 Minor, Frank (Red Mill) NYC, nc.
 Monice, Andre (Moulin Rouge) NYC, nc.
 Monroe, Vaughn (Commodore) NYC, h.
 Morgan, Eddy (Ritz-Carlton) Atlantic City, h.
 Morris, George: (Armando) NYC, nc.
 Motley, Berk (Dude Ranch) Norfolk, Va., nc.
 Munro, Hal (885) Chicago, nc.

N

Nagel, Harold (Astor) NYC, h.
 Nance, Bill (Westwood) Little Rock, Ark., nc.
 Norris, Stan (Lowry) St. Paul, h.

O

Oliver, Eddie (La Martinique) NYC, nc.
 Onsko, Senya: (Commodore) NYC, h.
 Orlando, Don (Villa Moderne) Chi., nc.
 Osborne, Tony: (Primrose) Newport, Ky., cc.

P

Pablo, Don (Palm Beach) Detroit, nc.
 Panchito (Versailles) NYC, nc.
 Pancho (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Parfums, Joe: (Belmont Plaza) NYC, h.
 Parks, Bobby (Madison) NYC, h.
 Parodi, Wilbur: (Le Montparnasse) NYC, nc.
 Pastor, Tony (Stanley) Pittsburgh, t.
 Paulson, Art (New Yorker) NYC, h.
 Pedro, Don (Rumba Casino) Chi., nc.
 Penman, Blondy (Puritan Klub) Mendota, Ill., nc.
 Perry, Ron (Kitty Hawk Room) La Guardia Airport, NYC, re.
 Peterson, Dee (Wright's) Plainville, Conn, re-Pettit, Emil (Ambassador East) Chi., h.
 Pineapple, Johnny (Kitty Hawk Room) La Guardia Airport, NYC, re.
 Pleskow, Leo (Vienna) NYC, c.
 Pope, Bobby (College Inn) Kansas City., Mo., nc.
 Poppe, Art, & the Cavaliers (Hotel Tampa Terrace) Tampa, Fla.

Powell, Teddy (Rustic Cabin) Englewood Cliffs, N. J., nc.
 Powell, Walter (Gloria) Columbus, O., nc.
 Prager, Col. Manny (Biltmore) Dayton, O., h.
 Prima, Leon (Butler's New Room) NYC, nc.
 Prima, Louis (Hippodrome) Baltimore, t.
 Prussin, Sid: (Diamond Horseshoe) NYC, nc.

Q

Quartell, Frank: (Colosimo's) Chi., nc.

R

Ramoni, Frank (Hurricane) NYC, nc.
 Ramos, Bobby (Chez Paree) nc.
 Ramos, Ramon (Drake) Chi., h.
 Rank, George (Casino Blue Room) Quincy, Ill., nc.
 Rapp, Barney (Arcadia) NYC, b.
 Ravazzo, Carl (Biltmore Bowl) Los Angeles, h.
 Ravel, Arthur: (Belmont Plaza) NYC, h.
 Read, Kemp (Radio Station WNBH) New Bedford, Mass.
 Reichman, Joe (Schroeder) Milwaukee, h.
 Resh, Benny (Bowery) Detroit, nc.
 Ricardel, Joe (Claremont Inn) NYC, nc.
 Richards, Jimmy (Vanity) Detroit, b.
 Richardson, Jimmy (Suburban) Manlius, N. Y., p.
 Riley, Mike (Brass Rail) Chi., nc.
 Roberts, Eddie (Lido) NYC, b.
 Rodrigo, Don Juan (Patio) Cincinnati, nc.
 Rodrigo, Nano (Jack Lynch's) Phila., nc.
 Rogers, Eddie (Lowry) St. Paul, h.
 Rogers, Dick (Roseland) NYC, b.
 Rollickers, The (Southern Grill) Hot Springs, Ark., nc.
 Ross, Jack (Eddie's Cafe) San Diego, Calif., c.
 Ruhl, Warney (Samoia) Flint, Mich., 6-12, nc; (Jefferson Inn) Detroit 13-Nov. 8, nc.

S

Sanabria, Juanito: (Havana-Madrid) NYC, nc.
 Saunders, Hal: (St. Regis) NYC, h.
 Savitt, Jan (Strand) NYC, t.
 Shaw, Artie (Palace) Cleveland 6-8, t; (Trianon) Toledo 10, b; (Castle Farm) Cincinnati 11, nc; (Rink) Waukegan, Ill., 12; (Park) Collinsville 15, b.
 Shaw, Maurice: (Chateau Moderne) NYC, nc.
 Shelton, Dick (Blue Gardens) Armonk, N. Y., nc.
 Sherburn, George (Yar) Chi., re.
 Shevlin, Pat (Evergreen Casino) Phila, nc.
 Siegel, Irving (AMF) Medford, Wis., b.
 Silver, Johnny (Kitty Davis Airliner) Miami Beach, Fla., nc.
 Simone, Chico (Ruby Foo's Beachcomber) Providence, nc.
 Sissle, Noble: (Diamond Horseshoe) NYC, nc.
 Skinner, Jean (21 Club) Fort Smith, Ark., nc.
 Smith, Bob (Knotty Pines) Alva, O., nc.
 Smith, Harle (Washington) Indianapolis, h.
 Smith, Russ: (Rainbow Grill) NYC, nc.
 Spearer, Harold (Biltmore) NYC, h.
 Spivak, Charlie (Palladium) Chi., c.
 Stamois, Spiros: (L'Aiglon) Chi., re.
 Steele, Johnny & Sandra (Continental) Kansas City, Mo., h.
 Sterner, George (Village Barn) NYC, nc.
 Stolzenberg, Ray (KATE) Austin, Minn.
 Stower, Jules (18 Club) NYC, nc.
 Strickland, Don (Van Cleve) Dayton, O., h.
 Strong, Bob (Ill. State Normal) Normal, Ill., 11.
 Swingettes, The (Faust) Peoria, Ill., nc.
 Sylvio, Don: (Bertolotti's) NYC, nc.

T

Teagarden, Charles (Pla-Mor) Kansas City, Mo., 6-8, b.
 Thomson, Billy (Rendezvous) Cleveland, nc.
 Trace, Al: (Ivanhoe) Chi., nc.
 Trester, Pappy (Park Recreation) St. Paul, p.
 Tucker, Tommy (Colonial) Singac, N. J., nc.
 Turner, Bill (Hickory House) NYC, nc.
 Turner, Jack (Jordan's) Wildwood, N. J., c.

U

Ufer, Eddie (Cocoanut Grove) Toledo, O., h.

V

Varrell, Tommy (Club Bali) Brooklyn, nc.
 Vero Sisters (Rainbow Room) NYC, nc.
 Viera, Al: (Ivanhoe) Chi., r.
 Villanyi, Bella (Cafe Grinzing) NYC, c.
 Vincent, Victor (Apache) Las Vegas, Nev., h.

W

Wallace, Jack (Queen Mary) NYC, re.
 Waller, Fats (Howard) Washington, t.
 Walters, Lee (Casanova) Detroit, nc.
 Waples, Bud (Kansas City Club) Kansas City, Mo., nc.
 Wayne, Hal (Wolverine) Detroit, h.
 Webb, Wally (Blue Moon) Tucson, Ariz., h.
 Welch, Bernie (Majestic) Lima, O., until Oct. 18, t.
 Welk, Lawrence (Trianon) Chi., b.
 Weems, Ted (Casa Manana) Culver City, Calif., b.
 Wendell, Connie (Ace of Clubs) Odessa, Tex., nc.
 Whiteman, Paul (Palace) San Francisco, h.
 Williams, Claude (Kelly's Stables) NYC, nc.
 Williams, Griff (Palmer House) Chi., h.
 Williamson, Eddie (Drumlines) Syracuse, N. Y., cc.
 Wilson, Dick (Cafe Bagatelle) NYC, nc.
 Wilson, Teddy (Cafe Society Downtown) NYC.

Fields Opens New Philly Ballroom; Prima Follows

PHILADELPHIA, Oct. 4.—Bombay Gardens, Chinese eatery, has been converted into a ballroom, which teed off Thursday (2) with Shep Fields or'k. Ralph Vogel, who is piloting the new ballroom, set a policy of names once a week (Thursday) and local crews pitching the rhythm midweek.
 Louis Prima is set to follow October 9, with Mitchell Ayres going in the week after.

NEW YORK, Oct. 4.—Joe Davis, head of Beacon Music, follows his *Night-Night* success with a new one, *Pleasant Dreams*. Davis authored and published both.

Bands on Tour—Advance Dates

LOUIS PRIMA: Strand Theater, Brooklyn, Oct. 10 (week); Hippodrome Theater, Baltimore, 17 (week).
 JACK TEAGARDEN: Central Theater, Passaic, N. J., Oct. 16 (week).
 CHARLIE BARNET: Earle Theater, Philadelphia, Oct. 17 (week); Providence Theater, Worcester, Mass., 31 (week); Central Theater, Passaic, N. J., Nov. 6 (week); Hippodrome Theater, Baltimore, 13 (week).
 BEN BERNIE: Rivoli Theater, Toledo, Nov. 7 (week); Shubert Theater, Cincinnati, 14 (week); Colonial Theater, Dayton, O., 21 (week); Stanley Theater, Pittsburgh, 28 (week); Palace Theater, Akron, Dec. 5 (week).
 MITCHELL AYERS: Strand Theater, Brooklyn, Nov. 20-24.

Tour of Mich. One-Nighters

DETROIT, Oct. 4.—Increase in legit and concert attractions in most Michigan cities above 30,000 population is under way, according to check-up with the Butterfield Circuit offices. About eight towns are in this class, spotted at intervals of 25 to 75 miles across the lower half of the State.

Legit bookings in these towns have not generally proved very profitable recently, but there is a sizable demand for a return of the road.

Bookings set this week for three shows are:

Ed Wynn in *Boys and Girls Together*, Capitol Theater, Flint, October 14; Capitol, Saginaw, October 15; Michigan, Lansing, October 16, and Keith's, Grand Rapids, October 17-18.

Life With Father, with Margalo Gillmore and Percy Waram, State, Kalamazoo, November 5-6; Bijou, Battle Creek, November 7-8; Michigan, Lansing, November 10-11; Keith's, Grand Rapids, November 12-15; Temple, Saginaw, November 17-18; Palace, Flint, November 19-21; Michigan, Jackson, November 22, and Michigan, Lansing, November 24-25.

Veloz and Yolanda, with their two-hour show, are slated for two tours over the circuit, covering different cities each time. First tour includes State, Kalamazoo, November 18; Bijou, Battle Creek, November 19; Michigan, Lansing, November 20; Michigan, Jackson, November 21; Keith's, Grand Rapids, November 22. Second tour includes Temple, Saginaw, January 12; Palace, Flint, January 13, and Michigan, Ann Arbor, January 14.

Equity Storm on Secret Committee

NEW YORK, Oct. 4.—Membership of Actors' Equity is emitting a round of squawks over the veil of secrecy Equity council is maintaining on the referendum which the membership voted last Friday (26) to determine whether or not an amendment should be included in Equity's constitution that would prohibit members or sympathizers of Communist, Nazi or Fascist movements from holding office or paid position in the union.

Reason active Equityites are doing a slow burn is because the council, at its last Tuesday (30) meeting, appointed a secret committee to draft the text of the referendum, and is maintaining an adamant stand on its refusal to divulge the names of the three people who constitute this committee.

Alfred Harding, spokesman for Equity, stated that the reason the committee members didn't want their names made public is because "this is not a pleasant assignment and they don't want to be identified with it." Equityites, however, point out that this is a relatively important issue as against the question of the trade union ethics involved. They regard the move as being a dangerous precedent that could be used for more important issues.

Equity discounted the thought that this is a "dictatorial move," saying it is just respecting the wishes of council members. But other members point out that it is council's job to respect the wishes of the membership body.

Indianapolis Sees Record Season

INDIANAPOLIS, Oct. 4.—With three plays booked for October, the outlook for English's is brighter than it has been for many a season.

These bookings—Charles Butterworth in *Father's Day* (formerly *Western Union*), October 16-18; Ed Wynn's *Boys and Girls Together*, October 20-22, and *My Sister Eileen*, October 23-25—plus the six attractions promised by the Theater Guild and sundry plays which are expected to come along, give Vincent Burke, English's manager, prospects of presenting before Christmas more plays than were given during all of last season. On Christmas night English's will open a week's engagement of *Life With Father*, to be followed by the usual holiday booking of *Tobacco Road*.

Subscriptions to the Guild series have already exceeded expectations in spite of the fact that some changes have been made in the list of plays offered.

| BROADWAY RUNS | | | |
|--|--------------|--------------|--|
| Performances to Oct. 4 Inclusive | | | |
| | Dramatic | Opened Perf. | |
| Ah, Wilderness (Guild) | Oct. 2 | 4 | |
| Arsenic and Old Lace (Fullon) | Jan. 10 | 307 | |
| Claudia (Booth) | Feb. 12 | 270 | |
| Corn Is Green, The (National) | Nov. 26 | 359 | |
| Cuckoos on the Hearth (Morosco) | Sept. 18 | 23 | |
| Ghost for Sale (Daly's) | Sept. 29 | 10 | |
| Life With Father (Empire) | Nov. 8, '39 | 798 | |
| Mr. Big (Lyceum) | Sept. 30 | 7 | |
| My Sister Eileen (Biltmore) | Dec. 28 | 324 | |
| Watch on the Rhine (Beck) | Apr. 1 | 215 | |
| Woolsey, The (Plymouth) | Sept. 10 | 30 | |
| Musical Comedy | | | |
| Best Foot Forward (Carrymore) | Oct. 1 | 5 | |
| Lady in the Dark (2nd engage.) (Alvin) | Sept. 2 | 39 | |
| New Hellzapoppin (Winter Garden) | Dec. 11, '39 | 760 | |
| Pal Joey (2nd engage.) (Shubert) | Sept. 1 | 40 | |
| Panama Hattie (46th St.) | Oct. 30 | 300 | |

Cornell 27G, Wynn 19G in Pitt Start

PITTSBURGH, Oct. 4.—If first two weeks' grosses are any criterion, Nixon is set for biggest year in history.

Katharine Cornell in *The Doctor's Dilemma* opened for take of \$27,800, and Ed Wynn's *Hold On to Your Hats* followed with \$19,500.

Lucille Johnson replaced Marjorie Gainsworth in cast here as singing leading lady when latter became ill.

Shows will start at 8:15 some weeks, instead of 8:30 or 8:40 as formerly, Sam Nixon announced, if length of piece requires, in order that show may break by 11.

OUT-OF-TOWN OPENING "Theater"

(Harris Theater)
CHICAGO

A play by Somerset Maugham and Guy Bolton. Produced and directed by John Golden. Settings by Donald Oenslager. Cast: Cornelia Otis Skinner, Arthur Margetson, Helen Flint, Frederick Bradley, Francis Compton, Jane Gordon, Viola Roche, Leon Shaw, John Moore, J. Colvil Dunn and Stanley Harrison.

A free adaptation of Maugham's novel of the same name. The plot revolves around a stage couple and adheres to the old wife-loses-husband and wife-gets-husband formula. What makes it entertaining is the bright dialog, the gay situations centered around the life of well-known theatrical people and the splendid portrayals of the couples by Cornelia Otis Skinner (Julia Lambert) and Arthur Margetson (Michael Gosselyn).

The audience soon learns that they have been divorced for years but keep up the pretense of being happily married for business reasons. In the course of the action Julia is triumphant on two counts: she proves that she is still appealing to young men despite her middle age by winding youthful Tom Fennell around her talented fingers and that her husband is still in love with her by winning him in a crisis.

Miss Skinner contributes a charming performance and holds attention every minute she is on stage. Her work is admirably polished. Mr. Margetson comes thru with a fittingly reserved picture of the blonde-chasing husband who, at last, realizes that his place is with his wife. The remainder of the cast is well selected. Honigberg.

New Plays on Broadway

Reviewed by Eugene Burr

LYCEUM

Beginning Tuesday, September 30, 1941

MR. BIG

A comedy by Arthur Sheekman and Margaret Shane. Staged by George S. Kaufman. Setting designed by Donald Oenslager, built by Vail Scenic Construction Company and painted by Triangle Studios. Company manager, William G. Norton. Press agents, John Peter Toohey and Ben Kornzweig. Stage manager, Henry Ephron. Assistant stage manager, Gordon Duff. Presented by George S. Kaufman.

- Henry Stacey George Baxter
- Paula Loring Fay Wray
- Leo Orton Judson Laire
- Myra Davenport Nina Doll
- Joan Starling Ann Evers
- Mack James MacDonald
- Bill Richard Barbee
- Stanwood Ray Mayer
- Dr. Jessup Le Roi Operti
- Mrs. Jessup Eleanor Phelps
- Oscar Cullen Harry Gribbon
- Mr. Jessup Jack Leslie
- Harley L. Miller Hume Cronyn
- Charles G. Wakeshaw Florenz Ames
- The Little Man E. J. Ballantine
- Amy Stevens Betty Furness
- Carter George Petrie
- Nesbitt Robert Whitehead
- Kennedy David Crowell
- Eric Reynolds Barry Sullivan
- Rodney Oscar Polk
- Broadway Sarah Mitzi Hajos
- Johnny Tilley Sidney Stone
- Mrs. Tarpin Sara Floyd
- Man From Brooklyn Harry M. Cooke
- Molly Hige Ruth Thane McDevitt
- Jack Lamperson John Parrish
- The Man From Boston Harold Grau
- Photographers: Edward Fisher, William Layton
- Policemen: Benson Springer, Robert Rhodes, Rodney Stewart, Peter Lawrence, Irwin Wilcox, Fred O'Dwyer.
- Checkroom Boy James Elliott
- The Scene Is a Theater.

George S. Kaufman's first solo production venture, *Mr. Big*, which he offered at the Lyceum Theater Tuesday night, is a mystery—and in more ways than one. Its plot tries to unravel the killing of Henry Stacey, the actor, on the night his new play opened; but the real mystery is why Mr. Kaufman produced it—or at any rate why he unveiled it in its present shape. Arthur Sheekman and Margaret Shane, the authors, had a grand idea for a farce-melodrama, the idea of making the entire auditorium a part of the stage and incorporating the customers into the action; but their plotting is so feeble, their dialog so dull, their comedy so forced and their mystery so unexciting that the audience, instead of being incorporated, merely sits around morosely waiting for the end. And Mr. Kaufman,

director as well as producer, has failed to help. Known for his pacing and his timing of comedy, he has allowed this one to wander across the stage like a punch-drunk snail; and even when the authors briefly provide amusing material it goes to waste because of the dull and lackadaisical direction.

Detailing the plot is hard, because the only really important happenings were the eruption of a couple of little colored lads for a brief tap dance, the raising of Hume Cronyn, who plays the lead, into the files on a rope, and the distribution of sandwiches to the customers at the end of the second act. Nothing else managed to create much effect. The details of the play's lethargic frenzy, however, concern Harley L. Miller, a crusading district attorney who is running for governor, who is in the theater when the actor is murdered and who immediately takes over to conduct the investigation. There is an attempt to make him a satirically comic figure, but he's burlesqued so badly that even the Minskys would probably gag at him.

Naturally, almost everybody in the cast is suspected, along with a couple of people in the audience. Among the suspects are a fading cinema star making a stage comeback, who was briefly engaged to the deceased; the leading woman whose place she took in the play and the actor's affections; a nauseatingly bright young stagedoor Johnny who's on the make for the cinema star; the wife of the district attorney's chief backer, who was also in love with What-a-Man Stacey, and even the doctor who runs from the audience to examine the corpse.

The outre interruptions are many and various, but since they have to buck both the soggy script and Mr. Kaufman's absent-minded direction they don't do much good. Members of Equity have a field day patrolling the aisles as cops and keeping the audience under control during intermissions; hunks of scenery turn around unexpectedly; backdrops drop with verve and abandon; the district attorney is hauled to the files on a rope; people come out of the audience to offer clues or to object to the manner of conducting the investigation; sandwiches are handed round; and at the end of each intermission the customers are herded back to their seats by the Equity cops. This last point, at any rate, shows a gleam of the old Kaufman perspicacity; it was the one way to make sure of having a third-act audience.

In the end, the person least suspected

admits the crime and escapes by running down the aisle of the theater—but by that time nobody cares.

What with the script and the staging, the cast isn't too much to blame for the general soggyness—tho Hume Cronyn, saddled with the broad burlesque of the district attorney, played the obvious role as obviously as it could possibly be played. The lines are so flat that the authors must have written them with a steamroller, but Mr. Cronyn does nothing to inflate them. Fay Wray, as the fallen movie queen, is the loveliest thing seen behind the footlights in many seasons, but she over-hypes most of her lines, reading them as tho she were wondering whether to give an imitation of Mrs. Siddons playing Lady Macbeth. Betty Furness, who has most of the few good lines, does a terrific job with them and again indicates that the screen's loss was a great gain to the stage. Harry Gribbon struggles bravely with the stupid lines of a burlesqued police commissioner; Ray Mayer is amusing as a cheerful stagehand, and other good jobs are done by Richard Barbee, Florenz Ames, E. J. Ballantine, Ann Evers, Judson Laire, Mitzi Hajos, Oscar Polk, Barry Sullivan and a number of the others. The cast is so large, tho, that that still leaves plenty of room for less fortunate performances.

Incidentally, this corner probably deserves some sort of medal for superhuman restraint. Not once in the course of the review did I mention the names of Messrs. Olsen and Johnson or refer to Mr. Big as a *Hellzapoppin* without music. In any case, it's not only *Hellzapoppin's* music that Mr. Big lacks.

GUILD

Beginning Thursday Evening, October 2, 1941

AH, WILDERNESS!

(Revival)

A play by Eugene O'Neill. Directed by Eva Le Gallienne. Settings designed by Watson Barratt. Presented by the Theater Guild, Inc. Settings constructed by Martin Turner and painted by Kaj Velden Studios. Press agent, Joseph Heidt.

- Nat Miller Harry Carey
- Essie Ann Shoemaker
- Arthur Victor Chapin
- Richard William Prince
- Mildred Virginia Kaye
- Tommy Tommy Lewis
- Sid Davis Tom Tully
- Lily Miller Enid Markey
- David McComber Hale Norcross
- Muriel McComber Dorothy Littlejohn
- Wint Selby Walter Craig
- Belle Dennie Moore
- Nora Philippa Bevans
- Bartender Zachary Scott
- Salesman Edmund Dorsay

ACT I—Scene 1: Sitting Room of the Miller Home in a Large Small-Town in Connecticut. Early Morning, July 4, 1906. Scene 2: Dining Room of the Miller Home. Evening of the Same Day. ACT II—Scene 1: Back Room of a Bar in a Small Hotel. Ten o'Clock the Same Night. Scene 2: The Miller Sitting Room. Later the Same Night. ACT III—Scene 1: The Miller Sitting Room. About 1 o'Clock the Following Afternoon. Scene 2: A Strip of Beach on the Harbor. About 9 o'Clock That Night. Scene 3: The Miller Sitting Room. About 10 o'Clock the Same Night.

It's wrong to look a gift play in the script; but, tho the Theater Guild's revival series of modern plays and classics is something for which this corner has pleaded for many years, it was hard to suppress a feeling of disappointment when it was announced that the first item would be Eugene O'Neill's *Ah, Wilderness! Ah, Wilderness!*, it's true, was by long odds the most promising play of the later O'Neill, hinting as it did that he might again achieve the acute observation, deep sympathy and freedom from self-consciously artistic abracadabra that marked his earliest efforts; but it seemed in retrospect a rather dull item, a sort of "skidding" for the carriage trade.

I'm still not sure that it's not. But as it's being played by Harry Carey these nights at the Guild Theater it displays deep and tender qualities that couldn't even be suspected when it was originally manhandled by George M. Cohan. It's occasionally cheap and sleazy; it shows frequent wall-motto tendencies that are distressingly reminiscent of Edgar A. Guest; and it sometimes descends to pretty obvious burlesque. But Mr. Carey, with the luminously understanding, quietly beautiful performance he gives in it, manages to hide most of the weak points and bring out all of the best. He's doing a superlatively fine job.

Ah, Wilderness!, incidentally, opened at the Guild Thursday night and will remain for four weeks only, then taking to the road. The other items in the revival will follow a similar pattern. If New York theatergoers have any sense,

tho, they'll storm in to see Mr. Carey's performance in such numbers that the Guild will have to bring the show back after it's thru on the road.

The story is too well known to need retelling, particularly since it was seen in a widely heralded screen version in which it received the somewhat painful ministrations of Lionel Barrymore and Wallace Beery. Chiefly, it deals with the relations of Nat and Dick Miller, father and son, small-town Americans at the turn of the century, as Nat tries to steer Dick thru the pitfalls of puppy love. Dick goes out on a pitifully abortive little binge when he thinks his sweetheart doesn't love him, and Nat, as a result, has to talk to him concerning the facts of life. This is a task more embarrassing to Nat than it is to Dick—but the lad's made of good stuff, despite a liking for dreadful writers like Swinburne and Wilde, and Nat and his wife can go securely upstairs at the final curtain, leaving Dick sitting in the moonlight to dream of his own true love.

O'Neill has observed his remembered materials nostalgically yet acutely, with sympathy, tenderness and humor. It is a sprawling play that ranges from heights to distressing depths; yet, with Mr. Carey bringing out the best that's in it, it frequently creates lovely effects and ends on a quiet note of calm yet poignant beauty. There was no need to look the gift play in the script, after all.

Eva Le Gallienne, director of the entire series, has staged this first item excellently for the most part. During the more prosaic sections at the start she flounders a bit, allowing obvious playing in the minor roles and a general lackadaisicality in the staging. Later, with deft and unobtrusive touches, she builds the prevailing mood, does a fine job of hiding the weaknesses of the script, and splendidly achieves her effects.

The cast is extremely spotty, ranging from the altogether beautiful playing of Mr. Carey as Nat to the ridiculously obvious and stilted readings of Victor Chapin as the elder Miller son. Aply seconding Mr. Carey is Tom Tully, who does a marvelous job as Sid, the lush brother-in-law, a better and more rounded performance than that given by Gene Lockhart in the original. Excellent work is also done by Ann Shoemaker as Mrs. Miller, a finely detailed and altogether right performance; and good jobs in smaller roles are offered by Enid Markey, young Tommy Lewis, Dorothy Littlejohn and Edmund Dorsay. William Prince, as Dick, is faced with an extremely difficult role and never manages to make it really effective. He vacillates for the most part between a maturity that the role doesn't have and a youthfulness that's annoyingly coy.

But, thanks to Mr. Carey in particular, *Ah, Wilderness!* emerges as a far better play than I'd remembered its being when Mr. Cohan played the lead. Which, in itself, illustrates one great advantage of a revival series, the advantage of comparing performances and finding unsuspected values in a script. Revivals represent the true theater; they've marked the theater's highest eras thruout the history of the stage. Many, many thanks to the Guild for undertaking the series.

DALY'S

Beginning Monday Evening, September 29, 1941

GHOST FOR SALE

A play by Ronald Jeans. Staged by Ilya Motyleff. Setting designed and built by Cleon Throckmorton. Company manager, Carl Abraham. Press agent, J. D. Proctor. Assistant press agent, Eud Kramer. Stage manager, James Hylan. Assistant stage managers, Seymour Milbert and Ira Skutch. Presented by Alex Cohen.

Martin Tracey Evan Thomas
Pope Jack Lynds
Eleanor Tracey Mary Heberden
Geoffrey Tracey Leon Janney
Sir Gilbert Tracey Austin Fairman
Judy Ruth Gilbert
Fluff (Lady Tracey) Elsie Mackie
Pleasant Ambleton Judy Blake
Basil Pennycook Guy Tano
Hermione Proudfoot Sara Fanelle
Mr. Blow Martin Balsam

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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.

Mr. Whiteside Ronald Alexander
Mr. Quale Anthony Kent
Mr. Wilberforce Steve Colton

The Action Takes Place in the Library of Tracey Manor, Hertfordshire, England.

ACT I—Scene 1: Seven P.M. An Evening in Late Spring. Scene 2: One Hour Later. ACT II—Scene 1: Morning, Some Days Later. Scene 2: Following Evening, Ten Thirty P.M. ACT III—Scene 1: A Week Later, Morning. Scene 2: Twelve Days After the Previous Act. Eleven Forty-Five A.M.

Posters proclaiming that at last New York was to have a permanent stock company of its own heralded the arrival of Ronald Jeans's *Ghost for Sale* at the ancient Daly's Theater up on 63d Street Monday night, with *Ghost for Sale* being said stock company's first production. It is to be suspected, however, that the posters were somewhat premature, for Alex Cohen, producer of the venture, indicated that if the first show were unsuccessful there would be no more. *Ghost for Sale* should serve very nicely as a signpost to oblivion.

Just what possessed Mr. Cohen to start off a stock company with a new play is a question; but an even graver question concerns what possessed him to start off with this particular new play. It's a would-be thriller about a couple of brothers each of whom wants to own the ancestral mansion. Martin, the one who owns it, has been excavating in hidden passages and such and doesn't want to sell, but is forced to because he's a writer and therefore in debt. Gilbert, the other, buys it—and buys a very unconvincing curse along with it. It seems that some sort of doom is to befall the current owner about 10 days from date of purchase, a fate that is discovered when a panel slides up and a bunch of clothes, a clock and a note fall out of the cavity. So Gilbert in turn tries to sell, and just in the nick of time he succeeds. And then it's discovered—but the program at Daly's rather wistfully urges that the denouement be kept secret "in order that your friends may enjoy the play."

I'm afraid it would take more stringent measures than that to make any friends of mine enjoy it. Concealing the entire play along with the denouement would probably be the best method.

For no synopsis can possibly convey the odoriferous qualities of Mr. Jeans's dialog or the moronic naivete of his plotting. And certainly no synopsis can in any way suggest the utterly indescribable qualities of Ilya Motyleff's direction. It was generally claimed by those who saw it that Edward Byron's direction of *The Distant City* was the worst in the known world; but I'll give Mr. Byron all the odds he wants (even a worse play than *Ghost for Sale*, if such is possible) and still back Dr. Motyleff against him. It's impossible for anyone who hasn't seen it to imagine the shambles that Dr. Motyleff can make of a stage.

And even the play and the staging can hardly excuse the performances of most of the cast, highlighted by the stuttering and indescribably slipshod job offered by Evan Thomas as Martin. On the more pleasant side was Leon Janney, who was as inoffensive as possible in an offensively ridiculous role; Austin Fairman, who at least offered a professional performance as Gilbert, and Ruth Gilbert, an extraordinarily lovely lass, as a soppy ingenue. Miss Gilbert was thrown by an English accent (or vice versa), but she did a good job under the circumstances—and it's a matter for wonder that she's hasn't been picked up for films long ago. Some of the others were a good deal less fortunate, including Judy Blake, who (as the program didn't have to inform us) was making her debut; Mary Heberden, Elsie Mackie and others. There was also a group of strange people in minor roles (including a lass named Sara Fanelle, in whose reality I still don't believe), who were described as the permanent company. "Permanent" seems a monumental overstatement.

The general devastation extended even

to the ushers, who steadfastly refused to seat patrons in the correct pews, even after repeated complaints. The only cheerful notes of the evening, in fact, are the house signs carrying the name of the play, which represents a slight financial saving for the management. Next week the word "Ghost" can be changed to "Scenery."

Jooss Ballet Offers Second Fine Program

NEW YORK, Oct. 4.—The Jooss Ballet, that superlative group of dancer-actors, went on to its second program at Maxine Elliott's Theater last Thursday, continuing the fine standard set by its opening bill and introducing the first novelty of the season. This was *A Spring Tale*, a prince-and-princess fairy-legend that took four brief acts in the telling. Set richly with humor, catching to perfection the gay, charming and fantastic spirit of its milieu, it is a thoroughly enjoyable piece, perhaps not so effective as *The Seven Heroes* but still entirely captivating. And it is superbly danced by the company, with special honors going to Hans Zullig, who does beautiful work as the prince; Ulla Soederbaum, the most ethereal princess ever to skim over mundane boards, and Henry Schwarz, who offers an intriguingly humorous dance-portrayal as a mischievous and rather pitifully frustrated bogey man. All of the dancers, however, are excellent—Bunty Slack, as a preposterously pompous court mistress of ceremonies; Elsa Kahl, as the queen; Lucas Hovinga, as the wonderous hermit who fixes everything; Richard G. Wyatt, as a butler who looks suspiciously like a tomato, and all the rest.

There is much charming humor in the piece—and at times, as when the men go out in quest of the princess, the choreography completely achieves the heart-catching, breath-taking lift of a child's imagination. And, thanks to the Jooss insistence upon dramatic as well as choreographic values, the piece never looks down from an adult's viewpoint upon its material; it should be as delightful for children as it is for grown-ups. As a matter of fact, the Jooss group should really combine *A Spring Tale* and *The Seven Heroes* on a Saturday afternoon bill for children. The kids would love it—and it would go a long way toward doing away with the idea, inculcated early in so many youngsters, that ballet is esoteric and boring.

The second half of the program is *The Prodigal Son* in a new choreographic setting—and a tremendously effective one. Here the group's sure knowledge of drama is used powerfully, and the work of the dancers exerts, as a result, a tremendous emotional pull. Retaining simple and clear outlines, the dance takes its protagonist from his home to a meeting with a mysterious stranger who leads him to the heights and then throws him down—and his return to home in the last scene is amazingly poignant and touching. Rolf Alexander does excellent work as the son, but even he is overshadowed by the splendid dancing of Jack Gansert as the Stranger and the compelling, emotional, tenderly sympathetic portrayal of Elsa Kahl as the mother—a magnificent performance.

The following bills will include the works already performed this season, plus a number of others, including one with choreography by Agnes De Mille which will be the first American work to be performed by the troupe.

Eugene Burr.

Cornell 59C in Prov.

PROVIDENCE, Oct. 4.—Katharine Cornell in *The Doctor's Dilemma*, playing one-night stand at Metropolitan here October 1, grossed \$5,900 on the one performance. This business, following big gross chalked up for Al Jolson's show September 22, seems to prove Providence a profitable stopover for any worthwhile attraction on road this season.

Bridgeport Wants Shows

BRIDGEPORT, Conn., Oct. 4.—With only three shows booked in so far for the season, Klein Memorial, municipally operated 1,500-seat auditorium here, will welcome all kinds of legitimate shows, according to Al Shea, who is managing the spot. Altho *Arsenic and Old Lace* is not due in until November 13, the entire balcony and most of the orchestra are already sold out. Shea stated that he is willing to book attractions in for from one to four days, but he can't get shows.

Heavy Shreveport Entertainment Sked

SHREVEPORT, La., Oct. 4.—Stage plays, concerts and other amusements have been booked in unusual number for Shreveport this season, including the following:

By Arthur Cunningham: *Arsenic and Old Lace*, *Blossom Time*, *There Shall Be No Night*, *Student Prince*, *Hellzapoppin*, *Hold On to Your Hats*, *Boys and Girls Together*, *Ziegfeld Follies*, *Macbeth*, *My Sister Eileen*, *The Corn Is Green*, *The Doctor's Dilemma*, San Carlos Opera Company and *Watch on the Rhine*. All these will be in the Municipal Auditorium.

By Community Concerts Association: Don Cossack Chorus, James Melton, Philadelphia Orchestra, Josef Hofmann.

By Optimist Club: Dr. Harlan Tarbell, mystery scientist; Dr. Richard Alfaro, ex-president of Panama; Admiral Yates Sterling Jr.

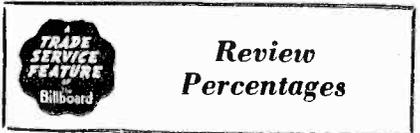
By Woman's Department Club: Bertita Harding, lecture; *Life With Father*, Alice Duer Miller, lecture; the Barrero Trio, Mortimer J. Adler, lecture.

By White & Woods: Marian Anderson, Nelson Eddy.

Creighton Allen, concert pianist, New York (Shreveport boy), will appear in concert November 18.

Philly Cut-Rate for Kids

PHILADELPHIA, Oct. 4.—Walnut Street Theater, third local Shubert house, will be used to cultivate interest in legit among school youngsters. At the opening of the house last Monday (29) with *Separate Rooms*, 300 students from the Dobbins Vocational School attended at a cut-rate scale. Plan is to set off a block of seats each week for a different high school, private and vocational school in the territory. Movement is being sponsored by Assistant Principal Vosburg of the Dobbins School. Student rates were tried here for the first time last season, also at the Walnut Street, for *Life With Father*, and response was terrific.



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

"Ghost for Sale"—0%

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

"Mr. Big"—0%

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

"Best Foot Forward"—78%

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

"Ah, Wilderness!"—100%

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

Southern Clubs Reopening for The Fall Season

NEW ORLEANS, Oct. 4.—Alonzo Patterson, operator of the French Casino, and an employee were charged in criminal district court Tuesday with operating a disorderly show by permitting nudes. Four entertainers were taken for a jail ride along with Patterson. Bonds were placed on all at \$500.

BILOXI, Miss., Oct. 4.—Roy P. Roper, steward at Hotel Buena Vista since 1938, has been promoted to assistant manager and in charge of the club's Deck, night spot. David Sager becomes new general assistant manager and George Sturm continues as promotion manager and manager of the White House, second beach hotel.

HOUSTON, Tex., Oct. 4.—Abe Weinstein and Pappy Dolson, owners of Abe & Pappy's night club here, reopened for 1941-42 season Thursday (2) with Don Percell and 11-piece orchestra and all-sepia show headed by the Three Jokers, dance trio, and Little Mamma, vocalist. Admission, 44 cents weekdays and 72 cents Saturdays and holidays.

They opened their Fort Worth Abe & Pappy's club last week with largest opening day patronage in history of partnership. Al Andrews is manager of the local spot.

LITTLE ROCK, Ark., Oct. 4.—The new Hilltop night club, replacing the original burned last August 11, reopened tonight (27) with Harris Owen and orchestra. Mr. and Mrs. E. R. Summers, operators, announce orchestra and floorshow for week-ends but automatic music machine on weekdays. With a capacity of 700, new dance floor is 40x75 feet.

Hammond Denial On Rio Novachordist

NEW YORK, Oct. 4.—P. H. Congdon, manager of the Hammond Organ offices, denies they recommended Connie Loyce Gentry as an accomplished novachordist to George Colston, who booked her at the Casino Urca at Rio de Janeiro. Congdon said that his office supplied a list of Hammond organists to Colston, but made no recommendations. He also said that Miss Gentry was given several lessons on the novachord prior to her sailing to South America, as she was not familiar with the novachord, altho she could play the organ.

Miss Gentry was canceled during the first week of her engagement at the Urca, and a settlement, stated to be around \$500, was given her. The booking was made by Colston, of the dance team of George and Arleen Colston, thru his South American representative, Francisco De Souza. Souza previously was represented by Herman Fialkoff here, who booked Colston into Rio.

Models Open Copley; Name Policy Later?

BOSTON, Oct. 4.—New Oval Room at the Copley-Plaza Hotel here had a fashion show supplied by Abercrombie & Fitch Company, of New York, as opening show, but may begin using name acts within the next few months. Fuby Newman, society orchestra fave, is in on an indefinite booking.

Gluck in Ballroom Tie

BUFFALO, Oct. 4.—Wally Gluck, local talent agent, is moving into the Esquire Ballroom, where Harold Austin, local ballroom operator, band booker and band leader, is featuring his own band four times weekly.

Gluck will also produce lines. Connie Garner, veteran in the line production field, will collaborate with Gluck in assembling specialty lines and also run a dance studio, assisted by Peggy Crandall.

Atlanta Spot Set

ATLANTA, Oct. 4.—Manager Juddie Johnson of the Henry Grady Hotel's Paradise Room has returned from New York. The season opened September 15 with *A Day at the Circus* as the feature. Gene Austin came in for a return Friday.

End of Casting Couches!

PHILADELPHIA, Oct. 4.—State Department of Labor and Industry, regulating the licensing and operations of all agents, has sent out notice to all the agents ordering that all couches and divans be removed from their offices.

Looks like the end of the old gag about "casting couches."

England Seeks U. S. Names To Hyp Army Camps and Factories

LONDON, Sept. 27.—The already over-taxed personnel requirements for vaude will be still harder pressed with pending reopenings. On September 29 the Phoenix Theater in Charing Cross Road, which so far has not enjoyed a particularly distinguished career, will inaugurate twice-daily revues and roadshows at pop prices.

Metropolitan Music Halls, Ltd., is to reopen Croydon Empire and Ilford Hippodrome, outer-London houses, with vaude and revues. Rotherhithe Hippodrome, favored by foreign seamen, is to forsake films for vaude again.

Entertainments National Service Association is seeking American stars to tour British military camps and munition works on lines similar to that of Gracie Fields' recent run.

Vic Oliver not being available, Tommy Trinder will co-star with Bebe Daniels and Ben Lyon in George Black's stage version of radio feature, *Hi Gang*, scheduled for London Palladium in November.

Marguery To Open; Others Set in Phila

PHILADELPHIA, Oct. 4.—Hotel Adelphia will resume its Cafe Marguery, dark the past two years. Hotel has started tearing down the dark room preparatory to a redecorating job.

Hotel Philadelphia resumed Thursday (2) with Vincent Duke and Vincent Rizzo bands. Charles Josephs and Marty Verbit readying the Westbury Hotel's grill room for a supper club.

Venice Grill reopened last week with Joe Altee, Marion Melrose, Conchita and Antonia, Louis Di Nunzio band. Dave Mitchell has taken over the Green Bar and reopens it as Mitchell's Bar.

In the nabe zones Al Brown resumes at his Point Cafe with Hattie Chew, Billie Cheers, Pudding Wingfield, Princess Zanda, Irene Bottle, Pinky Roberts and Jimmie Tisdale's tooters. Sciolla's Cafe gets going with Eddie Schwartz, Lillian Russell, Jimmie Holmes and Gert Taylor's band. Johnny Cahill heads the show at Moriarity's Grill, with George Altmiller's music.

Detroit Cafe Owners' Ass'n Elects Heads

DETROIT, Oct. 4.—Detroit's new Metropolitan Cabaret Owners' Association took permanent shape last week with election of Richard S. (Ike) Thomas, of Corktown Tavern, president; Lowell Bernhardt, Club Casanova, vice-president, and Joseph Cousins, 41 Club, secretary-treasurer.

Directors are Ken Roberts, Ken Roberts' Bar; Verne Giles, Verne's; Harley Nance, Studio Club; Herman Fischer, Fischer's Cafe; Les Backer, Par Four Club, and Eddy Shepherd, Stevadora Club.

AGVA-Musicians in Trial Tie in Minn.

MINNEAPOLIS, Oct. 4.—In action similar to that taken by the Minneapolis musicians' union, St. Paul musicians' local voted to co-operate with Twin Cities Local 3 of American Guild of Variety Artists by refusing to play club dates with non-AGVA acts, Ted Brown Alch, AGVA business agent, says. Agreements with both Minneapolis and St. Paul musicians is for 30-day trial period.

Alch is negotiating with New Gayety Theater, where week-end vaude is presented. Alch says the only way the theater will be permitted to use amateur acts is by advertising performance as strictly amateur, with prizes awarded to winner.

N. Y. Agents Placing Much Talent For Florida New Season, But Many Spots Booking Direct or Locally

NEW YORK, Oct. 4.—Florida night clubs have been enjoying their best summer in years, and the forthcoming winter openings and the attendant rise in cafe employment there are causing New York agents to plan a wholesale trek to Florida resorts.

George E. Wood, who sets the talent for the Esquire, Royal Palm and the Frolics Club, the latter having been set to open the first week in November, will leave in a few weeks to spend the entire season in Florida.

William Kent, booker of Ben Marden's Riviera here, is also set to depart after the shuttering of the Riviera next month. Kent will line up the shows for the Dempsey-Vanderbilt, Miami Beach. Miles Ingalls is also preparing for a Florida stay to book the Whitehall, Palm Beach, and other spots.

Lou Weiss has already set the show for the Five o'Clock Club, Miami, which opens October 30. The first show will include Danny Drayson, Richard and Carlson, Maralynn Stewart and a rumba band. Harry Kilby, of General Amusement Corporation, and Al Wilson are among other bookers planning a New York exit.

Much of the Florida activity was set off by a visit to New York by Lou Walters, Boston nitery op, who is opening the Casanova Club, Miami, which formerly operated as the Rhumba Casino. Emile Boreo is set to emcee the opening show December 27.

The William Morris office, which had Paul Small going down annually to knock off the bulk of the name bookings there, is in a betwixt-and-between position, having an agreement with Wood stating that Wood can get names from the Morris office without going thru its cafe department. The pact with Wood was made because of Wood's animosity toward the WM cafe department.

Marden plans to reopen his Colonial Inn, Hollywood, Fla., for its second sea-

Sally Rand, Booker Tangled With AGVA

NEW YORK, Oct. 4.—As a result of her walking thru a picket line and appearing at the Lookout House, Covington, Ky., while it was on the union's unfair list, Sally Rand was placed on the unfair list of the American Guild of Variety Artists, which is attempting to bar her appearance at Fay's Theater, Philadelphia, starting Thursday (9).

A hurried conference between Miles Ingalls, Rand's agent; Sam Steifel, operator of the Fay's; Gerald Griffin, executive of AGVA, and Morton Downey, president of AGVA, is to be held tomorrow in AGVA offices in New York to attempt to "straighten out Sally Rand" or prevent her from appearing.

Griffin claims AGVA wired her in Cincinnati before her scheduled opening that the Lookout was on the unfair list and that she wouldn't be permitted to play. According to Griffin, Miss Rand thereupon allegedly abused Cincy AGVA officers with "some choice language" and is playing the spot anyway. Lookout House was removed from the unfair list last week, when Jimmy Brink, owner, signed with AGVA.

Griffin told Ingalls, who gave up a golf date to be present at the Sunday conference, that if the Rand situation weren't adjusted, and if she didn't apologize to the Cincy officers, his AGVA franchise would be revoked.

CINCINNATI, Oct. 4.—Jimmy Brink, manager of the Lookout House, Covington, Ky., signed Monday (29) with the New York AGVA office after the latter office had previously nullified a verbal agreement made between Brink and Bob Edwards, secretary of the local AGVA office. Difficulty was over the pay for the line girls, and it is reported here that the written agreement made thru the New York AGVA is virtually the same as the verbal agreement made previously by the local office.

Edwards stated that those acts that opened at Lookout House while the spot was on the union's unfair list are liable to a \$500 fine and a six-month suspension or both. Acts involved are Sally Rand, the Singing Texans and Lionel Kay and Kathleen.

son in November or December, again using names.

MIAMI, Oct. 4.—Miami is preparing for its biggest season. Tobacco Road, a new spot, opens October 9, a Louis Cohen enterprise, with Charlie Oeffler as manager. It will be a swank spot using names. Charles Bolero is supervising the bookings at the club. Cohen's clubs include the Mayfair and El Bolero. Cohen will most likely be the top buyer of talent in Miami this winter. Current at the Mayfair is Nan Blackstone, Gene Austin, Tubby Rives, Wally Johl, Eddie Laughinghouse and Joe Martin.

The Royal Palm and Esquire stayed closed all summer, but the Bali stayed open. Acts are booked from New York thru Sammy Collins. Wingy Grobers' Bali, swank spot, has Lorraine DeWood and Denice and Demar.

Jimmie Cornick has commissioned Sid White, of the Southern Theatrical Agency, to line up top acts for this coming season at Jimmie's on the Trail. Acros, jugglers and circus acts may be used.

Sky Club, under management of Joe Raggazzo, is booked by Al Dash, Interstate Theatrical Agency.

Reopening for the season this month is the Teepee Club, which opened last season for the first time. Bill Peck will book.

Don Lanning and his wife, Roberta Sherwood, operating Don Lanning's, have Sid White booking.

When alterations are completed Jeff's Club will reopen with important talent. Ken Burgher, p. a., says Sid White will book.

The Two Bit Club, with Ray Henderson as manager, is lining up a fall show to emphasize girl singers and comics with the accent on corn.

Old-time vaude artists are favored by Morris Zissen, Zissen's Bowery. Paddy O'Brien, Porky Dean, Tiny Kingsmore and Frank Casey are a few of the old-timers in the show.

Three pic houses here buy talent, the Strand, the Rosetta and the Olympia. Al Weiss, manager of the Olympia, books thru Harry Kalcheim, of New York, but keeps his eyes open for suitable acts playing local niteries. The other two theaters book locally.

Across the bay in Miami Beach, top spots are Jack Dempsey's, Kitty Davis's and Wit's End and Bill Jordan's Bar of Music. The Dempsey show is booked by Bill Kent, of New York. Charlie Hoover, manager of Kitty Davis's, books direct or thru agents. The Wit's End books direct and so does Henry Neyle, manager of Bill Jordan's.

Jack Wright, Hawaiian guitarist formerly with William H. Aldrich and the Royal Hawaiians at the Steel Pier, Atlantic City, has opened a Miami spot featuring Hal Durnell, guitarist. Club will be known as Jack Wright's Little Grass Shack and will offer Hawaiian entertainment. Will be the only authentic Hawaiian club in Miami.

Columbus Spots Resuming Talent

COLUMBUS, O., Oct. 4.—Two hotel spots, shuttered most of the summer, have reopened. New Ionian Room, Hotel Deshler-Wallick, bowed for the fall season September 22 with Hal Leonard and orchestra.

Century Room, Neil House, resumed September 25, with Henry Cincione and orchestra along with Glover and La Mae. Club Lincoln reopened with Tiny Bradshaw's band and a floorshow.

Film Names Click In Detroit Club

DETROIT, Oct. 4.—First week of names at Herman (Turk) Trujam's Club Trocadero, booked by the Bryden office, drew 1,120 more people than any previous week. Show billed Lya Lys, Michael Whalen and Isabel Jewell, who doubled from the Colonial Theater. Biggest jump was on Saturday night, when attendance more than doubled—from a 317 record under the old policy to 773.

Chez Paree, Chicago

Talent policy: Production floorshows at 8:30, 11:30, 1:30; show and dance band; rumba relief band. **Management:** Mike Fritzel and Joe Jacobson, managers; Bob Curley, publicity; Fred Evans, producer, assisted by Florence Baker; music by Gene Lucas; costumes by Francis Pallister; lights by George Mandel. **Prices:** \$3 minimum week-nights; \$3.50 Saturdays and holidays.

A balanced show, topped by Joe E. Lewis, with Olga Coelho, Franklyn D'Amore, Olsen and Shirley, Alice Kavan and the Adorables (16) in support. Lewis is an old favorite in these environs and his brand of comedy is made to order for night clubs. His current set of comedy songs includes both oldies and a couple of new ones and, surprisingly enough, the clean ones were best. That should be a tip-off that filth is not essential so long as the clean fare is strong.

Fred Evans turned in a good production job, using the girls in numbers they can execute without undue exertion. The dinner show sees them in a nostalgic Southern pattern paraded to *Is It True What They Say About Dixie?* return for a Viennese waltz, featuring Margo Wilson from the line, and close with an Indian number in which Walter Camryn in grotesque make-up interprets a dagger dance.

Alice Kavan, tall, stately blonde dressed in a striking musical comedy radium-treated matador costume, follows the opening line number with a hard cape routine, featuring good, fast turns. A flashy specialty.

Franklyn D'Amore and the unbilled femme repeat their novelty acro act

familiar to vaude patrons and go over nicely. The handicap of some floor tricks and low ceiling is brief and the better feats are seen to good advantage. The chair bit is performed on a platform and looks good at close range.

Olga Coelho, guitar-playing South American singer, did not use the proper tunes for a nitery of this caliber, but once she straightens this out she should build a following among local patrons. She has a charming, sincere personality and a beautiful lyric soprano voice which is refreshing to the ears. Most of her Brazilian songs in the opening show had little appeal locally.

Olsen and Shirley went big with their acrobatic dance numbers. This boy-and-girl team looks well and works with youthful enthusiasm. Their acro tricks are 'way above the run-of-the-mill stuff.

Lou Breese and his band are back for another 11-week engagement. Breese is a capable show leader. Barry Warren handles the vocals and is also spotted in the Indian production finale with *Indian Summer*. Bobby Ramos's rumba outfit is the alternating bandstand attraction.

Sam Honigberg.

Ben Marden's Riviera, Fort Lee, N. J.

Talent policy: Show and dance band; Latin relief band; production floorshow at 8, 12 and 2 a.m.; staged by Chester Hale, costumes designed by Booth and executed by Madame Bertha; booked by

Night Club Reviews

Bill Kent; Michel Pavloff, stage manager. Management: Ben Marden, operator; Carl Erbe, press agent; Coleman Jacoby, assistant. **Prices:** Minimum, \$3.50 weekdays, \$4 Saturdays and holidays.

Ben Marden's lush nitery across the George Washington Bridge, bearing the closest resemblance hereabouts to the Hollywood version of a night-club setting, is remaining open for the autumn season for the first time in years.

New show, however, brings an autumn chill from a standpoint of spotting, presentation and material. A place like Marden's should have only the best, which it has, but the slight point of bringing out the best in the performers and production and the hiring of a good, punchy comedian have been overlooked.

Holdovers are headliner Harry Richman and ballerina Carol King, with Frances Faye, the Los Hermanos Williams Trio and Gene Sheldon new. Richman, an able cafe box-office attraction from way back, punches hard and strong with his song delivery, but his dialog comedy material is puerile, dirty without being clever and unworthy of a class performer. His songs are *You're a Lucky Fellow, Mr. Smith; I Can't Give You Anything But Love, Baby*, and *There Goes That Song Again*. His so-called concert, tho, is filled with old gags and washroom high-school limericks.

Carol King, a lovely ballet dancer, provides beautiful toe and body work in a single routine to *Tales of the Vienna Woods*. Gene Sheldon, assisted by his wife, Jean Fisher, comes on as the first act after the opening production number, badly spotted. House was cold when he came on. He managed to warm the crowd, but not as much as his act merits. Sheldon is a funny fellow, strictly sight. Gets his best laughs while his wife is apologizing for his behavior and sewing his fingers together with an imaginary needle and thread.

Frances Faye has shelved a lot of tonnage and opens with a song kidding herself. She has dropped her blue material and comedy song patter. Her blue stuff is not missed, but her impertinent dialog is. Sang *Love for Sale; Yes, Indeed*, and used Pancho (the band leader) as her stooge for a funny song about her ex-husband which drew some healthy belly-laughs. She should stick in the hot groove, tho.

A complete show-stopper is the Hermanos Williams trio, composed of a gal singer and a pair of acrobatic tango dancers who work with neat skill. Pair do their work to the girl's singing, employing slow and fast turns in tango time to loud applause. A beautiful act for any class spot.

Pancho does an excellent job backing up the show and is responsible for superb dance rhythms. Fausto Curbelo band takes over the Latin end very satisfactorily. Food and service the best.

Sol Zatt.

Band Box, Hollywood

Talent policy: Floorshows continuously. **Management:** Pete and Billy Snyder; publicity by Charlotte Rogers. **Prices:** Drinks from 50 cents; dinner, \$1.50; no cover; \$1 minimum.

Established four years ago, this club is known as the "Biggest Little Madhouse in Hollywood." It features informal entertainment.

Show opened with Raftone Sisters and Gaye, two girls with accordions and Gaye with guitar. Gaye sings a few cowboy tunes and the girls do a couple of numbers, one of them in Jewish. Click.

Patricia Paige, a smooth-looking singer, vocals *You and I* and *Daddy*. Girl handles her numbers well and knows how to sell.

Billy Snyder, one of the bosses, was on for parodies on *Miss Otis Regrets*, followed by *While a Cigarette Was Burning*. Snyder has a following for his parodies, and went solid with his audience.

Morey Amsterdam, featured, did a swell job keeping the crowd entertained, but was not up to his standard. The crowd didn't warm up to him. A heckler put some punch into the program, and Amsterdam handled him well.

Marjorie Lande did *Taking a Chance on Love* and *Why Don't We Do This More Often?*, encoring with *That's How I Got My Start*. Miss Lande is solid on ballads.

Billy Lankin, pianist who also plays during intermission, does a sweet job at the spinet and went to town on *Piano Concerto*.

Sam Abbott.

Chez Paree, Denver

Talent policy: Dance and show band; floorshows at 11 p.m. and 2 a.m. **Management:** Tom Romolo, manager; Marv Norris, host. **Prices:** A la carte.

Having held up strongly thruout the summer, the town's top nitery is now drawing capacity crowds nightly. Bert Hardcastle and his five-piece combo, going into their sixth month, still capably handling show and dance chores. Hardcastle has taken over emcee duties of late, handling the show well in a straight manner.

Helen Kaye, another holdover, opens the show with *Mr. Paganini* and follows with *Jim*. Gal has plenty of power and, with her ability to vary her presentation in accord with the type of number, is a solid sell. Clark, male member of the terpsit team of Clark and Van, holds the house with his inebriate impersonation. The lad not only displays clever footwork, but his grimaces and gestures and chatter draw steady laughs.

Cliff Arvin, "Master of Marionettes," in a presentation different from anything the club has ever offered, is a show-stopper. Works with dolls about three feet in size, his manipulations being as smooth as tho he were working with a live partner. Offered three routines, *Jitterbug Clown*, *Beautiful Countess* and *Sonja the Ice Skating Queen*. Clark and Van close with a hillbilly routine that displays some fast dances and is an especially good laugh-getter in its knockabout sequences.

Herb Trackman.

Jimmie's on the Trail, Miami

Talent policy: Show and dance band; rumba relief band; shows at 9:30, 12:30 and 2:30. **Management:** Jimmie Cornick, owner; Hal Mandel, manager; Ken Burgher, publicity; Earl Bobo, head-waiter; Sid White, booker. **Prices:** Dinner from \$1.25; drinks from 50 cents; no minimum (except Saturday \$1).

With more space, more decorative interior and the best show ever offered here, Jimmie's is off to a rousing start for the fall season. The new gold-mirrored posts alter the appearance of the floorshow from any table. In addition, the dance floor has been enlarged.

Sonny and Shirley Dall headline. A mixed novelty dance team that has outstripped everything in its class in Miami so far this year. They open with a *Rhumbogogie* satire that's fast, novel and clever. Their idea of a Georgia swamp-land shimmie, done in appropriate costume to the tune of *Tuxedo Junction*, was a sockeroo. The Royal Rockets, trio of adept roller skaters, whirl thru the air with ease and daring. Booked from the Airliner, they go to the Olympia Theater next. Miami could use more acts like them.

Munro and Adams, mixed juggling team, juggles lamps, chairs, cups, tambourines and tennis balls. Received with well-deserved applause.

Barrie and Brenda, acro team, do difficult balancing and handspings. Okay. Bobby Rollins, likable emcee, brought down the house singing *There Will Always Be an England*, requested by a large party of British fliers. A delightful tenor, his *Ride, Tenderfoot, Ride* is his best.

The dance band of Les Robins (7) and the relief rumba band of Alberto (4) provide continuous music. The room holds 400 and was jammed opening night, also the club's seventh anniversary.

Harry B. Kind.

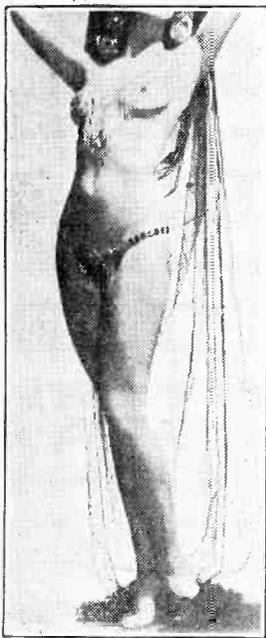
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Talent policy: Dance band with floorshows at 7:30 and 11:30. Management: Frank Fishburne; Jimmy Jerome, resident manager; Roy Leonard, press agent. Prices: Dinners from \$1.50; drinks from 40 cents; no cover, \$1.50 minimum.

Rhode Island at long last has a fine night club. And for this new spot Little Rhody must thank Frank Fishburne, manager of the Magnolia Casino (Boston); Sammy Eisen, orchestra leader, and Sydney Newman (and, as a silent partner, Ruby Newman). They have chipped in a lusty bank roll to transform the old Stork Club into a spot which for beauty of decoration, service and entertainment is equal to anything found elsewhere.

The old Stork Club, when opened by the Horowitzs a few years ago, was a pretty spot. But what William Riseman, decorator, has done with the old place is unbelievable. Blue, white and gold color scheme, lowered cloth ceiling, four giant plaster palm trees, awning umbrellas over topmost bank of tiered tables and effective lighting thruout create an atmosphere colorful and in keeping with spot's new name.

Opened September 25, it's been turn-away business since.

One night caught, place was jammed. It's swell entertainment that booker Ken Later sent in.

Rene and Maarcya Gunsett, brother-sister team, demonstrate that a dance duo can be different. They have grace, looks and originality. Do cigarette waltz, a cute apache-nice girl routine, cake walk, French doll and Maxixe. Can work in any class spot.

Virginia Gibson pleased, tho microphone failed to do her unusual type voice justice in singing *One of Those Things*, a Ray Kinney Hawaiian tune, and *I Want To Be Happy*. Encored with *I Get a Kick Out of You*.

Victor and Ruth do standard roller-skating stunts, encoring by spinning ringside customers. Using hefty fellow productive of comedy. Boy works in business suit; should dress to compare with girl's costume.

San Souci Dancers, mixed quintet, present a tangoish-rumba to open show, coming back for a Cuban voodoo which involves drum beating, hip shaking, shouting and Wild-Man-of-Borneo costumes. Novelty stuff.

Sammy Eisen fronts the band and also emcees. Had the crowd joining in community singing, which in a class night spot is an accomplishment. He has assembled a good bunch of musicians who handle sweet, hot or Latin tempos equally well. In *Chiri-Biri-Bin* Eisen gives clarinetist Ernie Bell, drummer Lou Carter and vocalist-bass Ted Phillips a chance to show their stuff. Others on stand include Billy Greene, Ray Collins, Ernie Bell, Frank Leonard, George Dell and Al Fish. Chas. A. RossKam.

2 o'Clock Club, Baltimore

Talent policy: Show and dance band; floorshows at 11 and 1:30. Management: Sol Goodman, manager; Howard Bear, publicity; Tony Phillips, booking. Prices: Dinners, a la carte; drinks from 50 cents; minimum \$1 Sundays; \$1.50 Saturdays.

With business 30 per cent ahead of last year and a bang-up show on tap, accommodations were taxed to the limit at this reviewing. After six years of continuous operation spot has gained quite a rep for topnotch floorshows accompanied by a goodly supply of humor.

Current offering, running one hour and 15 minutes, adds another notch to the established rep, with the comedy in the capable hands of emcee Happy Lewis. Lewis's quick wit and comical actions stamp him as three comedians rolled into one. His stuff is new and different, fast and furious, while he keeps the show running at the same clip and the customers in stitches. Between intros, Lewis sings a comedy number, plays the harmonica and performs a clever magic act with the aid of a phonograph. The record furnishes him with the instructions, but his amazement at being able to execute the tricks is humorous to the nth degree.

The dance team of Vince and Anita are satisfactory. This young couple stand out for their rapid, machine gun-like taps. Encore with a fast boogie-woogie routine.

Hugo Martinelli sings with powerful gusto. His easy style scores readily as he sings tunes including *Chiri Biri Bin*; *Play, Gypsy, Play*; *Pagliacci* and encores with *When My Baby Smiles at Me*.

Muriel Kretlow line of six work in three routines. Girls are lookers, nicely costumed and well trained. They execute

a snappy Scotch number, acrobatic waltz and fast tap, all done neatly.

Closing spot is reserved for Rose Marie, who has grown into quite an attractive young lady since the days when she gained wide popularity as Baby Rose Marie. Displaying a beautiful voice and pleasing personality, Rose Marie shows definite possibilities. Captured the audience completely. Sold *Baby Me, I Don't Want To Set the World on Fire and Shine* so well that she was forced into four encores, several of a clever novelty variety.

Milton Lyons and his orchestra handle the music for dancing and show in fine fashion. Phil Lehman.

Hurricane, New York

Talent policy: Dance and relief band; floorshows at 8, 12 and 2. Management: Irving Zussman, Virginia Hill and David Wolper, co-owners. Prices: Dinners from \$1.25; minimums after 10, \$1.50 and \$2.

Irving Zussman's handling of this spot belies the adage that they never come back. Since this spot reopened there hasn't been one losing night, and many nights management had to place extra tables on the dance floor.

Much of the business of the current show is attributable to Ethel Shutta, the first time that the spot has used a name performer. Miss Shutta is as smart a cafe performer as there is. Her selection of songs and salesmanship is tops. She has cut down considerably on the amount of blue numbers she invariably uses. Instead she took a duo of songs from *Pal Joey* and some pops of the day with special material added. Encored twice and could have stayed longer.

Newcomers here are Mata and Hari, a clever dance pair ribbing East Indian dances in a manner which is positively libelous to such ace concert troupes as Shan-Kar. Dancing is excellent and routines are genuinely funny. Got a big hand.

Marc Ballero makes his bow here to big local time cafe society and makes the most of his opportunity. His pacing of the show is okay and his impressions are good. He could, however, get better continuity to tie up his imitations. Also did several encores, topping it off with an impression of a Polish drunk. Went over big.

The Truly McGee line contains six lookers who can terp nicely. Dance designs are good, with the clever use of the line making up for the inadequacy of only six girls for so large a spot.

Dave Dennis band backs the show capably, with Ramoni doing the Latin rhythms during relief. Joe Cohen.

Hotel Commodore, Century Room, New York

Talent policy: Two bands and floorshow, latter presented nightly (except Monday) at 7:35 p.m. and midnight. Management: Martin Sweeney, president; Ray Doyle, publicity director. Prices: Dinner from \$2; no cover at dinner.

Fall season started here last week with one of the top band comers of the season, Vaughn Monroe, and a fast-paced floorshow backed by a line of eight young and refreshing girls, tagged the "Commadorables." The large oblong room has been redecorated a la red-white-and-blue, except for the ceiling, which was not touched.

Monroe and ork play and take part in the floor offering, which isn't outstanding but is well produced and costumed and makes for more entertainment than has been housed here in a long while. Opens with the line in a production number, headed by the singing of Martha Burnett and modernistic tapping of Bill Gary. Former is a contralto with a semi-classical style and okay pipes. Gary does a tap ballet, followed by a quick-paced set of taps and turns. Miss Burnett takes over again with *Sand in My Shoes* and *Begin the Beguine*.

Next number has Monroe singing with Miss Burnett, and the line in a waltz routine to *You Stepped Out of a Dream*. Betty and Freddy Roberts follow with their ballroom interpretations, which were cut short here to save the show from being overlong. Did a waltz and finished with a zippy paso doble. Their work is smooth, despite difficult turns, and pair makes a very debonair appearance.

Monroe precedes the finale production number, piping *I Understand*. Maestro sings in a pashy, romancy manner; not good, but commercial. Line comes on decked out in colorful Spanish regalia and tapping tambourines. Monroe pipes another song, and the Roberts do a Mexican dance for a good finisher.

Peter Rotonda and ork take care of the

Latin bugs, between sessions by the Monroe band. Service and food are excellent, and the Monroe aggregation should keep 'em coming back for more.

Harold Humphrey.

Show Box, Seattle

Talent policy: Show and dance band, three shows nightly. Management: Mike Lyons; Sammy Siegel, publicity and advertising. Prices: Beer and wine only.

Last week's best spot was the Show Box, where the familiar, haunting strains of *Rhapsody in Blue* told that the old maestro, Paul Whiteman, was holding forth for a nine-day stand. Every night has been a Whiteman crowd, willing to buy standing room and refusing to let any entertainer leave until encore after encore.

One who looks like a real comer is Murray McEachern, who relieves Whiteman with his baton waving. Murray plays violin, trumpet, clarinet, sax, bass sax and cornet, and plays each as well as the other, and that is good.

Charming of voice and beautiful to look at is Dolly Mitchell, 17-year-old vocalist who does *Peek-a-Boo to You*, a Jerome Kern melody, and then cuts loose with *Wild About Harry* and *This Little Piggie*.

Frank Hull, with a deep, whispering baritone, encored five times. Sang *Begin the Beguine*, *Dreaming Out Loud* and *When the Sun Goes Out*.

Also crowd pleasers are the red-headed Robinson twins, flashy dancers who transform folk patterns into the jitterbug idiom.

Whiteman doesn't confine his activity to furnishing a background for the entertainment. He plays melodies of his favorites and does the complete *Rhapsody in Blue*.

Held over for the fourth week is the sparkling ballroom team of Yvonne and Wayne. James Douglas.

Olson's, Chicago

Talent policy: Dance band. Management: Eric Olson, owner and manager. Prices: Dinner from \$1; no cover or minimum.

A thriving off-the-highway restaurant on the outskirts of the West Side which in the last four years has mushroomed from a barbecue stand into an establishment that seats 700 patrons indoors and another 1,000 on the surrounding lawn during the summer. Operator Olson has been increasing his band budget steadily and now credits the success of the place to the moderate prices and good food plus timely bandstand attractions. Spot is rustic in atmosphere and boasts of a beautiful bar in one of the adjoining rooms. The weekly gross is now estimated at \$10,000.

Current feature is Fletcher Henderson, who has been drawing mobs of youngsters from the neighboring suburbs. His new band (only 10 months old) is at home whether it faces an older crowd or a flock of teen-age kids. Once he delves into his sweet rhythm library the band plays in an admirably orthodox fashion and in a style that is suitable for the smartest of hotels. In the late hours the Henderson group airs the swinger tunes, played to the delight of the j-bug clientele. Fletcher doesn't have much on the ball as a showman physically, but he makes up for it at the piano, which all but talks once his trained fingers start moving on the keyboard.

Vocals are dished out by Thelma Grison, colored songstress with a flair for ballads, and Fred Mitchell, tenor sax, who takes care of the scat songs.

A popular feature with the young dancers is the distribution of Henderson lapel pins and diplomas, awarded to the more talented couples. They were very much in demand on the night the band was caught.

Eddie Young and his orchestra, Denver outfit, follow Henderson October 14.

Sam Honigberg.

Benjamin Franklin Hotel, Garden Terrace, Philadelphia

Talent policy: Dance and show band, floorshows at 8 and 12. Management: George H. O'Neil, managing director; Ralph Temple, press agent; Music Corporation of America, booker. Prices: Dinners from \$1.75, drinks from 60 cents; minimum, \$1.50, except Friday, Saturday and holidays, \$2; no cover.

Clyde Lucas and His California Dons, who proved a spring sensation at the hostelry's dining salon, are back to

usher in the fall season at the Terrace. Versatility of the orchestra of 17, both instrumentally and vocally, makes it a highly diverting musical treat for the lush and plush environs of this class room. Moreover, with the Lucas lads equally proficient for sweet music highlighting the fiddles, rhythmic selections emphasizing the heavy but bouncy brass section of five, and the marimba band within the band for the Latin lullabies, band is designed to appeal to both diners and dancers of all ages.

Floorshow depends much on the band, and with the Lucas library rich in novelties and instrumental specialties there is much to occupy attention. The band sets a fast pace with a *Conga Rhythm* and then brings on Savina, the band's first girl singer. Gal, Latin on looks and rhythmic in slinging lyrics, pleases with *Aurora* and *Kiss the Boys Goodbye*. Solo vocals were previously handled solely by Lyn Lucas, fiddle and sax. Another vocal addition is saxophonist Teddy Martin, devoted to romantic ballads.

Band scores heavily on two specialties, *Chiapeneecas*, Mexican hat dance, and, for the finale clicker, *The Circus Came to Town*, whistling of the band boys creating a striking calliope effect. The *Singing Strings*, led by Johnny de Voogdt, embracing the two regular violins and the four sax men doubling on fiddles, scored with silky stringing for *Stardust*.

Dorothy Keller is an added specialty, pleasing on both appearances in a rhythm tap and rumba tap.

Maurie Orodenderker.

POMONA FIRE

(Continued from page 3)

erect. A \$35,000 electric substation was saved. Pomona Fire Department sent every piece of available equipment, augmented by eight State and county units.

Destruction of the building marked the second fire here. First one was in 1936 when a block of livestock barns burned. Ernest Middleton, concession superintendent, said the fire probably started accidentally in a nursery exhibit. An investigation to determine its cause is under way. Loss was partially covered by insurance, Secretary Afflerbaugh said.

EQUITY WINS

(Continued from page 3)

point was dramatically crystallized last year when Equity council fined Carol Bruce \$500 for tripling between *Louisiana Purchase*, the Hotel Waldorf-Astoria and the Ben Bernie radio program, for which she received a total of \$900 a week. Her *Purchase* salary was \$125 a week. Equity had to fine her because of charges brought by Buddy DeSilva, producer of the show.

New agreement, however, leaves a wide-open field for working actors to accept radio dates and night club work without having to seek permission and without having to part with a percentage of their outside earnings to producers.

FEDS EYE BURLY

(Continued from page 3)

Fay's Theater, Philadelphia, for three weeks at \$1,000 a week.

Mortimer S. Rosenthal, attorney for Miss Hart, wouldn't confirm or deny the FBI investigation of the burly talent combine, but said that Miss Hart had been canceled out of Fay's Theater an hour and a half after an agreement had been reached on the dates and price, because Izzy Hirst had allegedly "reached" Sam Stiefel, operator of the Fay's, and told him to lay off.

The stripper was to have opened at Fay's October 16 for a week, and for two subsequent weeks that were suitable to the theater and to Miss Hart's booking schedule. Booking was handled thru Dave Cohn, who called off the date while Rosenthal was delivering the contract for Miss Hart's signature. Legal action, he said, is being prepared.

Hirst and Midwest circuit officials couldn't be reached for comment.

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A

Adair, Arlette (Jack & Bob's) Trenton, N. J., nc. Adams, Margaret (No. 1 Bar) NYC, nc. Adler, Larry (Paramount) NYC, t. Adrian, Richard, Trio (Beverly Hills) Newport, Ky., cc. Allen, Charles "Buddy" (St. George) Brooklyn, h. Allen & Kent (Fay) Phila, t. Alma & Roland (President) Atlantic City, h. Ambassadors (Edgewater Beach) Chi, h. Anthony, Jean (Moulin Rouge) NYC, nc. Arden, Dolly (Hi-Hat) Chi, nc. Arres, Don (Rox) NYC, t. Ashburns, The (Rainbow Grill) NYC, nc. Aurora (Copacabana) NYC, nc. Austin, Marie (Hi Hat) Chi, nc. Avalons, Six (Beacon) Vancouver, B. C., Can., 3-8, t. Aviles, Chico (Penthouse Club) NYC, nc.

B

Balley, Bomay (Bowery) Detroit, nc. Baldwin, Dick (State-Lake) Chi, t. Baldwin & Bristol (McVan's) Buffalo, nc; (Glen Barn) Williamsville 13-18, nc. Baliero, Marc (Hurricane) NYC, nc. Barbarina & Ginger (Folies Bergere) Mexico City, Mex., 1-10, t. Barbary Coast Boys (Roger's Corner) NYC, nc. Barnes Twins (Shubert) Cincinnati, t. Barnett, Martin (Colosimo's) Chi, nc. Baron, Paul (Colosimo's) Chi, nc. Barr, Ruth (Vienna) NYC, c. Barrett, Sheila (Waldorf-Astoria) NYC, nc. Barrett, Roy (Hamid-Morton Circus) Phila. Barton, Jim (Beverly Hills) Newport, Ky., cc. Baxter, Robert (Carman) Phila, t. Belen & Howard (Manos) Greensburg, Pa., 8; (Majestic) Johnstown 9-11; (National) Greensboro, N. C., 12-14; (Carolina) Spartanburg, S. C., 15. Belling, Clem (James) Newport News, Va., 7-8, t; (National) Richmond 9-12, t. Benton Twins (Tic Toc) Milwaukee, nc. Berg, Alphonse (Harry's New Yorker) Chi, nc. Bergen, Jerry (Trouville Club) Hollywood, Calif., nc. Bernard & Jensen (Tower) Kansas City, Mo., t. Bernie, Al (Rumba Casino) Chi, nc. Berry, Connie (Cafe Society Uptown) NYC, nc. Blackwell, Carlyle (Diamond Horseshoe) NYC, nc. Blanchard, Paul & Paulette (St. Moritz) NYC, h. Boran, Arthur (Beachcomber) Baltimore, nc. Bouvier, Yvonne (Moulin Rouge) NYC, nc. Brooks, Evelyn (Hipp) Baltimore, t. Brown & Ames (Earle) Phila, t. Brown & Wilson (Palace) E. Monongahela, Pa., 6-11, t. Burke, Virginia (St. Moritz) NYC, h. Burnett, Martha (Commodore) NYC, h. Byton, Dorothy, Dancers (Sherman) Chi, h.

C

Callahan Sisters (Cocoanut Grove) Boston 29-Oct. 11, nc. Camacho & Pancho (Club Gaucho) NYC, nc. Camryn, Walter (Chez Patee) Chi, nc. Capella & Beatrice (Troika) Washington, nc. Cappy Barra Boys (Chase) St. Louis, h. Carey, Betty (Park Central) NYC, h. Carla & Fernando (Havana-Madrid) NYC, nc. Carlisle, Kitty (Versailles) NYC, nc. Carlos & Corita (El Chico) Pittsburgh, nc. Carr, Billy (606 Club) Chi, nc. Carroll, Earl, Vanities (State Fair) Dallas 4-19. Carroll, Terry (Queen Mary) NYC, re. Cartwright, Helene (Essex House) NYC, h. Casto, Jean (Number One Bar) NYC, nc. Charles & Barbara (Mayfair) Boston, nc. Charmaine (Fay) Phila, t. Chilton & Thomas (Grand Terrace) Chi, nc. Chords, Three (Majestic) Johnstown, Pa., 9-11, t; (National) Greensboro, N. C., 13-14, t; (Carolina) Spartanburg, S. C., 15, t. Christy, Floyd, & Co. (Palace) Youngstown, O., t. Clair, Marcella (Cora & Irene's) NYC, nc. Claudet, Marguerite (President) Kansas City, Mo., h. Coelho, Olga (Chez Patee) Chi, nc. Cole, King, Trio (Kelly's Stable) NYC, nc. Cole, Lester, & Debutantes (Chicago) Chi, t. Collette & Barry (Rice) Houston, Tex., h. Colt, Julie (Armando's) NYC, nc. Comfort, Vaughn (Jimmy Kelly's) NYC, nc. Condos Bros. (Capitol) Washington, t. Cook, Ralph (Harry's New Yorker) Chi, nc. Coral, Tito (Beachcomber) NYC, nc. Costello, Diosa (State) NYC, t. Cunnaro, Nico (Bal Tabarin) NYC, nc. Cunningham, Paul & Florrie (Jack & Bob's) Trenton, N. J., nc.

D

D'Amore, Franklyn (Chez Patee) Chi, nc. Dacita (Rainbow Room) NYC, nc. Dale, Jan (Park Lane) Buffalo, h. Dale, Stephanie (Edgewater) Chi, h. Daniels, May (Jack & Bob's) Trenton, N. J., nc. Daro & Corda (Gibson) Cincinnati, h. Davis, Eddie (Leon & Eddie's) NYC, nc. Deane, Shirley (Glenn Rendezvous) Newport, Ky., nc. DeCarlo, Marco (Havana-Madrid) NYC, nc. DeCordoba & Barcelo (El Chico) NYC, nc. DeCruz, Netha (McVan's) Buffalo, nc. DeMarco, Isobel (L'Aiglon) Chi, nc. DeMarco, Joe & Jackie (Palace) Monongahela, Pa., nc; (Red Raven) Meadville 13-18, re. De Marco, Renee (Ambassador) NYC, h. DeMilhan, Louis (Music Hall) NYC, t. Devereaux, Jeanne (State Fair) Dallas, 4-19. Dey, Steve (Casa Manana) Culver City, Calif., nc. Don & Cassandra (Gay '90s) Columbus, O., nc. Dorben Dancers, Dorothy (Edgewater Beach) Chi, h. Dorsay & Diane (New Bedford) New Bedford, Mass., h. Douglas, Dorothy, & Spark Plug (Clark's Oasis) Buffalo, nc. Downey, Morton (Lookout House) Covington, Ky., nc. Doyle, Eddie & Amy (Moose Club) Johnstown, Pa., nc; (VFW Club) Huntingdon 13-18, nc. D'Ray, Phil (The Lark) Davenport, Ia., nc. Drake & Marche (George Washington) Jacksonville, Fla., h. Draper, Paul (Waldorf-Astoria) NYC, h. Drew, Charles (Taft) NYC, h. Duanos, The (885) Chi, nc. Duke, Marylin (Commodore) NYC, h. Dumont, Marie (Crisis) NYC, nc. Dyer-Bennet, Richard (Ruban Bleu) NYC, nc.

(For Orchestra Routes, Turn to Music Department) Acts-Units-Attractions Routes Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed. EXPLANATIONS OF SYMBOLS a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-roadhouse; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

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Gene Autrey's Comco SMILEY BURNETTE AND TROUPE First Eastern appearance available for bookings at Parks-Fairs-Theaters from October 7 thru November 17. Write Wire Phone Walnut 4677 Walnut 9451 JOLLY JOYCE Earle Theater Bldg. Philadelphia, Penna.

Easton, Bob (Fay) Phila, t. Eberle, Eleanor (Belmont-Plaza) NYC, h. Emerald Sisters (Sherman) Chi, h. Emil & Evelyn (Tower) Kansas City, t. Estes, Del (Club Minuet) Chi, nc. Enrica & Novello (Troika) Washington, nc. Everett & Conway (Sunset) Mt. Vernon, O., nc. Farrar, Marianne (Bill Bertolotti's) NYC, nc. Farrell, Jimmy (Leon & Eddie's) NYC, nc. Fay, Frank (La Martinique) NYC, nc. Faye, Frances (Ben Marden's Riviera) Fort Lee, N. J., nc. Fenton, Kay (Shubert) Cincinnati, t. Fields, Gene (Casanova) Detroit, nc. Finnell, Carrie (Ruban Bleu) NYC, nc. Fontana, Georges (Diamond Horseshoe) NYC, nc. Forbes, Ann (Bill Bertolotti's) NYC, nc. Frabells, The (Cappys) Lawrence, Mass., c. Francis, Jeanne, & Jerry Grey (Colosimo's) Chi, nc. French, Eleanor (Drake) Chi, h.

Garrick & Eloise (Avalon) Hull, Que., Can., h. Gary, Bill (Commodore) NYC, h. Gary, Margaret (Moulin Rouge) NYC, nc. Gaylords, The (The Patio) Cincinnati, t. Georges & Jo Ann (Northwood Inn) Detroit 1-8; (Washington) Indianapolis 9-22, h. Georges & Jalna (Rumba Casino) Chi, nc. Gerity, Julia (Roger's Corner) NYC, nc. Gilbert, Ethel (Gay '90s) NYC, nc. Gilmore & Blaire (Edgewood) Springfield, Ill., nc. Glover & LaMae (Neil House) Columbus, O., h. Golden Gate Quartet (Cafe Society Uptown) NYC, nc. Gordon, Rosalind (Queens Terrace) Woodside, L. I., N. Y., nc. Gower & Jeanne (Plaza) NYC, h. Grauer, Bernie (Gay '90s) NYC, nc. Gray, Billy (Hi Hat) Chi, nc.

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

Gray, Gary (Paradise) Findlay, O., nc. Gray, Gilda (Diamond Horseshoe) NYC, nc. Greco (Rumba Casino) Chi, nc. Habb & Denton (Night Owl Club) Canton, O., nc. Hadley Dancers (Bismarck) Chi, h. Hager, Clyde (Diamond Horseshoe) NYC, nc. Hale, Henry (French Monte Carlo) NYC, nc. Hanley, Bert (Club Savoy) Montreal, nc. Harris & Shore (Shubert) Cincinnati, t. Harrison, Spike (Gay '90s) NYC, nc. Hart, Toni (Biltmore) NYC, h. Hartmans, The (State) NYC, t. Harter & AuRelle (Riverside) Iron Mountain, Mich., nc. Haviland, Dick (Cocktown Tavern) Detroit, nc. Hayes, Peter Lind (State-Lake) Chi, t. Hays, Virginia (Bossert) Brooklyn, h. Healy, Mary (State-Lake) Chi, t. Heller, Jackie (Capitol) Washington, t. Henning, Pat (Shubert) Cincinnati, t. Higgins, Peter (Royale) Detroit, nc. Hild, Dorothy, Ballet (Chicago) Chi, t. Holmes, Marion (Bismarck) Chi, h. Holze, Lou (State) NYC, t. Honey Family (State) NYC, t. Horne, Helena (Cafe Society Downtown) NYC, nc. Howler, Winnie, Girls (Hi Hat) Chi, nc. Howard, Joe E. (Diamond Horseshoe) NYC, nc. Hoysradt, John (Savoy-Plaza) NYC, h. Hyers, Frankie (Club 18) NYC, nc.

Iles, Steven (Weylin) NYC, h. Inge, Adele (New Yorker) NYC, h. Jackson, Calvin (Cafe Society Uptown) NYC, nc. Jardiniere & Madeline Gardiner (Casanova) Detroit, nc.

Kaahue's Hawaiians (Deshler-Wallick) Columbus, O., h. Kahler, Jerry (Town House) Los Angeles, h. Kaly, Chandra, Dancers (Beachcomber) NYC, nc. Kavan, Alice (Chez Patee) Chi, nc. Kay, Dolly (Harry's New Yorker) Chi, nc. Kay, Kayta & Kay (Edgewater) Chi, h. Kellerman (Troika) Washington, nc. Kemper, Charles (Shubert) Cincinnati, t. Kent, Avis (Stevens) Chi, h. Kersten, Derle, Dancers (Chateau) Rochester, N. Y., nc. Kim Loo Sisters (State-Lake) Chi, t. King & Arlina (Carman) Phila, t. King, Charles (Diamond Horseshoe) NYC, nc.

King, Mary Lou (Iceland) NYC, re. Kretlow Dancers (Harry's New Yorker) Chi, nc. Kretlow, Muriel, Line (Royale) Detroit, nc.

Lambot, Edith (Bill Bertolotti's) NYC, nc. Landry, Cy (Casanova) Detroit, nc. Lane, Jack (Glenn Rendezvous) Newport, Ky., nc. Lane, Larry (Jack & Bob's) Trenton, N.J., nc. Lane, "Sharkey" Barry (Rox) NYC, t. LaPlanche, Rosemary (Rox) NYC, t. Laurant, Robert (Moulin Rouge) NYC, nc. Laurel, Dolores (Club Gaucho) NYC, nc. Laurie, Jack (Club Frolics) NYC, nc. Lee, Gypsy Rose (Palace) Youngstown, O., t. Lee, Lois (Palmer House) Chi, h. Lemmo, Jerry (Arcadia Grill) Canton, O., nc. Leroy, Hal (Palace) Youngstown, O., t. Lewis, Dorothy (St. Regis) NYC, h. Lewis, Joe E. (Chez Patee) Chi, nc. Lewis, Ralph (Charles) Baltimore, nc. Lexterenz, Clarence (Howard) Bridgeport, Conn., h. Lightner, Fred, & Co. (Carman) Phila, t. Lind, Della (Diamond Horseshoe) NYC, nc. Lit, Evelyn & Bernie (Pirate's Den) Baltimore, nc. Loehman, Bill (Gourmet) Cleveland, nc. Lola & Andre (The Patio) Cincinnati, nc. Louise, Phyllis (Happy Hour) Minneapolis, nc. Lowe, Hite & Stanley (Stanley) Pittsburgh, t. Lurell, Dolores (Club Gaucho) NYC, nc. Lynch, Marty (Jimmy's Inn) Hornell, N.Y., nc.

MacFarland, Frank (Barney Gallant's) NYC, nc. McNeil, Claudia (Kelly's Stable) NYC, nc. Mack, Ernie (Nut Club) NYC, nc. Mack & Fay (Beacon) Vancouver, B. C., Can., 3-9, t. Madera, Nedra (Club Gaucho) NYC, nc.

Advance Bookings

VIRGINIA AUSTIN: Palmer House, Chicago, Nov. 13, 10 weeks. JOHNNY (SCAT) DAVIS ORCHESTRA, Jack Leonard, Frank Conville and the Ambassadors: Wisconsin Theater, Milwaukee, Oct. 24, week. ORRIN TUCKER ORCHESTRA, Bonnie Baker: Wisconsin Theater, Milwaukee, Oct. 31, week. HENRY BUSSE: Riverside Theater, Milwaukee, Oct. 24, week. BERNIE CUMMINS: Theater, Vandergrift, Pa., Oct. 26-27; theater, Indiana, Pa., 28; theater, Uniontown, Pa., 29; theater, Ellwood City, Pa., 30. LIONEL HAMPTON: Regal Theater, Chicago, October 31. EARL CARROLL "VANITIES": Orpheum, Omaha, November 7. JACK TEAGARDEN: Central, Passaic, N. J., October 16. SMALL AND LANE: State, Baltimore, October 5.

Madison, Ruby (Gay '90s) NYC, nc. Magic Flyers, George & Ann (Henry Grady) Atlanta, Ga., h. Mahoney, Arthur (Music Hall) NYC, t. Malina, Luba (La Martinique) NYC, nc. Mangan Sisters (Diamond Horseshoe) NYC, nc. Manners, Ginger (Fay) Phila, t. Marco & Romola (Jimmy Kelly's) NYC, nc. Marianne (Lookout House) Covington, Ky., nc. Marino & DeVoll (Henry Grady) Atlanta, Ga., h. Marlowe, Don (State) Baltimore, t. Marque & Marlys (Plaza) Danville, Ill., h. Marshall, Jean (Hollenden) Cleveland, h. Marshall & Shields (Bismarck) Chi, h. Marta, Richard (Chateau Moderne) NYC, nc. Martinez, Juan (Ruban Bleu) NYC, nc. Martins, The (Earle) Washington, t. Maurice & Maryea (Bismarck) Chi, h. Maxine (Troika) Washington, nc. Meadows, Franklin (Swing Club) NYC, nc. Meadley, Dorese (Palmer House) Chi, h. Miles, Jackie (Earle) Washington, t. Mirth & Mack (Glenn Rendezvous) Newport, Ky., nc. Moffet, Adelaide (La Martinique) NYC, nc. Monocled Ambassadors (Sherman) Chi, h. Montana, Montie (Ak-Sar-Ben Horse Show) Omaha 5-11; (Amer. Royal Horse Show) Kansas City, 18-25. Montgomery, Howard (Chez Patee) Atlantic City, nc. Monti, Mili (Versailles) NYC, nc. Moran, Peggy (State-Lake) Chi, t. Morgan, Eddy (Ritz-Carlton) Atlantic City, h. Morgan, Grace (La Guardia Airport) Long Island, N. Y., nc. Morgan Trio (Kelly's Stable) NYC, nc. Morris, George (Armando's) NYC, nc. Murray, Steve (Butler's New Room) NYC, nc. Myers, Tim (Hollywood) Kalamazoo, Mich., nc. Myler, Marvella (Montrose) Cedar Rapids, Ia., h.

Na Pua (Lexington) NYC, h. Naldi, Nita (Diamond Horseshoe) NYC, nc. Nevel, Nik, Trio (Green Tree Tavern) Washington, Pa., nc. Newdahl, Clifford (No. 1 Bar) NYC, nc. Newell, Ace (Fairfax) NYC, h. Nilda (Club Gaucho) NYC, nc. Nils & Nadyne (Hi-Hat) Chi, nc. Noble, Art (Seven Seas) Hollywood, nc. Norman, Karyl (Frontenac) Detroit, nc. Novak Sisters, Three (Hipp) Baltimore & t.

O'Connell, Alice (Lincoln) NYC, h. Oldfield, Emmett (Fay) Phila, t. Olsen & Shirley (Chez Patee) Chi, nc. Ortega, Belen (Havana-Madrid) NYC, nc. Osta, Teresta (El Chico) NYC, nc. Overman, Wally (Rendezvous Villa) Youngstown, O., nc; (Club) Canton 13-19.

Padilla Sisters (El Chico) NYC, nc. Palmer, Joel (Tantilla Gardens) Richmond, Va., nc. Park & Clifford (Edgewater) Chi, h. Parker, Lew (Hipp) Baltimore, t. Parker, Cecilia (State-Lake) Chi, t. Paulson, Ceelia (Lexington) NYC, h. Payne, Howard, Dancers (Manas) Greensburg, Pa., 8, t; (Majestic) Johnstown 9-11, t; (National) Greensboro, N. C., 13-14, t; (Carolina) Spartanburg, S. C., 15, t. Pedro & Rafael (Street Celebration) Madison, Ill.

Pepper, Barbara (State-Lake) Chi, t. Petty, Ruth (Chase) St. Louis, h. Pickert & Ross (Biltmore) NYC, h. Poliakova, Nastia (Russian Kretchma) NYC, nc. Poullis, Flo (Casanova) Detroit, nc. Preiser, June (State-Lake) Chi, t. Price, Georgie (La Conga) NYC, nc. Price, Sammy (Cafe Society Downtown) NYC, nc. Princess & Willie Hawaiians (Burton) Allegheny, N. Y., h.

Rand, Kelly (Dempsey's) NYC, re. Ray & Trent (Earle) Phila, t. Raydon & Rogers (Madison) Baltimore, nc. Raye & Naldi (Palmer House) Chi, h. Rayes, Billy (Strand) NYC, t. Reckless, Dollie (Wivel) NYC, re. Regan, Paul (Dempsey's) Miami, Fla., nc. Reid & Mack (Lotus Gardens) Washington 6-13. Remos, Paul, & Toy Boys (Chicago) Chi, t. Renaut, Francis (RKO-Palace) Manchester, N. H., t. Renee & Root (Bali) Miami, Fla., nc. Reso, Harry (Strand) NYC, t. Reyes, Paul & Eva (Paramount) NYC, t. Rhythm Rockets (Capitol) Washington, t. Rice, Sunny (Chicago) Chi, t. Richards & Kiki (Havana-Madrid) NYC, nc. Richards, Lynne (Lincoln) NYC, t. Richman, Harry (Ben Marden's Riviera) Fort Lee, N. J., nc. Richmond, June (Famous Door) NYC, nc. Robbins, Archie (Rox) NYC, t. Roberts, Dixie (Famous Door) NYC, nc. Rodrigues, Aida (Havana-Madrid) NYC, nc. Rogers & Eddy (Tower) Kansas City, Mo., t. Rollickers Trio (Flynn's Cocktail Lounge) New Orleans, nc. Rosal, Anita (Club Gaucho) NYC, nc. Roth, Chas., Tip Top Dancers (Springhurst) Lexington, Ky., cc. Roth, Joe (Folies Bergere) Mexico City, Mex., 1-10, t. Roth & Shay (Folies Bergere) Mexico City, Mex., 1-10, t. Royettes, The (Earle) Washington, t. Rugel, Yvette (Colosimo's) Chi, nc. Rushing, Jimmy (Cafe Society Uptown) NYC, nc.

Sablou, Jean (Plaza) NYC, h. Sailors, Three (Hipp) Baltimore, t. St. Clair & Durand (Zimmerman's Hungaria) NYC, nc. Scott, Hazel (Cafe Society Uptown) NYC, nc. Sedgwick, Edna (Beverly Hills) Newport, Ky., cc. Sellers, The (Paramount) NYC, t. Serrano, Mariuja (Club Gaucho) NYC, nc. Sexton, Al (Sawdust Trail) NYC, nc. Shanley, Robert (Music Hall) NYC, t. Shaw, Naleo (Lexington) NYC, h. Shephard, Norma (Hickory House) NYC, nc. Sherman, Hal (Bowery) Detroit, nc. Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc. Shutta, Ethel (Hurricane) NYC, nc. Sims, Lee (Bowery) Detroit, nc. Smith, Rollin (Hickory House) NYC, nc.

NAME ORKS TOPS IN PHILLY

Club Talent

New York:

RHODA CHASE, singer, has gone into Shoreroad Casino, Brooklyn, for two weeks. . . . JIMMY DIXON AND BELLE RIGAS have formed a new comedy and singing turn.

Chicago:

DR. "THINK-A-DRINK" HOFFMAN left for New York Sunday (5) on advice of his manager, Bill Miller, who said that he is taking over the Great White Way on Broadway and wants to spot him in the first show. . . . CARROLL AND GORMAN return to the 885 Club for the nth time Friday (10). . . . WALLY VERNON is picking up four weeks at the 606 Club.

Philadelphia:

CERNEY TWINS, closing at Walton Roof, joins Artie Shaw's band next week for theater dates. . . . LORETTA AND NAVARRE added at Weber's Silver Lake Inn. . . . DEMAYOS open at Hopkins's Rathskeller. . . . JACK GRIFFIN now at Mayo's Show Place. . . . DON AND DORESE and Diane Cooper added at Old Falls Tavern. . . . CY WHITE holds over at Ridge Valley Cafe. . . . THE GREAT LESTER opens at Neil Deighan's Airport Circle. . . . JUANITA AND CANSINO added at Weber's Hofbrau. . . . DOTTIE KING TRIO and the Arthur Stroman Trio open at Murray's Rhythm Bar.

Here and There:

THE MAGIC FLYERS are current at the Henry Grady Hotel, Atlanta. PHYLLIS LOUISE is on a two-weeker at the Happy Hour, Minneapolis, set by Art Weems, of General Amusement Corporation, Chicago. . . . NIK NEVEL TRIO, after four weeks at the Lafayette Club, Bradford, Pa., opened Monday (6) at the Green Tree Tavern, Washington, Pa., set by MCA. . . . ROLLET AND DORTHEA

have been held over at the Bowery, Detroit.

ROSE MARIE has been handed a two-week holdover at Sol Goodman's 2 o'clock Club, Baltimore, from whence she moves to the Henry Grady Hotel, Atlanta, for a fortnight's stay. Harry Romm, of General Amusement Corporation, is handling.

MARION VINAY, Trudy Chandler, Roy Rogers, Bert Williams and a six-piece band are the opening bill of the new Chez Paree, Portsmouth, O. . . . ILOMAY BAILEY AND LEE SIMS opened at the Dempsey-Vanderbilt Hotel, Miami Beach, October 3, for two weeks.

AL STONE set to repeat at Kitty Davis Airliner, Miami Beach, some time in November. . . . MITZI MAYFAIR to open Wednesday (8) at the Mayfair, Boston.

JIMMY RAY now in his 10th week at the Ship Cafe, Olympia, Wash. . . . COLLETTE AND BARRY opened Friday (3) at the Rice Hotel, Houston.

RAMON TALAVERA DANCERS staying indefinitely at the Beachcomber, Baltimore. . . . MABEL SCOTT current at the Casa Manana, Albuquerque, N. M., along with Kenzie McVey. . . . MARCIA HARRIS in her fourth week at the Evergreen Casino, Philadelphia. . . . RALPH LEWIS is doing a return at the Club Charles, Baltimore. . . . VALLEY AND LYNNE now at the Ray-Ott Club, Buffalo, along with Elton Twins. . . . NOMAN NASARR, now at Fort Leonard Wood, Mo., is getting his release from the army.

Scranton Week-Ends

SCRANTON, Pa., Oct. 4.—After a summer layoff, three-day vaude was resumed this week-end at the Family Theater. On the opening bill were Grant Family, Bud Sweeney, Anthony and Rogers, Three Kings, and the Burns Twins and Evelyn Price.

The Lyric Theater, Honesdale, and the Ritz, Hawley, recently discontinued one-day vaude.

Miller, Hawkins-Inks in Front; J. Dorsey, Krupa, Cab, Andrews Only Repeats; Film Names So-So

PHILADELPHIA, Oct. 4. — Warners' Earle Theater, which resumed vaude September 27, 1940, after keeping its stage dark over a year because of differences with the musicians' union, grossed more than a million dollars year ended September 25, 1941. Since the screen shows are of little or no marquee value, credit for the 52-week gross of \$1,088,600 goes to the stageshows. Earle is the only downtown house offering stageshows, and draw is so dependent on the live talent that house keeps dark on Sunday when State law forbids vaude. Stageshows play the Warners' Stanley Theater at near-by Camden, N. J., Sundays, but Camden take doesn't figure on the Earle books. Earle grosses, as disclosed by Morris Gable, district manager for the downtown Warner houses, represent a six-day week.

The 4,000-seat house average is not standard because of the varying stage budgets each week, but \$20,000 is considered plenty good. Past 52 weeks found 25 stage bills hitting that mark and better, with seven weeks in the \$19,000 class. Two weeks went over the \$30,000 mark. Season's best mark, and a near record for the house, was registered week ended last Thursday (25), with Glenn Miller's band drawing \$34,000. Closest to that was January 24 week, when Erskine Hawkins orchestra and the Ink Spots, in face of cold, rain and snow all week, hit a fancy \$32,500. Season's lowest was April 18 week, with Abe Lyman's band and movieland's Alan Mowbray bringing in only \$14,000.

Name bands proved the biggest draw, 42 of the 52 bills highlighting a music maker, with Jimmy Dorsey, Gene Krupa and Cab Calloway the only repeaters. Andrews Sisters were the only other headliners to repeat during the season. Year's booking was marked by an abundance of Hollywood names, both big and small. But not a single screen luminary created any real excitement at the box office. House policy calls for two standard acts to supplement name bands. Presentation follows unit lines, routined by house manager Hal Seidenberg, vet vaude showman.

A summary of the season's grosses for attractions follows:

- Sept. 27, 1940—George Jessel unit with Rochelle Hudson, Jean Parker. Pic, *Dr. Kildare Goes Home*; gross, \$23,600.
- Oct. 4—Andrews Sisters; Gross, Glen Gray's orchestra. Pic, *Public Deb No. 1*; \$26,000.
- Oct. 11—George White *Scandals* starring Ben Blue. Pic, *Scatterbrain*; \$25,700.
- Oct. 18—Jimmy Dorsey's orchestra, Buddy and Vilma Ebsen. Pic, *Gay Caballero*; \$23,000.
- Oct. 25—Gene Krupa's orchestra, Ray Bolger. Pic, *Hit Parade of 1941*; \$24,000.
- Nov. 1—Louella Parsons' unit with Iona Massey, Blinnie Barnes. Pic, *The Quarterback*; \$20,700.
- Nov. 8—Ken Murray, Dixie Dunbar, Milt Herth Trio, Wynn Murray. Pic, *I Want a Divorce*; \$17,000.
- Nov. 15—Cab Calloway's orchestra, Mills Brothers. Pic, *East of the River*; \$27,500.
- Nov. 22—Laurel and Hardy unit. Pic, *Charter Pilot*; \$19,000.
- Nov. 29—Gray Gordon's orchestra, Beverly Roberts. Pic, *One Night in the Tropics*; \$18,000.
- Dec. 6—Vincent Lopez's orchestra, Edmund Lowe, Ann Dvorak. Pic, *The Bank Dick*; \$17,000.
- Dec. 13—Woody Herman's orchestra. Pic, *Christmas in July*; \$18,000.
- Dec. 20—Clyde McCoy's orchestra, Three Stooges. Pic, *A Night at Earl Carroll's*; \$18,200.
- Dec. 27—Larry Clinton's orchestra, Borrah Minevitch's Harmonica Rascals. Pic, *You'll Find Out*; \$29,000.
- Jan. 3, 1941—Ozzie Nelson's orchestra, Harriet Hilliard, Humphrey Bogart, Mayo Methot. Pic, *Escape to Glory*; \$22,000.
- Jan. 10—Phil Spitalny's orchestra. Pic, *Maisie Was a Lady*; \$18,500.
- Jan. 17—Ted Weems's orchestra. Pic, *Invisible Lady*; \$15,500.
- Jan. 24—Erskine Hawkins's orchestra, Ink Spots. Pic, *Trail of the Vigilantes*; \$32,500.
- Jan. 31—*Streets of Paris* unit with

Think-a-Drink Hoffman. Pic, *Keeping Company*; \$19,900.

Feb. 7—Sammy Kaye's orchestra. Pic, *Six Lessons From Madame LaZonga*; \$23,500.

Feb. 14—Johnny (Scat) Davis's orchestra, Johnny Down. Pic, *Honeymoon for Three*; \$19,800.

Feb. 21—Ray Noble's orchestra, Kitty Carlisle. Pic, *Play Girl*; \$19,800.

Feb. 28—Lou Holtz, Wendy Barrie, Loia Lane unit. Pic, *Life With Henry*; \$18,500.

March 7—Clifford C. Fischer's *Folies Bergere* unit. Pic, *The Trial of Mary Dugan*; \$18,300.

March 14—Orrin Tucker's orchestra, Bonnie Baker. Pic, *Blonde Inspiration*; \$23,000.

March 21—Milt Britton's orchestra, Patricia Ellis, Three Sailors. Pic, *You're the One*; \$18,700.

March 28—Martha Raye, Wilbur Evans, Edith Fellows. Pic, *Her First Romance*; \$20,000.

April 4—Bill Robinson, Jimmie Lunceford's orchestra. Pic, *The Knockout*; \$21,500.

April 11—Will Bradley's orchestra, Hal LeRoy. Pic, *Las Vegas Nights*; \$18,900.

April 18—Abe Lyman's orchestra, Alan Mowbray. Pic, *A Girl, a Guy and a Gob*; \$14,000.

April 25—Horace Heidt's orchestra. Pic, *Blondie Goes Latin*; \$21,500.

May 3—Raymond Scott's orchestra. Pic, *There's Magic in Music*; \$17,500.

May 10—Jimmy Dorsey's orchestra (return). Pic, *Washington Melodrama*; \$26,000.

May 17—Guy Lombardo's orchestra. Pic, *Sis Hopkins*; \$20,000.

May 24—Victor McLaglen, *Truth and Consequences* quiz show. Pic, *Adam Had Four Sons*; \$18,000.

May 30—Ciro Rimac, Romo Vincent, Bea Wain, Diosa Costello. Pic, *Singapore Lady*; \$18,500.

June 6—Tommy Tucker's orchestra, Simone Simon. Pic, *Reaching for the Sun*; \$17,500.

June 13—Bob Crosby's orchestra. Pic, *Million Dollar Baby*; \$19,500.

June 20—Louis Armstrong's orchestra, Golden Gate Quartet. Pic, *Time Out for Rhythm*; \$17,500.

June 27—Andrews Sisters (return), Joe Venuti's orchestra. Pic, *West Point Widow*; \$19,500.

July 4—Dick Stabile's orchestra, Gracie Barrie, Eddie (Rochester) Anderson. Pic, *Lady From Louisiana*; \$21,000.

July 11—Gene Krupa's orchestra (return), Cass Dailey. Pic, *She Knew All the Answers*; \$21,500.

July 18—Harry James's orchestra. Pic, *The Big Store*; \$19,000.

July 25—Paul Whiteman's orchestra. Pic, *Sunny*; \$19,500.

Aug. 1—Vaughn Monroe's orchestra. Pic, *Dance Hall*; \$17,500.

Aug. 8—Frankie Masters' orchestra, Dennis Day. Pic, *Ringside Maisie*; \$18,500.

Aug. 15—Phil Harris's orchestra. Pic, *Out of the Fog*; \$21,500.

Aug. 22—Cab Calloway's orchestra (return). Pic, *The Parson of Panamint*; \$21,500.

Aug. 29—Ben Bernie's orchestra, Brenda and Cobina. Pic, *Whistling in the Dark*; \$25,000.

Sept. 5—Tony Pastor's orchestra. Pic, *World Premiere*; \$18,500.

Sept. 12—Alvino Rey's orchestra, Four King Sisters, Anita Louise. Pic, *Ice-Capades*; \$21,500.

Sept. 19—Glenn Miller's orchestra. Pic, *The Pittsburgh Kid*; \$34,000.

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WIGS BEARDS MAKE-UP
FREE CATALOG
F. W. NACK 209 N. State St. CHICAGO, ILL.

Sonati (Drake) Chi, h.
Sproule, Jane (Music Hall) NYC, t.
Stanchish, Helen (Club Bali) Phila, nc.
Stanley, Irene (Le Poissonier) NYC, nc.
Stapletons, The (Chicago) Chi, t.
Starlets, The (Harry's New Yorker) Chi, nc.
Stirling & Rubia (Ka-see's) Toledo, O., nc.
Strickland, Charles (Gay '90s) NYC, nc.
Stuart & Taylor (Shute-Lake) Chi, t.
Sullivan, Freda (Shubert) Cincinnati, t.
Sullivan, Maxine (Ritz-Carlton) Boston, h.
Sullivan, Mickey (Lido) Worcester, Mass., c.
Sumner, Helen (Ivanhoe) Chi, re.
Swann, Russell (Fefe's Monte Carlo) NYC, nc.
Sweater Girl Revue (State-Lake) Chi, t.
Sweet Tom (Tower) Kansas City, t.
Sybil & Sandra (Park Lane) Buffalo, h.

T
Talavera, Ramon (Beachcomber) Baltimore, nc.
Taylor, Estelle (Club Moderne) San Francisco, nc.
Thomas, Danny (5100 Club) Chi, nc.
Thomas, Lee (Station WABI) Bangor, Me.
Thomas, Shiril (Armando's) NYC, nc.
Torrens, Fay (Havana-Madrid) NYC, nc.
Torres, Alberto (Havana-Madrid) NYC, nc.
Toy & Wing (Earle) Washington, t.
Trace, Al (Ivanhoe) Chi, nc.
Tufts, Sonny (Queen Mary) NYC, re.
Tune Toppers, Four (Rogers Corner) NYC, c.
Tyner, Evelyn (Waldorf-Astoria) NYC, h.

V
Valdes, Miguelito (Waldorf-Astoria) NYC, h.
Vallee, Edee (Jimmie Dwyer's Sawdust Trail) NYC, nc.
Vass, Emily (Biltmore) NYC, h.
Venezia, Chiquita (Queen Mary) NYC, re.
Vermonte, Claire (Fifth Avenue) NYC, h.
Vernon, Wally (606) Chi, nc.
Vestoff, Floria (Belmont-Plaza) NYC, h.
Voltsane, Val (Hurricane) NYC, nc.

W
Wade, Bill & Betty (New Yorker) NYC, h.
Wakefield, Merl (Buckhorn) Rockford, Ill., c.
Wallis, Betty (Iceland) NYC, re.
Walzer, Oscar (Fifth Avenue) NYC, h.
Wanger, Wally, Dancers (Glenn Rendezvous) Newport, Ky., nc.
Ware, Dick (Bismarck) Chi, h.
Warren, Earl (Cafe Society Uptown) NYC, nc.
Watson, Ruth & Jeanne (Jack & Bob's) Trenton, N. J., nc.
Wayne, JinJa (Hickory House) NYC, nc.
Wayne, Iris (Club Bali) Phila, nc.
Weaver, Doodles (Biltmore) NYC, h.
Webb, Nella (Lexington) NYC, h.
Weeks, Larry (Ye Olde Tavern) West Brookfield, Mass., nc.
Wences, Senor (RKO) Boston 3-11, t; (Rumba Casino) Chi 17-Nov. 13, nc.
Werhman Twins (Sak's) Detroit, nc.
West, Everett (Chicago) Chi, t.
White, Danny (Iceland) NYC, re.
White, George, Scandals (Shubert) Cincinnati, t.

White, Jack (18 Club) NYC, nc.
White, Jackie (Ansley) Atlanta, Ga., h.
White, Jerry (Bill's Gay '90s) NYC, nc.
White, Madalyn (Cora & Irene's) NYC, nc.
Whitney, Ann (Hungaria) NYC, re.
Whitney, Gloria (885) Chi, nc.
Whitson Bros. (Earle) Washington, t.
Williams, Hermanos, Trio (Ben Marden's Riviera) Fort Lee, N. J., nc.
Williams, Mary Lou (Famous Door) NYC, nc.
Willie, West & McGinty (Hipp) Baltimore, t.
Winchell, Paul (Capitol) Washington, t.
Wink, George (Jimmie Dwyer's Sawdust Trail) NYC, nc.
Wong, Jadin (Leon & Eddie's) NYC, nc.
Woods, Johnny (Palmer House) Chi, h.
(See ROUTES on page 32)

DRAMATIC AND MUSICAL

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

Arsenic and Old Lace (Plymouth) Boston.
Blithe Spirits (Shubert) New Haven, Conn., 9-11.
Blossom Time (Colonial) Bluefield, W. Va., 7; (Academy of Music) Roanoke, Va., 8; (Lyric) Richmond 9-11.
Claudia (Selwyn) Chi.
Cornell, Katharine, in *The Doctor's Dilemma* (Shubert) Boston.
Dante (Biltmore) Los Angeles.
Ellis, John, Rip Van Winkle Co.; Flint, Mich., 6-9.
Father's Day (Hanna) Cleveland.
Hayes, Helen, in *Candle in the Wind* (National) Washington.
Hellzapoppin (Wilma) Missoula, Mont., 8; (Marlow) Helena 9; (Liberty) Great Falls 10; (Fox) Butte 11.
Johnny Belinda (Locust St.) Phila.
Johnson, Al, in *Hold On to Your Hats* (Nixon) Pittsburgh.
Let's Face It (Colonial) Boston 9-11.
Louisiana Purchase (Forrest) Phila.
Mr. and Mrs. North (Ford) Baltimore.
My Sister Eileen (American) St. Louis.
Native Son (Cass) Detroit.
Separate Rooms (Walnut St.) Phila.
Student Prince (Boston O. H.) Boston.
Theater, with Cornelia Otis Skinner (Harris) Chi.
Tobacco Road (Curran) San Francisco.
Waters, Ethel, in *Mamba's Daughters* (Geary) San Francisco.
Wynn, Ed, in *Boys and Girls Together* (Masonic) Rochester, N. Y., 7; (Shea) Erie, Pa., 8; (Shea) Jamestown, N. Y., 9; (Colonial) Akron, O., 10; (Park) Youngstown 11.

ICE SHOWS ON TOUR
Ice-Capades of 1942 (Ice Arena) Dallas.
Ice Follies (Coliseum) Tulsa, Okla., 8-13.
It Happens on Ice (Center Theater) NYC.
Star-Spangled Ice Revue (Netherland-Plaza) Cincinnati.

Paramount, New York

(Reviewed Wednesday Evening, Oct. 1)

Looks like a three-week show, with the Boyer-De Havilland, Goddard film, *Hold Back the Dawn*, getting off to strong reviews and the opening night turning them away.

On stage is Xavier Cugat's band, doubling from the Waldorf-Astoria's Starlight Roof. Cugat's band was never hotter than it is now, his W-A engagement being enormously successful and Latin tempos being at their height. Firmly established as the "King of the Rumba" and as a superb delineator of Latin rhythms, Cugat's band stuck to the Latin idea throught the show, dishing out a raft of Latin standards, current pops and Latin novelty tunes in its familiar colorful, lush, exotic style.

The arrangements are meticulous, producing smartly contrasting tonal colors, bringing the various instruments into occasional solo play and combining the instrumentation for extremely melodious effects. Nothing jitterbuggy here, the band being basically a band for adults, altho the youngsters who love Latin rhythms will enjoy Cugat as much as anybody else. Sixteen musicians, including four reeds and three brass, come thru with the fine music, with Cugat's fiddle occasionally joining a five-fiddle section for the schmaltzier numbers. The Ken Christy Choir (four girls and five men) are worked into some of the numbers, but don't get a chance to show anything exceptional.

Band opens to an applause reception and goes into several smartly done Latin tempos, bringing on Carmen Castillo to provide an authentic touch with her native singing of *Perfidia* and *Mama Oquero*. Then Raul and Eva Reyes provide the show's first punch with their lively, shaky, fast stepping of a rumba, a novelty *Begin the Beguine*, encoring with the best comedy conga we have ever seen. Went off to a big hand. The band's Cuban drummer, slapping the two-headed drum, took the spotlight on

Vaudeville Reviews

the next band number, winning applause. Next is the *Piano Concerto*, a lovely melody excellently performed here, and then Jay and Lou Seiler did a bit of amusing comedy dancing and introduced Miguelito Valdes, singer of Afro-Cuban songs in dynamic style. His *Babaloo* drew an encore, show-stopping completely. Had to beg off. Returned to do a song-and-dance conga for the finale. Has a bright personality and won his audience easily.

The Seilers returned for their Spanish cape routine, plus gags, dialects and other silly bits that had the audience laughing steadily. They came back just before the conga finale to do their hoop skis bit, always good for laughs. Altho they broke their appearances into three spots, they still managed to build up a solid impression.

Cute, shapely, brunet Lina Romay sang *Daddy*, in English and Spanish, then the current hit torcher, *I Don't Want To Set the World on Fire*, returning for *Minnie From Trinidad*. She hasn't an exceptional voice, but she is attractive and manipulates her small voice for excellent effects.

Larry Adler, billed and advertised, was not in the show, explaining its looseness and its failure to build to a sock climax. He couldn't get a release from a St. Louis date.

Next show will have the Andrews Sisters, Johnny Long band and film, *Nothing But the Truth*. *Paul Denis*.

Chicago, Chicago

(Reviewed Friday Afternoon, October 3)

Another presentation show with the usual three production numbers by the Dorothy Hild Ballet and four acts. On a comparative basis, these layouts fall short of the box office band units the house has been playing. If the current Social Security tax controversy is settled between the theater circuits and the American Federation of Musicians, bands will return October 31 week.

Top honors belong to Paul Gerrits and Paul Remos. Gerrits is doing some new stuff which is refreshing and very funny. This description belongs to his impression of nervous habits exhibited by diners at tables. A swell bit of material and it is smartly presented. This over, he returns to his roller skating routine, which is still a clean novelty.

Paul Remos is a click the minute his Toy Boys (two midgets) pop out from his traveling bags. The act can be seen again and again, and the appeal will continue to be strong. Remos still puts them thru balancing stunts and supports the pole on which one toy boy plays a xylophone while the other spins a rope. They close with a conga which is rather anti-climactic.

Lester Cole and the Debutantes, six femmes, work in a couple of production numbers in addition to contributing their own act. Turn didn't go as well as it should, probably because of the long Victor Herbert medley which constituted the main portion of the turn. Should do more pop stuff, particularly at matinees.

The Stapletons follow the middle production with a set of flirtatious musical comedy tap numbers. Act didn't look as orderly as it usually manages to be.

The girls (16) performed in a lamp-light number, continued with a rhythm fantasy and closed with a Southland medley in hoop skirts and picture hats. Work with commendable unison.

On screen, Metro's *Lady Be Good*. House off at end of first show opening day. *Sam Hontigberg*.

State, New York

(Reviewed Friday Evening, October 3)

Very lively show this week, headed by a very funny fellow, Lou Holtz. Hazel Scott and her piano dynamics and Diosa Costello and her body dynamics, with Paul and Grace Hartman, complete the picture.

Opening act is the Honeys, three male, three female acrobatic team, coming out in evening clothes as a terp act but quickly going into a set of acro spills and tumbles with trick flips and stunt acrobatics that warmed the house immediately. Boys and girls worked mainly in trios going thru a session of two and three-highs, double pinwheels and mid-air jumps, without a miss. Keenly paced act, brought solid applause.

From then on Holtz takes over, first with his own storytelling and then using each act as foil. He has always done a terrific job tickling the funny-

bone of this house, and this is no exception. He's got a few new yarns, sprinkled up with Lapidus jokes, tinged with triple-entendre; the house ate them up and yelled for more.

Hazel Scott, colored Cafe Society singer-pianist, is making her initial vaude appearance. Starts off very weak, singing *Exactly Like You* at the mike, but sits down at the piano and turns the act into a showstopper. Once at the piano, with a combination of subtle body gestures and trick piano pounding on a mirrored keyboard, she knocked the house out. Voluptuous Miss Scott did bang-up swing versions of the *Second Hungarian Rhapsody*, *Tea for Two* and *Chopin's Minute Waltz*.

Paul and Grace Hartman did their uproarious dance burlesque of a new team, a champagne hour and a bolero. What they do is excellent, but the same numbers are getting tiring.

Closer is Diosa Costello, who works with her own drummer. She does hot Cuban torch singing (*Maminez* and *La Conga*) and even hotter body shaking, most of which was not even subtle. Holtz got in some terrific licks with the gal, using her as foil in a linguistic session where he acted as interpreter in a three-way gabfest with Ruby Zwerling, pit maestro. Her torso shaking, with emphasis on posterior throwing, was the hottest thing on the bill, exhausting both herself and the audience.

Zwerling's pit backing tip-top as usual. *Lady Be Good*.

House packed. *Sol Zatt*.

Harper, Detroit

(Reviewed Friday Evening, October 3)

Show is exceptionally strong on straight vaude and novelty acts, and the audience liked it to the extent of rating every act one or more encores. The Musical Stippis, man and woman in rube costume, open with a xylophone act, then do some comedy, followed by some speedy straight numbers and musical fireworks. Their musicianship is tops, and male member also uses a variety of barnyard imitations between numbers.

Jack Martin, working with tails and monocle, clicks with his patter and business, and opens with some sensational acrobatic and novelty tap routines. He does a skillful alligator crawl across stage for a finale. He intersperses the act with burlesques of the conga, jitterbugging, and then does a Russian dance, with a military tap for encore.

Amato, in a juggling novelty, works with rubber balls and tubes, held in the mouth. He also juggles a ball while riding a unicycle, and has a pleasing novelty in a five-inch wheel made to revolve furiously on a twirling and tilting parasol.

John Hale, emsees the show with dignity, and offers a strong, expressive baritone. Was at his best on *London-derry Air*, *Begin the Beguine* and *Intermezzo*.

The Reddingtons, trampoline trio, work with a girl doing a fast alternating backward and forward somersault series. A woman emsees the act. Asking for volunteers, they play around with two or three from the audience with the usual slight success. Then the male member appears and proves a master of trampoline comedy and skill in his deliberate eccentric awkwardness and tumbling. *H. F. Reves*.

Music Hall, New York

(Reviewed Thursday Evening, October 2)

Current review is tagged *Dreams*. Consequently, the staff made the show quite soporific. The layout is slowly gaited and little life is shown until the final scene, when the Rockettes come on for their only viewing to impart their usual sock closing. The last half falls back on repeat numbers and the tedium is more pronounced than ever.

Opener is by the Glee Club, with Robert Shanley fronting. Group does a group of songs with the word "dream" in the title, which were polished off with the usual proficiency. Production intro had Louis De Milhau knocking off a special lyric. A pair of ballet girls pranced around to give this dream sequence a nightmarish effect before the songs went under way.

The Corps de Ballet in shepherdess costumes do some startlingly unoriginal ballet work to interpret the Shepherd's Dream. Arthur Mahoney does some fancy stepping as the dim-witted shepherd. During this episode he dreams of a beautiful coryphee (Jane Sproule) whose entrance and exit is made on a

half moon coming from the wings. The soloists give some semblance of life to this otherwise undistinguished number.

The Revuers (5) repeat their song-writing number, which they did during their first appearance here. Verbiage is clever, but lack of production didn't set them off properly. Got a fair hand.

Finale is the best of the lot. De Milhau, who did brief talking bits to give continuity to the show, has a nightmare over the rumba craze, with dancers coming out to punctuate his delirium. Wind-up is the superb precision work of the Rocks.

Good house when caught. Pic is *It Started With Eve*. *Joe Cohen*.

Stanley, Pittsburgh

(Reviewed Saturday Afternoon, Oct. 4)

The hepcats evidently like Pastorized entertainment. Youngsters ate up the vaude turns, too. After splitting the curtain with his radio theme song to a hefty hand, Tony Pastor had the house in his palm for the next hour. His singing and emseing scored as handsomely as his swingerero.

A cyclonic version of *Deep River* eased off into a slick *Begin the Beguine*. Then came Pittsburgher Eugenie Baird, performing here for the first time since her entry into the name band field, with an effective delivery of *The Man I Love*. Her fresh prettiness and simplicity of gestures helped set up one of the best band voices to appear here in some time. Johnny McAfee did okay on *I Don't Want To Set the World on Fire*, then teamed with Miss Baird on a socko enactment of *No. 10 Lullaby Lane*, abetted by Pastor. The home town's *Daddy* managed a wealth of applause, despite its having been sung here at least a dozen times by as many vocalists since midsummer. With friendly guidance on stage business, Miss Baird ought to develop into a click.

As usual, the Maxellos' tumbling was tops. Their lifts, seeming almost effortless, were highlighted by a bit spotlighting of one of the musicians, who was put thru a trick routine that drew laughs as well as gasps. Particularly appealing was the young blond lad whose sensational somersaults typed an ultra-smooth repertoire.

The band's recorded arrangement of *\$21 a Day Once a Month*, with the maestro vocalizing, was followed by Evelyn Farney's tap terp and twirls that reminded of a dervish more than an ordinary girl, at their standard showmanly close. *Let's Do It, Let's Fall in Love*, with Pastor singing, brought down the house. Tony's plaintive interpretation of Cole Porter's coy and endless lyrics, double entendres yet completely respectable the way they're handled, would be equally immense with a sorority convention.

Lowe, Hite and Stanley won an ovation with their miming, gags and dancing. Not content to amuse only by their contrast in sizes, they've a collection of antics that, altho not new, are funny. Drummer Johnny Morris's solo highlights the ork's exercising of his *Paradiddle Joe*. Pastor's vocal chorus, reminding much of Johnny (Scat) Davis's style, were led into the spotlight on the skins, and the audience, most of them teenagers, loved it. On the screen, *International Squadron*. House, about two-thirds capacity. *Mort Frank*.

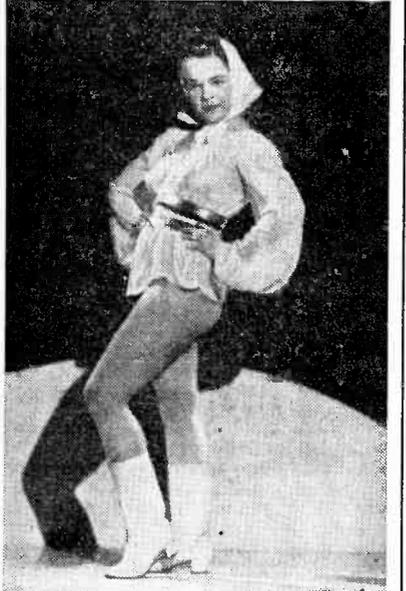
Earle, Washington

(Reviewed Friday Afternoon, October 3)

Thirty-six minutes are given to the stage program this week, but there is nothing here to roll 'em in the aisles. Show opens with Roxettes in a sweeping, sentimental dance routine, which paves the way for Toy and Wing, energetic dance team. The Chinese pair prove in three routines that they are as limber as any j-bugs extant. Their best is a challenge, featuring the toe numbers by the girl and leaps and spins by the boy. Crowd gave them a good hand.

Pair of Roxettes introduce the Mar-

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tins, mixed quartet, who step thru a juke-box backdrop. Very effective. The four sing in an infectuous manner that has people tapping their toes. Novelty arrangements and a polished performance are added assets. Their best was Let's Get Away From It All.

All 16 Roxyettes set up the presentation for the Whitson Brothers by lettered placards. The four boys, dressed as football players for this occasion, scored big with their Risley acrobatics. The Whitson's are tops, even with their tries at slapstick, and their high spot proves to be the Risley tumbling thru a skipping rope. Audience gave them a strong hand.

Finale was a familiar Roxyette feather number, with the usual colored lights and moving patterns of billowy fans. Picture, One Foot in Heaven. Fair business at show caught. Edgar M. Jones.

Orpheum, Los Angeles

(Reviewed Wednesday Evening, Oct. 1)

The job of entertaining the Orpheum patrons this week falls on the shoulders of Red Fio Rito, Margery Daye, Lew Hoffman and the Gaudsmith Brothers, with the pictures Scattergood Meets Broadway and Hurry, Charlie, Hurry no draws. The vaude performers come thru to give the cash customers over an hour of good entertainment.

Fio Rito's aggregation (five brass, five reed, three rhythm), with a few bars of Rio Rito, after the power-diving trombones do their work of introducing the Skyline Music. On an all-out order from Fio Rito the outfit does San Antonio Rose, with Alan Cole, a nice-looking chap with a rich voice; Frank Flynn, drummer, and Bert Traxler, sax, scoring on the vocals.

Margery Daye keeps up the fast tempo of the show with her controlled dancing. She's pretty and sells her act well. Her nimble-leg work won her several bows.

Fio Rito clicks as emcee and brings the Three Chicks forward for trombone work on Who's Sorry Now? Bert Traxler scores on sax work, and Jimmy Zito, 18-year-old trumpet player, wowed with his Intermezzo solo. Zito encored with Stardust. Texas Red Varner, guitarist, had a difficult time bowing off after his solo work on his original compo.

Cole comes back for You and I and King for a Day, followed by the maestro doing the piano work on Piano Concerto, which netted him an encore, Three on a Match.

Gaudsmith Brothers and their French poodles got an appreciative response from their audience. Act has some corny banter but the dogs perform admirably, and the Gaudsmith do top balancing and knockabout act. Drew deserved heavy applause.

June Haver, Fio Rito's songstress, does some heart-throbbing work on Kiss the Boys Goodbye and encores with Charlie My Boy, a Fio Rito number.

Hoffman is one of those silent jugglers that goes strong. He uses the three-ball juggle, hats, and goes solid when he perches a top hat on the end of a cane and a cigar on the hat to throw the stogie into his mouth and the hat on his head. Comedy is added when he does the three-cigar-box trick. Pleased.

Flynn leaves his drums for the vocals on No, No, Nora to please. Joe Masick does some outstanding sax work here, too.

Candy Candido, bass fiddler, put the audience in the aisles with his horse play, and later when he utilized his many voices on Jim Jam Jumpin' Jive

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and encoring with Three Trees, a recitation: Ma, and Me, Myself and I.

As a befitting finale the backdrops are removed as a stratoliner moves across the screen above the caption "Keep 'Em Flying."

House fair. Sam Abbott.

Earle, Philadelphia

(Reviewed Friday Evening, October 3)

It's the annual visit of Larry Clinton and His Dipsy Doodlers to make the name band attraction on this trip. It's straight swing fare that the band of 15 dishes out, with Clinton, out front, adding to the ensemble work intermittently on trombone, trumpet and clarinet. Toe-tickling rhythms are all of the fast and furious design, the dig ditties including Kansas City Moods, Jazz Me Blues, Old Man River serving as a showcase for skin-beater Sunny Rice (drum-beating solos have become a program must on bills here), and for ringing down the rag, a spirited swing-out of Sousa's Semper Fidelis march.

While the band selections find their mark with the jive element idolizing the bands parading on these boards, band's best entertaining qualities are derived from songbird Peggy Mann and tenor saxer Butch Stone. A decorative brunette in a flowing white gown, Miss Mann purrs real pretty-like for You and I, I've Got You Under My Skin and Oh, Look at Me Now, continuing her balladeering on the recall for I Understand.

Stone, who combines goofy dancing with scat singing, works indefatigably. Ties up the show with his comedy throatings for Hot Dog Joe, Feet's Too Big and Nagisacki.

Two standard vaude turns, absent from these boards for many a moon, each make for solid clicks. Wally Brown and his double-talk story-telling, with tiny Annette Ames for precocious fem foil, hit a high comedy mark. Ray and Trent, males, prove expert hand-to-hand balancers.

Sunny Rice, hampered by delayed airplane schedules, missed the opening day shows.

Biz bullish at late supper show caught, running smoothly for 58 minutes.

Screen supports with Married Bachelor. Maurie Orodanker.

Milwaukee Riverside Resuming Oct. 24 as Standard Cirk House

CHICAGO, Oct. 4.—Standard Theaters Company, operator of 13 Wisconsin houses, has acquired the Riverside, Milwaukee, and will reopen it with a combo policy this month, according to Charles Hogan, who has a financial interest in the circuit and is also booker of the spot attractions played in Standard houses.

The Riverside, dark for a couple of months since dropped by its indie operators, was scheduled to reopen as a Warner house last month with bands and pictures, but Warner gave up when Social Security tangle between circuits and the musicians' union held up all band bookings.

While house may reopen earlier, first attraction set was Henry Busse's band for week beginning October 24. Eddie Weisfeldt, house manager under the old regime, will hold the same post.

American Guild of Variety Artists, thru Jack Irving, its local rep, notified Hogan that house is governed by AGVA's closed shop contract. Irving pointed out that the Middle States Theater Corporation, receivers of the house, signed an agreement with AGVA which still has several months to go.

In-State and Out-State Agents Battle in Pitts

PITTSBURGH, Oct. 4.—Local agents' attempts to garner booking business of some of city's bigger clubs are meeting resistance from niteries because of service developed by other cities' talent offices thru local contacts.

Yacht Club, Nixon Restaurant, Villa Madrid, New Penn and El Chico are importing acts secured thru outside agents or thru local outlets for outsiders.

Where interloper is from out-of-State, local office is set up because of State law requiring booker of Pennsylvania clubs to be Pennsylvania licensed. In some instances, such as Baldwin-Davis Entertainment Service of Akron, O., agent holds license in own State and in Pennsylvania.

Magic

By BILL SACHS

PAUL ROSINI takes his magic and "tiny leetle waltz" into the Hotel Gibson's Rathskeller, Cincinnati, Friday (10) for two weeks with options. He was there four weeks six months ago.

TUCKER KEY is playing Southern schools with his full-evening show, after a summer tour that took him thru 28 States. He infos that he is putting in his best year in his 15 years in the business.

PRONK THE MAGICIAN has arranged with Bob Minch, of Quincy, Mich., for the latter to give up his magic turn to join him as assistant. Pronk recently spent an enjoyable day with Harry Blackstone at the latter's lake home at Colon, Mich. Percy Abbott and Pongee the Magician were other guests.

DR. ARTHUR MARCUS is giving out with his comedy and magic at Jack Lynch's Walton Roof, Philadelphia.

DANTE'S Sim-Sala-Bim opens a limited engagement at the Curran Theater, San Francisco, October 20, marking the beginning of another cross-country tour.

EDWARD GREY infos that the Great Stillman, Al Robbins, Al Minder and Bob Dillon displayed their magical wares recently for the soldier boys at Fort Dix, N. J. According to Grey, an old-time Newarker, C. E. Blair has been one of the regular entertainers at Fort Dix's theaters and recreation halls with his magic and Punch.

MAGIN'S "streamlined magic" is featured in the opening show of the season at the Hotel Philadelphia in the Quaker City.

EL GRAN GENOVES (Great Genovis) presented 20 minutes of small magic for the American Identification Society at the 23d Street YMCA, New York, September 29. Some 200 attended.

ROBERTA AND MARION, sister magic team, were featured at the Philadelphia Food Show and Exhibit of Home Appliances, which opened October 2.

PRINCESS SALMA, mentalist, entertains in the new Magic Bar of Hotel Weelington, Philadelphia.

DR. GUY C. RANDALL was elected president of the Mystic Pit Magicians' Club, Northampton, Mass., at its first meeting of the season recently. Others elected were Edmund W. Lane, vice-president; George S. Hutchinson, corresponding secretary; William Miller, recording secretary; Francis Parrison, treasurer. Club will hold its annual banquet and ladies' night November 12.

NINTH ANNUAL NEW ENGLAND Magicians' Convention, held in Springfield, Mass., September 26-28, attracted nearly 400 registrants. General Chairman Dr. I. R. Calkins and his committee did a good job of arranging the program and there were no dull moments from the "early-birds' party" on evening of September 26 at Calkins' Little Theater to the final public show September 28. A children's matinee at the Arcade Theater Saturday morning drew 400 youngsters. Performers included Jay Marshall, emcee; Rev. Willard Smith, Al Baker, Herman Bonnert,

Claims Marcus Unit Promised Pit Band, Brought 2 Musicians

ALLIANCE, O., Oct. 4.—Arriving here short-handed both in footlight talent and orchestra, the A. B. Marcus show, Revue Continental, booked for September 30-October 1 at the Columbia Theater, was canceled soon after the arrival of the troupe, according to house manager R. S. Wallace.

He said when the show was contracted it was to carry 55 people and a full pit orchestra. When it came in with a reduced cast and only two musicians, Wallace immediately canceled it and made announcement of his action in the newspapers. Wallace alleges when the show got in the musical director engaged three local high school boys who played in a dance band and who never played a show.

Marcus show had been strongly billed and advertised here. Columbia was dark Wednesday night, but reopened the following day with films.

A. B. Marcus, in New York at the time, tried to square things with Manager Wallace by phone, but without avail.

Nicollet Staff Change

MINNEAPOLIS, Oct. 4.—Neil R. Messick, manager of Hotel Nicollet, has appointed Frank Woolsey assistant manager. Woolsey had been assistant at Hotel Radisson.

Al Ellis and Val Evans. Other performers worked shows at City and Shriners' hospitals. Attendance at public shows Saturday and Sunday nights at Masonic Temple was good. Herman Hanson was stage manager for both performances. Program: Saturday—Bill Williston, emcee; the Great Leroy (Roy McCafferty), Tony Kardyro, Mr. and Mrs. Fred Rothenberg, Bill Gourd and Lee Smith, Ray Cox, Lafollette, Harrison Hoyt, Silent Mora, Al Baker, Williston. Sunday—Willard Smith, Al Delaporte, Herman Bonnert, Val Evans, Dell O'Dell, Max Holden, the Prestons, Charles Carrer, LuBrent, Al Flosso and Sir Felix Korim. One of convention highlights was amateur contest Sunday afternoon, with first prize, silver plaque donated by Dr. Calkins, won by Baron Ormsby, of Bangor, Me.; second prize to Milton Kardo (Bruno Milton), Waterbury, Conn.; third, Jim Boice; fourth, Charles Larson; fifth, Larry Obrey; sixth, Madame Murney (Mrs. Everett Ingram); seventh, Dick Fowler; eighth, T. E. Burk. Other performers included Walter Capet, Herb Peterson, Fred Kusterer, Lady Ruth, G. S. Ripley, Art Lyle, Augustus Stevens, Parkinon, Al Todd, Eddie O'Brien, Fred Clarke, Al Ellis, Ted Collins, Connie Busch, Al Binder, Don Rose and James Orr. Al Rapisardi emceed. Dealers in attendance were Karson, Roy Dohs, George Krinog, Rudy Reimer, Larry Hess, Al Baker, Max Holden and Jack Chanin. Banquet at Hotel Kimball Sunday night was attended by the mayor and other city officials. Bridgeport was the only contender for 1942 convention, dates to be set later.

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**"Sweater Girls"
Big in Chi, 20G;
"Lady Be Good" Off**

CHICAGO.—State-Lake (3,700 seats; \$15,000 house average) is doing big business this week (opening October 3), with Irving Yates's *Hollywood Sweater Girls Revue*, which features June Preisser, Peter Lind Hayes, Barbara Pepper, Mary Healy, Cecelia Parker, Peggy Moran and Dick Baldwin. They are small Hollywood names, but combined in one show spell a big gross. Should have no trouble getting \$20,000 for the week. On screen, Monogram's *Spooks Run Wild* can claim little credit for the take.

Last week, ended October 2, State-Lake closed with a nice enough \$18,000 gross, pulled by Lionel Hampton's band and second run of the Marx Brothers in *Big Store*.

Chicago (4,000 seats; \$32,000 house average) had a poor opening day (October 3) with Metro's *Lady Be Good* and presentation show featuring Paul Gerits and Paul Remos. Week-end was better but nothing to rave about. Flesh end has no box-office appeal and the picture received disappointing advance notices. May be \$34,000. Week of September 26 house pulled a nice \$37,000 with *Sun Valley Serenade* and presentation bill topped by Dr. "Think-a-Drink" Hoffman.

Spokane Tab OK

SPOKANE, Wash.—A tab show was inaugurated at the Rex with a midnight show September 27. J. A. Birkland and G. Featherstone, new operators of the 335-seat house, report a successful opening, gross being over \$400 for first three days.

The Rex has been operated only thru the winter season as a last-run house the past several years. Birkland and Featherstone constructed a stage and made other improvements. The opening *Rex Follies* had five acts, headlining Ruby Reed, dancer. Harry Vine is producer and chief comedian. Continuous run, with stage program changed twice weekly and films three times.

Acts booked thru Mantell Theatrical Agency, Seattle.

Vaudefilm Grosses

**Cugat, "Dawn" Head for Great 65G;
Strand Opens Well; Roxy, MH Fine**

NEW YORK.—With plenty of visitors in town to get an eyeful of the World's Series, Broadway evening business has been upped plenty, altho this increase has been balanced by a proportionate decrease of matinee trade. Good products are also keeping the b.-o. keel on a high plane.

The Paramount (3,664 seats; \$37,000 house average) started off hot with Xavier Cugat band on stage and film *Hold Back the Dawn*. Gross looks like a sizzling \$65,000, which is about \$6,000 under the house record. Trade is largely feminine. Mitchell Ayres band, Judy Canova and Ken Murray with pic *Our Wife* bowed out Tuesday (September 30) with a gross of \$28,000 for the second week. First session did \$37,000.

The Strand (2,758 seats; \$33,500 house average) opened Friday with Jan Savitt's band and *Maltese Falcon*. Opening biz indicates a profitable session of \$43,000. Previous bill with Eddy Duchin and *Navy Blues* pulled out Thursday (October 2) with a take of \$27,500 for the second week. First week did \$45,000.

The Roxy (5,835 seats; \$36,000 house average) is continuing terrifically with *Yank in RAF* and stage bill with Don

Arres, Archie Robbins, Miss America and Nicholas Brothers. Second week's take is pointing to \$54,000; opening week collected \$67,500.

The Music Hall (6,200 seats; \$84,000 house average) opened Thursday (October 2) with *It Started With Eve* and stagershow with the Revuers. Opening take looks like \$90,000. Last week closing session of *Lydia* got \$80,000, while opening week pulled \$95,000.

Loew's State (3,327 seats; \$22,500 house average) opened Thursday (October 2) with Lou Holtz and the Hartmans, along with *Lady Be Good*. Gross is working up to \$21,000. Last week (Joe E. Lewis, Peter Sisters, plus *Life Begins for Andy Hardy*) knocked off \$19,000.

**Phila Houses Beat
Strong Competish**

PHILADELPHIA.—Marking the first home-coming for Jan Savitt and the Top Hatters Orchestra since first leaving the local scene three years ago, Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) fared fairly well for the week ended Thursday (2), with \$18,200. Religious holidays during the week hurt the gate and bumper crop of name band dances elsewhere in town proved heavy house competition. Allan DeWitt, the Four Toppers and Al Lepol, from the band, supported, with vaude specialties in Rufe Davis, Toy and Wing and the Whitson Brothers. Screen showed *Harmon of Michigan*.

New bill opened Friday (3) with Larry Clinton's orchestra on top, also running at the same pace as the preceding week with \$17,700 in sight. Wally Brown and Annette Ames, Ray and Trent and Sunny Rice, with Peggy Mann and Butch Stone from the band supporting. Screen a bit stronger with *Married Bachelor*.

Pay's Theater (seating capacity, 2,200; house average, \$6,900) finished the week ended Wednesday (1) with a par figure of \$6,900 with Eve Arden for the burly lead. Vaude acts included Johnny Burke, Cina and Cortez, Robert Baxter and Miller, Watson and Byrne, with Gae Foster line of girls and Billy Klais's band. Screen showed *Dressed to Kill*.

New bill opened Thursday (2), headed by siren Charmaine, keeping the same pace with a par \$6,900 in sight. Supporting are Ginger Manner, Bob Easton and Ondee Odette, Emmett Oldfield with Eddie Ware and Allen and Kent. *Private Nurse* on the screen.

**Molina Ork Good,
But Gross Is Weak**

FORT WORTH.—Carlos Molina and his *Copacabana Revue* grossed \$4,800 in 15 performances for the Worth Theater here September 20-23. The show, rated by local critics as good as Abe Lyman's unit and the Merry Macs bill a month earlier, nevertheless fell \$2,200 short of the 7G's grossed by Lyman and \$1,500 short of the Merry Macs' gross. Tickets were 40, 55 and 15. Difference in receipts was explained by the fact that it was Molina's first appearance here and, furthermore, he is not a radio personality.

**"Scandals" OK 87C
At Colonial, Dayton**

DAYTON, O.—George White personally brought a good show to Dayton for week ended October 2 in his latest edition of the *Scandals*, but Jewish holiday and the World Series games held down attendance after a good week-end.

Box office, however, was \$8,700, slightly above what is considered a weekly average at the Colonial.

Heidt 7G Two Days

MADISON, Wis.—Best grosser of the new season was Horace Heidt and his ork at the Orpheum (2,300 seats) here, where the band connected for better than \$7,000 September 24-25, playing five shows each day.

**Andrews Top 18G
At Wash. Earle;
Capitol Beats 16G**

WASHINGTON.—Nova-Louis fight cut severely into all theater business Monday night (29) and previous estimates of week's grosses slid. Warner's Earle playing *Texas* plus Andrews Sisters on stage pulled in \$18,500 for week ended October 2. Management expected \$20,000 but overlooked no show Thursday evening to permit world premiere, *One Foot in Heaven*, the current attraction. Despite ballyhoo, it is doubtful that the film will do more than \$17,500 for week ending October 9. The Martins, Toy and Wing, the Whitson Brothers and the Roxyettes are on stage.

Loew's Capitol, headlining Jackie Heller on stage plus *Married Bachelor*, bettered management estimate by returning \$16,500 for week ended October 1. Heller was held over for the current stagershow, with new acts being Paul Winchell, the Condos Brothers and Rhythm Rockets. Film *Smilin' Thru* completes the bill for week ending 8 for an expected gross of \$20,000. Unseasonable hot weather is no help.

**Heidt 11G Season
Record at Minn.;
Used Phono Plugs**

MINNEAPOLIS.—Proof that Minneapolis is coming out of the entertainment doldrums with a bang is in the estimated record gross of \$22,500 by Horace Heidt show at the Orpheum Theater (2,800 seats) here week of September 26.

According to the management, stand-out crowds were daily occurrences after 7:30 p.m. and that when Heidt put on five shows Sunday the ropes were up continuously. Sunday's 11,500 patrons were the largest daily attendance in the past six years.

On the last three nights the management had to close its box office at 9 p.m.

The Heidt engagement got off to a big start thru the use of some very excellent exploitations in connection with Columbia recordings and Seeburg phonographs.

So impressed was Heidt with the attendance, he intimated he would return to the house next year for a two or three-week run, changing bill every week.

The movie was Red Skelton in *Whistling in the Dark*.

**Monroe Breaks
3-Day Adams Record**

NEWARK, N. J.—Vaughn Monroe for the three days starting September 26 at the Adams Newark (2,100 seats) hung up a terrific gross of \$11,030, topping the house record held by Tommy Dorsey, who raked in \$10,600 last Christmas week-end. Other acts with Monroe were Frances Faye and Three Smart Girls. Pic was *Great Swindle*; no attraction.

More Vaude Grosses on
Page 28

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Most Pitts Clubs, Hotel Spots Open Since '37; Buy More Talent; Eye 75 Million Monthly Pay Roll

PITTSBURGH, Oct. 4.—More hotels and night clubs will present entertainment this fall than in any year since 1937. Talent and advertising budgets are expected to be the largest in 12 years. Prime reason is anticipation of spending by mill workers and flush retailers, as well as industrial tycoons. District pay roll now approximates 75 million dollars monthly.

Hotel William Penn will re-install dance music October 9, after lapse of four months, when Frank Andriani's quintet expands into a seven-piece band and moves into the Italian Terrace. Wanda and Her Escorts are current in the Continental. William Penn will also reopen a redecorated Chatterbox with Jack Coffey's orchestra.

The Hotel Roosevelt Lounge Cafe was unshuttered September 30 as the new Fiesta Room with Bill Cadmus's Skyliners.

Hotel Henry this week opened a Victory Bar, featuring a magician and an accordionist. The hotel also operates the Silver Grill, featuring Manuel Contreras's orchestra, and the Gay Nineties Lounge, where Dorothy Nesbitt sings.

Hotel Fort Pitt has opened the Norse Room, dark for more than two years, with Ken Bailey's Sundown Serenaders and Harry Walton, soloist. Seventh Avenue Hotel Lounge is featuring Bess Saunders's Vocalettes.

The Schenley opens tonight, with Billy Hinds's orchestra and Joy Lind. The Ritz's Club Petite opened last week with Piccolo Pete and band and Beite Smiley. Webster Hall will soon open its Empire Room. Tony Conforti's is doing okay. Jackie and Sol Heller's Yacht Club is showing black ink for the past few months after years of in-and-out business under various managements. Current show has Catherine Westfield's Puppets, Sylvia Hart, comedy team of Mills, King and Rae, Harry Stevens as emcee, and beginning October 6, dancer

Lee Dixon, doubling from Al Jolson show at Nixon.

Etzi Covato's Villa Madrid is featuring Giovanni. Joe Sala still follows an all-Latin show policy at El Chico. Al Mercur's Nuthouse teams comedians with Sherdina Walker's sepia swingtet. Sonny Miller's Boogie-Woogie Club is in full swing again after being hurt at the b. o. by street repairs. Lou Passarelli's New Penn has brought back Ralph Allen's Detroiters.

Bill Green's Casino will re-install hometown Baron Elliott's band Monday, following Henry King. Leighton Noble will follow Elliott. At Greta Harbaugh's Pines, Bill LeRoy's orchestra is set for the winter. Milt Baseman has brought Bubbles Becker's band back to the Merry-Go-Round. Don Metz will soon return Tommy Carlyn for Sky Vue. Ralph Grove's band has moved into the Trelon. First floorshow, beginning October 6, features magician Ray Styles, dancer Margie Allen, ballroom duo of Legary and Latina, and singers Ralph Springer and Adele Pam. Frank Shean's crew is at Pat Caramela's Oasis, and Hughie Morton at the Anchorage.

Dozens of cafes, restaurants and clubs are using organists, pianists, singers and instrumentalists.

Club 51 opened Friday (3) with Four Kings and Rita Ray, formerly of Grey Gordon's band, as entertainment. Club was formerly Green Gables, roadside restaurant.

Also using shows are the Balconades, Churchill Tavern, Casa Loma, Orchard Inn, Red's Cafe and others that book acts for Saturdays and sometimes other nights during the week.

Review

"Hits and Bits of 1941"

(Reviewed Tuesday Afternoon, Sept. 23, at the Gaiety Theater, Norfolk, Va.)

Third show of the new season is one of the neatest, fastest-moving and most pleasing ever to play here.

The pleasantest memory the customers took away here was that of exquisitely fashioned Stella Mills. Featured stripper, she captivated audiences with her beauty, subtle tease and gorgeous wardrobe. Her strip was preceded by warbling of a suggestive ditty in a sweet but slightly uncertain voice.

Stinky Fields and Short McAllister were never better. Their skits are old, but somehow were still good for belly-laughs here. Billy (Scratch) Wallace rounded out a crackerjack comedy contingent.

Aside from Miss Mills, the stripping is pretty feeble. Margie Dill, redhead, is amateurish and uninspiring; Leona Thurston gets a little more zip into it, but is on the plumpish side.

The Valors, male handstand duo, got a big hand with a difficult routine gracefully executed. Capable straight support is given by Dorothy De Haven and Bert Saunders. Jack Lyons, personable tenor with a good voice, handles the vocals well.

There are nine girls in the line, but the stepping is mediocre. Four, for decor, are adequate in looks. Costuming is clean and far above average. Production numbers look good.

House, redecorated, is clean, orderly, and the two-and-a-half-hour show twice daily is a bargain. Prices run from 44 cents to \$1.10. Maurice Costello is the manager; William Zucker, treasurer; I. Freeman, assistant treasurer, and Ned Crane, production manager.

Winnie Garrett heads next show in. Warner Twyford.

Pitts 15 Pct. Ahead This Year; 35 Pct. Femmes

PITTSBURGH, Oct. 4.—Business first three weeks at Casino has topped last year's near-record gate. Owner George Jaffe reveals, with increase approximately 15 per cent.

Ed Shafer, former Casino manager, now at Gaiety in Utica, N. Y., also informed in letter to Jaffe that his house was up \$1,000 for opening week over last year. Gaiety will play *Life With Father*, featuring Lillian Gish, and perhaps other legit attractions.

Surprising here is attendance of women, averaging almost 35 per cent of total, according to Manager Howard Savitz, who came to Casino from Miami. Matinees are maintaining previous years' pace, and evenings are better, even with increased prices.

Casino was featured in lengthy picture story in *Press* several weeks ago, when reporter Georgia Powers tried out for chorine job in order to write about gals' reactions behind burly footlights. She applied for dancing job without theater knowing she was newspaper reporter.

Max Rudnick Buys Hotel

NORFOLK, Va., Oct. 4.—Max Rudnick, chief owner of the Gaiety Theater here and burlesque theaters in six other cities, is going into the hotel business.

He has purchased a building at East Main here and will open it as the Hotel Savoy.

readying for burly. . . . MINK TOYE in another return at the Smart Spot, Haddonfield, N. J.

MIDWEST:

AMY FONG will be the Rialto (Chicago) feature Friday (10). . . . MILTON SCHUSTER booked Lew Fine with the Max Furman show in St. Louis and with the West and Lexing unit in Philadelphia, opening October 19. He also set Kenny Brenna and Mary La Marr with the Midwest and Hirst circuits, opening at the Howard, Boston, October 12. . . . ARTHUR CLAMAGE is back in Detroit after a biz trip which took him to Chicago, Cincinnati, Indianapolis and St. Louis. . . . JOHNNY COOK will be out of the Midwest Circuit the next four weeks, due to a throat operation. . . . MIMI LYNN joins the Midwest Circuit in Detroit Friday (10). . . . FRANK BOHART, operator of the Monroe Club, Peoria, Ill., writes that the burly attractions featured in his spot are attracting a big biz. . . . THREE CARDS are filling an indefinite run at the Rialto, Chicago. . . . JACK PERSHING set at the National, Detroit, opening Friday (10), thru Milton Schuster's office.

FROM ALL AROUND:

SALLY WALKER, ex-chorine, visited her former colleagues at the Gaiety, Cincinnati, last Thursday (2) while in town to greet her new niece and visit with her mother, who has been seriously ill.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

MARIAN WAKEFIELD, Hank Henry and Bob Alda, following the Star, Brooklyn, September 21-October 4, leave burlesque for vaude. . . . RAYMOND AND CHIQUITA, the Lockwells, and Gallo, Lewis and King were the vaude turns during the second week of the City's opening. . . . LEW DENNY, straight and character player, due to the advent of road units, has left the Eltinge after a record stay of seven years. Now with a Hirst group. . . . EDITH ANDERSON, Danish stripper, is at Pinto's Bar in Greenwich Village. . . . SAM MICALS, former featured comic, is now a liquor store owner in Baltimore. Sam Green, another ex-burly ace comic, is in the litho department of *The Times-Herald*, Washington, with a son on the police force there.

GINGER WAYNE, who strip-teased in Shanghai over a year, is now at the Club Holland. . . . EUNICE JASON, who came to the Gaiety September 26 from Carroll's, Philadelphia, did strips in Follies houses last year under the name of Ronnie Johnson. . . . MARIE CORD celebrated a birthday September 21 backstage of the City. . . . LAROSA SISTERS, singers, were the extra attraction at the Star, Brooklyn, week of September 28. . . . TOM FOWLER, scenic studio operator, is recovering from severe bruises sustained in an auto accident September 25 when another car ran into his on a Long Island highway. Fowler's car was demolished. . . . "PIG-MEAT" MARKHAM is in a circuit show with Mandy Kay, George Rose and Dolores Green and has as colored assistants George Wiltshire, straight man, and Victoria Vigal, character woman doubling in singing specialties. . . . NATASHA, dancer in one circuit show, and Natomo, dancer in another, were first-timers in Follies houses here last week.

MARGIE HART returned to the Gaiety October 10 for another four weeks. . . . BERT MARKS, comic, has adopted a baby boy. . . . HOWARD PADEN, former straight man, now conducting a program over Station WCKY, Cincinnati. . . . PAULA MEDALIE has vacated a show-girl spot at the Eltinge to sell dresses in a Washington gown shop. . . . PATSY ANN, show girl, doubled as strip at the

Gaiety last week. . . . JOE RIO and Marian Lee were the specialty dance team at the City September 21 week. Came from a lengthy Utica (N. Y.) nitery engagement. . . . LOIS DeFEE, back at the Republic September 28, may leave for the Coast if a movie firm agrees to give her the salary she asks to make the trip and do a musical picture with Bert Lahr as co-feature. . . . MOTHER of Kittie Connie, dancer recently in the front line at the City, is Elizabeth Comber, in legit with *The Corn Is Green* at the Royal. . . . JEAN WADE, Sunny Slane and Bubbles Yvonne are three Nat Mortan strip steadies for his banquet bookings.

MARCELLITA, spot attraction stripper, moved from the Star, Brooklyn, to the City, opening September 28. . . . ETHEL GASTON is Allen Gilbert's assistant producer at the Majestic, Brooklyn, due to open soon as a new burly spot booked by Phil Rosenberg. . . . HARRY KANE doubling at the City as singer and stage manager, same as Bernie Miller at the Eltinge. . . . DeCARLOS AND GRANADA, dance team at the City week of September 15, announced their retirement, with Jack DeCarlos going into a commercial career. . . . NOVELLE AND NOLA, dance team, were at the Eltinge September 15 week for a first time in burly. . . . DORIS RAY HORN is the bass instrumentalist with Pat Monte's Three Hits and a Miss quartet, the others being Murray Fleming and Vincent Page. Opened in Martin's cabaret October 8. . . . ANN MITCHELL, former straight and strip feature, now in charge of hat checking in a Jersey nitery. . . . DAGMAR, dancer, opened at the Old Roumanian nitery last week. UNO.

PHILADELPHIA:

JEAN CARTER, featured at the Follies, grabbed plenty of newspaper space with her selection of a "Glamour Gob" among the sailors at the Navy Yard here. . . . JULIE ENGLISH, new at Carroll's Cafe, reveals she was born on a bridge while her maw was traveling with a carnival company. She was a circus side-show barker before entering burly. . . . JOHNNY (RUBBER FACE) FRISCO, local nitery comic, goes into burlesque, opening October 29 at the Troc here. . . . JIMMY WALKER, local nitery emcee, and Sammy Weston, a songwriter, also

Last Hirst Unit Set; More Changes

PHILADELPHIA, Oct. 4.—Last unit to be set for Izzy Hirst Circuit, Unit No. 25, went into rehearsal Sunday (28) in Newark, N. J. In addition, circuit is spotting house singers for the four New York theaters included in the wheel, Eltinge, Republic, City and Star (Brooklyn).

Cast changes for the Hirst units set this week included Bob Shepard joining Unit No. 7 as a singer last Sunday (28) in Newark. Garrett Price closed with Unit No. 9 in Union City, N. J., replaced by Freddie Walker. Evelyn Lang, dancer, and Herb Loe, novelty act, joined Unit No. 10 in Philadelphia. Gypsy Nina added to cast of Unit No. 16. Susan Shaw closes today (4) with Unit No. 24 to join Unit No. 26 as a replacement for Joan Mavis.

Act's Car Smashed In Bomb Explosion

DETROIT, Oct. 4.—Daniel and Dolly Stipps, of the Musical Stipps, currently at the Colonial Theater, had their car destroyed by fire in a parking lot behind the theater Saturday. The fire resulted from a bomb set off in a car next to theirs. Car bombed belonged to a union organizer.

Stipps says he carried no insurance on the car, but that it might be possible to recondition it for \$200.

Triboro Reopens; No Burly

NEW YORK, Oct. 4.—Triboro, formerly the Gotham, in Harlem, which ran burlesque stock for many years, has been leased for one year with an option for another to Salvatore Casolaro and Salvatore Pellegrino, who have remodeled and refurbished the interior and exterior and will institute Italian vaude and dramas Sundays and possibly one weekday. For the rest of the week house will be dark unless other interests take over. Opening is set for tomorrow, with Edward Aversano as ork leader.

Casolaro discovered and brought from Italy the singer Carlo Buti, heard recently via records and radio.

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By Gosh Moves Indoors on Circle

NEWBERN, Va., Oct. 4.—The By Gosh Tent Show closed its canvas tour this week and opened immediately in theaters for the fall and winter. Gosh says he is set far ahead on circle dates in this sector. The tent season showed 4 losing weeks and 21 winning weeks, Gosh reports, with a good profit remaining for his efforts.

Gosh says that on the show's recent blowdown he was besieged by friends who sought to aid him financially and otherwise. Gosh, however, was able to handle the emergency himself but says it was good to know how many kind friends he had.

As a contrast to those who offered him help, there were those who sought to cash in on his misfortune, Gosh says. One of the opposition, he reveals, even went so far as to send in his sound truck to yell out nasty remarks about his unfortunate blowdown. However, these petty tactics availed them nothing at the box office, Gosh states.

Gosh reports that the Associated Press carried several "gone with the wind" stories of his blowdown, the publicity bringing the show considerable extra business.

Hayworth Circle Set; Unit Later

WILSON, N. C., Oct. 4.—After two more weeks as a feature of the Dick Royster Tent Show, "SeaBee" Hayworth and his company of players will begin preparations on their North Carolina circle which gets under way at the Academy Theater, Lynchburg, Va., November 7.

The Hayworth North Carolina circle, already set and confirmed, will be as follows: Capitol, Raleigh, Mondays; Carolina, Rocky Mount, Tuesdays; State, Greenville, Wednesdays; Carolina, Wilson, Thursdays, and Academy, Lynchburg, Fridays and Saturdays. The Lynchburg dates are for the Craver & Falls chain, with the remainder Wilby-Kinsey houses. The circle will make this city its base.

Hayworth also plans to crack with a unit show later in the fall. The company, *Broadway Novelties*, is tentatively penciled in to open at the Carolina, Asheboro, N. C., on Thanksgiving Day.

Morgan Show Hops 500 Miles to Texas

COMMERCE, Tex., Oct. 4.—J. Doug Morgan Show, carrying 35 people, recently concluded its Illinois and Iowa route and made a 500-mile hop to Texas, losing only one night in the hop. The tent, now in its 25th week, hasn't made a change in its cast all season. Show is transported on seven semi-trailers.

Lawrence Deming is now in his third season with the show on contracting and billing. A twister struck the outfit recently in Iowa City, Ia., partially demolishing the big top. The canvas was replaced immediately, however, without the loss of a night.

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Rep Ripples

LEON FINCH, former stock and rep leading man, is now in his sixth year as night manager of Haven Hill, fashionable apartment hotel in the country club district of Kansas City, Mo. . . . T. T. GIFFORD left Boise City, Okla., recently with a small trick to play West Texas this fall and winter. Ted Birch is one of the flesh features with the unit. . . . A. E. PELLAR is busy with a small show in Gilpin County, Colorado. . . . MR. AND MRS. MOX ADAMS and daughter, Maxine, have just closed their fifth season with the Madden-Stilling Players, of Lake City, Ia., and have returned to New Carlisle, O., where Maxine will attend school. Mox writes that they enjoyed 20 pleasant weeks in Iowa, Minnesota and Wisconsin, with business good all season, especially in Wisconsin. . . . HOXIE TUCKER, formerly with the Heffner-Vinson and Gene Austin tenters, has been forced to give up his position in West Palm Beach, Fla., to return to his home in Somerset, Ky., due to his father's critical illness. . . . RECENT VISITORS on the By Gosh Tent Show in Virginia were the Flying Morrows, Alice Sparks, George and Clara Bishop, Fred O'Neal, Frank Cannon, John Davis, Lou Connor, the Abbott Trio and Frank Costello, all trouping in that State, plus various members of the John Marks, Modern Keystone, Convention and other carnivals in that area. . . . IN THE CAST of Val Balfour's Mountaineers, who have just completed a year on Station WMAM, Marinette, Wis., are Val and Ann Balfour, Ken and Ruby Lang, Patricia Kaye, Cody Thomas, Harry Van Ness, Tom La Pierre, Bill Raygo and Art Eland. . . . HARLEY SADLER wires from Texas that business for his mammoth tent continues turn away when weather permits.

POSSUM GILL writes from Hollywood: "Lafayette, we are all here—Jasbo Mahon, Harry Gossett, Lake Reynolds, Jimmie Hewitt, Bob Freeman, Pinnie Elmo, Bud Harrison, John Swor, Lasses White and Billy (Boob) Reed. Blossom and I have just finished a two-weeker at Paris Inn, San Diego. On October 2 Billy (Boob) Reed and I began work on a flicker for Fox with the Three Stooges." . . . CLARENCE AUSKINGS, agent for Al Cooper's Dixie Queen Showboat, infos that the floating theater will remain out all winter. The craft is now headed down the Mississippi. . . . J. E. RENTON reports business good for his small unit operating in the Valdosta, Ga., sector. . . . JIMMIE GALE, well known in rep-

dom, is playing theaters in the Southwest with his own unit, which comprises, besides Gale, Dick Fox, Lottie Fox and Mr. and Mrs. Bob Furman. . . . HAL H. HAYES, musician, formerly with Eugene Robinson's Floating Palace, which later became the James Adams Floating Theater and then the Original Showboat, now operates a wallpaper and paint store in Knoxville. Hal, who also trouped for a time with the Bob Hunting Circus, says he has reached 68 but is still going strong. . . . BENNY WULLKOTTE, until recently with the Bryant Showboat in Cincinnati, is now playing with Del Staton's orchestra at Colonial Grill, Eau Claire, Wis. . . . OTIS L. OLIVER, former stock and rep manager, postals from St. Paul that he's headed back East to launch several new promotions.

Obrecht Rep Quits Tent for Theaters

FARIBAULT, Minn., Oct. 4. — Christy Obrecht Players wind up their tent season here tomorrow and journey on to Sheldon, Ia., where they usher in their house season at the Iowa Theater Monday (6). The theater is operated by the Kehrbergs. The Obrecht canvas is being stored at Owatonna, Minn.

In the Obrecht cast are Christy and Fritzie Obrecht, Octavia Powell, Bob Bayley, Dorothy Roberts, Dan Denton, Mason Wilkes, Elsa Kennedy, Kenneth Larson, Al Clarke, Harry Smith, Wilbur Leavitt and Harry Kingsley.

Al Clarke, who is handling the advance, was married last week in Rochester, Minn., to Velma Day.

Alice Richey Act Disbands

SANTA MONICA, Calif., Oct. 4.—The act of Alice Richey and Company, well known in repdom, has temporarily disbanded. Robert Butler, of the act, now holds down a good position at Bethlehem Steel, near here, and also is an officer and dramatic director of the Damian Club here, one of the largest Catholic young people's clubs on the Coast. He is slated to announce his engagement soon to Mary Guidry, entertainment director of the same club. Albert Kuzi, who formerly did his magic with the turn, now has a clerical position in McKeesport, Pa. Roy Butler, Alice's husband and Bob's father, is doing picture work. He is carded to make a flicker soon with the Weaver Brothers and Elviry. Alice Richey is merely resting here, but says all members of the act want to hit the road again for at least a few more seasons.

Guthrie Players End 20-Week Trek

DES MOINES, Oct. 4.—Guthrie Players closed their 20th season with a week's engagement at the Guthrie Center Theater, Guthrie Center, Ia., September 20. The show played 20 weeks, mostly in Northern Iowa.

Cliff Carl, part owner, sold his share of the show to his partner, Bill Guthrie, at the close of the season. Carl and his wife, Helen, have joined Station WHO and will be featured on the Barn Dance Frolic. Guthrie will join a circle stock troupe in Illinois for the winter.

Carl reported business spotty during the season, altho the show finished about on par with last year.

The cast included Cliff and Helen Carl, Laura and Bill Guthrie, Vern Boshford, Kite Ruby, King Cole and Dot and Grady McClure.

Cole-Guthrie Join For Indoor Season

KEWANEE, Ill., Oct. 4. — King Cole Players have combined with the Guthrie Players for the fall and winter season, with the opening set for October 9. Headquarters will be in Kewanee, and show will be billed as the Cole-Guthrie Players.

In the roster will be Mr. and Mrs. King Cole, Mr. and Mrs. William Guthrie, Mr. and Mrs. Clyde C. Cole, Mr. and Mrs. J. F. DeCuir, Wally Wallace and Darlene Guthrie.

King Cole was married September 24 to Dorothy Dirkson, of Woden, Ia.

Choates End Tour

CAMBRIA, Ill., Oct. 4.—Choate's Comedians wound up their under-canvas season here September 16. Following the close, Billy Charles Choate joined Bisbee's Comedians for the remainder of the season. Dick, Midge and Peggy Lanham hopped to St. Louis to visit Midge's mother before joining the new Heffner-Vinson tent, which opened Thursday (2) at Harrodsburg, Ky. Bob and Pearl La They reopened their magic show, with Chic and Estelle Pellette handling the bookings. Dick, Hazel and Bernice Butler returned to Indianapolis, where Bernice entered school.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Four and One Still Going In "Pop" Dunlap's Contest

BROOKLYN, Md., Oct. 4.—Four teams and one solo remain in the Ray (Pop) Dunlap contest here, with 25-minute sprints under way and contestants dropping out fast. Those still going are Billy Willis and Ruthie Carroll, Hughie Hendrixson and Helen Caldwell, Johnny Bowman and Opal Ferdig, Phil Rainey and Joann Leslie, and Dale Thorpe, solo. Thorpe outran Joe Rock in an Australian pursuit race last Sunday night. Marvin (Hobo) Hobaugh and Itsy Bachrach are still dishing the comedy. Jennie Bush is nurse and Don Donnison and Bill Harris trainers. Johnny Hughes and Pete Trimble are at the concession stands.

DAVE WHITE, now located in Fort Worth, has been making efforts to locate his ex-partner, Floy Moran.

LORRAINE BAKER, our faithful Baltimore correspondent, is still hoping to read a line here on Sally Neally.

DUFFY TARANTINO and wife, Tillie Sweet, are out of the game for the present, with Duffy working as bartender and liquor salesman in a Chicago night spot. They'd like to read notes here on Charley and Vivian Smalley and Marge and Lee Sullivan.

LA VERNE HUNDLEY, now settled in Louisville, writes that she's elated to learn that Sid Cohen's Chicago Coliseum show is slated to get under way soon. "I intend to be there for the opening,"

writes La Verne. "and I hope to see many of my old walkie friends with whom I trouped in the Seltzer shows. I will also visit Mildred Kiesling, former Coliseum contestant, now residing in the Windy City."

LITTLE BOB NELSON comes thru with a heap of dirt on things around Chicago way. According to Nelson, the Cicero, (Ill.) show must have been a case of either the little man who wasn't there or Yehudi, as everyone trying to contact the show's promoter drew the same blank. Several of the kids from the Dallas show passed thru Chi last Tuesday (30), says Little Bob, en route to Flint, Mich., to "once over lightly" for the forthcoming show in that town. A lot of kids are checking in in Chicago awaiting the opening of the Coliseum show. "As for myself," writes Nelson, "I've been working for the Ray Shute-Edna Deal Booking Agency, St. Louis. At present Red Monroe and I are twiddling thumbs until we can get going on preparation for the Coliseum show, opening of which is set for October 15. By the way, the column recently mentioned Guitarist Earl Harrington and Voice Phil Arnold, but someone forgot the one who keeps the coffee warm and the toes in said voice's stocking, and doing a good job—Mrs. Phil (JoJo) Arnold. Red Monroe, Earl Harrington and yours truly are working on material and building a repertoire to work as a trio for the Maurice Jacobs office in New Orleans and the South, where Earl hopes to find his brother George, who formerly indulged in the walkies and now working down that way."

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Non-Theatrical Films

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(Communications to 1564 Broadway, New York City)

Mystery Pictures Always Popular With Audiences

NEW YORK, Oct. 4.—Film fans by the millions have derived countless thrills from the well-made mystery pictures offered by producers. The 16mm. field now has available a long list of super-thrillers revolving around arch-villains and the crimes they commit time and time again in the whodunit pictures. Audiences always appreciate a good mystery film, especially when the plot moves smoothly and plausibly toward the final reel when the evildoer is caught and justice triumphs.

Many of the recent films released in this field have been based on a background of true-to-life incidents, at times exposing one or another of the underworld rackets or covering some social problem like juvenile delinquency. The films are never preachy in tone, with the moral lesson underscored in the film subtly carried thru the story without affecting any of its entertainment value. That is why the mystery films find such a wide audience acceptance.

Roadshowmen have reported a big demand for mystery films during the past summer, and, in preparing for the season ahead, they are selecting suitable stories to round out their programs. The chills, suspense and fast-paced action of the mystery thrillers offer excellent escape entertainment and make possible for the audience to forget, if

only for a short time, the tension in the world today.

Not all films presented under the general description of mystery stories necessarily follow the formula of a corpse, the blundering detective and the master mind who finally solves the crime. Many of the stories show the methods used to combat ultra-modern crime and in the expose story, where a vicious racket is brought to light, the various phases are outlined intelligently as the story develops. Men and women alike enjoy the mystery dramas, as the stories are usually enhanced by shifting backgrounds. Women are particularly strong mystery fans, even tho the films are marked by only a slight shade of romance.

The mystery drama is as timely as tho it were taken from tomorrow's headlines. The story of a master sleuth matching his skill with those who plot against law and order, or who want to destroy a nation, makes for pleasant entertainment.

Directors of mystery thrillers have shown unusual ingenuity in developing unusual plots. For example, in one recent film a planetarium projector, which projects complete pictures of the heavens, and a huge telescope similar to the one in Mount Wilson observatory are vital to the story. In another film two detectives working by entirely different methods arrive at two entirely different solutions, which are confirmed by confessions, yet, in the final sequence, neither of the solutions is correct. The mystery story has definitely outgrown its swaddling clothes and now ranks high in the film entertainment picture.

Roadshowmen have had considerable success with a number of the better type mystery dramas, but it would be impossible to list them all here. Some of the films that have strong plots and entertainment value are *I Am a Criminal*, *It Couldn't Have Happened*, *House of Danger*, *Murder by Television*, *The*

Shadow Strikes, *Crime of Dr. Crespi*, *Dark Hour*, *Triumph of Sherlock Holmes*, *International Crime*, *Death From a Distance* and *Kelly of the Secret Service*. The Crime Club releases available in 16mm., including *The Black Doll*, *The Westland Case*, *Lady in the Morgue* and *Danger on the Air*, are also popular. Most of the films have well-known players in the cast.

SOUTHERN DEAL

(Continued from page 4)
would nevertheless have to get ASCAP permission on the deal.

ASCAP attorneys in New York, meanwhile, could make no comment as to when their music would be returned to the chains. They would also not comment on whether the Society was preparing to sue NBC, CBS, BMI and NAB on a charge of conspiracy and infringement in event the music was not returned soon.

SUGAR'S DOMINO

(Continued from page 4)
character all of us have to do in these critical times. We shall all be better off when this matter is settled once and for all.

WITH due respect to the apparent sincerity of Equity councilors who resigned because of subversive influences that are alleged to have taken over the legitimate actors' union, there is nothing subversive about the School Repertory Theater, a professional repertory-stock company which is about to be formed thru the tie-up of Equity with New York City's Department of Education. Details of the project were revealed in last week's issue of *The Billboard*. Equity can well be proud of its Alfred Harding, who conceived the idea and who put in a heap lot of effort bringing it to its present assured status. Equity can also be proud of itself because it is high time that the legitimate theater did something to perpetuate its existence thru the medium of appealing to the high school students of today, who are the bulk of tomorrow's theatergoers.

Legit's decline in recent years has caused almost two generations of young folk to be divorced almost entirely from the theater. The natural result has been—not only in New York but all over the country—that legit is no longer an essential in the leisure schedule of the middle class from whom it drew the bulk of its patronage from the time of the theater's birth in America. The School Repertory Theater is a splendid idea from many angles but particularly because it will undoubtedly make the

present generation of teen age boys and girls more conscious of the living stage and eager to support productions that are worthy. The entire theater should for its own sake get in back of the School Repertory Theater with a big push.

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Wagon Show Tax Faces New Action

WABASH, Ind., Oct. 4.—The operators of free merchant-sponsored shows have taken a new course in their legal action against the so-called "wagon show" tax which State officials insist applies to showings of free films. A group of operators directly affected are questioning the validity of the law.

An application has been made for an injunction against local and State tax officials under an original suit for declaratory judgment. However, Judge Byron C. Kennedy found he lacked the jurisdiction to consider the injunction application and therefore the attorneys for the free-movie group substituted a complaint for injunction.

Contending that autos or trucks used to transport films to the locations of free movies are in no way utilized for the actual showing of the movies, operators contend they are exempt from the provisions of the 1917 "wagon show" tax which the State is seeking to enforce. The new suit is returnable October 9, it is reported.

As in the previous action, the plaintiffs are the Dennis Film Bureau, Inc.; Bromley Chevrolet Sales Company, Roger Wright, Earl Scott, George Morgan, Clarence Crouch, Hugh Singer, Howard Gaunt and Russell Hughes.

New and Recent Releases

(Running Times Are Approximate)

ARCTIC THRILLS, released by Castle Films. One in a series of Adventure Parade pictures showing little known regions where animal and human endurance are pictured in colorful scenes. Hours of struggle are compressed into the arctic film, showing a thrilling polar bear hunt and shots of walrus, seal and other creatures of the Far North. Sound film: one reel. Running time, 10 minutes.

HER SPLENDID FOLLY, released by Astor Pictures Corporation. Picturized from Beulah Poynter's novel of the same name, the film tells the story of a picture star whose double replaces her when she disappears. Lillian Bond is featured. Running time, 59 minutes.

Roadshowmen and The Defense Story

By C. H. ROLOFF, advertising manager the De Vry Corporation

A GREAT opportunity lies immediately ahead, and roadshowmen can help bring this opportunity to a reality. The proven ability of audiovisual aids now presents industry, schools, the government, lodges, clubs, parent-teacher organizations, Legion posts and Granges with one of the most potent weapons for the dissemination of information and the speeding of learning processes.

Our government now has urgent need to take its audible, visible message to the country. It is not the job of producing pictures; that problem is well solved; but the task of finding the channels thru which the films should be given to the nation requires attention.

The U. S. governmental agencies have and are producing innumerable films for use in special vocational classes in technical high schools and also in the upgrading program of training within the industry. It is estimated that the 5,000 operating sound projectors in industry and the 10,000 available in our various schools plus those of other sources are insufficient to do the job. Obviously, theatrical channels cannot do the job, as people paying admission seek entertainment in films and not instruction. Yet there is a pressing need for projection equipment in placing life and vigor in the defense program.

When it is realized how extensively the film and projector can be used to demonstrate the points workers must learn, the things people should know to safeguard their health, to select food, to conserve time, materials, labor and energy for defense work. It can be understood that projectors are vital to defense.

The hundreds of itinerant roadshowmen could do a magnificent job of taking the defense story to the people. Millions of people gather in lodges, clubs, schools, churches, outdoor functions, etc., where educational films would be welcomed. It is estimated that in the rural areas the roadshowmen of the country could cater to over a million persons each week.

Such distribution is vital to our nation. Roadshowmen would be doing a good turn to the nation and themselves by carrying the message to the people. Sound projectors are vital to defense and roadshowmen can do a most effective job of telling and selling America on the national defense effort.

The Final Curtain

ALLEN—Mrs. Frances B., 65, singer and pianist, at her home, Lake Pleasant, Mass., September 23 following a long illness. She was formerly a member of Lovett's Boston Stars and for five years played in summer operas at Whalom Park, Fitchburg, Mass. Later she went to New York, where she taught music. She leaves a sister and two brothers.

ATKINSON—Mrs. Antoinette Werner West, 60, well-known singer and soprano soloist with the Cincinnati Symphony Orchestra and May Festivals, October 1 at her home in Cincinnati. She leaves her husband, a daughter, sister and three brothers. Services in the Cincinnati Crematory Chapel October 3.

BURLANDO—Francis X., 51, former Albany (N.Y.) night club entertainer, operator and manager, September 25 in that city. He leaves his wife, three sisters and a brother.

CANTER—Grace (Grace Turney), singer, September 19 in Chicago after a long illness. She sang in musical comedies from 1922 to 1924. She leaves a sister, Lynn Canter, vaude performer.

CARRIGAN—Thomas J., 55, pioneer actor in two-reel movies, in Lapeer, Mich., October 1 of a heart attack. His last movie role was in *Wings*, more than a decade ago.

COGSWELL—Charles H., high-stilt performer, at Clinic Hospital, Bluffton, Ind., September 26 of a perforated gastric ulcer. He was working the Street Fair in Bluffton at the time of his death.

COLUMBO—Joseph Paul, 42, night club operator, September 24 at his residence in New Orleans after year's illness. Columbo operated the Slipper Club and later the Vanity Club, New Orleans. Surviving are his widow, a stepson, three brothers and four sisters. Interment September 25 in Metairie Cemetery, New Orleans.

CUMMINGS—Will C., 70, author and producer of musical comedies under the name of Will C. Carleson, at his home in Los Angeles September 21. He was also scenario editor for Mack Sennett. Services September 24 at the Sawtelle National Military Cemetery, Los Angeles.

DODGE—Marjorie, 47, operatic soprano, in a Chicago hospital September 27. She appeared on the Coast with opera companies and with symphony orchestras throughout the country. In recent years she had limited her engagements to Chicago theaters and radio programs.

GALLAGHER—Michael J., 68, one-time member of the Manhattan Quartet, singers of Irish ballads 40 years ago, recently in St. Louis of a heart attack. He was owner of the Empire Theater, first theater built in Wellston, Mo.

GOODE—John C., 57, former national president Circus Saints and Sinners' Club of America, September 29 at Richmond, Va. Goode had charge of issuing licenses to carnivals in that vicinity. Funeral at Richmond, with burial in Hollywood Cemetery October 1. Survived by widow, Mrs. Alice Edith Brauer Goode; two sisters and two brothers.

GREY—Clifford, 54, English lyricist, in Ipswich, England, September 26. His best known shows were *The Bing Boys Are Here*, *The Bing Boys on Broadway*, *Arlette*, *Hullo, America!*, *Baby Bunting*, *The Kiss Call*, *Artists and Models*, *June Days*, *Hit the Deck*, *The Three Musketeers*, *Mayflowers*, *The Kiss in the Taxi*, *The Vogues of 1924*, *Marjories*, *Sally*, *Gay Paree*, *Ups-a-Daisy*, *Accidentally Yours*, *O You Letty* and *Lambeth Walk*. He also wrote the lyrics for the songs *If You Were the Only Girl in the World*, *My Love Parade*, *Valencia* and *Wild Rose*. His best known moving picture was *Rome Express*, produced in 1933. Survived by three daughters, Mrs. Dorothy Thornicroft and Mrs. Cynthia Grey, Hollywood, and Mrs. Charles Davids, New York.

HERMAN—Lew (Pecky), 52, former act producer, September 29 in Chicago. Before retiring because of ill health Herman was a partner of Maurie Greenwald in the production of flash vaude acts. He also had been a performer and got his nickname Pecky when he was appearing in *Pecky's Bad Boy*. At one time he was teamed with Joe Shriner in vaude. His widow, June West, former soubrette, survives him; also his mother, a stepdaughter, three brothers and three sisters. Interment at Chicago.

HYLAND—Thomas J., 47, for many years operator of the Lyric Theater, Ludlow, Mass., of a heart attack recently.

JOBER—Mrs. Stanley, of the Jobber Midgets Show, September 29 of a heart attack. She and her husband traveled with a number of carnivals and toured this country and Canada.

KESSNICH—Frederick Reinhardt, 54,

former concert singer, at Richmond, Va., September 30. Kessnich appeared on the concert stage in the early '20s. Survived by a sister and brother. Burial in Richmond October 2.

LANG—Gertrude, vaude performer, October 2 in New York. Miss Lang was formerly a member of the dance team of Murphy and Lang. Together with her partner, John Murphy, she operated a dance school in New York for many years. She leaves several brothers and sisters.

LLEWELLYN—Thomas G., 56, Detroit musician, September 25 at Windsor, Ont. Survived by four brothers. Interment in Windsor Grove Cemetery.

McGILLIVRAY—Frank M., father of Frank McGillivray, announcer with Station CJRM, Regina, Sask., in Regina September 24. Surviving are his widow, two sons, a sister and four brothers.

MILLER—Benjamin J., 44, Milwaukee film attorney, September 23. Survived by his widow, two daughters, father and two sisters.

IN MEMORY OF A TRUE FRIEND
TOM MIX
Who Crossed the Great Divide October 12, 1940.
JAMES E. HUNT

NALBANDIAN—Jake, 64, vet outdoor showman, at his home in Los Angeles September 14 from a heart attack. In the business since 1893, he had his own show for many years and at various times was with De Kreko Bros., K. G. Barkoot, Morris Miller, Coe Bros. and J. Harry Six shows. His widow, Belle, survives. Burial in Park Lawn Cemetery, Los Angeles.

NEWMAN—Ruby, 51, wife of Mike Newman, exploitation man for Columbia Pictures, in Los Angeles of a heart attack. Services September 24 at the Ross Jones Mortuary Chapel, Van Nuys, Calif. Survived by her husband and two sisters.

NIEBES—Mrs. John H., 71, wife of the former owner of the Dawn and Library theaters, Detroit, September 26 from a heart ailment. Survived by her husband and a daughter. Interment in Mount Olivet Cemetery, Detroit.

OLIVER—George Edgar, 86, former Albany (N. Y.) theater manager and drama critic, September 26 in Albany, N. Y. At one time he was manager of Harmanus Bleecker Hall, Albany legit theater.

OLSON—Mrs. Linda, 22, wife of A. J. (Swede) Olson, concessionaire on Henries' Bros.' Shows, drowned September 29 when the speedboat in which she was riding on the lake near the fairgrounds in Atlanta collapsed. Besides her husband, she leaves a sister, Mrs. E. R. Moore, Dante, Va. Burial in Atlanta.

ORJORDAN—John, 65, at Richmond, Va., September 28. He was a founder of Richmond Theater Guild and a leader in Little Theater projects in the South. Survived by his widow, Molly, and a son.

PAJAKOWSKI—Matthew V., 39, composer and orchestra leader, killed September 24 in an auto accident near Buffalo. Pajakowski was well known on Buffalo Polish-language broadcasts. He leaves his wife and three daughters.

PESKAY—Gladys E., in Memorial Hospital, New York, September 24 after a short illness. She was the wife of Ed J. Peskay, president of Prefect Corporation, operator of the Pickwick Theater, Greenwich, Conn., and the Twin Theaters Corporation, which operates the Palace Theater, Stamford, Conn. Survived by her husband and three daughters.

PETERSEN—Chris, 59, former circus and carnival chef, September 26 in an Cshkosh (Wis.) hospital. Survived by a son and a sister.

RAAB—Mrs. Charlotte, mother of Mrs. George A. Hamid, wife of the outdoor booker and operator, September 27 at the Hamid residence in Forest Hills, L. I., N. Y. A large delegation from the Ladies' Auxiliary of the National Showmen's Association attended services held at the home of her mother-in-law, Mrs. Loretta Raab, in Jersey City, N. J.

ROBERTSON—Josette Dolph, harpist, at Scranton, Pa., October 1. She appeared in concerts with the Boston Symphony Orchestra, Fritz Kreisler and the Maud Morgan harp ensemble. She leaves two sisters and a brother. Interment October 3 at Scranton.

ROMAN—Joe, 40, emcee and manager of Mayflower Tavern, Jacksonville, Fla., in Canada September 27 of a heart attack. He at one time had his own orchestra, the Original Pennsylvanians, and operated a booking agency in Jack-

sonville. Survived by his mother, three sisters and four brothers, all of Mahanoy City, Pa., his home town. Services and burial in Mahanoy City.

SCHMITZ—Charles, 89, veteran horse trainer and fancier, well known on the Ohio county fair circuit, September 30 at his home in Lima, O., following a heart attack. Burial in Lima.

SHEFTALL—Sam E., 62, concessionaire and paperman, at his home in Monroe, La., recently of a heart attack. His widow, Emma, and one son, Sol S., of Mimic World Shows, survive. Burial in River View Cemetery, Monroe.

SMALLEY—Fox, (Chester York Smalley), 49, former vaude singer of Waterloo, Ia., in Detroit Lakes, Minn., recently. He was at one time a member of the Victoria Four quartet, which toured Europe. Surviving are his mother, two brothers and four sisters.

YATES—Percy, 59, Detroit stagehand, September 23 after a long illness. He was at the Avenue Theater, burlesque house, the past 10 years. Survived by his widow and a son. Interment in Acacia Park Cemetery, Detroit.

Marriages

BAKER-KENT—Ken Baker, orchestra leader, and Dorothea Kent, motion picture actress, near Portland, Ore., September 28.

BERDUN-GOLDBERG—Hal Berdun, Detroit orchestra leader and band booker with the Delbridge & Gorrell office, to Marion Goldberg, nonpro, Bay City, Mich., September 14.

CAMPBELL-SIMPSON—Evelyn Campbell, secretary of Station CKCK, Regina, Sask., to J. Allan Simpson in Saskatoon, Sask., June 28.

CHARAK-HEDGE—Allan P. Charak, formerly with Dodson's World's Fair Shows, and Mildred A. Hedge, Chicago, in Crown Point, Ind., September 18.

CLARKE-DAY—Al Clarke, advance man with the Christy Obrecht Players, repertoire organization, and Velma Day recently in Rochester, Minn.

COLE-DIRKSON—King Cole, of the Cole-Guthrie Players, operating out of Kewanee, Ill., to Dorothy Dirkson, daughter of Mr. and Mrs. Walter Dirkson, of Woden, Ia., in the latter city September 24.

JARVIS-BOCASH—Arthur Jarvis, Springfield, Mass., and Claire Ann Bocash, cashier at the Capitol Theater, Springfield, Mass., in that city recently.

KLEIN-TURECK—Kenneth Klein, director of the concert department of Town Hall, New York, and Rosalyn Tureck, concert pianist, September 28 in Reading, Pa.

RETI-LACHMAN—Dr. Rudolph Reti, New Haven, Conn., composer and pianist and formerly identified in Europe with the Saltzburg Chamber Music Festival, to Elizabeth Schoepf Lachman, concert singer, also of New Haven, in that city recently.

SANNER-ROSS—Ralph B. Sanner, musician, and Elizabeth Ross, dancer, known as Betsy Bain, in Covington, Ky., September 25.

VERNA-FABRIZIO—Charles Verna, former Philadelphia orchestra leader, and Emily Fabrizio, nonpro, early in September in Philadelphia.

Coming Marriages

William Szyzypulski, owner of the Conant Theater, and Cecilia Manteuffel, daughter of the late Max Manteuffel, owner of the Martha Washington Theater, both of Detroit, soon.

Mack P. Mayer, nonpro, and Shelly Winter, of the cast of *Meet the People*, currently at the Cass Theater, Detroit, soon.

Shakespeare O. Goldsmith, owner of the Savoy Theater, Detroit, and Edythe Valerie Leader, nonpro, in Detroit October 19.

George B. Prokopitz, manager of the Feeley Theater, Hazleton, Pa., and Mary S. Castrina, nonpro, soon.

Births

A son, David Carl, to Mr. and Mrs. Hilmer Stark at Woodlawn Hospital, Chicago, October 2. Father is on Chicago editorial staff of *The Billboard*.

A daughter to Mr. and Mrs. John Maschio at Cedars of Lebanon Hospital, Los Angeles, September 28. Mother is the former Constance Moore and father is actors' agent.

Vaude Grosses

Buffalo Poor 10G; Century Is Winner

BUFFALO—After a period of topnotch business local vaudefilers are gradually settling down to normal. Last week grosses were spotty and warm week-end hurt. The Buffalo (seating capacity \$3,500; house average \$11,500 for straight picture bookings) is currently minus vaude and name bands, after chalking up recent smash successes with the Dorsey brothers. New bill opening October 3 was marred on first day by cold and pouring rain. Despite lack of flesh, picture attraction, *Hold Back That Dawn*, is strong enough to get above-average business. It's coupled with *World Premiere*. For the week ended October 2, the double-feature *Navy Blues* and *Man at Large* drew a poor \$10,500.

The 20th Century (seating capacity 3,000; house average \$6,500 for film only) is overwhelmed by its own success with the strong celluloid fare *The Little Foxes*. House set a new high in grosses for the pic and has found it advisable to hold layout for a third week, an unusual procedure here. Century succeeded in drawing \$15,600 the first week, \$8,700 for second week ended October 1, and is expecting to garner over \$6,000 for the week ending October 8.

Vogue, Detroit, 3G Average Okay

DETROIT—Business at the Vogue Theater, neighborhood house, has not been affected by opening of vaude at the Colonial. The Vogue (1,400 seats; house average \$3,000) has been grossing around \$3,000 the past few weeks. Diane Berry was featured a week ago, and the Whitemans, dance team, and Paddy Cliff, tenor, last week. This accounts for an estimated 9,000 admissions each week.

The Colonial (1,500 seats; house average \$6,000) has been doing slightly better in its second week of revived stagelows, grossing \$7,200 for an estimated 30,000 admissions, with Roscoe Ates and company headlining, against a \$7,000 figure the week before with Lya Lys, Michael Whalen and Isabel Jewell in personal appearances.

Mayfair, Stooges, Boles 18G in Hub

BOSTON—John Boles, Mitzi Mayfair and the Three Stooges headlined the full week bill which closed at the 3,212-seat RKO-Boston October 2, drawing \$18,500. Gross was regarded as good, considering local conditions.

Also on the bill were the Watson Sisters and the Helen Reynolds Girls. Pic was *Mexican Spitfire's Baby*.

Full-week show which opened October 3 featured the Andrews Sisters and Joe Venuti's orchestra.

Post St. \$1,050

SPOKANE, Wash.—A \$1,050 gross was pulled into the Post Street Theater September 26-28 by the Bert Levey circuit acts of Darby and Ardelle, Gene and Jeanne Edwards, Ward Gray, Bob Parish and the White Sisters, supported by *Blonde Inspiration* and *The Gay Vagabond* on screen.

Courtney C. Conrad has purchased an interest in the house and is assisting Bill Evans in the management.

Armetta, Breese Fair

PROVIDENCE—Business off slightly last week-end at Metropolitan over previous week, with Henry Armetta, film comic repeatedly seen here in past few seasons, coupled with Lou Breese and His Breezy Rhythm Band, as headliners. Support bill of Roy Smeck, the Coltons and Three Arnolds. Pic. *Petticoat Politics*. Bill grossed \$5,100 on three days.

Bowes Nice 9G

DENVER—Major Bowes 1941 Prize Winners unit drew a nice \$9,000 at the Denham Theater September 12 to 18. Unit was the first flesh to play this house since the last Bowes unit week of March 7, and grossed better than previous units. No other flesh has been set for the house in the near future.

Pic, Henry Aldrich for President.

INDUSTRY AND REVENUE ACT

RC Grosses Big Conklin Barns At Pomona Date At Brantford

POMONA, Calif., Oct. 4.—Rubin & Cherry Exposition, midway attraction at the 20th annual Los Angeles County Fair here, did business that exceeded all expectations during the 17-day run, R. L. (Bob) Lohmar, manager, said. Attendance at the fair totaled 800,249, with the second Sunday of the engagement proving the best.

That day found the shows doing exceptional business, with the three Ferris Wheels operating to a waiting line thruout. Manager Lohmar said the wheels led the parade for rides, with the Side Show best among attractions. The Midget Show was the second top grosser of attractions, he said.

While shows were here, Tommy Martin sold his cookhouse to Joe Krug and Robert Browning and the latter two assumed operations immediately. Martin left for Shreveport, La., where he plans to open a restaurant. Shows presented plenty of neon and were laid out to good advantage by Tom Allen, assistant manager. J. C. McCaffery, Amusement Corporation of America exec. visited.

Sam Ward, publicity man, was here with the shows until last Wednesday when he left to work in advance. Visitors also included Sid Grauman, J. Eddie Brown, Paul Eagles, Norman Peel, Ray Johnson and Sam Abbott, of *The Billboard*.

Hennies in Click Start in Atlanta; League Show Scores

ATLANTA, Oct. 4.—With attendance over 160,000 on the first three days, Hennies Bros.' Shows got off to a good start on the midway at Southeastern Fair here September 26-October 5. Shows arrived in time for opening of the fair after a long run in here. However, the wagons had to be taken off the wheels before the train headed here because of the many tunnels on the Southern Railroad route.

Sunny Bernet came from Chicago to handle the emcee chores for the click midnight benefit show for the Showmen's League of America in the Red, Hot and Blue Revue top on October 1. Tickets went on sale 10 days in advance and attendance was big. Four radio stations sent talent for the occasion and the show was broadcast over Station WTAL. Gus Sun Jr., and W. C. (Billy) Senior brought the grandstand show over and local papers were liberal with space.

Among guests were Governor Talmadge and his staff; Mike Benton, secretary, Southeastern Fair; Bernard J. Youngblood, secretary Michigan State Fair, Detroit, and Mrs. Youngblood; E. Ross Jordan, secretary Georgia State Fair, Macon; Man Mountain Dean; Herbert Bye, general counsel Amusement Corporation of America; L. S. (Larry) Hogan, well-known showman, and Howard Y. Bary, director of national advertising for ACA.

Big program caused the show to last until early morning. Program included the Rhythm Rangers, Glen Ecker's Round-Up Boys and Girls, Curtis Eberstein's Girl Revue, Carolina Cotton Pickers, and Midget Revue.

Sheesley Does Good Biz At Lawrenceburg, Tenn.

LAWRENCEBURG, Tenn., Oct. 4.—Mighty Sheesley Midway concluded its stand at Lawrence County District Fair here tonight to good business. A big crowd was on hand to greet the shows on their arrival here Monday from Florence, Ala. *The Lawrence News* and *The Democrat-Union* were liberal with space. Kenneth Duke, managing editor *News*, and Charles Crawford, managing editor *Democrat-Union*, visited nightly. Newsboys from both papers were guests of Robert North Thursday night.

Staffs of both papers were taken on a tour of the midway by North Friday night. Charlie Sheesley did a swell job (See *SHEESLEY IN TENN.* on page 40)

Canadian tour ends in black despite \$125,000 in war tax disbursements

LEAMINGTON, Ont., Oct. 4.—Conklin Shows successfully wound up their 1941 tour at close of the Provincial Exhibition here tonight, with showmen and concessionaires reporting a lucrative engagement. Shows' executive staff and personnel remained unchanged from opening and equipment was to leave early tomorrow morning for quarters in Brantford, Ont. Despite the disbursement of over \$125,000 in war taxes, not a single red ink entry was made this year, Neil M. Webb, secretary-treasurer, announced.

Shows were favored with excellent weather thru still dates and over the Western Canada Class A fair circuit. Luck in this department held good thruout the Canadian National Exhibition, Toronto, where all records were broken. Not one major accident occurred. Stands at Belleville and Kingston, Ont., and a return date at Hamilton, Ont., were mildly profitable final weeks. Only part of the equipment carried previous to and during the CNE was utilized at the final dates. The George V. Adams Rodeo was booked for the Hamilton stand, which was sponsored by *The Spectator*, (See *CONKLIN IN BARN* on page 40)

Minn., Texas Fairs Are Winners for RW

LEONARD, Tex., Oct. 4.—Management of Reynolds & Wells Shows, which successfully completed their third week of Texas fairs here today, announced that business so far has been way beyond expectations. Credited with being responsible for the good results is the increase in cotton prices, principal crop in this sector.

Officials also reported that shows' tour of Minnesota fairs was highly successful and, before making the Texas trek, organization played the Northwest Missouri State Fair, Bethany, to good business. Shows have been neonized thruout during the last two months and plans of Messrs. Reynolds and Wells call for some extensive show building and the addition of new rides for 1942, when shows go into winter quarters.



MAX COHEN, Rochester, N. Y., secretary-treasurer-general counsel of the American Carnivals Association, Inc., who presents in this issue phases of the new Federal Revenue Act as it applies to the carnival industry. He has ended his visitation program for this season, during which he visited numerous shows, consulted with executives regarding current problems and addressed personnel on the workings and objectives of the ACA.

Changes Made In Taxes Cited

Outline of effect of new law is presented—numerous items apply to biz

By MAX COHEN, General Counsel American Carnivals Association, Inc.

ROCHESTER, N. Y., Oct. 4.—One of the major problems with which the industry is faced at this time is the effect which the new 1941 Revenue Act will have upon its operating overhead and the manner in which methods of operation may be affected by the Act. It is obviously impossible in a brief article of this type to endeavor to apply the law as it now exists to specific shows and to specific problems, and it is not intended that this shall do more than present the general phases of the new Federal Revenue Act and its application to our industry.

Items contained in the Act which do not directly affect the industry have been omitted from its consideration.

Income Taxes

The Act continues taxes on individual and corporate incomes as heretofore but increases the rates of taxes and surtaxes, reducing former exemptions to \$750 for single persons and \$1,500 for married persons living together. Corporate taxes are also increased.

Excess Profits Tax

Similar changes are made in the excess profits tax by increasing the rate of tax.

Capital Stock Tax

Shows which operate under the corporate form should note that the capital stock tax is increased from \$1 to \$1.25 (See *NEW REVENUE ACT* on page 37)

BG Ups Marks At Okla. City

Grosses 35 per cent ahead of 1940—shows maintain 30-40 hike average

OKLAHOMA CITY, Oct. 4.—Midway business at Oklahoma State Fair and Exposition here, September 20-27, was 35 per cent higher than last year, Co-Manager B. S. Gerety, Beckmann & Gerety Shows, said at close of the engagement. Increase, he said, was in line with the advances of 30 to 40 per cent registered at nearly every stand on shows' route.

Actual gross figures were not available, but reliable estimates placed them at about \$35,000. High spot of week was September 26 when school children from (See *BG AT OKLA. CITY* on page 37)

Strates Is Honored At Bloomsburg Fair

BLOOMSBURG, Pa., Oct. 4.—James E. Strates, whose shows were on the midway at Bloomsburg Fair here on September 22-27, was tendered an informal party by members of the fair board for his efforts in putting over the amusement end of the fair, despite a polio ban. They presented Owner Strates with an attractive rug, made in Bloomsburg, for his private car.

Fair association members in attendance included M. J. Grimes, president; Paul Jacob, vice-president; Harry B. Correll, secretary; Jacob Maust, treasurer; Carl Fleckenstein, librarian, and these directors: Calvin Kressler, George Houck, Albert Naunus, Myron Sands, Bruce Snieman and Harry Gilmore. Strates was also recipient of numerous compliments on the caliber of his attractions.

Mrs. Linda Olson Drowns

ATLANTA, Oct. 4.—Mrs. Linda Olson, wife of A. J. (Swede) Olson, concessionaire on Hennies Bros.' Shows, midway attraction at Southeastern Fair here, drowned Monday night when a motorboat in which she and five others were riding, following the grandstand show at the fair, collapsed after cutting across waves in the lake. Divers searched for an hour before her body was found. Mrs. Olson, a native of Berkeley, Calif., was a well-known trouper and had married Olson only two months ago.

Mamsch Hurt in Auto Crash

CHICAGO, Oct. 4.—Harry Mamsch, well-known outdoor showman, who was badly hurt in an auto accident last week-end, is in Passavant Hospital here. Mamsch was returning from Kankakee, Ill., when, in attempting to avoid a motorist who was on the wrong side of the road, he drove off the pavement. The other motorist did the same and the cars collided. At the hospital it was found that Mamsch sustained a crushed chest and broken kneecap. He will be there for some time.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Punk-Inn, Ark. Week ended Oct. 4, 1941.

Dear Editor:

As is the weekly letter writers' habit to say, "The show arrived in town early" when it arrived late and not to say anything if it didn't arrive at all, we will mention that the show train arrived on schedule time. Schedule time on a midway doesn't mean a whole lot, due to no one knowing what time it really is. Whether the train arrives at dark or dawn, we still call it scheduled time. As a matter of fact, we always know that the train has arrived when it gets there. Most readers take it for granted that the train arrived in town after reading the news story.

Upon our arrival here at scheduled time, the train was met by a large crowd, numbering some 30 people. This count included the 20 members of the fair board, two girls from the last town and four or five sticks looking for a week's work. The fair board members, after looking over our 100 loaded flatcars, were very much worried about the size of our midway and the small size of the fairgrounds. Accompanied by the bosses and our lot superintendent, the board

members hurried to the lot to see what could be done about making more midway space.

After measuring the grounds from end to end, we found enough space to locate 23 rides and 25 shows, with 21 rides and 24 shows still without locations. The board agreed to tear down two of its 10 restrooms to make space for another ride. Old Sam, who gets no salary, wouldn't stand for the move, claiming he had paid off for 10. After we threatened to boycott him and erect our own, he stood for the shake. Two cattle barns were next under the ax. We learned that the barns were more or less flash, as no cows had made the fair for several years.

The wooden Merchants' Building was leaning toward the south. Knowing that at this time of the year a strong north wind might hit at any hour, the bosses asked for six sticks of dynamite and the 500 square feet of space. Again we ran into an obstacle. The Four Leaf Clover Girls' Club had rented it for a juke joint and refused to move out. Rushing to the poultry house, we learned that it had been turned over to the (See *BALLYHOO BROS.* on page 40)

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

TAXES tackling takes!

JOINING the cookhouse crew on Arthur's Mighty American Shows in Crescent City, Calif., was Louis Hanks.

MR. AND MRS. J. R. GREEN, with carmel corn and candy apples, joined Four Star Exposition Shows in Trenton, Tenn.

ACE showmen never felt snooty toward work.

FOLLOWING close of a successful season on Happyland Shows, Flo Jones has returned to her home in Kalamazoo, Mich.

FORMER vet carnival troupers, Mr. and Mrs. Charles Lorenzo are living in retirement in East Point, Ga.

LOTSA troupers have quit vending. "Vend do we eat?"

AFTER playing Minnesota fairs and a date in Yazoo City, Miss., Prof. L. Levitch is with Johnny Bejano's Side Show on World of Today Shows.

BUNNY VENUS is still in Fryeburg, Me., after successfully touring the State with his Illusion and Crime shows at still dates and fairs.

ing from a paralytic stroke, has returned to his home in Newark, N. J., where he is still under a doctor's care.

WHAT'S become of the applicants who used to look like they NEEDED a job?—Cousin Peleg.

MARY WEBB, of the Webb Family of Fat People, is clicking to good results with R. G. Gonzales' Side Show on the Joyland Shows, Bessie Bessette reports from Stockton, Calif.

LOU-LOUETTE DAVIS cards from Blytheville, Ark.: "Left Neely's Side Show on Dee Lang's Famous Shows and am now playing independently with my five-people attraction."

IF you want to be a press agent, don't try to write. Learn how to announce midway acts over the radio.—Six Syllable Webster.

FORMER circus and carnival trouper, Robert L. Frazier has been operating a home laundry service in Winston-Salem, N. C., since the death of his father, who was killed in an auto accident last July 19.

JOSEPH AND DELLA RYAN, with their three circus acts, closed with Arthur's Mighty American Shows in Eureka, Calif., and returned to Los Angeles. Mr. and Mrs. T. L. Dahm replaced them.

WORKINGMEN around some shows get almost as much consideration as the belly sticks.—Whitey Gooks.

stored for the winter in Christopher, Ill., Doc H. J. Clayton reports. Mr. and Mrs. Large, accompanied by Secretary Sam Collin, went to Johnson City, Tenn.

BILLY (JIGGS) FINNIGAN, of the act Jiggs and Maggie on Franks Greater Shows, reports a successful season and adds he and Maggie will close with the shows in Macon, Ga., in about three weeks.

SO far this season we haven't got as much dough from the Yanks in the camps as from the jerks on the lot.—Muggin' Machine Mazie.

SIGHTED on the midway of James E. Strates Shows at Bloomsburg, Pa., were Paul Smith and Harry Ehle, New York State Fair, Syracuse, and Frank Zaccaroli, shows' auditor from the general offices at Utica, N. Y.

JOINING Golden Arrow Shows at Salem, Ark., were Mr. and Mrs. G. G. Foster, with two concessions. They will remain with it for remaining fair dates. George W. Miller, with bottle game, also joined to make the shows' winter tour of Texas.

MANAGER of the Gate & Banner Shows used double talk when he called in the staff to carve their salaries in half.—Milo McGoof.

"AM DOWN HERE after visiting my family in Birmingham," pencils Bertha Bert from Lawrenceburg, Tenn. "Also visited Alabama State Fair there and renewed acquaintances with many old friends on Royal American Shows, midway attraction."

FORMER trouper with circuses and carnivals, Johnny O'Hara is in Dayton, O., on a visit from his Canadian Army headquarters at London, Ont., James McCarthy pens from the Ohio city. Johnny is working as a truck driver between London and Montreal.

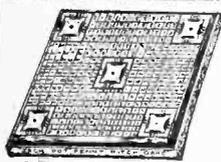
SHOW letter writers appear to be slipping. It's a long time since any of them have used *Jupe Pluvius* in a report.

DEEP SEA FISHING was the sport of the week during Arthur's Mighty American Shows' stand in Crescent City, Calif. Scoring the best catches were William Collier, Frankie Mason, Danny LaMarr, Tim Revis, Bull Montana Walker and Thomas Reed.

HORACE (DUM DUM) GARNER, formerly with the colored shows on Great Sutton, Dee Lang's Famous, Rogers Greater, West's World's Wonder, Gold Medal and Golden Belt shows, is now a private with Company 3A, Veterans' Guard of Canada, Lansdowne Park, Ottawa, Ont.

WITH priorities affecting construction, there probably won't be so many calls for seconds in winterquarters cookhouses.—Oscar the Ham.

PRESIDENT of Endy Bros.' Shows, David B. Endy advises from Newburgh,



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Lee Hall, Virginia, Oct. 13-18, within one mile of Fort Eustis, where 41,000 soldiers are stationed. Everybody working, catch all pay days. Rides: Ferris Wheels with own transportation, 25 per cent. Shows: 5-People Minstrel who double Band to be used as Free Act. Office paid. Fat Anderson, Lee Harris, get in touch. Any Show with own transportation, 25 per cent. Concessions: Cook House, Bingo, Popcorn, Candy Apples, Fishpond, Bowling Alley, Bumper, Penny Pitch, Lead Gallery, Ball Game. Only booking one of a kind, fifteen dollars. Must work for ten cents. Fair Secretaries, have open dates. All wins: THOMAS H. BOSWELL, Gloucester Court House, this week. P.S.: Out all winter.

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27-FOOT-DIX-SEMI TRAILER
Full round nose, steel corrugated sides, 10-inch drop frame, open top, full end doors, body 27 feet long, 7 feet wide, new bright red paint; 900x20 dual tires, extra good, including spare; dual line B. K. vacuum air brakes, new brake shoes and completely overhauled, cab brake controls. Entire trailer in A-1 condition, stored in Atlanta, Ga. Owner will sacrifice for quick sale, cash preferable, or this firm will finance trailer if purchaser will buy new tractor to pull same and will deliver the new tractor to Atlanta for mounting on the trailer. Write CHAS. T. GOSS, STANDARD CHEVROLET CO., East St. Louis, Ill.

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For Lafayette, Tenn., Fall Festival, followed by Jackson County Free Fair, Gainesboro, Tenn., legitimate Concessions of all kinds. Rates reasonable. Shows with own outfits. Lafayette, Tenn., 6-11; Gainesboro, Tenn., 13-18; then south till Christmas. Dude Brewer, write soon.

W. E. Page Amusement Co.

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FOR THE FOLLOWING ARKANSAS FAIRS: STAR CITY, COTTON PLANT, ENGLAND, FROZEN CUSTARD AND FISH POND. ALSO SHOWS. Wm. Driskell, write.

OLIVER AMUSEMENT CO.

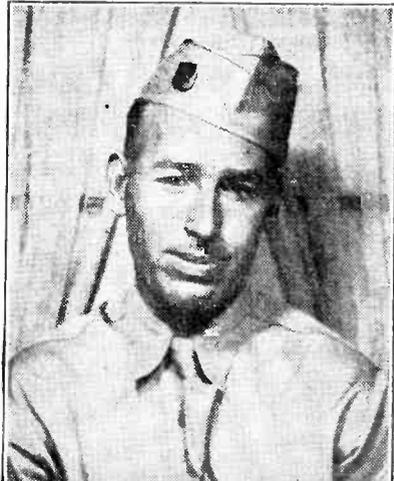
Star City, Ark., this week

DYER'S GREATER SHOWS

Starkville, Miss., Fair week, Oct. 13th; Winona, Miss., Fair week Oct. 20th. Want Merry-Go-Round, Pony Ride, Shows with something to show. No junk, no Girl Show. Legitimate Concessions, Custard, Snow Balls, High Striker, Bumper and others. Griddle Man and other Show People. Those who realize a game is being played preferred. Not necessary to know exact score. Slim Moore wants capable, sober Agents. Out until woodchuck chucks.



MARJORIE KEMP, well-known thrill show operator, again is directing her arena on Royal American Shows. She rode the wall on her attraction for several shows daily at Tennessee Valley A. & I. Fair, Knoxville, September 22-27, for the first time since she sustained injuries in a fall over a year ago. Her show, which has been with RAS eight years, is reported one of the biggest money getters on the midway.



IT'S PRIVATE, first class, Harry Mize now. Harry, a former Ferris Wheel operator at Chilhowee Park, Knoxville, Tenn., holds that rank with Company E, 28th Infantry, Fort Jackson, S. C.

ADD Impossible Bulletins: "No privilege money accepted in the office until Saturday."

BESSIE BESSETTE, a member of Joyland Shows, took delivery on a new house trailer and car while shows were in Stockton, Calif., recently.

JOINING the Conkling and Gorseline Circus Side Show on Arthur's Mighty American Shows in Eureka, Calif., were Gordon Kyle and William Wilman.

THIS may be a season without a post-mortem.

LESTER BUCKLEY, formerly with Johnny J. Jones Exposition, is in the army and stationed at Schofield Barracks, Honolulu, Hawaii.

TED WRIGHT has taken over the front on the Harlem Club Revue on West's World's Wonder Shows to good results, he advises from Yazoo City, Miss.

SOME poor night club gals now "roughing" it on midways haven't had a facial since the fairs started.—Cat Rack Annie.

PEGGIE BAINCHETTI cards from Frankfort, Ind., that she will not troupe this winter but expects to visit friends in the South and Florida during the holidays.

ED DELZARO, who has been in Victoria, Va., for the last 14 weeks recover-

NUMEROUS bingo games were sighted at Bloomsburg (Pa.) Fair September 22-27. Ben Weiss and W. R. Jones were well represented, and Mickey Purcell also had one.

WALKER AND COZY, also known as the Hav-a-Laf team, closed a 35-week engagement with Ray Marsh Brydon's International Congress of Oddities in Blytheville, Ark., and joined Hagar's Side Show on the Al Baysinger Shows.

DIME JAM JOHNSON denies that he is quitting the biz because his talker-earnings taxes will be too high.

MRS. R. G. GONZALES was tendered a surprise party by Bessie Bessette while Joyland Shows were in Stockton, Calif., recently. She received numerous gifts, chief among which was a new car presented to her by her husband.

GEORGE G. (BIG BOY) RITTER, whose cookhouse was destroyed in a fire on Missoula (Mont.) Fairgrounds on August 21, advises from Daly City, Calif., that he has retired from outdoor show business for some time at least.

"HE'S the type of agent who will slap your back—and end up with your coat, vest and shirt."

EQUIPMENT of the H. P. Large Shows, which closed in Buckner, Ill., has been

Now Ready September-October BIG ELI NEWS

Lots of pictures and topics of timely interest to all Ride Men. Special Articles about the "Old Reliable" No. 12 BIG ELI Wheel and the new V-Belt ELI POWER Unit in this issue. If you are in any way engaged or interested in the Amusement Riding Device business, you should read BIG ELI NEWS. Send a postal for the free sample copy saved for you.

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BIG ELI Wheels — ELI Power Units
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The Improved Kiddie Airplane Swing
Attention, Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed airplanes and beautifully hand-decorated crests with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.

SMITH & SMITH, Springville, Erie Co., N. Y.

N. Y., that his organization has been awarded midway contracts for Bay County Fair, Panama City, Fla., and Jackson County Agricultural Exposition, Marianna, Fla.

"EVERY DAY, without fail, we've had winter, summer, spring and fall here," pencils F. J. Bligh from Pomona, Calif. "All employees of the Rublin & Cherry Exposition came to work wearing overcoats no matter how hot it was during the day."

POPULAR expression in the new army: "Situation normal, everything snafoo." They probably can't spell kopasetick.—Colonel Patch.

AFTER a successful season as assistant to Manager Potter on the Buffalo Shows, Ted Kelley has returned to New Orleans, where he plans to open a rooming house for the winter. He says he plans to return to the shows in the same capacity in 1942.

HAVING closed at Sylvan Beach Park, Chesterfield, Mo., with his rides, Ira Howerton sent two of them to the State Fair of Texas and placed the rest of them in quarters at Chesterfield. He says he's looking forward to another red one in 1942.

MOST of the loud-speakers on the lots last week weren't devoted entirely to ballying the shows. And N'Yawk and Brooklyn weren't closed towns to trouper down yonder.

EDWARD S. (SLIM) JOHNSON, Midwest Merchandise Company, with headquarters at firm's Little Rock (Ark.) branch, is visiting carnivals in the South and Southwest. During his absence Leo Levin is in charge. Chester (Heavy) Levin continues to hold down the fort at the main store in Kansas City, Mo.

J. C. ROLLO, known in outdoor show circles as Jack (Kid) Brundage and formerly with the Johnny J. Jones Exposition and Mighty Sheesley Midway, has enlisted in the Canadian Army and is stationed at Camp Borden, Ont. In recent years he's been with General Motors Corporation, South Gate, Calif., and riding Speed Terrill's Wall of Death at Venice Pier.

'TIS whispered that some midwayites who are holding more scratch than they are accustomed to are kipping in a style to which they are unaccustomed.

DAVE COOPER tells from Salem, Ark.: "Additions to Golden Arrow Shows here included Mr. and Mrs. Bert Stalling, with two stock stores, pan game and Kiddie Ride. Looks as if the Texas border will see many new faces on the organization. Cotton money seems to be spread out from the looks of the new canvas. Clyde Morton purchased two new trucks to haul his extra concessions."

HILL'S CONCESSIONS, operated by George Hill, played the Salisbury (Md.) Celebration, under American Legion Post

auspices, to good business and then joined Bright Lights Exposition at East Bend, N. C., for the fair there. Recent additions to the concession line-up include Nora Emerick, penny pitch; Bernie Coleman, ball game, and Al and Em Trivaudey.

WITH working ranks thinning in many lines of business, the carnival population appears to be bigger than ever. Red ones calling 'em back to their first love!

KENNEDY BROTHERS, who recently purchased Claudie's Amusement Company from Claudine Claude Shipley, closed their 1941 tour in Traverse City, Mich. Co-Owner Carl Kennedy says plans are under way to enlarge the organization for 1942. Frankie Sloan, secretary, and J. M. Arpur, general agent, will remain with the shows and both will winter in Traverse City.

FULLY recovered from her recent illness, Mrs. Frances Deemer, palmistry operator on Royal American Shows, resumed her duties on shows' midway at Tennessee Valley A. & I. Fair, Knoxville. She says she received many flowers, telegrams and messages from her many friends while a patient in St. Mary's Hospital, Minneapolis.

IF all carnival managers had shopped for dates as carefully as some fair secs and auspices committees, there would have been less paper floating around to cause future knocks and embarrassment.

"IT LOOKS as tho the 1942 season will catch me off the road for the first time in years," Woodrow (Mae-Joe) Arnold letters from Orchard Lake, Mich. "After jumping in here from Union City, Tenn., for a visit with Mr. and Mrs. Harry Carmer, former vaude and carnival troupers, I found them busy with plans for a political campaign in the coming local elections. Accordingly, I find myself deeply interested in their political plans and hope to return to the road in 1943."

CAPT. BILLY SELLS, whose lion act was the free attraction on Motor City Shows this year, closed a successful 26-week tour with the organization at Lynn, Ind., recently. He says that in all his years of trouping he's never met with more cordial treatment from the management and executive staff of a carnival and that he's been contracted to present the act on the shows in 1942. He's currently mapping plans to increase his string of lions to nine.

MANAGER (to fellow ditto)—"I know that you have long been operating to outstanding success. You use a system of operation that is based upon a remarkably high plane, don't you?" Reply—"No. Just plain, common honesty, that's all."

"JUST CLOSED a prosperous season with Dee Lang's Famous Shows, where I had the Jungland Show," Ray Van Wert pens from Cameron, N. Y. "Was forced to leave at Spencer, Ia., and return here to look after some interests pertaining to my farm, which has brought in a record crop and prices are good. It looks like a red one all the way thru. Mrs. Van Wert is here with me, as is our pet monkey. Looks as if I'm going to see my first snow in 18 years, but I'll be thinking of Florida."

CAPABLY handling advance details for West's World's Wonder Shows is the Tom Terrill Family, believed to be the only family holding all advance staff positions on a railroad show. Tom is general agent and traffic manager; Mrs. Janette Terrill, special agent and press, and Dennis Terrill, their son, advertising manager and billposter. Tom entered the business in 1907 as general agent for Eureka Shows and has served in that capacity for various shows for the last 34 years.

"I owe my success to the fact that I am smarter than the chumps," boasted an agent. "When I first broke in I was only a stick who put it up and took it down and kept it clean. One day while the boss was eating I clipped an old lady for 85 cents. He saw that I had the stuff in me and I was promoted to a full-fledged agent before the season was over."

TOM BAILEY successfully opened his new Dope Show on Patrick's Greater Shows in Klamath Falls, Ore., recently. Henry James is working the front, with his wife, Ethel, doing the inside lecturing. Other Bailey-operated attractions on the

midway include the Girl Show, with James Burns, tickets and second openings; Marie Hanks and Ruby Ashnell, dancers; She Show, with Fred Fuller on front and Peggy Bailey handling the fans; and the Girl in the Fishbowl, with Leslie Kopsland and Frances Pottet. Ronald Johnson is in charge of the canvas.

MEL G. DODSON, president of Dodson's World's Fair Shows, denies rumors that the show train has been sold. "From several sources come reports," he said, "that management of a truck and baggage car show claims to have bought Dodson's World's Fair Shows' train and is making representations to that effect to certain fair managers. Anyone making such representations to fair secretaries at this time is grossly misrepresenting."

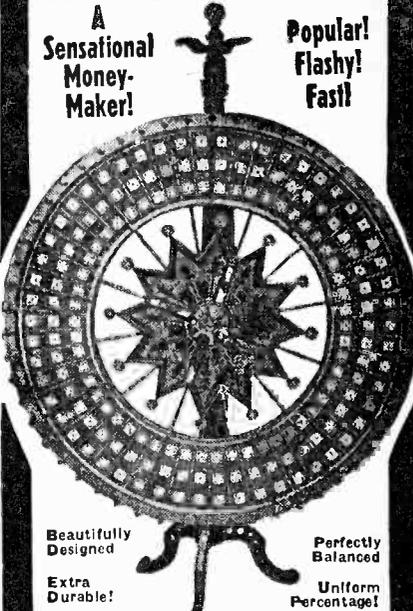
KEMP THRILL ARENA, operated on Royal American Shows by Marjorie Kemp, whose return to the arena at Tennessee Valley A. & I. Fair, Knoxville, was attended by exceptional publicity in *The Knoxville Courier-Journal* and *News-Sentinel*, is chalking up its annual increase in business on the RAS midway. Among the unit's performers, who have carried the burden of the attraction's performances this season during the absence of Mrs. Kemp, are George Murray, trick rider; Ethel Darling, girl daredevil; Eleanor Price, and Walter Kemp, doubling for Marjorie and working one of the featured acts.

"I VISITED the Johnny J. Jones Exposition at Meridian, Miss., recently," tells Corp. M. A. Sober, former trouper and now with the 190th Field Artillery Band, Camp Shelby, Miss. "Sgt. and Mrs. Luther Stamm, of the band, accompanied me. I renewed acquaintances with Starr DeBelle, Mrs. Hody Jones, and Doc Hardwick. While there we were guests of DeBelle at the Clyde Beatty Circus, the Follies and other midway attractions. Beatty's attraction is well flashed and he gives a swell performance. I was with the organization in 1929, playing drums with Bill Holt's Hawaiians and doubling with Fingerhut's Band."

MIDWAY NOTES from Zacchini Bros.' Shows by William Pordon from Zebulon, N. C.: Shows' stand at the fairgrounds here resulted in good weather and business. Jack Orma left the Ten-in-One Show to play indoor events. Doc Dunlop has taken over a show, while Mr. Robertshaw is in charge of a Girl Show. R. A. Wade, concessionaire, added a number of new agents. Mr. and Mrs. Lee, with lead and photo gallery, are still with it and doing well. Mr. McDondel and Mr. Cohen report good business on the midway. Sound car is working day and night and bringing in plenty of patrons. Mr. Cook left for Richmond, Va., on business, and Mr. Hanley also went to the Virginia city to sell his dining car. Jess James, chef, is in charge of the cookhouse here in Hanley's absence. Hugo Zacchini has completed construction work on his new machine shop. George Carter joined with a flashy bingo layout. Mike Belesas added a new top and front. Mr. and Mrs. Brosky report good business for their penny pitch. Carl O. Bartels and Bruno Zacchini left to

purchase a new office truck. Mrs. Tex Estrige is suffering with a heavy cold and Mrs. Carl Bartels also is on the sick list. Mrs. Joe Winter is planning to build a tea room in High Spring, Fla., which she will operate this winter.

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Beautifully Designed Extra Durable! Perfectly Balanced Uniform Percentage!

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Merchandise Wheels, Paddle Wheels, Horse Race Wheels, etc.; Shooting Galleries, and everything for the Midway. Send for Free Catalog.
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AND CONCESSION

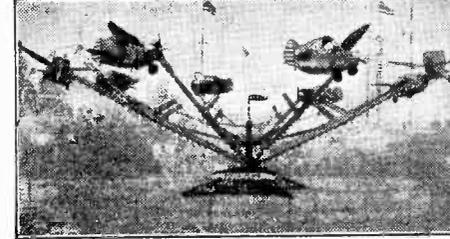
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USED TENT BARGAIN
No. 1-300—Oblong Square End Hip Roof Tent, 35x92, made in 4 pieces to lace. Made for 5 center poles, roped every third seam, push pole style. Top 8 oz. khaki drill, red and blue trim. 8'6" sidewall of 8 oz. khaki duck, red trim. Condition fair to good. Price top and wall **\$295**
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NEW FOR 1941 THE FLYOPLANE
Top money ride on Crafts 20 Big Midway. Ultra modern. Greatest performance. Another Eyerly money maker.
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ORLEANS PARISH AGRICULTURAL FAIR
NEW ORLEANS, LOUISIANA — 10 DAYS — NOVEMBER 7 TO 16, INCLUSIVE
This Fair is Held in the Heart of New Orleans. Biggest Event in the Biggest City in the South.
WANTED: Concessions of all kinds, including Eating Stands, Novelties, Scales, Bingo, Popcorn, Custard, Candy Apple, and in addition for the Exhibit Department we can place Pitchman, Demonstrators, Paper Men and Jewelry Workers. Can also place Rides and Shows.
Address all mail and wires to S. BURG DORF, Fair Secretary, American Legion Building, Royal and Conti Streets, New Orleans, Louisiana. Phone Canal 2191.

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CAMDEN, S. C. — KERSHAW COUNTY FAIR
WEEK OCTOBER 13 AND BALANCE OF SEASON
Ride Help for all Rides. Experienced Canvasmen. Concessions: Guess Your Age, Scales, Novelties, Shooting Gallery, Ball Games, Wheels, Grind Stores, Eats and Drinks.
LAWRENCE GREATER SHOWS
GOLDSBORO (N. C.) FAIR This Week.

**WANTED
LORENE MIDWAY
ATTRACTIONS**

For following Fairs: Newton, Baker County Fair; Adel, Cook County; Baxley, Appling County Fair; Alma, Bacon County; Valdosta, Armistice Week Celebration. Especially want Girl Show, Pit Shows, Cookhouse, Stock Concessions, Tom Brett wants Tilt and Wheel Help. One more Ride, Boston, Ga., this week, then as per route. Wire by Western Union.

HARRY C. DALVINE, Mgr.

**GREAT AMERICAN SHOWS
WANT**

For Richmond, Va., week Oct. 13th, Concessions all kind, especially Bingo, Diggers and Cigarette Gallery. Can place Monkey Show, Hellman, wire. Want Arcade. Can place Ride Help. Also one Flat Ride. Out until week Nov. 24.

All Address:
GREAT AMERICAN SHOWS
Fredericksburg, Va.

**JOHN R. WARD SHOWS
WANT**

For Jackson Parish Free Fair, Jonesboro, La., Oct. 13 to 18. Performers, Musicians, Talker for Minstrel Show, Manager and Talent for Athletic Show. Want Posing Girl Show. Want Concessions. Good opening for Diggers, Rat, Joint, Fan Game, Penny Arcade, Scales, Age, Pea Pool. Want first-class Chair, Plane and Agents. Want first-class Chair, Plane and Merry-Go-Round Foreman. Also other Ride Help. First-class Mechanic with own tools, Canvasman; long season. All replies:

WASHINGTON PARISH FREE FAIR
Franklinton, La., this week

**SOUTHERN STATES SHOWS
WANTS**

To join at once, Girl Show, Monkey, Animals, Hill Billy, Side Show, few more Concessions. Have plenty Rides and Free Acts. This week, Sylvester, Ga.; Live Oak, Fla., next.

JOHN B. DAVIS

**WANTED FOR THE
Rowan County Fair**

Salisbury, North Carolina, 6 Days & Nights, Oct. 20 to 25.

TWO OR THREE MORE SENSATIONAL FREE ACTS. Write or wire

SECRETARY, Rowan County Fair, 14 Victor Building, Salisbury, N. C.

**GREAT SUTTON SHOWS
WANT**

Athletic Show, Girl Show, Geek Show. Will furnish complete outfits. Concessions, come on. Osceola, Ark., October 13-18; Forest City, Ark., Fair, 20-25; Augusta, Ark., Street Fair, 27 to November 1.

This week, October 6-11, McCrory, Ark.

SECOND HAND SHOW PROPERTY FOR SALE

\$25.00—Anchor Concession Tent, 14x8. No Poles.
\$10.00—Genuine Mounted Polar Bear Head.
\$12.00—Hand Snow Ball Machine, Bargain.
\$100.00—Side Show Tent and Poles.
\$25.00—Mechanical Clown with Costume. Window Display. We buy Candy Floss Machines, African Dip, High Strikers, WEIL'S CURIOSITY SHOP, 12 Strawberry St., Philadelphia, Pa.

**LONG RANGE SHOOTING
GALLERY**

Wanted for cash. 10, 12 or 14 ft. Condition no object if it can be repaired. Will buy if price is satisfactory and Gallery is in Missouri, Arkansas, Kentucky, Tennessee, Mississippi or Illinois.
A. A. BROOKS, General Delivery, Madison, Ill.

**SAM WEINTROUB
WANTS**

Agents for all winter work, good Men for Bowling Alley, Girls for Ball Game and Corn Game Help.
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CAMEL BROS.' CIRCUS WANTS

Ticket Sellers, Aerial and Ground Acts, Domestic Animal Acts, Clowns, Colored Performers and Musicians, Boss Canvasman, Electrician and Mechanic. Will lease or buy Elephants. Want to buy Blues and Starbacks, Banners for Side Show; used 50, 60 or 70 foot Tent. Grab and Novelty privilege open. Out all winter. Tyrone, Ark., Thursday; Kennett, Mo., Friday; Cardwell, Mo., Saturday.

**American Carnivals
Association, Inc.**

By MAX COHEN

ROCHESTER, N. Y., Oct. 4.—We are again receiving numerous inquiries concerning the time and place of the annual meeting. So that there may be no misunderstanding on the subject, we again wish to call to the attention of all interested that the association's by-laws provide that, "The annual meeting of members for the election of directors and the transaction of such other business as may properly come before it shall be held during the same week of the convention of the International Association of Fairs and Expositions."

Altho we have not yet received official word of the selection of a meeting place by the IAFE, we are unofficially informed that Hotel Sherman, Chicago, will be selected, with activities beginning on December 1. After selection has been made officially, a notice of the meeting will be sent to the membership.

We predict that this year's meeting will devote much time to discussing the effects of the new 1941 Federal Revenue Act will have upon the carnival industry. The association's office has received much information from the United States Department of Commerce relative to subjects of interest to the industry. These include data on the availability and composition of paint in the future, a reference to a possible scarcity of rubber and gasoline, and the possibility of certain motor fuel substitutes being developed. Managements of motorized shows should be pleased to note that the production of motor vehicle equipment, particularly heavy trucks, has been given a relatively high priority and it would appear that there will be no shortage of new equipment of this character. Repair parts will be available inasmuch as no limitation has been placed upon the production of replacement parts.

Los Angeles

LOS ANGELES, Oct. 4.—Many Los Angeles showmen are still on the move. Sammy Dolman came in after finishing at Los Angeles County Fair, Pomona. He will make the food show in San Francisco and then come back for the one to be held locally. Bob King, Rubin & Cherry Exposition, joined the Pacific Coast Showmen's Association. Archie and Rose Clark are at the Bristol Hotel. Duke Hall returned here. John Houghtaling is back at his novelty business after getting Johnnie Parsons on his way to San Diego, Calif.

Pop Ludwig came up from Long Beach, Calif. Pasquale Accompa goes to the army soon. Phil Terry is slated to leave the army November 1. Maxwell Charles, show agent, and Mrs. Charles are at the Bristol Hotel. H. W. McCloskie is vacationing after the Pomona Fair.

Joan Spalding is commuting between Long Beach and Los Angeles. Sidney Benedict is renewing acquaintances in the Bristol Hotel lobby. Ed and Inez Walsh still talking about what a good time they had at the Pomona Fair. Lloyd Nay comes up from Long Beach, Calif., to attend the PCSA meetings. Charles Nelson is expected in town soon.

**Weather Helps Dodson's
At Burlington Engagement**

BURLINGTON, N. C., Oct. 4.—With good weather, Dodson's World's Fair Shows presented the midway attractions at Burlington Community Fair here, September 22-27, to increased attendance and gross business. Results on shows and rides revealed an improvement in grosses over 1940, while all concessionaires reported a satisfactory week. Fair association, under Secretary-Manager Pete Neese, gave good co-operation. Top money shows were Gay Paree, World's Fair Freaks, Chez La Femme and Animal Circus, while best rides were Spitfire, Fly-o-Plane and Rocket. Elephant and pony rides got their share of business. Free acts, including Dodson's performing elephants, under direction of Ted Lewis, Sky High Girl and Jo-Jo Lyle were popular. Train arrived late Sunday night but shows and rides opened on time Monday night. A farewell banquet was the feature of Friday night's program. It was attended by city, county and State officials, the press, fair officials and show executives.

**Lewiston Preps for Winter
Trek; Sprague Gen. Agt.**

KALAMAZOO, Mich., Oct. 4.—Harry Lewiston's World's Fair Freaks Museum, which closed a successful season with Happyland Shows in Cadillac, Mich., on September 27, is being readied here under direction of Paul D. Sprague for its opening on North Burdick Street next Saturday. A new frameup is being constructed and show will be greatly enlarged in anticipation of a successful winter tour.

After closing in Cadillac members of the personnel left for various parts of the country to spend two-week vacations prior to reopening. Harry and Rose Lewiston left for Worcester, Mass., to visit the former's parents. Sprague again will serve as general agent, his third consecutive year in that capacity.

ROUTES

(Continued from page 21)

Wynters & Angeline (Donovan's) Sacramento, Calif., nc.

Y

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.

Young, Helen (New Yorker) NYC, h.

Z

Zerby & Wiere (State Fair) Dallas 4-19.
Ziegfeld, DeLores (New Yorker) NYC, h.

**GRAND-STAND AND
FREE ATTRACTIONS**

Adams, Kirk, Dogs (Fair) Danville, Va.
Arnesens, The, Weirton, W. Va., 6-8.
Bogosh & Bardine (Fair) Rocky Mount, N. C.
Christy's Cavalcade of the Circus (Fair) Winston-Salem, N. C.
Cooke & Cooke (Fair) Newbern, N. C.; (Fair) Kinston 13-18.
D'Arcy Girls (Fair) Albemarle, N. C.; (Fair) Monroe 13-13.
Doss, Frank, Animal Revue (Fair) New Bern, N. C.
Fishers, Five Flying (Fair) Luverne, Ala.; (Fair) Alexander City 13-18.
Fisher's, Bob Fearless Flyers (Fair) Milledgeville, Ga.; (Fair) Roanoke, Ala., 13-18.
Francis, Leo (Fair) Shelby, N. C.
Geddis, George & Bessie (Fair) Amarillo, Tex.
Henry, Art & Marie (Fair) Chase City, Va.; (Fair) Kinston, N. C., 13-18.
Jaydee, Great (Fair) Georgetown, S. C.; (Fair) Manning 13-18.
Jewels, Five (Fair) Winston-Salem, N. C.
Knoll, Great; Madison, Ill.
Malloy, Ullaine; Albertville, Ala.
Peaches Sky Revue (Fair) Frederick, Md.
Sailors, Four (Fair) Rocky Mount, N. C.
Strook, Lillian; Akron, O.
Watkins Animals (Fair) Rocky Mount, N. C.
Wright, Earl, Dogs (Fair) Spartanburg, S. C.

CIRCUS

Cole Bros.; Mobile, Ala., 7; Gulfport, Miss., 8; Hattiesburg 9; Meridian, 10; Brookhaven 11; Hammond, La., 12; Natchez, Miss., 13; Vicksburg 14; Ruston, La., 15; Lake Charles 16; Port Arthur, Tex., 17.
Gould, Jay, Monticello, Ill., 6-8.
Hamid-Morlon; (Lu Lu Shrine) Arena, Philadelphia, Pa., 6-11.
Hunt Bros.; Hughsville, Md., 8.
Kelly, Al G. & Miller Bros.; Waynoka, Okla., 7; Helena 8; Fairview 9; Canton 10; Taloga 11.
Rangers Rodeo & Circus; Kenton, O., 8-10.
Ringling Bros. and Barnum & Bailey; Houston, Tex., 5-7; Galveston 8; Beaumont 9; Lafayette, La., 10; New Orleans 11-12; Baton Rouge 13; Alexandria 14; Monroe 15; Eldorado, Ark., 16; Texarkana 17; Little Rock 18.
Russell Bros.; Ardmore, Okla., 7; Ada 8; Holdenville 9; Okmulgee 10; Shawnee 11.
Yankee-Patterson; Van Nuys, Calif., 11.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.; Lufkin, Tex.
Anderson-Strader; Kingman, Kan., 8-11.
Antique Am. Co.; Olatia, S. C.; season ends.
Arthur's American; (Fair) Ventura, Calif., 8-12; Glendale 14-19.
Bantly's All American; (Fair) Cherokee, N. C.; (Fair) Lancaster, S. C., 13-18.
Barker; Lilbourn, Mo.
Barkoot Bros.; Holt, Mich.
Baysinger, Al; Malden, Mo.
Beckmann & Gerety; Lubbock, Tex.
Bee's Old Reliable; (Fair) Courtland, Ala.
Blue Ribbon; (Fair) Elberton, Ga.; (Fair) Gainesville 13-18.
Boswell's Am.; Gloucester Court House, Va.; Lee Hall 13-18.
Bright Lights Expo.; (Turkey Festival) Harrisonburg, Va.

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NEW DATE WEEK NOVEMBER 3

Eat, Drink, Photo, Palmistry, Horoscope and Taffy Concessions Open.
Independent Midway.

W. M. BROXTON, MGR., CHATTANOOGA, TENN.

Broughton Bros.; (Fair) Marlin, Tex.
Brownie Am. Co.; Sprouses Corners, Va.
Buck, O. C.; Frederick, Md.; Warrenton, N. C., 13-18.
Buckeye State; (Fair) Greenwood, Miss.; (Fair) Cleveland 13-18.
Bullock Am. Co.; (Colored Fair) Orangeburg, S. C.; (Fair) Bamberg 13-18.
Burdick's All Texas; (Fair) Angleton, Tex.; (Fair) Lockhart 13-18.
Burke, Frank; Carlsbad, N. M.
Burke, Harry; (Fair) Marksville, La.; (Fair) Greensburg 13-18.
Byers Bros. (Carl); (Fall Festival) Marked Tree, Ark.
Central Am. Co.; (Fair) Hertford, N. C.; (Fair) Edenton 13-18.
Central States; Tulsa, Tex.; Clovis, N. M., 13-18.
Cetin & Wilson; (Fair) Hickory, N. C.; (Fair) Durham 13-18.
Chanos, Jimmie; Hamilton, O.
Convention; (Fair) Abbeville, S. C.
Cotton State; Cherry Valley, Ark.
Crescent Am. Co.; (Fair) Georgetown, S. C.; (Fair) Manning 13-18.
Crystal Expo.; (Fair) Lincolnton, N. C.; (Fair) Carthage 13-18.
Cumberland Valley; La Fayette, Ga.; Summer-ville 13-18.
Denton, Johnny J.; South Pittsburg, Tenn.
Dodson's World's Fair; (Fair) Spartanburg, S. C.; (Fair) Rock Hill 13-18.
Dudley, D. S.; Paducah, Tex.; Littlefield 13-18.
Dyer's Greater; Batesville, Miss.
Empire Am. Co.; Jourdan, Tex.
Endy Bros.; (Fair) Danbury, Conn.
Fleming, Mad Cody; (Fair) Cumming, Ga.; (Fair) Greensboro 13-18.
Florida Expo.; Ninety Six, S. C.; Bath 13-18.
Four Star; Leesville, La.; (Fair) Many 13-18.
Frisk Greater; Magnolia, Ark.
Funland; Columbia, S. C.
Fuzzell's United; (Fair) Marianna, Ark.
Gibbs, W. A.; Winfield, Kan.; Anthony 12-18.
Gold Medal; (Fair) Luverne, Ala.; (Fair) Enterprise 13-18.
Golden Arrow; (Fair) Oil Trough, Ark.
Golden Belt; (Fair) Malvern, Ark.; (Fair) Mountain View 13-18.
Gooding Greater; Coshocot, O.
Goodman Wonder; Little Rock, Ark.
Grady, Kellie; Red Bay, Ala.
Great American; Fredericksburg, Va.; Richmond 13-18.
Great Lakes; Milton, Fla.; Troy, Ala., 13-18.
Great Sutton; (Fair) McCrory, Ark.; (Cotton Carnival) Osceola 13-18.
Greater United; Rosenberg, Tex.
Happy Attrs.; Peebles, O.; Leesburg 15-18.
Hames, Bill; Palestine, Tex.
Hamilton Am.; Bessemer, Ala.
Heaton, Johnnie W.; Expo.; Raleigh, N. C.; Rocky Mount 13-18.
Hennies Bros.; (Fair) Columbus, Ga.
Henry, Lew. & Clyde United; Chapel Hill, N. C.; (Colored Fair) Hoskie 13-18.
Heth, F. R.; Winnsboro, S. C.
Heth, L. J.; (Fair) Milledgeville, Ga.
Hughes & Gentsch; Inverness, Miss.; (Fair) Indianola 13-18.
Hyalite Midway; (Fair) De Queen, Ark.
Ideal Expo.; Newport News, Va.; South Boston 13-18.
Jackson, Silver; Clio, S. C.
Jones, Johnny J.; Expo.; Jackson, Tenn., 6-9; (Fair) Memphis 11-18.

WANTED

Clowns, People that can do two or more acts. All winter's work. State best salary in first letter.
Address:

BARR BROS.' CIRCUS

General Delivery Nelsonville, Ohio

RIDE HELP WANTED

Will book or buy Octopus

HAMILTON AMUSEMENT CO.

Bessemer, Ala., this week

F. R. HETH SHOWS

WANT Shows of all kinds, also want Concessions of all kinds; Popcorn, Lead Gallery, Photos, etc. Charles Miller wants Agents for Swingers and Buckets.
F. R. HETH, Winnsboro, So. Car.

LOWEST COST

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**COMING
CAVALCADE
OF FAIRS**

WATCH FOR THE IMPORTANT ANNOUNCEMENT IN AN EARLY ISSUE

L. J. HETH SHOWS WANT

For Roanoke, Alabama, Fair, with Covington, Georgia, to follow. Grind Stores and Wheels and Nail Store Agents. All replies to **JOE J. FONTANA**, Milledgeville, Ga., now.

CENTRAL STATES SHOWS WANT

For Clovis, New Mex., Bi-State Fair, Oct. 13-18 — Eastern New Mexico's biggest event. All legitimate Concessions open except Bingo. Come on, I will place you. Want Shows with or without equipment. Girl Show People, wire, I have new outfit. Want experienced Ride Help for Wheel, Tilt, M.-G.-R., Kiddie Ride, Loop-o-Plane. Join now. This Show out ten more weeks. Showing best in West Texas. **C. A. GOREE**, Tulla, Tex., Oct. 6-11

IOOF JUBILEE

Assembly and Devine St. Free Gate **COLUMBIA, S. C., OCT. 8-18 WANTS**

Photo, Pop Corn, Apples, Cookhouse, Arcade, Bumper, Blower, Fishpond, Knife Rack, Bowling Alley, Scales, American Palmist, Custard, Shows open: Animal, Big Snake, Funhouse, Octopus and Mixer. All replies:

FUNLAND SHOWS

Columbia, S. C., now, and all winter work

GRAND UNION SHOWS

Vernon W. O. W. Carnival, week 6th; Monday Cotton Carnival, week 13th; Quannah Fair, week 20th; all Texas. Conditions never looked better for winter showing.

Winter rates for legitimate Concessions, clean Shows, Modern Rides; don't conflict. **Ne P. C.**

GREAT LAKES EXPOSITION SHOWS, INC.

Can place for balance of late season closing in November, Monkey Show or Glass House with or without transportation; Penny Arcade, must have something in it. Nold, answer if at liberty. Concessions of all kinds. Booking Rides for next year. Ride Help that drive semis. Everybody address: **AL WAGNER**, Manager, Milton, Fla., this week; Troy, Ala., next week; all Fairs.

MIGHTY SHEESLEY MIDWAY WANTS

Free Attractions for following Fairs: Albertville, Ala., this week; Sylacauga, Ala., to follow; Montgomery, Ala., and Anniston, Ala.

FOR SALE

Gentle Female Elephant, good harness worker. Elephant and Semi Truck, \$1,600; Elephant alone, \$1,000; cash only.

WM. KETROW

General Delivery Valdosta, Ga.

CAN PLACE

Clowns and any good Ground Acts. Join quick. South Fort Smith until 12th, Lavaca 14, Greenwood 15, Hackett 16, Hartford 17, Mansfield 18, Norman 20; all Arkansas.

IRA M. WATTS

BLUE RIBBON SHOWS WILL PLACE

First-class Cookhouse for eight weeks of fairs, exclusive. **Elberton, Ga., this week; Gainesville, Ga., next.**

FOR SALE OR LEASE

One High Dive, complete. New Bag, one week old; 9 Ladders, plenty Flash. Will book unexpired contract till December. Reason, serious injuries. Pauline Black, answer.

CAPT. JACK LATOWSKI, Hinesville, Ga. Care Mighty Monarch Shows

WANTED

For DURHAM WHITE COUNTY FAIR and TOBACCO FESTIVAL, October 13th through 18th, Pitehmen, Potato Peelers and Stands for Exhibit Building; also Lavatory Care Taker. Address: **J. C. BISSETT**, 335 W. Main Street, Durham, N. C.

Joyland: Visalia, Calif.
K. M. Rockingham, N. C.
Kaus Expo.: (Fair) Chase City, Va.; (Fair) Kinston, N. C., 13-18.
Kaus, W. C.: Shelby, N. C.; Winston-Salem 13-18.

Lake State: (Home-Coming) Norris City, Ill.
Lang, Dee: (Fair) Center, Tex.; (Fair) Hope, Ark., 13-18.

Lawrence Greater: (Fair) Goldsboro, N. C.; (Fair) Camden, S. C., 13-18.
Lewis, Art: (Fair) Rocky Mount, N. C.; (Fair) Washington 13-18.

Lorene Midway Attrs.: (Festival) Boston, Ga.; (Fair) Newton 13-18.
Marks: Sumter, S. C.
Maryland: Parma, Mo.

Mid-Way of Mirth: Golden, Ill.
Mighty Monarch: (Fair) Gainesville, Fla.
Miller, Ralph E.: (Fair) Franklinton, La.; (Fair) Jonesboro 13-18.

Mimic World: (Fair) Natchitoches, La.
Miner's Modern: Ephrata, Pa.
Naill, C. W.: Lake Providence, La.; Winnsboro 13-18.

Oliver Am.: Star City, Ark.
Ozark: Waldron, Ark.

Page, J. J. Expo.: (Fair) Sandersville, Ga.; (Fair) Thomasville 13-18.
Palace United: Tiptonville, Tenn.; Huntingdon 13-18.

Pan-American: Portageville, Mo.
Parada: Coweta, Okla.
Park Am. Co.: (Fair) Tallulah, La.; (Fair) De Ridder 13-18.

Patrick's Greater: Napa, Calif.; Watsonville 13-18.
Pearson: Cuba, Ill.

Penn Premier: (Fair) Louisburg, N. C.; (Fair) Woodland 13-18.
Pike Am.: Arbyrd, Mo.

Prell's World's Fair: (Fair) Albemarle, N. C.; (Fair) Monroe 13-18.

Reading's: No. 1 (Fair), Parsons, Tenn.; (Fair) Brownsville 13-18; No. 2 (Fair), Greenfield, Tenn., 6-11.

Reynolds & Wells: Jasper, Tex.
Rogers Greater: (Fair) Marks, Miss.
Royal American: (State Fair) Jackson, Miss.; Mobile, Ala., 13-19.

Rubin & Cherry Expo.: San Diego, Calif., 6-12; Los Angeles 14-26.

Santa Fe Sundown, Tex.; (Fair) Snyder 13-18.
Scott Expo.: (Fair) Canton, Ga.; (Fair) Centre, Ala., 13-18.

Scott Expo.: No. 2 (Fair), Fayetteville, Ga.
Shaw's United: Schlater, Miss.; Money 13-18.
Sheesley Midway: Albertville, Ala.; Sylacauga 13-18.

Siebrand Bros.: Ajo, Ariz.
Smith Bros.: Boswell, Okla.
Snapp Greater: Monroe, La.; (Fair) Eunice 13-18.

Sol's Liberty: Senath, Mo.
Southern: Shelby, Miss.; (Fair) Yazoo City 13-18.

Southern States: Sylvester, Ga.; Live Oak, Fla., 13-18.

Southern United: Catron, Mo.
South-West: Pecan Gap, Tex.
Sparks, J. F.: (Fair) Cullman, Ala.; (Fair) Albertville 13-18.

Star Am. Co.: Parkdale, Ark.; (Fair) Hamburg 13-18.

Steffens Superior: Colton, Calif., 7-12.
Strates, James E.: (Fair) Denville, Va.; (Fair) Gastonia, N. C., 13-18.

Stitch, Ed: (Fair) Tomball, Tex.
Sunset Am. Co.: (Fair) Boonville, Mo.
Sutton: McCrory, Ark.

Texas: (Fair) Georgetown, Tex., 8-12.
Texas Expo.: Brownwood, Tex.
Tidwell, T. J.: (Fair) Tucumcari, N. M.
Tivoli Expo.: (Fair) Russellville, Ark.; (Fair) Mena 13-18.

Tom's Am. Co.: (Fair) Fort Gaines, Ga.; (Fair) Cuthbert 13-18.

Tower Am.: (Fair) Nesmith, S. C.; (Fair) Hemingway 13-18.

Tri-State: Rockingham, N. C.
Virginia Greater: (Fair) Dillon, S. C.; (Fair) Conway 13-18.

Wade, W. G.: La Grange, Ind.
Wade, R. H.: Rides: (Firemen's Fair) Waynesburg, O., 9-11.

Wallace Bros.: (Fair) Waynesboro, Miss.; (Fair) Jackson 13-18.

Ward, John R.: (Fair) Franklinton, La.; (Fair) Jonesboro 13-18.

West Bros.: Lexington, Miss.
West Coast: (Fair) San Jose, Calif., 7-12.
West, W. E., Motorized: (Fair) Pond Creek, Okla.

West's: World's Wonder: (Fair) Hattiesburg, Miss.

Wolfe Am. Co.: Washington, Ga.; Lincolnton 13-18.

World of Fun: Chesterfield, S. C.; (Fair) York 13-18.

World of Mirth: (Fair) Winston-Salem, N. C.; (State Fair) Raleigh 13-18.

Zacchini Bros.: Mayodan, N. C.
Zeiger, C. F., United: Douglas, Ariz.

MISCELLANEOUS

Black, Von, Enterprises (Firemen's Fair) Waynesburg, O., 9-11.

Casey, E. J., Indoor Carnival: Flin Flon, Man., Can., 9-11; The Pas 14-16.

Cowboy Mac and His Texas Rangers: Tulsa, Okla., 7-8; Mount Vernon, Tex., 9; Broken Bow 10; Wetumka 11.

Daniel, Magician: Beloit, Wis., 6-8; Madison 9-10.

Dixie Queen Showboat: Cairo, Ill., 10; Metropolis 11; Brookport 12.

Donovan Decorators (Fair) Haskell, Tex., 6-11.
Fallon, Larry, Concessions (Firemen's Fair) Waynesburg, O., 9-11; (Fair) Coshocton, O., 7-11.

Fred's Kiddie Circus: Harding, W. Va., 7; Coaltan 8; Phillippi 9; Belington 10; Bayard 13; Elk Garden 14; Oakland, Md., 15; Keyser, W. Va., 16.

Gilbert, Hypnotist (Tent Show) Kanulul, Maui, T. H., 5-11.

Harlan Med. Show: Petersburg, O., 6-11.
Hayworth, SeaBee: Woodleaf, N. C., 6-11.
Holland's, E. S., Show: Lovejoy, Ga., 6-9; Hampton 10-15.

International Congress of Oddities (State Fair) Dallas, Tex., 4-19.

Johns, Helen & Dick, Playland (Fair) Coshocton, O., 7-11.

Klein's Attractions: Weirton, W. Va., 6-11.
Lewis, H. Kay, & Hollywood Varieties: Holly, Colo., 11-12; Perryton, Tex., 13-14.

Lippincott, Magician: (Fair) Dillon, S. C., 6-11.
Long, Magician: Columbus, Ga., 6-11.
McNally's Vaudeville Show: Marlow, N. H., 6-11.

Malloy, J. R., Circus Unit (White Swan Night Club) Canton, O., 6-11.
Marquis, Magician: Follansbee, W. Va., 8; Bridgeport, O., 9; Wellsburg, W. Va., 10; Wheeling 13-14.
Miller, Al H., Show: Preston, Ga., 6-11.
Rodgers, Lester (Fair) Coshocton, O., 7-11.
Slout, L. Verne, Theater Workshop: Duchesne, Utah, 13; Helper 14; Heber City 15.
White Eagle, Chief: Canton, O., 6-11.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Dennis, Hal & Jean (Flynn's Night Club) Brooklyn 6-18.

Emerald Sisters (Olympia Theater) Miami, Fla., 8-11.

Gardner's, Cheerful, Elephants (Municipal Stadium) Santa Monica, Calif., 8-10; Van Nuys 11; (Fair) Ventura 14-17.

Johnson, Judith, & Co. (Riverside Club) Casper, Wyo., 6-11.

Rogers & Revell: Edenton, N. C., 13-18.
Romas, Flying: Peru, Ind., 6-11.
Siegfried, Great (Fair) Danville, Va., 6-11.

INSURANCE CHARLES A. LENZ

"The Showman's Insurance Man"
A738 Insurance Exchange, Chicago

SOCIAL SECURITY PLATES \$4 PER 100

Capitol Dome Design — 40 Other Designs. Write for Catalog!

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PLASTER GALORE!

IMMEDIATE SHIPMENT ON ALL STOCK NUMBERS
SELDOM EQUALLED—NEVER SURPASSED

SERVICE . . . QUALITY



Beacon Blankets
make Warm Friends

ONE CASE OR CARLOAD

ALL PLASTER FINISHED IN BRIGHT COLORS DECORATED WITH TINSSEL

No. 014—Crucifix Height 14 In. Packed 12 to carton Per Carton \$2.40

No. 18—Grotto Height 12 In. Packed 12 to carton Per Carton \$2.40

Complete Line of Premiums, Novelties, Sales Boards Write for Catalog, State Your Business.

WIS. DELUXE CORP. 1902 NO. THIRD STREET MILWAUKEE, WISCONSIN

SOUTH BOSTON, VA., FAIR

October 14 to 18 Incl. 5 Days and 5 Nights

SALISBURY, N. C., FAIR

October 20 to 25 Incl. 6 Days and 6 Nights

Two of the best Fairs in Virginia and North Carolina. The Tobacco Markets are open and the prices are the best in history. Everyone has plenty of money to spend.

Can place Organized Minstrel Show and will furnish complete outfit with Velvet Drops and Beautiful Front, with seats for 300 people.

Want Man to operate Drome. Must have good Riders. Will furnish Drome complete ready to operate. Will book Fun House and 2 more Shows with own outfits.

ALL CONCESSIONS OPEN. Can place Cook Houses, Lunch Stands, Soft Drink Stands, Popcorn and Peanuts, Candy Apples, Grind Stores, Wheels, Diggers, Palmistry, Ball Games, Photo Gallery, Long Range Shooting Gallery, Penny Pitches, Scales, Hoopla, etc. Will sell exclusive on Novelties.

Write or wire **WM. GLICK, Mgr.**

IDEAL EXPOSITION SHOWS

This Week (October 6), Newport News, Va.

WANT WANT ROYAL EXPOSITION SHOWS

For following five Fairs and Celebrations: Oconee County Fair, Bishop, Ga., week October 20 to 25; Washington, Ga., Lions' Fair and Fall Festival (a red one), Oct. 27 to Nov. 1; Thomson, Ga., American Legion Fall Festival (first show in 3 years), Nov. 3 to 8; Sylvania, Ga., Legion Fall Festival, Nov. 10 to 15; then Hampton County Fair, Brunson, S. C., week Nov. 17 to 22.

SHOWS—Can use any worth-while Shows not conflicting (with own outfits and transportation). Also want Penny Arcade and several Concessions. What have you? RIDES—Want Octopus, Roll-o-Plane, Tilt-a-Whirl and nice Kiddie Automobile Ride. Communicate with J. P. BOLT at Hotel Carroll, Gaffney, S. C., until Oct. 18; then as per route.

WANTED

Scooter, Spit-Fire and any other new Rides. Ride Help, Ferris Wheel and Whip Foremen, top salaries. Banner Man, contact Special Agent, care of show. Hattiesburg, Miss., this week; Alexander City, Ala., next; then Dothan, Gulfport, Due, New Orleans. Out all winter.

WEST'S WORLD'S WONDER SHOWS

Durham County Fair and Tobacco Festival Combined

DURHAM, N. C., Week of October 13, With Wilson County Fair, WILSON, N. C., To Follow.

WANT LEGITIMATE MERCHANDISE CONCESSIONS AND EATING AND DRINKING STANDS.

NOW BOOKING ATTRACTIONS FOR THE 1942 SEASON. Showmen with new ideas, please contact this show as per route. ADDRESS THIS WEEK

CETLIN & WILSON SHOWS, INC.

HICKORY, N. C., FAIR.

SOUTHEAST GEORGIA FAIR

Eleven counties, Waycross, Georgia, the South's biggest this year. Every day a big day. Gigantic military parade on Governor Eugene Talmadge Day. Want legitimate Concessions of all kind. Want Animal and Monkey Show, Midget Show or any good Show that can get money. Want Motor Drome, also sensational Free Act, Musicians for Colored Band. Office pay. We play all Fairs to December, opening again with Florida tour after first of January. All address:

MIGHTY MONARCH SHOWS

GAINESVILLE, FLORIDA

W. C. KAUS SHOWS, INC.

WANT FOR WINSTON-SALEM, N. C. (COLORED) FAIR, WHICH IS FOLLOWED BY ANCIER, N. C., IN THE HEART OF THE DEFENSE AREA

WANT SENSATIONAL HIGH ACT. BROSINI, WRITE US PLEASE. Want Stock Wheel, Grind Stores, Bowling Alleys, Shooting Gallery, Penny Pitch, Pitch-Til-You-Win, Novelities, Eating or Drink Stand or any legitimate Concession. Any Walk Thru, Illusion Show, Side Show or others with own equipment booked reasonable. Will book Whip or Tilt, Reliable Minstrel Workers, Musicians or Performers. Write George Baldwin. Ride Help in all departments. All communications, write or wire

W. C. KAUS, Manager, Shelby, N. C.

JACKSONVILLE, FLA., FAIR

NOVEMBER 6-16

Can Use Legitimate Concessions Operating With Merchandise. Wheels Okay If Operated Right.

Address R. L. MILLICAN, 441 W. 16th St., Jacksonville, Fla.

Virginia Greater Shows

Conway, S. C., Fair, week Oct. 13th; Weldon, N. C., Fair, October 20th. Want Cookhouse and all legitimate Concessions. Want Electrician at once. Want Monkey Show and Minstrel Troupe, American Palmist. No Gypsies, Wheels, no Roll Downs. This week, Dillon, S. C.

Address: SOL NUGER or ROCCO MASUCCI

CENTRAL AMUSEMENT COMPANY WANTS

Rides that don't conflict. Shows with or without own outfit that can get money. Concessions, Stock Concessions that work for not over ten cents. Also percentage. Good proposition for Cookhouse, privilege in tickets. Want Minstrel Show Performers and Musicians for organized Minstrel Show. All contact SHERMAN HUSTED, Manager, Central Amusement Co., Hertford, N. C., this week; Edenton Annual Peanut Festival, Edenton, N. C., October 13th to 18th; Pamlico County Fair, Bayboro, October 20th to 25th; Tyrrell County Fair, Columbia, N. C., October 27th to November 1st. Then Florida. Out all winter.

P. S. — Sue Rogers wants Girls for Oh, Susanna Girl Show.

ATLANTA, GEORGIA, COLORED FAIR

DOWNTOWN LOCATION, WEEK OCTOBER 13 TO 18, WITH THREE WEEKS TO FOLLOW ON ATLANTA LOTS

Want Organized Side Show and Minstrel Performers or Organized Minstrel Show. Big spot for Minstrel Show. Can place legitimate Merchandise Concessions. No wheels or racket. Address

FRANKIE GRAVES, MGR., K & M SHOWS

Rockingham, N. C., This Week, Then Atlanta.

CRYSTAL EXPOSITION SHOWS WANT

FOR BALANCE OF SEASON, ALL FAIRS, UNTIL THANKSGIVING WEEK Legitimate Concessions all kinds. Musicians and Girls for Minstrel Show. Salary sure from office. Want Ride Help and Mechanic. Top salary and sure.

Address: Lincolnton, N. C., this week; Moore County Fair, Carthage, N. C., next week.

SCOTT EXPO SHOWS WANT

For 8 more bona fide Fairs and Celebrations in Georgia, including Dalton, best show town in the South for next week; Cherokee County Fair, Centre, Ala.; Gwinnett County Fair, Lawrenceville; Macon County Fair, Montezuma; Marion County Fair, Buena Vista; Seminole County Fair, Donalsonville, with 3 more Georgia Fairs to follow where there is plenty cotton and defense money.

Cook House, Diggers, Penny Arcade, Custard, Bingo, Lead Gallery and all other legitimate Concessions. Shows of all kinds with own outfits. Will book or buy Rolloplane or Octopus or any new Novelty Ride. Will book Chairplane and Kiddie Rides for No. 2 Show. Electrician and Foreman for Loop-the-Loop. Will keep unit out all winter around defense projects.

Don't write, wire

SCOTT EXPO SHOWS, No. 1

Canton, Ga., Fair, This Week, or

C. D. SCOTT, No. 2

Fayetteville, Ga., Fair, This Week.

FAIRS

FAIRS

FAIRS

J. J. PAGE SHOWS WANT

For THOMAS CO. FAIR, Thomasville, Ga., all next week, followed by Coffee Co. Fair, Douglas, Ga.; Monroe Fair, Monroe, Ga.; Emanuel Co. Fair, Swainsboro, Ga., and Boys' Club, Atlanta, Ga. COOK HOUSE to join on wire. Also all other legitimate Concessions except Corn Game. Can place Roll-o-Plane or Octopus. Helen Hayes wants Side Show Help. Can place one or two more Grind Shows. Everybody address:

J. J. PAGE SHOWS, Sandersville, Ga., Fair this week; Thomasville, Ga., Fair next week.

FAIRS—PENN PREMIER SHOWS—FAIRS

WOODLAND, NORTH CAROLINA, FAIR, OCTOBER 13-18

Can place for the balance of our Fair season all kinds of Concessions. Will sell ex. on Scales, Novelties and Age. Can place a few choice Wheels and Coupon Stores. CAN PLACE BINGO FOR BALANCE OF THE SEASON. Want Shows with own transportation that do not conflict. Good proposition for Minstrel, we can furnish complete show. Want Merry-Go-Round for balance of season. Want Help for all Rides, also Talkers. Can also place a few choice Wheels for balance of the season. Address all wires and mail to LLOYD D. SERFASS, General Manager, PENN PREMIER SHOWS, care Fair, Louisburg, No. Car., this week; Woodland, No. Car., next week.

FAIRS—HARRY BURKE SHOWS—FAIRS

Will book Stock Concessions of all kinds, Marksville Fall Fair, October 9, 10, 11, 12; Greensburg, 15 to 18; Clinton, 22 to 25; Independence, 29 to November 1; Centerville, November 5 to 9. Good still date to follow. Address:

HARRY BURKE, MARKSVILLE, LA.

CONCESSIONS WANTED

For Wellsburg, W. Va., Centennial Celebration, October 15-16-17 on Main Streets. Address

THE F. E. GOODING AMUSEMENT CO.

1300 Norton Ave., Columbus, Ohio.

LEW HENRY & CLYDE UNITED SHOWS WANT

For Ahsokie, N. C., Colored Fair next week, and Suffolk, Va., Colored Fair to follow, Ball Games, Mitt Camp, Fish Pond, Bowling Alley, Pitch Till U Win or any Concession except Bingo. Also Side Show, Monkey Show, Geek or any money-getting Show with or without own outfit. George West wants Colored Dancers. Address:

LEW HENRY or GEORGE C. SMITH, Chapel Hill, N. C., this week.

FAIRS—BLUE RIBBON SHOWS—FAIRS

Will place Manager for complete Life Show. Minstrel Show Performers and Musicians, come on. Girl Revue or any Show of merit with or without outfits. Concessions all open, come on. Ride Help with semi-trailer experience, come on. Vernon Moore wants Grind Store and Wheel Agents.

ELBERTON, GA., FAIR THIS WEEK; GAINESVILLE, GA., FAIR NEXT.

FREE ACTS WANTED

For PENSACOLA, FLA., INTERSTATE FAIR, OCTOBER 20-26. CAN PLACE TWO HIGH ACTS FOR ABOVE DATE

JOHNNY J. JONES EXPOSITION

MEMPHIS, TENNESSEE, OCTOBER 11 TO 18

Direct From the Lots

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50.
 Remaining cards, \$5.00 per 100.
 No. 140 — Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.
LIGHT WEIGHT BINGO CARDS
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
 Automatic Bingo Shaker. Real Class . . . \$12.50
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
 Lightweight Lapcards, 6x16. Per 100 50
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, size 4x5, per 1,000. 1.25
 3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M 1.50
 Postage extra on these sheets.
 Bingo Card Markers, in strips, 25,000 for 1.25
 Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd., Chicago

WRITE SIOUX TIRE & BATTERY CO.
 SIOUX FALLS, S. D.
 Buy on Our Easy Terms.



RIDES WANTED

Starting Oct. 20. All winter's work. Will book or lease. Have Popcorn, Peanut and Snow Ball outfits for sale.

H. L. WRIGHT
 South Hill, Va.

WANTED

Drome Talker and Rider. Winston-Salem, N. C. now; Raleigh follows. Come on if in vicinity.

EARL PURTLE
 Care of World of Mirth Shows

RIDES WANTED

Will pay cash for OCTOPUS-CATERPILLAR. Also Fun House on Wagon or Semi-Trailer. Want two 50 K.W. Light Plants.

ELLMAN SHOWS

2239 N. 56th Street Milwaukee, Wis.

FOR SALE

Spitfire Ride. New late this spring. Also extras. Come and see this Ride. Act quick, must be sold.

JOE HAMPTON

General Delivery Paragould, Ark.

James E. Strates

Bloomsburg, Pa. Week ended September 27. Auspices, Bloomsburg Fair. Business, not up to normal. Weather, ideal.

Altho shows' grosses here increased over preceding years, there was a terrific drop in ride receipts because of the polio ban here. Children under 16 years old were not permitted on the grounds. Fair has always showed a pleasing ride gross, and the loss of Children's Day was too big a handicap to overcome. George White, ossified man, and the Narcotic Exhibit were added here. Slim Curtis had his show in the walk away from the midway and chalked up a good week's business. Professor Keller's Wild Animal Circus did well. Junious Young's Harlem Revue clicked, as did Nancy Miller's Gay Hawaii. Bill Brown's Rocket topped rides, with J. C. Weer's Fly-o-Plane second. Assistant Manager Dick O'Brien left early in the week for York, Pa. Keith Buckingham is back with the shows, pinch-hitting for Dick. Trainmaster Mike Olsen is pleased with the new steel runs. MARK BRYAN.

Zachini Bros.

Hamlet, N. C. Week ended September 27. Business, good. Weather, fine.

Shows made a fast move in here from Kinston. N. C. Peter Klotunowitch's Octopus, Johnny Doast's Chairplane, John Knight's Tilt-a-Whirl, Duke Bartelsson's Rolloplane and Charley Burton's Merry-Go-Round were up in good time. Robert Williams is doing well on the Ferris Wheel. Joe Winter is back at the cookhouse, as is Mrs. Winter. Mr. McHanley is the new chef. Advance man Cook was not feeling well and rested for a week. There was plenty of money here this year. Thomas Castina added three girls to his Girl Show. Benny Cheerl added seven new agents and his line-up includes Al Davis, Jake Ames, Barney Feeney, Bob Andrews, Red McCarty, Shorty Watson, John Richards, Mr. Morris, R. W. Wade, Mr. and Mrs. Broskey and Edward Burke. Ballgame Shorty McCloskey has recovered from his recent illness. Jack Acme and Mrs. Estridge, with the Ten-in-One Show, are doing well. Secretary Carl O. Bartels was tendered a party here. WILLIAM PORDON.

Cetlin & Wilson

Trenton, N. J. Week ended September 27. Auspices, New Jersey State Fair. Business, excellent. Weather, perfect.

Thru the efforts of Lot Superintendent Frank Massick, Special Agent E. K. Johnson and co-operation from foremen and crews shows were open and doing near capacity business early Sunday morning. Big crowds thronged the midway and increasing attendance was noted daily. Shows and rides did big business, aided by perfect weather. A number of new shows and rides were added here. P. Van Ault's Fenny Arcade was popular, and Paradise Revue topped shows, with the

Miss America Show second. Carl Lauther's Side Show did big business. Bud Cross's Spitfire led rides with the Moon Rocket next in line. Kiddie rides did well, while Tuesday was the largest Kiddies' Day of the season so far. Ruthroy's Circus Arena clicked. Billy Reid, presented daily on the midway with Del-Mar's fighting Lions, was a success. On Thursday night in the Paradise Revue top the annual National Showmen's Association Jamboree was held. Members of the George A. Hamid office and the shows supported it 100 per cent. A well arranged program was presented and brief talks were heard from S. Rothstein, George A. Hamid and Jack Wilson. Many new members were signed for the organization. Association members in attendance included Mr. and Mrs. George A. Hamid, Mrs. Dorothy Packman, John M. Liddy, Mrs. Midge Cohen, Anita Goldie, Miss Magolina, Mr. and Mrs. Sam Hamid, Mr. and Mrs. Harry LaBrecque, Mr. and Mrs. McCormick and Mr. Brennan. Other visitors were Sam Lewis; Leonard Traube, *The Billboard*; Harry Cassino, Ben Clark, Charles Swoyer and son and Mrs. Frank Campbell. Members were sorry to learn of Mrs. George Hamid's mother's illness. Tony Lewis, *The Billboard* and mailman, is busy securing winter subscriptions. MARY B. McLANE.

Wallace Bros.

Booneville, Miss. Week ended September 27. Location, new fairgrounds. Auspices, Prentiss County Fair Association. Business, below expectations. Weather, warm with cool nights. Pay gate, 10 cents.

Altho attendance was nearly as heavy as last year, spending was much lighter and midway receipts took a nose dive from 1940. It was shows' second year here, and the writer's fourth. New fair management was inexperienced and not accustomed to handling crowds, resulting in a constant traffic jam at the only gate that was permitted to be open. Shows caught the tail end of a tropical storm Wednesday night and all tents were lowered to save them as the new fairgrounds are located on top of a high knoll. Luckily, no damage was sustained by the shows, but most of the personnel had their clothing ruined by the high duststorms. Members were sorry to learn of A. R. (Rube) Wadley's illness and a purse to which nearly all attaches subscribed was sent to him at Lake City, Ark. Mr. and Mrs. Grady Peerey, old friends of the writer, visited from Corinth, Miss., as did Art Messner and A. E. Watkins, of the Corinth American Legion Post. Other visitors included Larry and Bobby Reese, Goodman Wonder Shows; Harold Clippard, United American Shows; Sam Freeman Jr., and Roy Clippard, Tupelo, Miss.; F. J. Hughes, Los Angeles; Herb Hoffman, Continental Premium Mart; A. H. Herman, Chicago, and Dr. W. H. Strange. WALTER B. FOX.

Arthur's Mighty American

Eureka, Calif. Five days ended September 27. Location, Redwood Acres. Auspices, Ninth District Agricultural Fair. Business, total blank. Weather, fair. Pay gate, 10 cents.

For the first time in years Eureka proved a blank and shows tore down Saturday night instead of Sunday, closing day of the fair. Event did not warrant a show, as it was nothing more than a race meet. In order to get into the fairgrounds patrons had to pass thru a 25-cent gate, plus the 10-cent gate for the carnival, thus impairing the drawing power of the circus and putting the shows behind a 35-cent gate. Fair board gave little co-operation. A high fog prevailed thruout and nights were cold. Charles T. Marshall arrived from Chicago for a visit with the writer. Manuel Marcias and George Henry were ill two days, but recovered and returned to the circus. Jack Schaffer and crew arrived from Canada with some concessions. Al and Penny Gray visited. The ladies' bowling meet was won by Virginia Edwards and Ginger Natividad. Mr. and Mrs. Charles Greiner entertained a group of friends at Eureka Inn. Marvin Harding and Stewart Lile left for Los Angeles. Crescent City, Calif. Five days ended September 21. Location, fairgrounds. Auspices: Del Norte County Fair. Business, fair. Weather, unsettled. Pay gate, 10 cents.

Attendance here was supposed to have broken records, but shows were far too

large for the small fair and financial results were only fair. Fair board gave good co-operation. Weather was cold. Long trip from Prineville, Ore., was made with several breakdowns en route, but everything arrived in time. Circus Side Show drew well. Dolores Arthur left to visit her brother and mother in Oakland, Calif. Doreene Dyke's new popcorn and peanut stands did fair business, as did Mr. and Mrs. Lloyd Carlson's cookhouse and Mr. and Mrs. Charles Ferguson's photo gallery. Jack Dyke added another digger, and Robert Madsen a cream custard stand. Professor Valleau's and G. H. Montgomery's new Flashes of India Show did well, while George Conkling and Walter Gorsline's Circus Side Show led the midway. Tod Henry recovered from his recent illness and returned to the circus. Mr. and Mrs. Charles Greiner entertained several guests at the Blue Roof Cafe during the week. Mr. and Mrs. Allen Fine have taken an apartment in Hollywood and are commuting to Ventura, Calif., daily. A new truck was purchased by Manager Arthur here. Showfolk held nightly hi jinks on the dance floor in Tony's Cafe after the show. WALTON DE PELLATON.

Gold Medal

Attalla, Ala. Week ended September 27. Location, new fairgrounds. Business, fair. Weather, one day rain.

This fair didn't live up to expectations and shows opened Saturday to one of the smallest grosses of the season so far. While it picked up each night and the second Saturday showed a good gross, the week as a whole was the poorest of the fair tour. Wednesday was just almost lost to heavy rains. Polio was largely responsible for the poor business, altho a strike at the steel plants hurt. However, the week was not a blank. Bruce Duffy and Clayton Holt took delivery on new house trailers, while Stanley Stelman purchased a new car. Gene Berni's bingo replaced Mike Rosen's layout. Bruce Seitz is now in the photo gallery business, having returned the custard stand to its owner. General Manager and Mrs. Oscar Bloom entertained several visitors during the week. Committee co-operated. HARRY E. WILSON.

Virginia Greater

Suffolk, Va. Week ended September 27. Business, very good. Weather, good.

Lot was six blocks from town and crowds were good every night, with Saturday night being the big one and registering 3,451 people. Shows played

COMING CAVALCADE OF FAIRS
 WATCH FOR THE IMPORTANT ANNOUNCEMENT IN AN EARLY ISSUE



Advertising in the Billboard since 1905

ROLL FOLDED TICKETS

DAY & NIGHT SERVICE
 SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

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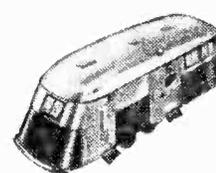
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| 20,000.. 8.80 | 60,000.. 15.40 | 100,000.. 22.00 | 300,000.. 55.00 |
| 30,000.. 10.45 | 70,000.. 17.05 | 150,000.. 30.25 | 500,000.. 88.00 |
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Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
 2000 PER ROLL
 1 ROLL..... 75c
 5 ROLLS..... @ 60c
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WELDON, WILLIAMS & LICK
 FORT SMITH, ARK.
 TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.



Write today for the Stream Lite Plan for Living. Send for copy of latest catalog—illustrations, plans and specifications of all models.

A HOME ON THE LOT

Real Living Always—Wherever You Go

Now you can have all the conveniences and comforts—a living room, 2 bedrooms—to sleep four, dinette, kitchen and lavatory, 100% insulated, with hot air floor. NO MORE WORRIES ABOUT HOTEL ACCOMMODATIONS—OR RENT TO PAY.

Stream-Lite Coaches

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— FOR SALE —
ENDY BROTHERS' SHOWS, INC.
 One of the Finest Equipped Shows in America Today

CONSISTING OF THE FOLLOWING EQUIPMENT

RIDES

ALL IN PERFECT CONDITION

- 3—FERRIS WHEELS NO. 5
- 1—3 ABREAST M. G. R.
- 1—TILT-A-WHIRL (7 Cars)
- 1—RIDEEO (12 Cars)
- 1—CATERPILLAR
- 1—8 CAR WHIP
- 1—ROLLOPLANE
- 1—OCTOPUS
- 1—CHAIRPLANE
- 1—SPITFIRE (New)
- 1—KIDDY AUTO RIDE
- 1—KIDDY TRAIN

SHOWS

- 1—Motor Drome complete including Cycles.
- 10—Complete Shows including Fronts, Drops, Stages, Lights, etc. All new Blue Canvas, purchased this season.
- 1—Fun House mounted on Truck.

Miscellaneous Equipment

- 1—Office Wagon complete.
- 1—Transformer Truck and Tractor with 3 100 K.W. Transformers mounted in Truck.
- 22,000 Feet Cable with proper Junction Boxes.
- 5—New Forty-Five Foot Light Towers—adjustable as to height.
- 14—Concession Tops, Frames, Equipment.

31 NEW 1940-1941 INTERNATIONAL TRACTORS AND FRUEHAUF TRAILERS—OPEN AND VAN BODIES

We Can Positively Give CLEAR TITLES to All of the Above Equipment

—REASON FOR SELLING—

We Contemplate the PURCHASE OF ONE OF THE LEADING RAILROAD SHOWS, and in the event of sale of above, Endy Brothers' Shows, Inc., will present their 1942 Streamlined 25 Car Railroad Show, or will be an Enlarged Truck Show in 1942. ENDY BROS.' TITLE IS POSITIVELY NOT FOR SALE. This entire above equipment can be seen in operation at the Danbury State Fair, Danbury, Conn., week Oct. 5th, 1941, and closes in Miami, Florida, in December.

ENDY BROS.' SHOWS, INC.

RALPH N. ENDY

DAVID B. ENDY

JAMES E. STRATES SHOWS, Inc.

WANT FOR BALANCE OF SEASON

Merchandise Concessions. Sensational Free Acts for Gastonia, N. C., Fair and Charleston, S. C., Fair. Can place four Chorus Girls for Harlem Revue. Also Colored Musicians.

SHOWMEN

Now lining up Attractions for the 1942 season. Get in touch with us before contracting for the new season. NO ATTRACTION TOO LARGE FOR US TO HANDLE.

JAMES E. STRATES, Gen. Mgr.

Danville, Va., Fair, week of October 6th; Gastonia, N. C., Fair, week of October 13th; Charleston, S. C., Fair, week of October 20th.

WANT---MISSISSIPPI NEGRO STATE FAIR---WANT

OCT. 13TH TO 18TH, JACKSON

Can place Grab Joint, Jingle Board, Pitch Till Win, Ball Games, Photo, Hoopla, Fish Pond, Cigarette Gallery, Frozen Custard, Lead Gallery, Penny Arcade or any 10¢ Stock Concession. This is the best Concession Fair in Mississippi.

WALLACE BROS.' SHOWS

Waynesboro, Miss., this week; Jackson, Oct. 13th to 18th.

Zacchini Bros.' Shows Want

For six bona fide North and South Carolina Fairs, followed by six Florida Fairs. Legitimate Concessions of all kinds. No racket. Will book any worth-while Shows with own transportation. Must be capable of making money, as we will not carry deadheads. Sober Ride Help in all departments; semi-drivers given preference; top salaries to capable men. Will book any Rides that do not conflict. This show presents ZACCHINI BROS.' MONSTER DOUBLE REPEATING CANNON ACT at each date, insuring plenty of people on midway. Address all communications this week to BRUNO ZACCHINI, FAIR GROUNDS, MAYODAN, N. C.

WANT--LANCASTER COUNTY FAIR--WANT

LANCASTER, S. C., OCT. 13-18

GOLDEN BELT FAIR HENDERSON, N. C., OCT. 20-25
 NEWBERRY CO. FAIR NEWBERRY, S. C., OCT. 27-NOV. 1
 Concessions of all kinds. Wheels, Grind Stores, Pitch-Till-U-Win, Ball Games, Dart Games, High Striker, Eats and Drinks, Long and Short Range Gallery, Novelty, Guess Your Weight and Age, Jewelry. Help in all departments. Girls for Revue and Posing Shows, Colored Performers for Minstrel Show. All Shows office paid.

BANTLY'S ALL AMERICAN SHOWS

This week, Cherokee, N. C.

WANTED

WILL BUY OR RENT (Nov. & Dec.)
 2—KIDDIE CAR MERRY-GO-ROUNDS
 2—HORSE MERRY-GO-ROUNDS
 Not to exceed 20' dia.

MODERN ART STUDIOS, INC.

1201 W. MADISON STREET

CHICAGO, ILL.

Defense Savings Bonds can be registered in the name of children as well as adults.

the same lot in the spring and as a result many local visitors were on hand. Mrs. Doc Wise joined with a Water Show and Ten-in-One Show. Sol Nuger entertained Mr. and Mrs. Rocco Masucci and Mr. and Mrs. Ken Davis at a chop suey dinner in Portsmouth. Ken Davis, free act, was featured on a local radio station two nights and proved popular. Sol Nuger has engaged Davis to play his Hammond electric organ at Nuger's winter bingo parties. Lot was dusty, but plenty of water was poured on nightly, which kept it down to a minimum. McKay's Drive-Your-Self cars and high striker had one of their best weeks of the season. Women members have organized a Bundles for Britain Club and are busily knitting in their leisure hours. Sarah Masucci has finished one garment. Sol Nuger reported a big week on bingo, as did Teddy Baker with four concessions.

KEN DAVIS.

John H. Marks

Mount Airy, N. C. Week ended September 27. Auspices, American Legion Post Fair. Business, great. Weather, hot.

This was the second largest fair played so far this year by the shows and it was the largest and best attended fair in city's history. Marks Shows have played the event since 1933. John H. Marks was accorded a royal welcome by city officials and townsmen and was kept busy greeting old friends during the week. Business started big on opening night and continued with record-breaking crowds all week. Tuesday, Children's Day, drew 30,000, which included 15,000 school kids. Attendance averaged 20,000 Wednesday and Thursday. Suicide Bob Hayes and his Hell Drivers were popular. Scheduled for Friday afternoon, a heavy rainstorm spoiled plans, and rain checks were issued for Saturday afternoon, when he again drew a record audience. Saturday night was the largest of the week, with attendance totaling 42,000. On Wednesday morning about 300 showfolks and grandstand performers, as well as several hundred townsmen, assembled at Oak Hill Cemetery to pay tribute at the grave of James (Turk) Laird, former well-known concessionaire and a member of the shows for many seasons. Grave was covered with a blanket of flowers. Frank A. Conway, United Fireworks Display Company; Charles Siegrist, aerialist, and Judge Harry Lewellyn were among visitors during the week. William L. Sydnor, secretary-manager, lauded the shows' attractions. Marion Jeannette has recovered from a recent illness and is back with Duke Jeanette's Circus Side Show. Doc Anderson's Harlem Revue is doing well.

WALTER D. NEALAND.

O. C. Buck

Hagerstown, Md. Week ended September 27. Auspices, Great Hagerstown Fair. Business, good. Weather, ideal.

After a long jump in here shows arrived on time to set up and were ready to go Monday noon. A good array of grandstand attractions helped the fair along to clicking turnstiles, with the midway sharing in the good fortune. Ken Maynard attended the Jamboree here, and Buck Owens brought along his performers and a swell show was given for organization's relief fund. Master Russell officiated. Joe Gangler, of Gangler Bros.' Circus, proudly showing off his bride. They were married here on Wednesday. A committee from Washington visited with Owner Buck and General Agent Quinn.

LON RAMSDELL.

Boswell's Amusements

Mathews, Va. Week ended September 27. Business, fair. Weather, good.

Shows, rides and concessions opened two days before the fair but business was poor. All reported good business, with Fouse's Ferris Wheel getting top money among the rides and J. W. Western's Chairplane a close second on the fair days. Girl Show topped shows. Roy Allen reported good business. Shows are carrying 4 rides, 3 shows and 20 concessions.

THOMAS H. BOSWELL.

Four Star Expo

Trenton, Tenn. Week ended September 27. Auspices, Gibson County Fair. Business, good. Weather, good.

Fair opened Wednesday to a large crowd and perfect weather which prevailed until about 11 p.m., when a strong wind sent patrons scurrying home. Thursday opened to a good crowd and good business prevailed day and night. Engagement was a success and shows received good co-operation from every source. Ida Louise Dixon celebrated her 15th anniversary. Ice cream and cake and other refreshments were served and games were played at the bingo stand, thru the courtesy of Mr. and Mrs. Vernon, owner-managers of the shows. She's the daughter of Mr. and Mrs. Dixon, legal adjuster. All of the personnel were present. Mr. and Mrs. Taylor, Girl Show operators, and Sonny Brown joined here with his 16-people Minstrel Show. A number of members of Bee's Old Reliable Shows visited frequently. Friday, Kid's Day, was successful. Reported by an executive of the shows.

Buckeye State

Charleston, Miss. Week ended September 27. Location, fairgrounds. Auspices, Tallahassee Fair Association. Business, good. Weather, good.

All shows, rides and concessions did a good week's business. The fair board and all city and county officials co-operated. Date Curtis's Cotton Club Revue had its best gross of the season so far. Mr. and Mrs. John Willander added another monkey to their Monkey Show. Fair committee from Water Valley visited. Owner Joe Galler and Jack Oliver were (See Direct From the Lots on page 53)

STAR AMUSEMENT CO. WANTS

For Hamburg Fair, Oct. 13-18; Morrelton Fair, Oct. 20-25; Dardanelle, Oct. 27-Nov. 4; all Arkansas. Then south for the lumber camps. Side Show People, with or without top. Any Flat Ride. Stock Stand that works for 10c. No grift. Want Concession Agents. Out all winter.

KID BURNS
 Care Star Amusement Co. Parkdale, Ark.

MERRY-GO-ROUND FOR SALE

Portable Three Abreast. Can be seen in operation near New York City. Must be sold immediately.

BOX 275
 The Billboard, 1564 Broadway, New York, N. Y.

NEW SENSATIONAL

Original Side Show Freak Illusion Light weight. Cost less than a double sawbuck. RUSH letter, sure money maker. Particulars free.

ABBOTT'S, Colon, Michigan
 World's Largest Illusion Builders

WORLD OF FUN SHOWS

WANT - - - WANT - - - WANT

York County Colored Fair

York, S. C.

Week October 13th to 18th

Greenville County Colored Fair

Greenville, S. C.

Week October 20th to 25th

Elberton County Colored Fair, Elberton, Ga., Week Oct. 27th to Nov. 1st.

Three of the best Colored Fairs in the South. Plenty of money and thousands of soldiers on maneuvers. Everyone has money to spend. RIDES: Octopus, Tilt-a-Whirl, Spitfire, Whip, any Flat Ride. Good proposition with your own transportation. CONCESSIONS: Cook House, Drink Stands or Grab, Custard, Long Range or Short Gallery, Novelty, Jewelry. All Grind Stores open except Bingo, Photos and Fish Pond. I will book Wheels for these three spots. SHOWS: Will book Minstrel Show, and if you do book you should get your winter's bank roll at these three Fairs. Mickey Mouse, Snake Show, Ten-in-One, Motordrome, any Grind Show. What have you? HELP: Ride Help in all departments. Concession Agents for Grind Stores. This show booked all winter and will play nothing but defense territory in proven money spots. Will book High Free Act for week October 27th to Nov. 1st. All wires: WORLD OF FUN SHOWS, Chesterfield, S. C., this week; York, S. C., week Oct. 13th.

CARNIVAL WANTED—October 18-25
PIONEER TRAIL DAYS, Omaha, Nebraska

Fall Festival commemorating coming of Mormon pioneers. On the streets in Florence, North Omaha suburb. Consider suitable Free Acts, Independent Shows and Concessions for opening day, Saturday, October 18th. WILLIAM PARKINSON, Chairman, 1820 Harney St., Omaha, Nebr.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Oct. 4.—First fall meeting was held Friday to good attendance. House Committee Chairman Bill Carsky and associates had the rooms spick and span to welcome the boys. Secretary Joe Streibich returned from a visit to Conklin, Wallace Bros. and Canadian Empire shows. To Rube Liebman goes credit for the first application under the new ruling of a \$25 initiation fee. Maxie Herman, Jimmie Sullivan and J. W. (Patty) Conklin followed suit. James Murphy, who has been on the sick list for a long time, visited. Rudy Singer is entertaining his brother, Izzy, from the West Coast. He is en route to Montreal.

The directory committee advises that printed forms for mailing are in the secretary's hands. These tell in detail the story of the 1942 Outdoor Amusement World Directory. Write him for some to send to a potential advertiser. This is one League activity in which every member can and should co-operate. Prizes are to be awarded to individuals and to shows obtaining the most listings. The last call brought a good response in dues. Notices will be mailed this week in the hope of having a 100 per cent paid-up membership before the end of the year. Hennies Bros.' Shows' benefit at Atlanta was a huge success.

Ladies' Auxiliary

Club held a social on the night of September 26 in the Crystal Room of the Sherman Hotel, with Past President Leah M. Brumleve as hostess.

A large crowd attended and all reported an enjoyable evening. Attractive prizes were awarded. After the social board members voted on these applications: Mrs. Edna Schmitt, Adele Schlossberg, Pauline S. Hansen, Kitty Harrison, Lois L. Lawrence, Mrs. Samuel Fidler, Elizabeth Ferguson, Anna L. Lussion, Gene Bernard, Lois M. Thompson and Billie L. Burnyard. All were elected to membership and cards are being forwarded.

Past President Mrs. Edward L. Hock is in town again, and Past President Mrs. Cleora Helmer is still convalescing at her mother's home. Please send in your 1942 dues now. First Vice-President Mrs. William L. Carsky is expecting to receive the rest of the books which are out on radio and luggage awards.



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Oct. 4.—At Monday night's meeting the club welcomed back to the rostrum President Joe Glacy. H. A. (Pop) Ludwig, secretary, invited all past presidents in attendance to come forward and sit on the platform as a welcoming gesture to the president. Harry Hargraves, Harry Fink and J. Eddie Brown took their places there. While this was going on the membership gave President Glacy a rising welcome. Mrs. Emily Ward, widow of Vice-President John R. Ward, whose untimely death cast a pall over West Coast show circles, lettered expressing her appreciation for floral tributes and messages of sympathy. Secretary Ludwig read a list of new members and Bob King, O. H. Fictum and Sam Miller were inducted into the organization.

Committee reports were heard from Fink on finances; Brown, public relations; Ed Walsh, house committee, and Jim Dunn and Jim Gallagher, sick and relief, who reported on Burt Warren and Charlie Guberman, and Sammy Dolman, membership. Brother Brown suggested that the club hold a party for the Western fair managers the Tuesday before the banquet on December 11. Brother Charles Nelson, convention committee chairman, is out of the city, but advised Prexy Glacy in Washington that he will return here in about two weeks

to begin active work on the event. Brothers Fink and Ralph Losey spoke briefly urging more co-operation on the souvenir book. Brother Hargrave expounded on the banquet and ball and assured the membership that unless they bought tickets early and made reservations, there would be no "fixing" for good seats.

Prexy Glacy explained that because of the pressure of business for the next few months, the program honoring veteran showmen would be discontinued after this meeting. Meetings in the future will be held every Monday night. Harry LeMack briefly expressed his thanks for being honored on the occasion. Brother Brown distributed 50 more tickets, bringing the total to 300, for the "Show Within a Show" to be given for the benefit of fraternal organizations when the Rubin & Cherry Exposition plays here.

Christmas Dinner Penny Parade netted \$6.08, bringing the total to \$214.28. Dutch Schue won the weekly award. Adjournment was followed by the serving of lunch and refreshments.



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Oct. 4.—Brother Sam Peterson is improving in the Eye Unit of Medical Center. Brother Louis Morano has been discharged from Israel Zion Hospital and Brother Frank C. Miller from hospital for joint diseases. About \$300 was realized from the Jamboree at Trenton (N. J.) Fair. Brother Elwood Hughes, of Canadian National Exhibition, Toronto, and George Hamid were among generous contributors. Acts from Hamid's grandstand show and Cetlin & Wilson's Paradise Revue made up the program. Charles Hilbert has been proposed by Ross Manning. Brother Sam Berk advised from Nashville that he'll be in town soon. Phil Glaser is preparing to take over the lunch counter. Regular visitors are Eddie Elkins, Happy White, Louie and Dada King, Casper Sargent, Jimmy Davenport, Jimmy Hurd, Barney Walker, Billy Giroud, Jack Carr, Arthur Hill, Arthur Goldberg, Cy Aurilio and Arthur Campfield. Birthday congratulations to Max Goodman, George Gerber, October 9; Al Flosso, Luther C. (Ted) Miller, Frank Hargaden, Joseph E. Drambour, Irving Newman, 10; Mack Brooks, Edgar H. (Doc) Kelley, Edward Berner, 11; Edward J. Gennett, 12; Clyde Van Voast, Leo Poorvin, Roy Standard, 13; R. Jackson, A. A. O'Rear, Adolph Ehrman, 14; Plato Grimes, Louis Meisel, Frank Mazzone and Jimmy Davenport, 15.

Ladies' Auxiliary

About 40 attended the first meeting presided over by Midge Cohen, with all officers present except Edna Lasures, vice-president, and Peggy Holtz, assistant treasurer. Refreshments followed a short business session. Sister Patricia Lewis proposed Lorraine Bozeman and Georgie Belle Lewis; Sister Jane McKee proposed Florence Corcoran, Josephine Dunfield and Rose Gutenmacher, and Sister Frances Garr proposed Lillian Bayer. The Hoy Sisters produced three penny bags filled during their season at Coney Island. They are wintering in Meriden, Conn. Other filled bags came from Helene Rothstein, Margaret McKee and Lydia Nail. Delegation attended Cetlin & Wilson NSA Jamboree at Trenton (N. J.) Fair, among them being Midge Cohen, Margaret McKee, Helene Rothstein, Magnolia Hamid, Emma Fink, Bess Hamid, Mae Schoonmaker, Anna Halpin, Dorothy Packtman, Marion Nevins and Ethel Gross. It was their pleasure to meet Sisters Betty Winters, Stella Feldberg, Jean Davis, Vera LaBrique, Dolly McCormick, Sadie Wilson, Marge Cetlin, Ethel O'Rear, Velarie and Angela Antalek and Kate Benet. Members are reminded of Jamboree at Danbury (Conn.) Fair on October 9. An official delegation attended funeral service for Mrs. Charlotte Raab, mother of Sister Bess Hamid. Mrs. Raab was known to the auxiliary as a grand old lady with a generous heart, and she will be greatly missed.

Heart of America Showmen's Club



Reid Hotel
Kansas City

Ladies' Auxiliary

Ruth Martone, club president, is back in the city after playing several fairs with the Heart of America Shows. She says the clubrooms are being cleaned and arranged for the meetings which begin late this month.

Viola Fairly visited with Marie Jones and brought in the applications of Hazel Martin and Edith Kelly. Bird Brainerd brought in the membership that Rose Lee Elliott gave her for her mother, Mrs. Strong. Mae Wilson had several teeth extracted, but is feeling well. Virginia Kline lettered from Salem, Ore., enclosing her dues and Viola Fairly award money.

NEW REVENUE ACT

(Continued from page 29)
and this becomes effective as of July 1, 1941.

Excise Taxes

The carnival industry, in our opinion, will be mainly affected by the changes of existing excise taxes and the imposition of new excise taxes provided for by the new 1941 Revenue Act. Those affecting the industry, in our judgment, are:

Electrical energy—Tax is increased from 3 to 3 1/3 per cent.

Gasoline—Tax is increased from 1 to 1 1/2 cents per gallon.

Lubricating oils—Tax is increased from 4 to 4 1/2 cents.

Tires and tubes—Tax on tires is increased from 2 1/2 to 5 cents and on tubes from 4 to 9 cents, effective October 1, 1941.

Admission Taxes

The exemption on admission taxes is now repealed as to make all tickets taxable to the extent of 1 cent for each 10 cents of admission charged or fraction thereof. The law also provides that for persons other than bona fide employees, municipal officers on official business, children under 12 year of age, members of the military or naval forces of the United States when in uniform, and members of the Civilian Conservation Corps when in uniform, who are admitted free or at reduced rates to any place and at any time when and under circumstances under which an admission charge would be made to other persons, an equivalent tax shall be collected based on the price so charged to such other persons for the same or similar accommodations, to be paid by the person so admitted. No tax is imposed on the admission of a child under 12 years of age if the amount paid is less than 10 cents.

Automobile, Truck, Bus Parts

Truck and truck bodies and similar items are taxed at 5 per cent. Trailers, semi-trailers for use with passenger cars and motorcycles are taxed at 7 per cent. Automobile parts are taxed at 5 per cent.

Musical Instruments

A tax of 10 per cent is imposed upon radios, phonograph records and musical instruments.

Telephone

Long distance calls costing more than 24 cents are taxable 5 cents for each 50 cents or fraction thereof of the charge. Telegraph messages are taxable at 10 per cent of the charge. Local telephone service is taxable at 6 per cent of the amount paid, altho calls made from pay stations are not subject to this 6 per cent tax.

LUGGAGE—A new tax of 10 per cent on luggage is imposed.

Electric, gas and oil appliances—Also subject to a new tax of 10 per cent.

Electric signs, including neon tube and advertising devices, are subjected to a new tax of 10 per cent.

Electrical light bulbs and tubes are subjected to a new tax of 5 per cent.

The last mentioned new taxes all become effective on October 1, 1941.

Transportation

Effective October 10, 1941 — A 5 per cent tax is imposed upon transportation by rail, motor vehicle, water or air where the amount paid for transportation is 35 cents or more, together with a 5 per cent tax on Pullman seats and berths. The only ones exempted from this tax are the government and members of military and naval forces.

Coin-operated amusement and gaming devices, pinball machines and similar devices are taxed at \$10 per year; slot machines are taxed at \$50 per year. Vending machines which do not include either gaming or amusement features are not taxable. This portion of the law became effective October 1, 1941.

Motor Vehicles

A flat \$5 tax for each motor vehicle is imposed and becomes effective February 1, 1942.

As pointed out above, it is virtually impossible to set forth all of the details of the 1941 Revenue Act in an article of this nature, and all that has been attempted is to give the industry in outline form a general idea of the problem as it now exists. We shall be pleased to supply any further or other information to members of the association upon request.

BG AT OKLA. CITY

(Continued from page 29)

all over the State were admitted free and broke all existing attendance records for a Friday.

"Play on this day," Gerety said, "showed us that the rural population has money to spend. They didn't shop, they just picked out a show they liked and bought tickets." Drawing the biggest crowds were Ice Revue and Midget Show. The management signed a bullet-riddled car, lost by robbers in attempted bank robbery at Maxwell, Kan., but reception was cool. This was attributed to lack of publicity of the case outside of Kansas.

Gerety said one Rolloplane was idle here because of a broken part that cannot be replaced because of national defense priorities. Ride hasn't operated in the last five weeks, he added.

FOR SALE

2 No. 5 Eli Wheels, 1 Smith & Smith Mixup, 3000 ft. good 00 Cable; Transformer Truck, Chev. with switches and 75 K.W. pot; 1 Ford Semi Trailer, 24 ft. long, 5 ft. rack sides; 1 Chev. Van Type Semi, 24 ft. long; 1 Chev. 1940 Truck, 12 ft. rack bed. All above now in operation down South. For quick sale due to health. All replies:

Box D 117, The Billboard
CINCINNATI, O.

FOR SALE

3-Abreast Allan Herschell M. G. R., good Top and Sidewall, Eli Motor. One 8-Car Whip. Both in good condition. Reason for selling, replacing with different Rides. Can be seen in operation in La Fayette, Ga., this week and Summerville, Ga., next week. ELLIS WINTON.

CUMBERLAND VALLEY SHOWS

READING'S SHOWS WANT

Fat Show, Midget, Big Snake, Side Show, Wax, Monkey, Illusion. Want 10-cent Stock Concessions, also Rat and Pan Joints, Custard, American Palmistry, Novelties, High Striker, etc. No. 1 Show at Brownsville, Tenn., Colored Fair next week. Show No. 2 at Greenfield, Tenn., White Fair on the streets next week. All address: W. J. WILLIAMS, Mgr., Parsons, Tenn., Decatur County Fair this week, or come on.

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KAUS EXPOSITION SHOWS, INC.

Wants for KINSTON FAIR, KINSTON, N. C.

WEEK OCTOBER 13TH, 1941
AND BALANCE OF SEASON—LEGITIMATE CONCESSIONS OF ALL KIND, NO EXCLUSIVE EXCEPT BINGO. WANT EAT AND DRINK STANDS, NOVELTIES, CHAS. (JOY) GRAMLICH WANTS GIRLS FOR DOPE SHOW. TOP SALARIES PAID. J. J. Burns wants Lady Penny Pitch Agents. RIDE MEN IN ALL DEPARTMENTS. ADDRESS THIS WEEK: A. J. KAUS, CHASE CITY, VA. (FAIR); NEXT WEEK, KINSTON, N. C. (FAIR).

Hamid-Morton Starts Big at Boston Garden

BOSTON, Oct. 4.—Hamid-Morton Circus opened at the Boston Garden Monday (29) for a six-day run with matinees on Tuesday, Thursday, Friday and Saturday. Attendance opening night was 6,000; Tuesday matinee, 6,300; Tuesday night, 7,900; Wednesday night, 8,500. All reserved seats were sold for Thursday and Friday nights and it looks like capacity business for the remainder of the week. Judge Robert Gardner Wilson Jr., chairman, and Harvey Leggee, treasurer, represent the Aleppo Temple Shrine, and Al Hamilton and Henry M. Robinson the advance and exploitation, with Floyd Bell handling the press for Hamid-Morton.

Acts include George Christy Circus Unit, Terrell Jacobs, wild animal act; the Great Fussner, Peejay Ringens, Slivers Johnson, Ricardo Barnsdale, Bob Eugene, comedy bar act; the Wallendas, Will Morris and Bobby, Pape and Conchita, Paroff Troupe, Ward-Bell Flying Act, the Waldos, Harvey Sisters, American Bells, teeterboard act; Orton and Orton, double traps, and Abdullas, 16-girl revue. In clown alley are Roy Barrett, Billy Rice, Herb Taylor Troupe, Hal Lewis, Lee LeRoy, Skit Thompson, Tom Davidson, Harold Downs, Mickey White and Carl Jackson. Joe Basile is director of the band, with Doris Reed as vocalist.

Since Hamid-Morton and Aleppo Temple hold an exclusive contract for three years with Boston Garden for circuses under auspices, HM and the Ringling show will be the only circuses to appear in the Boston Garden for the next three years.

J. R. Malloy Show in W. Q. Before Starting Indoors

CANTON, O., Oct. 4.—J. R. Malloy Circus is back in winter quarters here after a successful summer season with the Eddie Dietz Exposition, which confined its tour to Western Pennsylvania firemen's celebrations.

With the unit were Nancy Darnell, aerialist; the Malloys, Roman rings; Tinker Toy and his pals, dog and pony novelty; Timbu, human ape wire act, and Cliff Faust, magician and comedy acrobat.

The unit, under the direction of Malloy, starts its club and indoor dates October 6 at the White Swan night club near here.

Kelly-Miller Season Good

VICI, Okla., Oct. 4.—Al G. Kelly & Miller Bros.' Circus has had a fine season, reports contracting agent H. V. Darr, who says it's the best season the show has had during his four years with it. The show finished several Kansas dates September 30 and is now in Oklahoma. The closing will be in that State about the middle of November. Another elephant was recently purchased, making two.

33d Degree for DeBaugh

CHICAGO, Oct. 4.—Dan DeBaugh, manager of the Ringling office here, received the 33d degree of Masonry a few days ago. Prominent in Illinois Masonry for many years, DeBaugh was made Grand Master of the Masons of Illinois two years ago. He concludes his second year as Grand Master October 15.

Siegrist Showmen's Club Fall Round-Up in November

CANTON, O., Oct. 4.—Sterling (Duke) Drukenbrod, president of the Charles Siegrist Showmen's Club, has announced that the annual fall round-up of the group will be held here soon after the middle of November.

Drukenbrod, who is with Clyde Beatty's trained animal circus, now en route with the Johnny J. Jones Exposition, expects to return here about November 12.

PHIL AND BONTA, high perch and acrobatic act, have completed several weeks of fairs for C. A. Klein and have returned to their home in Aurora, Ill., for a rest before resuming indoor dates.



ERNIE A. YOUNG, of the Barnes-Carruthers office, who was awarded the contract for the 1942 St. Louis Police Circus. This show is considered the biggest plum of the winter circus season.

RB Billing Rumor False, Says Geddes

CHICAGO, Oct. 4.—The Billboard is in receipt of a letter from Norman Bel Geddes branding as false the rumor that Geddes had advocated doing away with billing in 1942.

Says Geddes: "My attention has unhappily been called to Nat Green's column, *The Crossroads*, in *The Billboard* of September 20, and to the wholly erroneous statement it contains to the effect that I am backing a move to do away with Ringling Bros. and Barnum & Bailey billing in 1942 and have the circus depend entirely on newspaper and radio publicity. I repeat that this statement is a complete fabrication. . . . In the first place, no such thought ever entered my head or was advocated by me, and in the second place the circus's advertising policy is the circus's business and not mine."

Ringling-Barnum Has Sellouts At Shreveport; Texas Dates Big

SHREVEPORT, La., Oct. 4.—Favored with ideal weather, the Ringling Bros. and Barnum & Bailey Circus showed to an overflow crowd here Monday night, following the matinee performance at which the attendance was almost a sellout.

Among the patrons were several thousand soldiers, variously estimated at between 5,000 and 10,000. Seven hundred members of the 35th Engineers were reported in a body at the matinee. Heavy convoys of the army used the same route as the circus between the Texas & Pacific Railroad yards at Hollywood, five miles away, and the State fairgrounds, where the circus pitched tent.

An innovation in tent pitching was the presence of many soldiers, who helped put up the big top, thereby earning admission to the circus as extras. The soldiers took the place of the usual extras. Payday for the soldiers was one day off, causing many of them to serve as extras at the circus.

During the evening performance Lieut. Gen. Ben Lear of the second army (designated the Red Army in maneuvers) was introduced and welcomed to the circus by Fred Bradna, ringmaster. With General Lear were his aids.

Return Acts Welcomed

The local circus fans always give hearty welcome to return appearances of favorite acts, as was the case Monday. Among these acts were Hubert Castle, tight-wire artist; Alfred Court, wild-animal performer; Antoinette Concello, in trapeze stunts; Felix Adler, clown; Prince Damoo of India, with wild animals; Cristiana Family, bareback riders; Walter McClain troupe of elephants and Roberto de Vasconcellos with trained horse. Vasconcello's horse drew applause in salute to General Lear. Other return acts scoring were Henrietta, the giraffe; Paul Wenzel, clown, with his trained goose, Sanson.

Billposters' Wages Will Be Set After First of January

PITTSBURGH, Oct. 4.—Representatives of all circuses, carnivals and tent shows will be called to a meeting after January 1 to set the new wage contracts for billposters, announces President Leo Abernathy of the International Alliance of Billposters, Billers and Distributors.

The shows' agents and the IABBD executive committee will fix the pay scales in accordance with legislation adopted at the recent IABBD convention in Detroit. Factors determining the scales will be seating capacity of the shows, admission prices, distances traveled and population of territory played.

Abernathy pointed to the American Federation of Musicians and American Guild of Variety Artists contracts as precedents in show business for the IABBD plan.

Virginia CSSCA Elects; Somma Still President

RICHMOND, Va., Oct. 4.—Charles A. Somma, president Virginia State Fair Association, was re-elected president of the Virginia association of Circus Saints and Sinners for another year at the one-day convention here. Other officers re-elected were R. L. Arnold, of Petersburg, vice-president; Charles Ralston, Staunton, treasurer; C. D. Barnard, Norfolk, secretary; John C. Goode, Richmond; Harry Howerin, Norfolk; Francis E. Rose, Richmond; Dr. Guy W. Fisher, Staunton, and A. D. Watson, Richmond, board of governors.

Approximately 200 members and their wives attended the convention. Former Governor Harold Hoffman, of New Jersey, was among those present.

EDDIE ALLEN, former circus clown and last season a member of the Jimmie Lynch Death Dodgers at the New York World's Fair, proved himself a hero last week at Bridgeport, Conn., when he rescued three-year-old Stephen P. Reed from drowning when the small boy slipped and fell into Yellow Mill Pond while playing on the embankment.

Shreveport society was well represented in the two audiences and quite a number of shots were made by society editors.

The Paramount photographers were still on hand since the circus left Los Angeles shooting shorts. They will continue their shots at Tyler, Houston, San Antonio and other places.

John and Henry Ringling North were in Shreveport with the circus but left during the afternoon by plane for New Mexico, where they expect to do some hunting in the mountains of that State.

Gardner Wilson, press representative, fraternized with the local newspaper folks and the circus received splendid publicity in Shreveport.

DALLAS, Oct. 4.—Ringling Bros. and Barnum & Bailey Circus has been enjoying splendid business in Texas and good weather for the most part.

Upon arriving in El Paso September 22, the show found the lot under three feet of water in some places and had to switch to a new lot. This was done in record time and the matinee was under way by 4:20 with a fair house. The night crowd was capacity. Big Spring, scheduled for a night show only the next day, was passed up due to a railroad bridge being washed out. The show was re-routed thru New Mexico into Abilene for two performances. Fort Worth on the 25th and Dallas the 26th and 27th proved to be big. One of the fine horses used to pull the calliope died en route to Abilene.

Leo and Mrs. Haggerty visited the show at Los Angeles and renewed acquaintances with J. Raymond Morris, Eddie Johnson, who is with *Hellzapoppin*, visited at San Francisco. Among movie stars on hand to see the show at Los Angeles were James Cagney, Charles Caplin, Wallace Beery and Shirley Temple. Tim McCoy spent the day on the show at Salt Lake City.



FRED H. DONOVAN, who was elected manager of the Henry Kyes Tent No. 31 of the Circus Fans' Association in Springfield, Ill., September 4. He is a motorcycle officer with the Springfield Police Department. He served in various capacities with the RKO Theater in that city before becoming a policeman. Pictured with him is his daughter, Joyce. Photo was taken on Cole Bros.' lot at Springfield July 22.

Mills Quarters To Be Near Akron

AKRON, Oct. 4.—Mills Bros.' Circus, piloted by Jack and Jake Mills, which closed its season of 22 weeks September 22 at Henderson, N. C., will winter near here, Jack Mills informed a representative of *The Billboard*. The fleet left the closing stand the following day and came north by easy stages, according to Mills, who said the season had been profitable. Accompanying the fleet here, besides the Mills brothers, who live in Cleveland, were Johnny Wahl, general superintendent; Chief White Eagle and members of his troupe.

From Henderson the personnel scattered to their homes all over the country. Floyd King, general agent, and Ben Jones, in charge of the advance, completed their duties a week in advance of the show's closing. Claude Meyers and several members of his band planned to join another circus. Frank Stout, who had several trained animal acts, returned to his home in Indiana, as did the Larkin family, Aerial Lakes, Clyde Wagner, Mickey O'Brien and Frank Zataro.

Following a rest Mills plans to handle some indoor circus promotions in the territory.

Hurricane Wrecks Christy Quarters

HOUSTON, Oct. 4.—Several buildings at the winter quarters of Christy Bros.' Circus here were wrecked by a hurricane which struck during night time last week.

The big cat animal building was demolished, and the elephant and ring stock buildings were badly damaged on both sides. The shop building had one side blown in, and all wiring throughout quarters was wrecked. Much of the 12-foot high fencing was blown down, and one garage disappeared completely. No insurance was carried on the winter quarters buildings.

Bert Rutherford and Johnnie Ward, caretakers, spent two days and nights anticipating destruction of quarters by wind, but the hurricane there last week first passed by South Houston before returning during the night to catch them unawares. Rutherford has a crew of men cleaning up and salvaging what they can of the 250-foot cat animal building and protecting the canvas in the sail loft. The Christy show has 37 tents and 20,000 seats. The building that housed this equipment was damaged, but the equipment was not harmed.

G. W. Christy says rebuilding of the three largest buildings that were damaged will begin as soon as the Christy unit returns from its tour.

GEORGE HANNEFORD played the Leamington (Ont.) Fair, his last one, then went to Philadelphia to open with the Hamid-Morton Shrine Circus.



With the Circus Fans

By THE RINGMASTER
CFA

President FRANK H. HARTLESS, Secretary W. M. BUCKINGHAM
2930 W. Lake St. P. O. Box 4
Chicago, Ill. Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Oct. 4.—The G. H. Barlow Jr. Circus Museum, located in the Barlow Barn, Binghamton, N. Y., is being made ready for the first fall meeting of the Pat Valdo Tent, which will be held in early October. There is a platform erected, 12 by 8 feet, with a three-ring-two-stage circus in operation. This equipment is a prologue to a new miniature circus in construction to be known as Ringling Bros. The Live Wire Club of the Binghamton Chamber of Commerce will hold its annual fall David Harum party in this barn in late October and will view this miniature circus with the winter quarters in adjacent rooms going full blast.

A card received from Fred Schlotzhauer, of Oquawka, Ill., and mailed at the summit of Pikes Peak advises that he was on a week's trip west.

Burt L. Wilson, of Chicago, left September 29 on his long trip to the Southwest, which will keep him on the road until Christmas. He is accompanied by Mrs. Wilson.

The Recreation Hippodrome (Pat Valdo Tent meeting room) at Binghamton opened its fifth season September 2. All chairs have been repainted a brilliant cream with a Chinese red stripe across the back in the center of which is placed a gold star. There are 200 of these chairs in the room. The floor of the auditorium has been repainted representing three circus rings—the color scheme is green, cream, red and blue. Improvements have been made to the stage and a number of very interesting and colorful scenes are in the making for this season. This is the only little theater in the world devoted exclusively to the circus with a stage adequate for small circus entertainments and fitted for the showing of many scenes of circus life in miniature.

A circus party was held by members of the Joseph Andrew Rowe Top No. 6 at Long Beach, Calif., during the week of September 29. Polack Bros.' Circus played under auspices of the Long Beach Shrine organization that week in Municipal Auditorium, and the fans attended one of the performances in a body.

Since circuses on the West Coast are few, Stan Rogers and his gang are endeavoring to stir up big-top enthusiasm by interesting all circus-minded people in a series of dinners and pep meetings at regular intervals. They issue

(See CIRCUS FANS on page 40)

Circus Historical Society

WICHITA, Kan., Oct. 4.—Dr. E. N. Olzendam, Manchester, N. H., recently acquired some rare photographs of the Barnum & Bailey Circus of 1895; Forepaugh-Sells of 1906 and the Wheeler Bros.' Circus of 1917. This last show was owned and managed by Al Wheeler.

Frank Hopkins, of New York, formerly with the Buffalo Bill show for 30 years, is judging at horse shows thru New England.

The Lerches will join the Greater American Indoor Circus at Peru, Ind., at the close of their fair dates.

Jack Harrison has returned to Dalhart, Tex., after a visit to Los Angeles to see the Polack show.

C. Kenneth Audibert, CHS of San Diego, Calif., had a swell time at the Ringling show with Jerry Bangs, clown from Audibert's home town. Kenneth also met Model Builders Ivan Christy and Chet Shusser; also CFA's Stan Rogers, Walt Mathie, Doug Rhodes and Paul Eagles.

Walter W. Tyson has a swell set of Ringling Bros. parade views taken at Hamilton, Ont., in 1908.

Fifty years ago John Robinson Circus was invading Canada at Sarnio, Ont. Reported by Bette Leonard.

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THIS PICTURE of retired circus troupers was taken at Henderson, N. C., recently. Left to right are Dave Costello, former bareback rider who now owns a large hardware store in Henderson; his daughter Sylvia, Mrs. Dave Costello, Bess Costello, who was with the Davenport family of riders, and Bert Cole, formerly announcer and bannerman with Hagenbeck-Wallace for many years. The small girl is Joan Siegrist, granddaughter of Bess Costello and daughter of Bebe and Joe Siegrist, and the baby, Sylviann, is the granddaughter of Dave and Pearl Costello.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

P. G. LOWERY and J. Lee (Buck) Smiles will take Cole Bros.' side-show band on a dance tour when the show closes.

After winding up eight weeks of fairs at Ottawa, O., for C. A. Klein, the Conner Troupe returned home to Houston for the winter. They will play several indoor dates in that territory.

PAT KELLEY'S circus unit is to finish his outdoor season of fairs for C. A. Klein at Wheeling, W. Va., October 7 and join J. L. Keyes's Greater American Circus for several weeks of indoor dates, opening October 24.

CHIEF WHITE EAGLE AND COMPANY, who presented the concert with Mills Bros.' Circus, has moved on to Canton, O., where he plans to reside temporarily, playing night clubs and indoor dates in that territory.

DR. WILLIAM M. MANN, director of the National Zoological Park at Washington, took a busman's holiday at Richmond, Va., recently when he spent some time with lion tamer Terrell Jacobs at the Virginia State Fair. He is enthusiastic about Jacobs' act, which he says is one of the three best in America.

RED HARRIS, since closing with Russell Bros.' Circus in Paris, Tenn., joined the Dandy Dixie Vaudeville show, playing week stands under canvas in the South. He is producing and doing comedy. Show has 12 people on the stage and a six-piece orchestra. It will be out all winter.

EVERETT CORIELL is now a private in the U. S. Marines, stationed with Platoon 141 M. C. B., San Diego, Calif. Everett's older brother, Vernell, is awaiting his call for the army at Pekin, Ill. Zaza, Earl, Vern Sr. and Teen McCue are with a winter circus in Texas. This is the first time the family has been separated.

A MOVEMENT is germinating in Philadelphia among the avid fans to start a chapter of the Circus Saints and Sinners. As yet organization is still in the talking stage, and those sounded out have all indicated their favor for such a move. Many of the fans are looking forward to Joe Conway to be the organizing spirit. Conway, who operates a string of movie houses in suburban Philadelphia, is conceded to be the town's No. 1 circus fan. However, while Conway said that he is highly in favor of organizing a local Saints and Sinners group, he would rather have some of the other fans do the actual organizing. Possibly the lead may be taken by Eddie

Lieberman, City Hall figure, and Billy Banks, of WIP radio station, both close friends of Bob Morton, partner in the Hamid-Morton Circus.

BUD ANDERSON'S CIRCUS ran into its first opposition of the season at Durant, Okla. The Russell show played there October 6, and the Anderson show had the town billed for its appearance there October 3. Opposition turned up again at Ardmore, Okla., with the Anderson show there October 6 and Russell there the 7th. W. F. (Bill) Wilcox says he has copied an idea from the Ringling show, which uses the sides of American Railway Express trucks for advertising. Bill tacks Anderson cards on cotton trucks in Arkansas and Oklahoma.

HAL BRONSON, a Mobile (Ala.) booker and promoter, refutes what was said in last week's issue about a housing project making unavailable the circus lot there in Monroe Park. Bronson writes: "Monroe Park has not housed a circus or carnival in over 10 years, and there are still 78 acres of field in Monroe Park which have not been a park in over 15 years. . . . The Army Recreation Center, not the USO, is on Fort Whiting property and will not be in the way of the Cole show here. The grounds picked by Cole are not four miles out of Mobile, they are in Mobile. . . . Another inaccuracy in last week's report was the statement that Mobile is ripe for amusements. All night clubs that have played bands or talent have folded, or are in bad way. Three skating rinks have made fast exits this past season."

Dressing Room Gossip

COLE BROS.—At Greensboro, N. C., Ralph Coit, personal friend of Walter and Mabel Buckingham, gave a grand time at the M and M Club. Invited guests included Clary and Rose Bruce, Shirley Byron, Jean Allen, Marion Knowlton, Betty Escalante, May Palmer, Wanda Wentz, Ken and Bertha Maynard, Billy Morales, Huffy Hoffman, Bert and Corrine Dearo, T. P. Lewis, Emmett Kelly, Ernie White, Ralph Holt, Bill Atwater, Ethel Freeman and yours truly.

A lot of the boys in the dressing room seem to know when and where this show is going to close. I suggest they go out front and inform Mr. Terrell where and when he is going to close his show, as he doesn't know yet, and I am sure he would like to know.

Herman Joseph, one of the top clowns with the Ringling show for many years, spent all day with us at Goldsboro, N. C., going over old times with Clary

Circus Model Builders and Owners' Association

By RUSS T. WARNER
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., Oct. 4.—William E. Low, CMB of Evansville, Ind., has returned home after an extended vacation tour of Cuba. He is getting his shop ready for the production of more wagons and circus equipment.

Mr. and Mrs. Otto Scheiman, of South Bend, Ind., have a new girl, born Labor Day. Mr. and Mrs. James Malfatto, of Philadelphia, also have a new girl, Mary Louise. The CMBOA wish to congratulate these parents.

Frank Updegrave, of Boyertown, Pa., and Mrs. Updegrave, of the Ladies' Auxiliary, extend an invitation to all Model Builders and their families to be present at a circus social and model exhibit at their home October 19. Frank is the owner of a minutely detailed hand-carved miniature circus containing many carved miniatures of famous performers, which he made from photos. The circus-minded public is always welcome to visit his circus room and workshops. All Model Builders should write Frank for details regarding the coming meeting.

George B. Hubler's new address is Ogden Hall, Miami University, Oxford, O.

The meeting at the home of Walter Heist at Harrisburg, Pa., September 28 turned out to be a very interesting affair, with seven Model Builders present and two members of the Ladies' Auxiliary. Plans were made for indoor model exhibits to be held during the next several months, as well as various other activities to take place at the members' homes in this section. New model circus wagons were on display by those present, and lunch was served during the day by the staff of Walter's "cookhouse."

Many of the Model Builders are eagerly looking forward to the Philadelphia Shrine Indoor Circus, at which time they will again have the pleasure of witnessing the wild animal acts of Terrell and Dolly Jacobs, as well as quite a few of the nation's most outstanding circus acts.

For information concerning the CMB write to Clarence Pfeffer, 1021 Ashe Street, Johnstown, Pa.

Bruce, Art Borella and yours truly. A nice gesture on Herman's part was taking the boys down to a warehouse and getting them cigarettes at cost.

Lots of birthdays this past week: Gertrude Shubert, May and Faye Palmer, flag-waving twins of the ballet; Thaisa Gardner, prima donna of the Side Show; Maurice Marmaeljo, who gave one of the grandest parties in the dressing room this writer has ever attended, and in return we on the men's side gave him a nice traveling bag to remind him that he had many friends with the show.

I think we have the only Indian princess in Laura Petrovitch that ever came from Russia.

Visitors the past week were Ken and Bertha Maynard, Mrs. Levine, Eddie Hunt and wife, Mrs. Harry Hunt, Eddie Hendricks, Jerry Martin, Professor Mexie, who for the past two seasons has been with the Lewis show and is now making his home in Charleston, S. C., and Don Hancock, of the Castle Film Company, New York, who has been with us the past week with his cameramen. Johnnie La Plance and Johnnie Clements, taking pictures of the show from the program to loading and unloading.

Horace Laird, our mailman, informs me he has the winter taken care of. He will be with George E. Roberts's One Ring Circus at the Snellenburg Store, Philadelphia, his third year there.

Betty Reiffenach has been out of the program the past two days with an eye infection. Her place in principal act was taken by Ethel Freeman, Australia's gift to the Cole show.

Had a nice letter and pictures from my old friend Pvt. R. L. McConnell, who is stationed at Fort Eustis, Va. I see Huffy Hoffman making six-foot stilts. It must be a big winter. Ira and Mrs. Watts left the show in Florence, S. C., as per agreement with Mr. Terrell. Watts will open his own winter show and we wish him all the success that he so richly deserves.

F. EDDIE FREEMAN.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

COWBOY MAC reports that his troupe is playing to big crowds in the Texas and Oklahoma area.

FRED C. BEEBE, well-known rodeo producer, recently purchased a service station near Manahawkin, N. J., where he plans to begin operating a riding academy.

MONTIE MONTANA writes: "We have been busy this summer working rodeos and horse shows. We were at Calgary, Salinas, Ogden, Fort Worth and are presently at the Ak-Sar-Ben Livestock and Horse Show in Omaha. From there we go to Kansas City. We plan to return home about November 1."

COLONEL GATEWOOD'S Flying X Rodeo opened at the Coliseum, Chicago, October 3 and will continue thru October 19. Among special attractions are Hoagland's Hippodrome and Rudy Rudy-noff and his high-school horses. C. W. Finney is handling exploitation and publicity work.

BOB FOLLETTE'S RODEO played to record crowds at Woodstock, Va., followed by Hagerstown, Md., where Ken Maynard was one of the leading attractions. Arena director was Dick Harrison. Bronk and steer riders were Leila Good-night, Matt King and Wild Jack Boyd. Contracted acts included the Shooting Mansfields, Tom and Lola Hunt, Fred and Edith Clancy, Buck Owens and his horse, Goldie, and Stack Lee and Indians.

RODEO contestants of Southern New Jersey held a benefit rodeo September 28 at the B-W Dude Ranch, Medford, N. J., to aid the family of William A. (Slim) Walsh, who died last August. Walsh was widely known in Wild West and rodeo circles and competed for several years at Madison Square Garden Rodeo, New York. Donating their services were Mildred Mix Horner and Tommy Horner, of Woodstown, N. J., along with riders from Sleeter's Ranch, Weber's Sunset Ranch, Circle W Ranch, Hinkson's Dude Ranch, Rancho Grande and Silver Spur riders of Port Norris.

WITH near-capacity business at all performances, initial rodeo in Scott Park Stadium, Hamilton, Ont., proved a huge success. Event was staged for the benefit of *The Spectator's* (local paper) Fresh Air Fund and the Lord Mayor's War Fund. Alex Muir, managing editor of *The Spectator*, gave the rodeo much space. Featured on the program were Shirley Adams, 11-year-old trick rider and roper; Chip Morris and educated horse, Fox, and Josephine Josephine, calf roper. Art Keller was arena director and did a good job of running the show. Stock was provided by George V. Adams Rodeo Company. Walter Hale, press representative for Conklin Shows, did a good job on the press before the arrival of Tex Sherman, who represented Adams on the rodeo end, while Hale handled the carnival publicity.

COWBOY STANDINGS as of September 1 as released by Fred S. McCargar,

NEW HORSE BLANKETS
 84x90 and 90x96—8 Lbs. and 10 Lbs.
 Each \$2.75 and \$3.00
PAUL TAVETIAN, 61 Rutgers St., New York

AT LIBERTY
 After Nov. 1st and for season of 1942 for Fairs, Shrine Dates or anything that pays. Three different Elephant Acts by seven Elephants; Liberty Horses, High School Horses, Ponies and Mules. Any part or all for your dates.
BUD E. ANDERSON Emporia, Kansas

secretary of the Rodeo Association of America, are: Bill McMacken, 2,272; Buck Sorrells, 1,777; Homer Pettigrew, 1,777; Smokey Snyder, 1,706; Doff Aber, 1,668; Dick Griffith, 1,570; Gerald Roberts, 1,556; Fritz Truan, 1,417; Clay Carr, 1,340; Hugh Bennett, 1,335; Hank Mills, 1,318; Jackie Cooper, 1,294; Kid Fletcher, 1,180; Chet McCarty, 1,139; Buck Eckols, 1,135; Bud Spillsbury, 1,114; Gene Rambo, 1,059; Stub Bartlemay, 1,041; Burel Mulkey, 1,021; Jim Like, 1,021; Jack Wade, 1,002; John Bowman, 1,001; Bob Estes, 983; Pete Grubb, 933; Hugh Clingman, 896; Harry Hart, 881; Eddie Curtis, 874; Gene Ross, 870; Hub Whiteman, 870; Bucky Wyatt, 853; Tom Knight, 835; Ken Roberts, 827; Paul Carney, 825; Vic Blackstone, 821; Carl Dossey, 808. Bronk Riding—Doff Aber, 1,668; Bill McMacken, 1,463; Jackie Cooper, 1,294; Stub Bartlemay, 1,041. Bull or Steer Riding—Dick Griffith, 1,570; Smokey Snyder, 1,298; Hank Mills, 874; Gerald Roberts, 832. Bareback Riding—George Mills, 389; Carl Dossey, 388; Smokey Snyder, 368; Bob Estes, 367. Calf Roping—Buck Eckols, 1,135; Buck Sorrells, 867; Homer Pettigrew, 796; Jack Skipworth, 769. Steer Wrestling—Hugh Bennett, 1,118; Homer Pettigrew, 981; Gene Ross, 870; Mickey McCrorey, 780. Single Roping—Ike Rude, 350; Clyde Burk, 336; John Bowman, 168; Roy Lewis, 126. Team Roping—Jim Hudson, 248; Tommy Rhodes, 237; Asbury Schell, 198; Gordon Davis, 140. Steer Decorating—Dan Connolly, 107; Dick Andrews, 90; Ray Mavity, 81; Earl Moore, 80.

INITIAL rodeo held in connection with New Mexico State Fair, Albuquerque, September 21-26, proved successful. Rodeo was the night attraction and committee is mapping plans to bring the show back next year. Despite inclement weather, attendance grew with each performance, and rodeo played to an overflow crowd on September 25. Jack Shaffer sustained a dislocated vertebrae in the steer wrestling event on opening day. Rodeo is a Southwest Rodeo Association member. Contracted performers included Weaver Gray and Don Wilcox, trick and fancy roping; Juanita Wray, Virginia and Don Wilcox and Cecil Cornish, trick and fancy riding; Jimmie Nesbitt and John Lindsay, clowns. Officials were Lynn Beutler, managing director; Andy Curtis and Vic Schwarz, judges; Whitie Stewart and Blanche Beutler, timers; C. A. Studer, arena clerk and secretary, and Monte Reger, announcer.

Results: Calf Roping—First day, Jack Skipworth, Bill Towns; A. J. Pettigrew and Tom Coleman split third and fourth. Second day, Earl Moore and Eddie Smith split first and second; Hoyt Hefner; Jack Skipworth and Pat Lewis split fourth. Third day, Jack Skipworth, Bill Towns, Shorty Matlock, Clarence Darnell. Finals, Jack Skipworth, Earl Moore, Shorty Matlock, Bill Towns. Steer Wrestling—First day, Tom Coleman, Howard McCrorey, Andy Curtis, Jimmie Nesbitt. Second day, Bill Hedge and Andy Curtis split first and second; Tom Coleman; Shorty Matlock and Jimmie Nesbitt split fourth. Third day, Charley Colbert, Dub Phillips, Shorty Matlock, Andy Curtis. Finals, Andy Curtis, Shorty Matlock, Jimmie Nesbitt, Howard McCrorey.

Saddle Bronk Riding—First day, Eddie Curtis, Ace Elmore, Louis Brooks, Foster Parish, Ben Fancher. Second day, Frank Finley, Happy Sankey; Bart Clellon and Eddie Curtis split third and fourth; Jess Like. Finals, Eddie Curtis, Frank Finley, Bart Clellon, Louis Brooks, Ace Elmore. **Bull Riding**—First day, Buck Davis, Dale Adams, Ken Hargis, Frank Marshall, Louis Brooks. Second day, David Schellenberger and Louis Brooks split first and second; Hank Ball, Bob Estes; Dale Adams and Paul Gould split fifth. Finals, Louis Brooks and Dale Adams split first and second; Buck Davis; Frank Marshall and Ken Hargis split fourth and fifth.

Circus Notes

RUSSELL BROS.' CIRCUS is expected to winter in Hynes, Calif.

RUBY WOOD is back in pictures, working as a stand-in for a famous star in Hollywood.

GEORGE PERKINS and Larry Valli (Bozo) worked as clowns at the Procter & Gamble picnic in Long Beach, Calif., September 27.

F. BEVERLY KELLY, who took a couple of weeks off from his duties as radio director of the Big Show to assist with details of the recent annual Delaware County (O.) Fair, has resumed his post with the show.

KENNY HULL presented Hugh McGill

with a model circus tableau wagon that Hull built on a 1/4-inch scale. Hull hopes to have his own circus on the road next year. McGill has the model wagon at his home in Hermosa Beach.

ARRANGEMENTS are already being made for the 1942 Shrine Circus in Hartford, Conn. Chief Rabban Fenn, of Sphinx Temple, has appointed Daniel Read as general chairman, and circus fan Harry W. Hatsing, of New Britain, Conn., as chairman of acts. This will be the 12th annual Shrine Circus in Hartford.

CANTON SHOWMEN'S Club members gave Ted Lewis a great sendoff on his opening night at the Palace Theater, Canton, O., September 26. Lewis was presented with a large basket of flowers from the members and it was handed to him by his old pal, George Marlow, who played with him many years ago. Ted is a member of the club and he gave it a large picture for the clubroom.

TED LEWIS, famous band leader and comedian, and members of his unit show reversed their usual roles and became the audience when Ted Deppish, of Canton, O., screened several movie reels of Ringling-Barnum and Cole Bros. circuses backstage at the Palace Theater, Canton, where the Lewis unit was playing. Lewis said it was the first time in his long career as a showman that he had seen such excellent circus shots and expressed thanks to Deppish for himself and members of his troupe.

CIRCUS FANS

(Continued from page 39) the following challenge to other fan organizations: Joseph Andrew Rowe Top is still a babe, but it is growing fast and intends to be the largest tent or top by the end of 1942 in the United States.

Following are the members of the newly formed Henry Kyes Tent No. 31, Springfield, Ill.: Mr. and Mrs. Ernie Albertsen, Carl Amrhein, V. Y. Dallman, Fred H. Donovan, Robert P. Edwards, Kent Fitzgerald, Mrs. Pearl N. Fitzgerald, Herbert W. Georg, Mrs. Nina M. Holmberg, H. N. Klintworth, Edith M. and William D. Lumpp, Mrs. Bettie and Dr. Paul Mahaffey, Dr. and Mrs. C. W. Milligan, Mr. and Mrs. Fred Reid, Burton M. Reid and sons, Earl J. Sheehan, John M. Tipton, Ben Wiley, and Dr. M. B. Mather, of Mason City, Ill.

BALLYHOO BROS.

(Continued from page 29) Ladies' Auxiliary of the Sons of the Golden Fleecy for their annual blind-pig-in-a-poke raffle. Lack of space threw the Agricultural Building into a bad spot. As it had not housed any exhibits for several years and had no money-earning value, the board agreed to wreck it. Here we gained another 1,000 feet of midway space. The Ladies' Needlework and Domestic Arts Building had only three walls standing. With the walls pushed over, the midway gained an additional 1,800 square feet.

The bosses prowled around the General Display Building. It had been freshly whitewashed but had no roof, altho occupied by exhibitors. That building was easy to take over and demolish. The WPA exhibitors agreed to display their home-made quilts by hanging them on the Chair-o-Plane fence. Finding an acre of ground in front of the 50-foot grandstand, the bosses inquired about free acts. No one knew anything about free acts, but did know that the 10-by-10 platform was for speaking. This made it possible for them to kill 20 fair board members with one stone. The bosses took over the space by lining up our six girl-show fronts in front of the grandstand. This gave the fair a girl revue while the ballys were on the office taking a cut on the seat sales as well as on the girl-show grosses.

Many visitors from shows playing this territory arrived on the lot, but saw nothing unusual about our set-up. They claimed that the natives in these parts had never heard of carnivals and that they called them "fairs."

MAJOR PRIVILEGE.

SHEESLEY IN TENN.

(Continued from page 29) of laying out the lot. Gene Padgett, operator of the Body and Soul Show, was tendered a party in celebration of his birthday. He received many presents. Slight damage was done to Mrs. Charles Pound's cookhouse when a gas stove exploded. Dick Conn, talker on Al Hubbard's Sex Show, did a swell job of mak-

ing the grandstand announcements for the shows. Thomas Vetric, who has been ill in St. Mary Hospital, Evansville, Ind., has partly recovered and is back on the shows. Harvey Williams and His Midget Follies joined here. Capt. John M. Sheesley purchased a new car. Dolly Young entertained the mother and sister of James Braden here. Special Agent Clay May returned from a promotion tour. He and Dolly Young visited Jim Braden at his sister's home in Pulaski, Tenn., where she is recovering from a recent illness. Kangaroo Court meetings have been successful. Mike Green is still doing a swell job as the court's district attorney.

CONKLIN IN BARN

(Continued from page 29) evening newspaper, for its camp for underprivileged children.

A wind which swept from Texas at hurricane speed leveled a train shed in quarters and gave shows a bad afternoon at Hamilton. All tops were either blown down or purposely dropped, but damage was slight. Building was partially covered by insurance and contractors have started to rebuild. Owner J. W. (Patty) Conklin stated. He has purchased an estate at Brantford and vows he'll vacation there for several months each fall.

Harry G. Seber, revue impresario, will have a unit play theaters this winter, he says, while Jack Halligan again will take his World's Fair Freaks on a tour of storerooms. Robert E. (Bobcat) Lee has vaudeville offers for his Frozen Alive Act. Business Manager David E. Picard, Press Agent Walter Hale and others will again make Chicago their quarters.

TRADE SHOW FEATURE
Events for Two Weeks

- Oct. 6-11**
 ARK.—De Queen. Livestock Show & Rodeo, 8-10.
 Fort Smith. Livestock Expo., 10-12.
 Jonesboro. Fall Festival, 9-11.
 CALIF.—San Francisco. Food Show, 4-11.
 San Francisco. Mission Dist. Fall Festival, 7-13.
 Madera. Old-Timers' Day, 11.
 Ventura. Dog Show, 12.
 DEL.—Wilmington. Dog Show, 11.
 ILL.—Madison. 50th Anniversary, 6-11.
 De Kalb. Fall Festival, 7-9.
 IND.—La Grange. Corn School. Week Oct. 6.
 Monticello. Corn Festival, 8-11.
 Versailles. Pumpkin Show, 11.
 LA.—New Iberia. Sugar Cane Festival, 6-11.
 ME.—Portland. Dog Show, 11.
 MO.—Boonville. Fall Festival, 9-11.
 Waynesville. Home-Coming, 9-11.
 N. Y.—New York. Madison Sq. Garden Rodeo, 8-26.
 N. C.—Greensboro. Dog Show, 6.
 N. D.—Bismarck. Corn Show, 9-11.
 O.—Bradford. Pumpkin Show, 7-11.
 Hamilton. Sesquicentennial, 4-11.
 McConnellsville. Firemen's Festival, 7-9.
 Waynesburg. Street Fair, 9-11.
 OKLA.—Chelsea. Jamboree, 9-11.
 ORE.—Portland. Poultry, Pet Stock Show, 4-11.
 Portland. Dog Show, 10-11.
 PA.—Ephrata. Street Fair, 8-11.
 Philadelphia. Food Show, 2-11.
 Pittsburgh. Fall Festival, 6-11.
 S. D.—Aberdeen. Gypsy Day, 11.
 Mitchell. Blue & White Day, 11.
 Sioux Falls. Viking Days, 10-11.
 Watertown. Kl-Vi Day, 10.
 TENN.—Dyersburg. Farm & Home Exhibit, 10-11.
 TEX.—Dallas. Dog Show, 7-8.
 San Antonio. Dog Show, 10-11.
 Tyler. Rose Festival, 9-12.
 VA.—Danville. Dog Show, 7.
 Roanoke. Dog Show, 9.
 Harrisonburg. Turkey Festival, 9-10.
 W. VA.—Kingwood. Buckwheat Festival, 9-11.
- Oct. 13-18**
 ARK.—Dumas. Livestock Show, 10-15.
 CALIF.—Sacramento. Dog Show, 13.
 D. C.—Washington. Dog Show, 19.
 GA.—Commerce. Odd Fellows Celebration, 13-18.
 ILL.—Taylorville. Soybean Festival, 16-18.
 IND.—Walton. Home-Coming, 17-20.
 KAN.—Lyons. Golden Jubilee, 17-18.
 MD.—Baltimore. Auto & Home Show, 11-18.
 Salisbury. Farm & Home Show, 16-18.
 MASS.—Westfield. Dog Show, 14.
 MICH.—Detroit. Dog Show, 12.
 MISS.—Natchez. Horse Show, 15-16.
 MO.—St. Louis. Dog Show, 19.
 MONT.—Billings. Junior Fat Stock Show, 12-16.
 N. Y.—Buffalo. Auto Show, 11-18.
 Elmhurst, L. I. Dog Show, 12.
 Elmhurst, L. I. Dog Show, 19.
 Rochester. Auto Show, 11-18.
 N. C.—Charlotte. Negro Cotton Festival, 12-16.
 O.—Lorain. Dog Show, 19.
 Galion. Fall Festival, 12-18.
 S. D.—Yankton. Pioneer Day, 18.
 TENN.—Memphis. Nat'l Dairy Show, 11-18.
 TEX.—Beaumont. Dog Show, 13-14.
 Henderson. Music Festival, 18-19.
 Houston. Food & Home Expo., 11-18.
 Houston. Dog Show, 18-19.
 WIS.—Milwaukee. Food Show, 13-18.
 CAN.—Peterborough, Ont. Plowing Match, 14-17.

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(Communications to 25 Opera Place, Cincinnati, O.)

Florida Home Show Continued in Face Of Costly Blowdown

PENSACOLA, Fla., Oct. 4.—Struck by a Tuesday night gale that leveled a huge tent housing the second annual National Home Show here on September 8-13 and causing much damage to equipment, the event reopened on September 15 for a six-day run and thru Friday night had drawn 14,700, reported Secretary Don Ellis. It was sponsored by the Pensacola Realty Board, Chamber of Commerce and Retail Merchants' Association.

Booth equipment furnished by the Federal Production Company was a total loss and had to be replaced. Damage caused by the collapse and rain to exhibits ran into thousands of dollars. Sensing danger when the storm began, officials halted the sale of tickets and only 300 were in the tent when it collapsed. Director Edwin N. Williams ripped open a side wall and ordered all to leave by that exit in order to avoid electrical wires which had fallen at the entrance.

Before the wreckage was cleared by daylight the committee had met and decided to continue the show. A new tent was ordered and exhibitors agreed to re-enter the show. Attendance the first two nights before the collapse had reached 4,300.

It was announced by the board that the third annual would be staged in 1942 and that 85 per cent of this year's exhibitors had signed for the show. Federal Production Company was again engaged to furnish equipment and direct the show.

Endy Gets Fla. Shrine Date

MIAMI, Oct. 4.—Last year's paid attendance of over 60,000 is the mark at which sponsoring officials of the second annual Mahi Shrine Temple Fair, Exposition and Thrill Circus, to be held 15 days here, are shooting, said Dr. Glen Smith, Shrine potentate. It will feature Endy Bros.' Shows as midway attraction and an array of circus acts. Sponsor also plans to award several automobiles. Advance promotions will be under personal supervision of David B. Endy, assisted by a staff to be appointed.

WANTED FOR ODD FELLOWS' CELEBRATION

Oct. 13-18, Commerce, Ga.
Rides, Shows and Concessions. Free Act with Concession. Bingo and Cookhouse make good here. All Concessions open.
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Ohio Grape Festival Bucks Weather To Close With Winner

SANDUSKY, O., Oct. 4.—Third annual Ohio Grape Festival here on September 24-28 under auspices of the Junior Chamber of Commerce likely will show a profit despite two days of bad weather, said General Chairman R. Kramer. Opening Wednesday night with favorable weather and big attendance, the festival was literally a blow-out Thursday, when strong winds hit the midway, causing heavy damage to concession tents and street decorations. Sunday looked like a banner day but rain in late afternoon caused the committee to call off the night session.

Opening attraction was crowning of a queen. Renfro Valley Barn Dance drew large audiences to Strobel Field that night, and the midway, located on the pier, got under way. Grape and wine exhibits were on display in a building adjacent to the pier. Other features were two concerts by the U. S. Marine Band, judging of grape products, queen's ball, Sandusky Yacht Club water parade and free acts. Saturday brought out the largest crowd and gave the midway its best night. Parade was a highlight that afternoon. Carmine Armenti was on hand with his hand organ and monkey. Lillian Strook, aerialist, set by C. A. Klein Attractions, presented a high trapeze act nightly on the midway.

Midway included four J. R. Edwards rides; Gooding Monkey Speedway, which was compelled to close after the storm due to a damaged top; Harry Shuren, Arcade operator, who reported heavy damage to machines and his top; Carl D. Snyder, lead gallery and photos; Bill Schloer, cane rack; Von Black, popcorn, and Clarence Smith, cookhouse. Lack of midway space may result in the event being shifted to the fairgrounds next year, committeemen said. R. J. Wager Jr. was in charge of the midway; Fred Martin, street decorations, and Nevin Decker was secretary. Festival stamps were sold in advance and grossed more than enough to defray preliminary expenses. Souvenir program also was distributed.

Array of Name Orchestras, Pageant for O. Celebration

HAMILTON, O., Oct. 4.—Preparations have been completed for the Hamilton-Butler County Sesquicentennial Celebration, which opened here today with a preview program. Tickets for a pageant, *Muskets on Miami*, were sold on a two-for-one basis for the premier showing to stimulate early interest in the celebration, October 4-11.

Raymond Scott and his orchestra were booked for the coronation ball in Middle-town, O., tonight. Much of the dance will be aired over two national hook-ups. Principal event of the night will be induction of 65 winners in a popularity contest into celebration's court of honor. In addition to a program of free events to be held during the week at Butler County Fairgrounds, orchestras of Tommy Dorsey, Raymond Scott, Henry King, Leighton Noble and Frankie Masters will be featured in an outdoor dance spot on the grounds at 75 cents a person.

RC Set by Tucson Woodmen

TUCSON, Ariz., Oct. 4.—Woodmen of the World Camp here has contracted Rubin & Cherry Exposition for its six-day festival and exposition, said Chairman Fred J. Codd. Among other attractions scheduled are fireworks, parades, queen contest and dancing.

Gould Clicks at Casey, Ill.

CASEY, Ill., Oct. 4.—Jay Gould's Shows were featured attractions at the Fall Festival here on September 18-20, drawing unexpectedly big crowds that reached a peak on Saturday, when show seats and the midway were packed, said officials of (See SPONSORED EVENTS on page 48)

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Paradise Opens in Detroit

DETROIT, Oct. 4.—Paradise Gardens Roller Rink, on the east side in a heavy industrial neighborhood, had 225 skaters on opening night. Owners of the new spot are Benjamin Gerber and Ben Edelson, who are newcomers as rink operators but have studied operations of Frank Kutzen, of Eastwood Rink. Spot is open seven nights weekly with two matinees. It is one of the few second-floor rinks in Detroit, with a floor 85 by 50 feet. Roster includes Warren Nichols, skate-room; Virginia Nichols, checkroom; Vincent Sarrach, floorman; Helen Sarrach, cashier, and George Sykora, doorman.

Chi Bowl Being Readied

CHICAGO, Oct. 4.—Work on the Roller Bowl, new roller rink being constructed here by Samuel Schaffer, is progressing rapidly and he hopes to have it completed in time to open on Halloween. A large building a mile west of the Loop is being completely remodeled, making it practically new, and it will be fitted with the latest in rink equipment.

FRED CHARLES reported fire destroyed a new 50 by 130-foot top covering his portable roller rink in Reynolds Park, Winston-Salem, N. C., night of September 20. Floor was slightly damaged. It will be repaired and laid in the park gymnasium, opening about November 1. Bruce Charles, instructor, and Mr. and Mrs. Charles plan a tour of the Northwest and visits to rinks en route. They will return to Winston-Salem about October 25.

FLUORESCENT lighting has been installed in both of Smith's roller rinks in Columbus, O. Floors have been resurfaced and decorations have been added, said George W. Smith, owner-operator. Schedules inaugurated recently call for nightly sessions and Sunday matinees, with free skate dance instruction at close of regular sessions and a class in Garden Rink on Tuesday nights.

CARL FRY has been engaged by Idora Park Roller Rink, Youngstown, O., to preside at the Hammond organ for nightly sessions and Saturday and Sunday matinees. Rink has many party bookings and is maintaining a department for sale of Chicago skates and shoes.

GLORIA NORD, Warner Bros. roller skater who recently completed the picture *It Happened on Rollers*, was slated to appear at Delaware Roller Rink, Wilmington, Del., on September 27 and 28, said Manager Ed Schrumm. Spot announcements over WDEL were used to publicize the engagement. Rink is open nightly.

DIXON Roller Rink in Company K Armory, Monroe, Wis., reopened on October 4. It offers skating every Wednesday, Friday, Saturday and Sunday night and Saturday and Sunday afternoon.

ROLLER Skating Club of Chicago has scheduled get-togethers at Swank Roller Rink, Chicago, October 11; Arcadia Rink, October 18, and Hollywood Rink, October 25, reported Gwen Ray, corresponding secretary. Club skate dance classes are now in progress in Planet Rink Sunday afternoons under tutelage of Kenny Knutson. Club's hockey team practices in Skateland, Aurora, Ill., Sunday mornings. On November 25 the club's second anniversary party will be held in Planet Rink.

BAY RIDGE Roller Rink, Brooklyn, which reopened on September 11, has been redecorated, reported Manager Art Launay. Ceiling has been covered with acoustical material, and a knotty pine wainscoting has been placed on walls to deaden sound. Walls have been tinted green, and fluorescent lighting has been added. Improvements have also been made on the public-address system. Halloween party is scheduled for October 30. Prizes will be awarded for costumes. June Barreca is now cashier.



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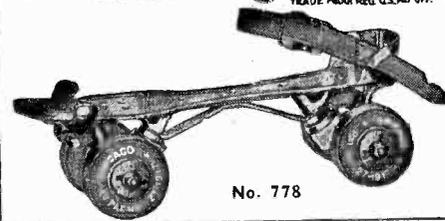
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MORE ALL-TIME GATE TOPS

Pomona High Hits 800,249

Los annual sets new 20-year mark—midway and stand report okay takes

LOS ANGELES COUNTY FAIR, Pomona, September 12-28. C. B. (Jack) Afflerbaugh, secretary. E. C. Middleton, concession manager. Gate admissions: Adults, day and night, 50 cents; children, 25 cents; autos, 25 cents. Grandstand: Adults, 50 cents; children, 25 cents; boxes, \$1. Midway: Rubin & Cherry Exposition. Running races: 14 days. Harness racing: Three days. Fireworks: Eight nights.

POMONA, Calif., Oct. 4.—With 17 ideal days, Los Angeles County Fair here on September 12-28 broke its records for a 20-year period with total attendance of 800,249. It also had the largest single day's attendance, 113,877, on Sunday (21).

Grandstand admissions exceeded all expectations, with long waiting lines (See POMONA HITS HIGH on page 45)

Richmond Pulls Record 244,791

VIRGINIA STATE FAIR, Richmond, September 22-27. Charles A. Somma, secretary and attraction superintendent. W. J. Falkner, concession superintendent. Gate admissions: Adults, 25 cents; children, 15 cents; autos, 25 cents. Grandstand: Adults, 55 cents; children, 35 cents. Amusement budget: \$19,000. Grandstand booker: George A. Hamid, Inc. Midway: World of Mirth Shows. Auto racing, big cars, one day. Automotive thrill shows: Four days.

RICHMOND, Va., Oct. 4.—An all-time attendance record was set, according to the figures released by Charles A. Somma, secretary-manager, by Virginia State Fair here on September 22-27. Previous record was 225,359 in 1939. Gate dropped in 1940 to 194,055, due to rain on Wednesday, but increased this year to 244,791. Attendance by days:

| | 1940 | 1941 |
|-----------|---------------|---------|
| Monday | 20,241 | 22,083 |
| Tuesday | 14,962 | 16,321 |
| Wednesday | 26,464 (rain) | 66,114 |
| Thursday | 32,269 | 34,217 |
| Friday | 38,021 | 36,642 |
| Saturday | 62,098 | 69,414 |
| Total | 194,055 | 244,791 |

These totals are for paid attendance and do not include 8,000 to 10,000 children (See Record in Richmond on page 45)

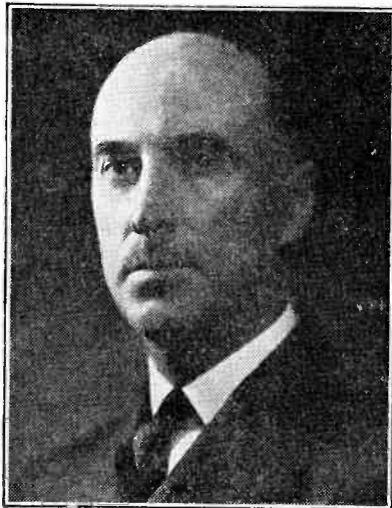
Largest Count At Bloomsburg

BLOOMSBURG, Pa., Oct. 4.—Bloomsburg Fair on September 22-27 broke all attendance records, notwithstanding a ban on children under 16, because of prevalent polio. Total gate admissions were 98,713, breaking the previous mark by 3,633. Gate receipts were about \$40,000. Total grandstand attendance was 41,048 and grandstand receipts in excess of \$31,000. Largest day's attendance was on Saturday with 23,800 paid admissions. Concessions paid \$12,375.

This year saw erection of two brick buildings, new agriculture hall and new arena building for judging cattle and other stock. All buildings were filled with exceptional exhibits. Trotting, pac-

Ala. Looks for Gate Mark; Stand Show Bucks Troubles

BIRMINGHAM, Oct. 4.—Fair weather and favorable attendance the first three days of Alabama State Fair here, Sep-



E. W. DeLANO, president and secretary of Allegan County Fair, Allegan, Mich., who reported for the 1941 fair a 50 per cent gain in attendance over 1940 and an increase of 50 per cent in midway concessions and attractions, with the best business in many years. Grandstand revue by Barnes-Carruthers played to nightly capacity, with two performances Saturday night.

Barrington 'Is Put Over Big by Owner Carroll

BARRINGTON FAIR, Centennial Observance, Great Barrington, Mass., September 22-27. Edward J. Carroll, owner and general manager. Gate admissions: Adults, 50 cents; children, 25 cents (including admission to race track); night, general, 20 cents. Grandstand: Day, reserves, 25 cents; night, adults, 57 cents; children, 10 cents; reserves, 85 cents. Midway: Edy Bros.' Shows. Horse racing: Six days. Automotive thrill shows: Five nights.

GREAT BARRINGTON, Mass., Oct. 4.—The centennial observance of Barrington Fair here on September 22-27 had

Attractions Help Blytheville In Setting 92,000 Gate Mark

BLYTHEVILLE, Ark., Oct. 4.—King Cotton, riding a tidal wave of prosperity, combined with clear skies and well-rounded attractions to give the Mississippi County Fair here a new attendance record on September 23-28. Early tally (See BLYTHEVILLE TO 92,000 on page 53)

Trenton's 300,000 Is To Bring More Expansion; Kids' Day Best

TRENTON, N. J., Oct. 4.—New Jersey State Fair here on September 21-27 was one of the most successful, bringing from George A. Hamid, director, promises of further expansion next year. Attendance went to 300,000 as compared to 228,000 last year. Opening Sunday had 64,000. The next day attendance of 86,000 made it the best Children's Day in 12 years and set a record. On Tuesday attendance dropped to 23,000, picked up on Wednesday with 31,000 and went to 42,000 on Thursday, the day that the governor and political notables assembled. Friday was the lowest day with 18,000, but Saturday had 36,000. Unofficial gate receipts totaled \$68,421.

Ideal weather gave the midway of Cetlin & Wilson Shows a break. Business was brisk and concessionaires had no complaints. But one incident cost the wheel concessions a day's operation. On Wednesday at noon police of the fair, headed by Thomas Simpson, closed all

Atlanta Attracts 334,541 First 6 337,661 Mark For Okla. City

ATLANTA, Oct. 4.—With good weather on the first six days Southeastern Fair here, September 26-October 5, had attendance for that period of 334,541, President Mike Benton estimating that from 40,000 to 50,000 were nightly on the midway and watching free grandstand acts. Total attendance last year was reported as 770,000.

Hennies Bros.' Shows have been doing excellent business and the management has been clamoring for more space to set up additional equipment, fair officials said. Three rides new here were the Dipsey Doodle, Spitfire and the Fly-o-Plane.

On Sunday 10,000 watched Lucky Teter's Hell Drivers on the race track. In the free grandstand show, afternoon and night, are Welles Brothers, acrobatic, comedy and trapeze; Miss Ruby and Dog; Four Merrills, control acrobatics; Burt Brothers, instrumentalists; Argentinos, four men and a girl, acro and comedy; elephant act, and Eulane Malloy, high trapeze. A youth program was scheduled nightly preceding the free show and fireworks followed.

Daily attendance figures: 42,180 on Friday opening day when Justice William O. Douglas spoke; 55,472 on Saturday when Senator Richard B. Russell spoke; 65,804 Sunday; 37,322 Monday; 48,503 Tuesday; 85,260 Wednesday. School Days were broken up this year, first Friday for Atlanta schools, second Friday for State schools and last Saturday for county schools. Youth programs, said President Benton, had greatly aided the fair and piled up gate receipts on Wednesday indicative of new records. Only when all schools of the State have been admitted on the same School Day has attendance passed the Wednesday mark, he said.

45G Entertainment Budget For West Coast Stock Expo

SAN FRANCISCO, Oct. 4.—First Grand National Livestock Exposition, to be held eight days here in the new \$2,500,000 "Cow Palace," will be supplemented by a spectacular program of special acts and arena events, including rodeo stunts and name band music.

Expo will be managed by Harold F. DePue, former secretary of North Montana State Fair, Great Falls, who holds the vice-presidency of the International Association of Fairs and Expositions and the Rodeo Association of America.

Show has budgeted \$45,000 for flesh entertainment, according to Manager DePue. He said he would begin negotiating for talent soon. City has contributed \$50,000 for promotion of the event and the State is spending \$125,000. Exhibitors will compete for \$43,948 in premiums, posted by No. 1-A District Agricultural Association. Seating capacity is 12,000.

Grandstand overflows and midway gross record attained in weather break

OKLAHOMA STATE FAIR AND EXPOSITION, Oklahoma City, September 20-27. Ralph T. Hemphill, secretary. C. D. Baker, concession superintendent. M. H. Barnes, attraction superintendent. Gate admissions: Adults, 50 cents; children, 25 cents; autos, 25 cents. Grandstand: Adults, day, 50 cents; night, 75 cents; children, day and night, 25 cents. Grandstand booker: Barnes-Carruthers Fair Booking Association. Midway: Beckmann & Gerety Shows. Auto racing, big cars: Two days.

OKLAHOMA CITY, Oct. 4.—Oklahoma State Fair and Exposition here on Sep-

Knoxville Peak; RAS Is Up 35%

TENNESSEE VALLEY AGRICULTURAL AND INDUSTRIAL FAIR, Knoxville, September 22-27. Charles A. Brakebill, secretary. George B. Bailey, concession superintendent. Gate admissions: Adults, 25 cents; children, 15 cents; autos, 25 cents. Amusement budget: \$7,150. Grandstand booker: Barnes-Carruthers Fair Booking Association. Midway: Royal American Shows.

KNOXVILLE, Oct. 4.—Tennessee Valley A. and I. Fair here on September 22-27 topped its 1940 previous record attendance by 5 to 10 per cent. There was light rain on Thursday and ideal tempera-

1940 Figures

Total attendance: 200,000. Paid admissions: 150,000. Gate receipts: \$15,577.25. Space and privilege receipts (not including carnival): \$13,227.38. Grandstand receipts: Day, \$815.70; night, \$3,673.50. Grandstand expenses: \$5,000. Carnival gross: \$33,266.91. Fair's share: \$8,316.73.

ture all week. Total attendance was estimated by Dr. M. Jacob, fair president, at 212,000, as compared with last year's (See PEAK IN KNOXVILLE on page 44)



THIS FLASHLIGHT of Gus Sun, head of Gus Sun Booking Agency, and Edythe Siegrist, Navarre, O., widely known aerialist, was snapped in the judges' stand at the 1941 Stark County Fair, Canton, O. Edythe was connected with the Sun offices for several years. The agency has furnished the fair's grandstand show for many years, the first contract there having been secured by her.

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Conclude A-1 Season

WILLIAMS & LEE ATTRACTIONS has just turned the corner on what is described as a record-breaking season. Consistently good weather resulted in excellent crowds at grandstand turnstiles booked by this office, says Gladys M. Williams. Bureau's *Swingtime* revue and a bill of acts closed the tour at Central Iowa Fair, Marshalltown. It was at this date that a farewell party was staged by Mr. and Mrs. Billy Williams, of the WL office, in Ardell's Cafe, where some 50 performers and guests gathered. Mr. and Mrs. Lee spent the day there and then left to make other fairs and celebrations. It really is something when agents entertain their artists. The business could use more of this type of friendly gesture toward those who, in the final analysis, make the box office click.

There must have been pandemonium and then some at Alabama State Fair, Birmingham, when it became known that a baggage car containing musical instruments and many trunks with costumes intended for the big revue was sidetracked outside of Memphis due to movements by Uncle Sam's troops. It is a testimonial to something or other that the show started only a few minutes behind time. That was because all hands pitched in by invading the downtown districts for instruments and whatever showy regalia could be had. The delayed baggage arrived later, a welcome relief from makeshift arrangements.

Jimmie Lynch's Death Dodgers unit (Irish Horan) headed for the Southern circuit following unqualifiedly top takes over the Eastern loop. Big crowds attended the thrillcade offerings in Bloomsburg, Pa., where an overflow tackled the fences circling the track. Final appearances in the East for the unit were made at York, Pa., and Trumansburg, N. Y. Before that there were dates filled in Contocook, N. H., and Avon, Conn. Trumansburg marked the initial try at a thrillery there. At Bloomsburg one evening Betty and Benny Fox, the sky terpists, dedicated their stuff aloft to Mr. and Mrs. Jimmie Lynch.

Generalities

Gratz (Pa.) Fair had Torelli's Animals; DeCosta and Lenora, musical turn; Rose Manus Revue; Three Chesters, wire; Skating Roulands; George Moore, juggler, and Lippincott and Company, magic unit. Professor Brown's local contingent and the Manus orchestra furnished the music. Mal B. Lippincott directed the program and officiated as emcee. Lippincott also played Petersburg, Va., and Dillon, S. C.

It's always sure-fire for someone to follow an aerialist up the rigging and give an intimate, first-hand eye-witness report on what's going on. Jack Wolover, program director of WSIX, Nashville, did this unusual chore at Tennessee State Fair, interviewing members of Peaches Sky Revue. Broadcast was done up to a pretty high point, about 100 feet. Wonder if Wolover is set now to join the charmed circle of aerialists.

About 3,000 miles of touring since August 18 is the record hung up by Capt. H. W. Johnson, manager of Jacksonville Balloon Company; Capt. Russell Gadberry, another jumper, and Cleo Gadberry, who is in charge of inflation. Their route included Loyal, Wis.; Pine Allen, Minn.; Valley City, N. D.; Buffalo (N. Y.) Stadium; Kingsport, Tenn., and Canton, Mo., which is pretty neat skipping around. Russ injured his back in a jump at Canton. In descending he had the good fortune to miss high-voltage wires by mere inches, landing on the municipal light plant and striking the roof's gable. Company has made 30 ascensions. Two units were out on July 4 and Hermine Barrand made her final appearance with the company at Detroit. Johnson and Gadberry were set to fill a contract at the Labor Day rodeo and thrill show at Soldier Field, Chicago, but high winds grounded them. And we wonder if they've ever figured out how much they travel over a season up there in the really great open spaces.

Lamont's Cockatoos and Macaws put together a fine string of Western dates. When column last heard from J. Lamont he was at the Utah State Fair.

Billy E. Thompson, tramp clown, reports business practically sensational all down the line. He appeared at 10 Kansas fairs, 6 Oklahoma events and 3 Texas spots. Barnes & Carruthers *Follies of 1941* revue packed them in at Topeka and Hutchinson, chirps Billy, who is readying for indoor dates and theaters. This was his sixth season over the Kansas-Oklahoma-Texas route.

What are the boys and girls up to for the winter swing? Let's hear from you.

New Gate Figure Made at Blackfoot

EASTERN IDAHO STATE FAIR, Blackfoot, September 15-19. Eric Sundquist, secretary and attraction superintendent. Harry H. Shelley, concession superintendent. Amusement budget: \$12,500. Grandstand booker: Barnes-Carruthers Fair Booking Association. Midway: Monte Young Shows. Horse racing: Five days.

BLACKFOOT, Idaho, Oct. 4.—Eastern Idaho State Fair here on September 16-21 had record attendance of 66,000 and was declared by Secretary-Manager Eric Sundquist to have been the most successful fair ever held in that section. Not counted in the total attendance, as compared to 40,426 last year, were 25,000 student tickets given out. Except for the first day, weather was ideal.

All grandstand records were broken by the Barnes-Carruthers night revue, *Music on Wings*. "Thursday and Friday nights the grandstand was filled to capacity," reported the secretary, "including aisles,

1940 Figures

Total attendance: 40,426.* Gate receipts: \$15,375. Space and privilege receipts (not including carnival): \$2,754. Grandstand receipts: Day, \$3,296; night, \$3,112. Grandstand expenses: \$8,874.50. Fair's share of carnival gross: \$2,500. Total revenue: \$39,500. Total expense: \$39,939.*Rain every day except one.

and the management secured every available chair and bench in town and three large truckloads of baled hay, which was unloaded on the track in front of the stand to seat about 2,000. There were about 700 people standing."

Livestock exhibits were heavy, herds competing from Wisconsin, Kansas, Georgia, Texas, Montana, Utah, Wyoming and Idaho. A 130-by-40-foot tent housed additional stock and 350 feet of temporary sheep and swine sheds were built. All other exhibit space was filled to overflowing, said Secretary Sundquist.

La. Protests New Gate Tax

SHREVEPORT, La., Oct. 4.—Protests are being sent from Louisiana against the new federal admissions tax in the recently enacted revenue bill, as applied to non-profit agricultural fairs, which became effective October 1. The protestants says the tax will cause great confusion and difficulty, because many tickets to fairs have been put into circulation and no plans were made for charging the tax, as it was not anticipated in operation this year. Gov. Sam H. Jones wired Henry Morgenthau Jr., Secretary of the Treasury, urging that the government not apply the tax this year. Louisiana State Press Association board in Baton Rouge unanimously voiced its protest after Dolph Frantz, managing editor of *The Shreveport Journal* and member of the board, explained the situation.

20G Peak Gross at Wooster

WOOSTER, O., Oct. 4.—Wayne County's 92d annual fair on September 9-13 had receipts in excess of \$20,000, largest gross in its history, said Secretary Walter J. Buss. Previous high was \$18,682 in 1937, he said, and estimated that this year's total would reach \$21,000. Final check showed 48,183 paid attendance, best since the record year of 1934, when 49,486 attended. Secretary Buss said expenses were higher this year, increases having been made in prize lists.

Utah Advances Under Handicap

SALT LAKE CITY, Oct. 4.—Two days of wind and rain, two fires and newspaper blasts concerning fire hazards failed to dampen response to Utah State Fair here on September 20-27 and total attendance of 89,182 was recorded to better last year's 81,812. Gate receipts totaled \$21,179, plus about \$500 in office sales, said Martha E. Gibbs, fair secretary. Attendance of 14,552 on September 21 was a record for a Sunday.

Record total attendance of 104,000 was set in 1935. Officials believe it would have been at least equaled had it not been for rain on September 22, Children's Day. Weather generally was favorable, except for the rain and for windstorms on September 23 and 24. Exhibits compared favorably in number and quality with those in past years and about \$25,000 in premiums was distributed.

Monte Young on Midway

Grandstand receipts for presentation of fireworks and acts totaled \$859.15. Horse show receipts were \$1,609, the show being sponsored by Salt Lake Show Association. Displays were staged by Keystone Fireworks Company. Free acts on grounds were presented by C. W. Nelson. Monte Young's shows and rides were again on the midway. A new popular feature was free dancing nightly except Sunday in a new outdoor pavilion to music of Breinholt's and Joe Mallory's bands, Salt Lake City. An enlarged television show in the Manufacturers' Building was presented by KDYL, Salt Lake City, and television talent contests were featured. KSL broadcast from grounds.

The fair was the first under State government reorganization. Fair administration has been placed under the new State commission of publicity and industrial development, A. S. Brown, Salt Lake City, chairman; H. J. Plumhof, Salt Lake City, and Ora Bundy, Ogden. Before the 1941 Legislature changed the set-up the fair was under the State Fair board. However, Gov. Herbert B. Maw asked the board to continue functioning as an aid to fair direction and it recently met and retained A. G. Mackenzie, Salt Lake City, as president.

Fire Hazards Charged

On September 24 the local press came out with charges from Mayor Ab Jenkins and Fire Chief LaVere M. Hanson that fair officials had failed to eliminate hazards reported in an investigation a year ago. The officials protested against old wiring in Manufacturers' and Agricultural Buildings, lack of fireproofed booths and lack of an outside stairway in the first named. That night a neon tube-short circuit started a blaze in a booth in the Agricultural Building but no damage resulted. Next night a customer apparently fired a wooden match from a gun in a Tommy-gun concession, setting fire to a cloth backdrop. Fire did not spread. Commissioner Plumhof requested Chief Hanson to take him on a tour of the grounds, indicating the commission will make the recommended improvements. Other proposed work for next year includes hard-surfaced walks and roadways to replace cinder and dirt pathways.

84,000 Gate Top at Allegan; Midway, Grandstand Winners

ALLEGAN, Mich., Oct. 4.—At the 89th annual Allegan County Fair here on September 15-20 all attendance marks were broken with 84,000, a gain of more than 50 per cent over 1940, said E. W. DeLano, president and secretary.

Midway attractions and concessions, increased this year over 50 per cent, reported best trade in years. Reid & Dumas's Happyland Shows offered one of the best midways ever seen here. On Monday there was such a crowd that two night performances were required to permit all to see Jimmie Lynch's Death Dodgers, in addition to the afternoon performance. In the horse racing division 98 entries, largest number ever seen here, made it necessary to divide several races to accommodate all horses. Barnes-Carruthers' *Americana Revue* played before capacity grandstand crowds nightly, with a double show Saturday night. Ernie Young attended on several days.

Advertising was done thru WKZO and WKAR. 50,000 tabloid circulars and 40 daily and weekly newspapers. All exhibits space was sold a week before the fair opened. Farm and 4-H exhibits required several extra tents.

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Selden
THE STRATOSPHERE MAN
TRADE-MARK
WORLD'S HIGHEST AERIAL ACT!

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Thrilling swaying pole—trapeze—perch—balancing—gymnastics—slide. Now Booking for 1942.

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OUTSTANDING ACTS WANTED FOR OUR 1942 FAIR SEASON. PREFER ACTS NEW TO THIS TERRITORY. CONTACT OUR MAIN OFFICE IMMEDIATELY!

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The Dorchester County Colored Fair Association

is open for contract of Independent Shows, Rides and Concessions. Date: NOVEMBER 3-8, 1941. Write or wire M. J. ROBISON, Mgr.; L. R. BROWN, Secy., St. George, S. C.

CONCESSIONS AND FREE ACTS WANTED FOR COLORED TRI-STATE FAIR
October 23rd-24th-25th
The largest Negro Fair in the South.
DR. L. G. PATTERSON, Secy.-Mgr.
164 Beale Avenue Memphis, Tenn.

Hillsdale's 91st Is Ahead of Past Gate Top Total by 10,000

HILLSDALE, Mich., Oct. 4.—The 91st annual Hillsdale County Fair here September 21-27 drew 135,000, as compared with last year's 115,000, which was low because of rain. Former all-time high was 125,000 in 1939. Paid admissions were about 90,000, said Secretary Harry B. Kelley. Saturday, with 40,000, had highest gate. Check-up of autos entering the grounds showed nearly 50 per cent from Ohio and Indiana.

Weather was generally favorable, although cool, except for a windstorm and heavy rain on Thursday sent figures down. A tent with two days' set-up of fireworks ready was blown down and the fireworks badly damaged, and several smaller tents were razed or torn and some damage done.

Treasurer J. L. Post has had an efficient system of posting daily receipts from all sources for the past 10 years on a large blackboard in the office. Comparative takes:

| | 1940 | 1941 |
|-----------|------------|------------|
| Monday | \$1,661.75 | \$2,004.45 |
| Tuesday | 2,600.83 | 4,559.96 |
| Wednesday | 4,036.98 | 5,694.47 |
| Thursday | 7,133.93 | 5,079.19 |
| Friday | 5,392.43 | 6,628.18 |
| Saturday | 7,131.11 | 8,000.00* |

Total \$27,957.03 \$31,966.25
(est.)

Late Dean Is Honored

New sheep barn and additions to cattle and horse barns allowed an increase of 10 per cent in exhibits. Women's Congress, in the Women's Building, drew 3,500 daily. One feature of the fair was dedication of this building to the late Clarence Terwilliger, who was fair secretary 32 years and the dean of Michigan fair men at time of his death.

Revue-type grandstand show in two editions was presented by Henry Lueders, of United Booking Association, including Glamorettes, ballet; Jim and Carrie Hughes, dog and cat revue; Gold Dust Twins, comedy boxing; Mazie and Brock, bicyclists; Bernard and Rich, dance team; Rubiyat and Don, acros; Cyclones, skating; Romera and Spot, comedy canine; Three Freshman, comedy acrobatics; Barosini Troupe, high wire; Capt. Roland Tiebor's Seals; Paul Lorenzo and Vicki, high pole; Paul Denny, emcee, and Kenny Blue's orchestra.

Grandstand, seating 6,000, drew practically full houses at every show, with total of 70,000 admissions, as against 50,000 last year. Five days of baseball at 15 cents admission to the infield drew 6,000, with \$1,000 in premiums. Lloyd Holt, Interstate Fireworks Display Company, had the pyro contract, and Bert Thomas, Detroit Sound Engineering Company, had the sound contract. There were five days of harness racing, with 200 horses entered, nearly double the number at any other Michigan fair this season, according to Andy Adams, superintendent of speed, and who holds the same post at Michigan State Fair.

Gooding Shows, represented by A. W. and F. E. Gooding, played the fair for the 53rd consecutive year, having excellent business on Saturday and grossing \$5,800 for the stand as compared to \$4,500 last year. Goodings presented six rides and two shows for the date, with the Spitfire and Moon Rocket, both new to Hillsdale.

Mabel Mack, with her mules and Wild

West show, had a \$1,500 week. Milo Anthony's Ten-in-One, new in this territory, had about 7,000 admissions. Russell Walters's new outdoor dance hall proved a good night draw for younger trade.

Independent concessionaires: Cookhouses, E. R. Farlow, Mrs. Frank Long, Fred Stephens, Earl Kline, Mrs. Addy Mallory, E. R. Murray, Mike Zinkoff, William Bodwin, Charles Elliott, Joseph Jessop; Taffy stands, Charles Clevinger, L. R. Stander, Ted Mitchell; novelties, Herb Fennell; games, C. R. Pearce, Frank Slivinski, Mickey Rheam, Herman Michelson, Fred Ball, R. Raymond; scales, Charles Stapleton, Frank Poorman; soft drinks, R. Zeemer, A. R. Rowland, Frank Poorman.

Advertising Is Extensive

Sixty newspapers were used in advertising and the fair had good-will mentions on Detroit radio stations. Among visitors were Guy L. Porter, chairman, Williams County Fair, Montpelier, O.; Harry Dickinson, president, and William Sayers, speed superintendent, Montpelier Fairs; Lester Schrader, Centerville (Mich.) Fair secretary; Frank Bradish, Archie Wilson, Ray Kemp, Ralph Tew, Adrian (Mich.) Fair; Whitey Harris, clown; Harold Hamm, speed superintendent, Wauseon (O.) Fair; Edward Stinson, manager, Detroit Shrine Circus; Bernard J. Youngblood, manager, Michigan State Fair; Detroit, Jack Jones, superintendent, State Fair Coliseum; Lieut.-Gov. Frank Murphy; Leo V. Card, State commissioner of agriculture; former Commissioner John Strange; A. C. Carton, chief of Michigan Fair Bureau, and Gordon R. Schubatis, secretary, Coldwater (Mich.) Fair. At annual election of officers on Thursday J. J. Nachtrieb, Hudson, was elected president; John Southworth, Allen, vice-president; J. I. Post, Hillsdale, treasurer; Harry B. Kelley, Hillsdale, secretary.

Records Fall at Carrollton, Grandstand Setting New High

CARROLLTON, O., Oct. 4.—With new records in almost every department, attendance at Carroll County Fair here on September 24-27 topped any previous year in the past decade, and grandstand grosses were believed to have set an all-

time high, officials said. Opening Wednesday to only fair attendance, strong winds swept the grounds Thursday morning and halted activities until afternoon.

Roy Gooding reported the wind destroyed a Merry-Go-Round top, Speedy Babb lost a Motordrome top, Wagner's Arcade top was leveled and badly damaged, and a tent belonging to Ritchie Russell, cookhouse operator, was blown down and damaged, as were several exhibition tents. Midway was restored in the afternoon but the blow had its effect on attendance. Record crowds turned out Friday, Children's Day, and Saturday, with the midway getting money. Barns were overcrowded with harness horses, 154 reporting for three days of racing. Floyd Manful, in charge of privileges, said all space was sold in advance.

Klein Attractions were offered afternoon and night before the grandstand. Circus unit was in for the first two days, being presented under personal direction of C. A. Klein, who also handled emcee duties. Klein's Rhythm Revue of 1941 was offered Friday and Saturday. Mrs. Margaret Klein directed the revue, with Jack Klein at the mike. Friday and Saturday night's grandstand was a sell-out.

Midway had five F. E. Gooding rides in charge of Ray Gooding, Helen and Dick John's Playland; cookhouses of Charles Martin, Barney Fleeger, Ritchie Russell and Dave Roberts; Larry Fallon's 12 concessions; T. D. Berry, lead gallery and striker; Akrim's pennants, Heck's root beer, May's popcorn, McCauslin's floss; Lester Rodgers, peanuts; Muckley's cider, Enright's pennants, and Jim Gilchrist, photos. Win H. Kinnan, manager of Ohio State Fair, Columbus, was a visitor.

SHREVEPORT, La.—On Louisiana State Fair Association's Press Day at the 1941 State Fair here several hundred newspapermen and women are expected to attend. They will be guests in the grandstand, on the Gladway and at other places of entertainment, and each newspaper will have two representatives as guests at the football game between Louisiana Tech and Louisiana Normal. Horace Mangham, Rayville, president of the State Press Association, named Dolph Franz, Shreveport, to head the committee in charge of Press Day arrangements.

Around the Grounds

WATER VALLEY, Miss.—First annual Water Valley Fair and Carnival was successful and the management forecast that final figures would be black after about 28,000 attended on September 25-27. Event succeeded the former North Mississippi Watermelon Festival. Jack Dale, association president, said 12 counties took part.

NEW ORLEANS.—Eight parishes surrounding New Orleans will take part in the Crescent City's first parish-wide fair in years, to be held 10 days under auspices of American Legion Post 125 under canvas. National defense will be its theme, said C. Leonard Jones, president of Orleans Parish Agricultural Fair, directing organization. Recruiting booths will be on the grounds. Poultry exhibits will be omitted so as not to interfere with the annual poultry show held in Municipal Auditorium. Samuel Burgdorff is secretary-manager.

BRECKENRIDGE, Tex.—Charter was granted recently to Stephens County Fair Association to conduct annual fairs here. Incorporators are J. Q. Corbett, Monroe Veale and O. A. Gilmore.

BURLINGTON, Ia.—Tri-State Fair here on August 3-9 had net profit of \$2,466, said Secretary A. L. Biklen. Receipts amounted to \$27,400 and expenses were \$24,934. Attendance totaled 27,000.

ST. CLAIRSVILLE, O.—Total of 14,354 paid admissions set an all-time record for Belmont County Fair here on September 11-13, said Secretary William Butcher. Biggest day was Saturday, admissions totaling 8,136. Secretary Butcher said expenses were greater but that the fair will show a small profit.

EDMONTON, Alta.—Street car tracks on Edmonton exhibition grounds have been lifted to make room for future stock show rings. Plans have been completed for the 1941 show and sale of sheep and swine. Entry list is largest

in years. Cinder-covered midway area has been graveled to provide parade ground for the air force. Concession area now houses several new barracks. Agricultural building has been turned into a bunk house. Indian exhibit building provides living quarters for officers. Women's building is an officers' mess.

CUMMINGTON, Mass.—What was termed one of the largest and best of the 73 Cummington fairs and one which, it is believed, will help recoup depleted coffers of the society, was held on September 23-24, with an estimated 6,000 attending, nearly a record. Everything, including exhibits, indicated prosperity. People spent plenty of money. An innovation was night showings and a big vaude show before the grandstand. Acts included Lewis Germaine and Company, acrobatic and contortion act; Harry Bolden, comedian; George Rowland, juggling; Eleanor Harvey, baton swinger; Burk Twins, song and dance routines, and Hughie Fitz's dog act.

SMYRNA, O.—Smyrna Fair, September 25-27, had good attendance despite two days of inclement weather. Harness races were run Saturday and livestock and farm exhibits were largest in years. Midway offered plenty of entertainment. On the last two nights Curley Miller and His Plowboys from WWVA and Big Slim and His Rodeo were offered.

MADISON, Wis.—Dane County board's finance committee recommended that the board buy the 110-acre fairgrounds from a bank here for \$15,000.

TROY, O.—Horse Pulling Association of Ohio, Inc., Ray Hennessey, Bellefontaine, O., secretary, announced that its seventh annual world's championship light and heavyweight horse pulling contests would be held on the fairgrounds here in connection with a Victory Day Picnic. It is reported that 60 to 70 teams will participate in the contests. In the past they have drawn heavy crowds.

Centerville Gate Up 44%; Revenue Registers 8G Gain

CENTERVILLE, Mich., Oct. 4.—St. Joseph County Fair here on September 15-20 drew 79,500, an increase of about 44 per cent over 1940, when attendance dropped sharply because of a local polio epidemic, said Secretary Lester Schrader. There were 23,424 admissions on Saturday, 5,000 over any previous one-day record. Revenue increased \$8,100 over 1940 receipts.

WLW Boone County Jamboree played a one-night stand Monday to 5,100 admissions. B. Ward Beam's Revue plus six acts booked by Barnes-Carruthers—LeVelles, hand balancing; Captain Roland Tiebor's Seals; Paul Lorenzo and Vicki, high pole; Maxellos, juggling; Whitey Harris, clown cop, and Libinotti Trio, xylophone—played the remaining five days and nights to excellent crowds. Two shows were required for Saturday night attendance of 10,501, a new high. Four days of harness races were run and Wednesday's pulling contest had entries from five States. Business for Floyd E. Gooding rides and shows set a record here. Concessions did 35 per cent over any previous year. Sound installation was made by Lawrence McClish and display supplied by Ohio Fireworks Display Company. Exceptionally strong grandstand show was major factor in building attendance, said Secretary Schrader.

PEAK IN KNOXVILLE

(Continued from page 42)

200,000. Other officials believed Dr. Jacob's figure conservative, and other estimates ran as high as 250,000.

"Reports on receipts indicate that per capita spending was up 15 to 20 per cent," Secretary Charles A. Brakebill said.

Estimates on increased attendance and spending were borne out by the midway take. Royal American Shows grossed \$46,808.25. "It was by far our best business in the three years we have played Knoxville, 35 per cent above our 1940 gross here," said General Manager E. C. Velare of the shows.

The new \$225,000 exhibit building, only partially completed last year, had every foot of its 60,000 square feet of space sold. R. R. Stripling, in charge of commercial exhibits, said space sold was "a little more than double last year's." One big new item in exhibits came nationally from Liggett & Myers, showing one of their cigarette movies in the Chilhowee Park bandstand and attracting large crowds. Premiums were \$25,275, about the same as in 1940. About \$3,500 of the premium total went to the horse show, managed by Charles Brown. Horse show, held on three nights, drew heaviest in its history on Thursday, the last night. An enclosed and roofed horse show and livestock arena is the single expansion item which President Jacob will present to the board meeting in November.

Grandstand revue of Barnes-Carruthers drew an estimated 35,000, with one matinee and two night performances daily. Depth of the stage was almost doubled since last year, which improved presentation, especially for such acts as the Zavatta Troupe's acrobatic horsemanship and Ward-Bell teeterboard act. Other acts were Gale Sisters, harmony; James Evans, upside-down man; Ballard and Rae, pantomime comedy; Perry Twins, comedy; Jess Libonatti Trio, xylophonists, and Zoppe Family aerialists. Ranny Avery was emcee. The Star-Spangled Banner finale, participated in by the entire company, 20-piece band and audience, and other acts got good press notices.

Station WNOX had a studio in the main park building, even to news teletype, and presented 105 programs and announcements from grounds. Shows were presented nightly by Ohio Fireworks Display Company.

Official attendance figures will not be available until after the November meeting. Eight thousand books of six tickets each (at \$1 a book) were distributed thru Parent-Teacher Associations and practically all of these were believed to have been sold. Estimated daily attendance as compared with last year's totals:

| | 1941 | 1940 |
|-----------|--------|--------|
| Monday | 12,000 | 10,000 |
| Tuesday | 30,000 | 20,000 |
| Wednesday | 30,000 | 30,000 |
| Thursday | 35,000 | 45,000 |
| Friday | 55,000 | 55,000 |
| Saturday | 50,000 | 40,000 |

Total 212,000 200,000
The 50,000 Saturday attendance made by far the best closing day, Secretary Brakebill said.



SHORTEST DISTANCE

"A straight line is the shortest distance between two points." The Billboard comes "straight" to you on subscription. Simply mail \$1 for 10-week TRIAL subscription to Circulation Dept., The Billboard, 27 Opera Place, Cincinnati, Ohio

N. M. State Is Best Since Bow

NEW MEXICO STATE FAIR, Albuquerque, September 21-28. Leon H. Harms, secretary-manager. W. E. Haines, concession superintendent. Lynn Buetler, attraction superintendent. Gate admissions: Adults, day, 25 cents; night, free; children, day, 15 cents; night, free; autos, day, 25 cents; night, free. Grandstand: Adults, 50 cents; children, 50 cents. Midway: Zeiger United Shows. Championship rodeo. Horse racing: Eight days.

ALBUQUERQUE, N. M., Oct. 4.—Bad weather on the two opening days and closing Sunday failed to keep New Mexico State Fair here on September 21-28 from setting a new attendance record of 146,000, as compared to 125,000 in 1940, said Leon Harms, secretary-manager. Estimate of gate receipts compared favorably with increased attendance.

Attendance by days: Sunday, 25,000; Monday, 17,000; Tuesday, 12,000; Wednesday, 15,000; Thursday, 25,000; Friday, 20,000; Saturday, 25,000; Sunday, 7,000.

1940 Figures

Total attendance: 125,000. Space and privilege receipts (not including carnival): \$5,800. Fair's share of carnival gross: \$4,500. Total revenue: \$92,000. Total expense: \$86,000.

Showers fell on opening day and a heavy wind and dust storm, plus some rain, came on the second day. On the final Sunday more than an inch of rain fell from 2 p. m. to 5 p. m., cutting the gate.

For the first time since the fair was started four years ago all exhibit space was sold. In the Agricultural Building were exhibits of 14 of New Mexico's 31 counties, 4-H Club exhibit, art gallery, hobby show, junior department and home economics and art classes. Commercial exhibits were in the huge Industrial Building. National defense theme was prominent in all exhibits. Chemical warfare display, furnished by Fort Sam Houston, attracted large crowds, and vied with the State Highway Department's for popularity.

Profit Made on Rodeo

Championship rodeo staged by Lynn Buetler, Elk City, Okla., was first night grandstand show ever to pay for itself here. With more than 100 contestants for \$6,000 in purses, the rodeo, despite the bad opening weather, played to capacity, estimated to total 25,000 paid admissions for six nights. A profit was made on the rodeo, and plans call for a second next fall. Cecil Cornish and his trained high school horse, Smoky, made a hit. Jimmy Nesbitt was outstanding as rodeo clown. Jack Skipworth, Clovis, N. M., calf roped in 11.2 seconds and won the final go-around in his event. Following the rodeo Thursday night, an hour's fireworks display, purchased by local merchants from Western Firework Display Company, was witnessed by more than 25,000. Saturday night more than 800 high school musicians played in a band concert.

Pari-mutuel betting on 66 races totaled \$274,000, as compared to \$184,000 in 1940, and probably would have been over \$300,000 if it had not been for the rain on final Sunday. Livestock doubled previous entries except in the swine department, where entries, altho fewer, were a better grade.

Weather Hurts Zeiger

C. F. Zeiger United Shows on the midway reported a profit. The carnival played to good crowds, but bad weather hurt the take, receipts being below those of a year ago. Owner Zeiger presented two free acts, Captain Smith and his high diving horses, and a trained wire walking ape.

This year's pass list was cut to half of that of 1940 and Manager Harms hopes to cut the list in two by time of the next fair. Passes issued were good for the grounds and afternoon grandstand, but not to the night rodeo. This met with considerable protest, but the night gate was principally cash, resulting in success for the rodeo.

RECORD IN RICHMOND

(Continued from page 42)

dren admitted free on Children's Day each Monday. Night grandstand crowds were bigger than in any previous year but matinees fell off somewhat. Visitors on the whole arrived later in the day than usual and stayed until closing time,

Secretary Somma said. An all-time mark in grandstand sales was made on Auto Race Day, Saturday, with several thousand standing room tickets being sold. On Wednesday, Richmond Day, an extra performance was given and all three shows were sellouts. Only rain came Friday afternoon, enough to lay the dust. Gate was off only about 2,000 from the 1940 Friday and concessionaires had a rush during the rain.

Grandstand show, presented by George A. Hamid, was the most pretentious ever offered in this section. Fourteen acts appeared twice daily (three times on Wednesday, Richmond Day). Headed by Terrell Jacobs and his lions, the bill included the Roxyette Revue, Christie Brothers Cavalcade of the Circus, Seven Flying Otaris, Five Queens and an Ace, Honey Troupe, Will Morris and Bobby, Dixon Brothers, Olive Mills and Company, Paul Mix and Franke Cervone and his band. Cervone presented 30 minutes of music before each show. Night performances were followed by fireworks and Saturday matinee by auto races.

A high school student, Forest L. Burton, Sharon, Va., was killed and several spectators injured on Saturday during auto race time trials when a car driven by John T. Cummings left the track on the north turn. Cummings, superficially injured, was released on bail on a manslaughter charge on September 29.

On the midway the World of Mirth Shows reported a gross increase of about 23 per cent on shows and rides. Concession space was at a premium and deposits for the 1942 fair were numerous on closing night. Exhibits in the crowded buildings were larger than ever before and premium lists ran to an all-time high. In the local press the fair received more space than in previous years.

POMONA HITS HIGH

(Continued from page 42)

nightly for presentations of the Barnes-Carruthers revue, *Music on Wings*. On Sunday (21) doors were opened at 7:30 p. m. with the grandstand filling up six minutes later. Afternoon running races were also well patronized, doors closing sometimes an hour in advance of scheduled time.

Business of Rubin & Cherry Exposition on the midway was reported good by Robert L. Loyhar, manager. Pari-mutuel handle was \$3,479,876, as compared with \$2,550,205 last year. Daily average was \$248,361.

Novelty concession business was good the last week. A number of operators were off the nut the latter part of the first week. Game concessions reported satisfactory business. Wheels did not work. Daily attendances:

| | 1940 | 1941 |
|-----------|---------|---------|
| Friday | 29,770 | 34,568* |
| Saturday | 51,110 | 51,623 |
| Sunday | 64,702 | 68,581* |
| Monday | 22,061 | 22,826 |
| Tuesday | 27,146 | 28,699 |
| Wednesday | 29,641 | 31,903 |
| Thursday | 29,605 | 32,325 |
| Friday | 46,249 | 50,723 |
| Saturday | 77,567 | 86,897 |
| Sunday | 100,732 | 113,877 |
| Monday | 22,683 | 26,675 |
| Tuesday | 27,155 | 31,070 |
| Wednesday | 30,751 | 33,321 |
| Thursday | 30,463 | 33,848 |
| Friday | 48,155 | 45,251 |
| Saturday | 43,691 | 55,460 |
| Sunday | 47,411 | 52,602 |

Total 738,892** 800,249

*Corrected. **Official total previously released, 730,892.

Independent concessions included: Root beer, popcorn, candy apple, Sol and Mae Golden, Helen Mack, Barbara Rossmiller, Nancy Allen; milk bottle game, Harry Takai, Red Crimens, E. Black, John Lucas; nail game, A. C. Van Horn, Eddie Claxton, Jack McArthur; cigarette shooting gallery, Mr. and Mrs. W. A. Gasaway; milk bottle game, F. Woolbridge, Lyle Bramson, Stanley Lee; balloon dart, Patsy Woolbridge, Harry Hall; ice cream, McComb & Gwin, Phil McManus, Marjorie Gray, Mildred Underwood, Gene Allison; ball game, George Murphy, Bill Kohler, Lefty Bray; candy wheel, Tommy Rose, Tom Mooney, Ernest Santanni; guess-your-age-and-weight, Jack Glassman, Frank Medore, Al Mann, Jack Brooks; candy floss, C. Y. Clifford, Mrs. Clifford, Gus and Helen Anderson; picture gallery, Mr. and Mrs. Mel Wiler, Adam Pfaff; war game, Archie Sloan; machine guns, Mrs. Elmer Smith, Frank Whittaken; string game, Harry Takai, Tex Gates; derby, Doug Wisner, Rudy Jacobi, George Wiler; pitch-till-win, Frank Platten, Larry Logan; pan game, Frank Platten, Larry Logan; X-Ray Poker, C. G. Hilligross Jr., Nicholas Grico, Joseph H. Parsons, J. P. Michelson, Al

Grico, Skeets Giordano; shooting gallery, Will F. King; pig racer, Charlie Albright, Carl Hayden, John (Scotty) Harris; cigarette shooting gallery, W. A. Gasaway, Nick Nichols; cigarette wheel, Harry Phillips; novelty jewelry, Sam Sax, Lorraine Sax; pan game, Louie Cechini, Sam Haberman, Pete Galati.

Hoop-la, Mrs. Harry Phillips, Mrs. Minnie Hughes; restaurant, Ida Duncan, Harry Waldorf, Irma Christianson, LaVon Oliver; custard, Charles Copeland, Helen Mack; pitch-till-win, Mrs. B. Spencer, Lucille Dolman; Miss America dolls, Benny Spencer; panda bear wheel, I. Brodsky; blanket wheel, Clarence Katz; bowling alley, Hiram Zolon; string game, Tony Nelson; groceries, R. E. Oleson, Glen Whittaken, Bill Stone; ham and bacon, R. E. Oleson, Harry Phillips, W. McNutt, Archie Green; blankets, Sammy Dolman, Bishop.

Pomona Patter

Phil Terry, who reported to Fort Lewis, Wash., after the fair to get his army discharge, will be out of the service by November 1. Sammy Dolman, who has secured 70 Pacific Coast Showmen's Club members, will make food shows at San Francisco and Los Angeles and then to San Bernardino, Palm Springs and Barstow to rodeos. Benny and Lila Spencer will winter in Los Angeles after RC closes in Tucson, Ariz. R. E. Oleson will spend the winter in Santa Monica. Mrs. Lucille Dolman snagged 10 new members for the Ladies' Auxiliary of the PCSA. Nate Miller and J. Eddie Brown visited the fair, as did Paul Eagles. Plain Dave Morris will continue with RC to Tucson. Mike and Babe Herman visited and took in the races. So did Marie Morris and Neil Ziv. Red Kearns, who had the passes at the San Francisco expo, had a picture gallery at Pomona. Clyde Gooding took time off for the fair. Denny Pugh in Dallas prepping for the fair, and his wife, Margaret, has charge of the popcorn concession on RC. Johnnie Parsons and John Houghtaling left for San Diego with souve items. Jack Capps went to Fresno, Calif., with his guess-your-age. Glen Whittaken also headed for Fresno. Billy Stone headed for San Francisco and home. W. A. Gasaway left to join the Steffens Shows at Riverside, Calif. Jimmy Smith and Bob Winslow had a concession for R. E. Oleson. Winslow stopped in Los on his way to Chicago and will be back in California soon. Sam Haberman is taking it easy in Los Angeles. Jack Brooks headed for Fresno. Spencer Roberts went back to Los Angeles. Red Ball went to San Diego, Calif. Norman Peel and Ray Johnson were up from Los Angeles. Johnson had just marked his 75th birthday. Roy Driscoll, fair publicity director, accompanied by Mrs. Driscoll, motored to New York.

BARRINGTON OVER BIG

(Continued from page 42)

total attendance of 109,438 of which 67,661 was credited to the racing plant. The total compares with an official 29,707 last year. Mutuels handle was up 140 per cent, being, according to Massachusetts State Racing Commission, \$317,854, as against \$132,650 last year.

About 175 head of cattle were shown, an increase of 50 per cent over last year, and nine granges exhibited against six last season. A. W. Lombard, assistant director, division of fairs, for the State of Massachusetts, congratulated the management on the showing. Additional applause came from Lieut. Gov. Horace T. Cahill, first official of the executive department to visit the fair in 12 years, and William Casey, head of the State Department of Agriculture.

Report of Endy Bros.' Shows on the midway by David B. Endy was that the "gross exceeded all expectations." He admitted he took the date with some hesitancy, as Great Barrington has only a few thousand population and the large centers are more than 25 miles away. Children's Day, properly put over, gave the shows about their biggest single-day gross this season, over 60 per cent greater than the known gross for the fair. Spitfire was top ride, followed closely by the streamlined Caterpillar. Cleo Hoffman's Manana Revue led shows' grosses, followed by Mansion's new Side Show.

Jack Greenspoon, who had the contract for all concessions outside the show midway, Joe Drambour being associated with him in the venture, reported that grosses exceeded their fondest expecta-

tions, the Turf Club being the best bet.

Flash Williams and His Thrill Drivers were featured on five nights, starting on Tuesday. In addition the management presented Four Bombshells, Great Sherwood, Flying LaMarrs, Famous Daleys and the Frobells. Despite cool nights business held up thruout the entire week. Harry LaMarr was called to the bedside of his mother, who was ill in Bloomington, Ill. On short notice, Jimmie Millette, of the Bombshells, filled in.

Much Praise for Carroll

Sportswriters and racing officials considered the race figures phenomenal for the area and were loud in their praise of Owner Carroll and his organization. Carroll put up \$400 additional in purses for the final three days of the meeting.

More than \$50,000 was spent in remodeling the old fairgrounds prior to opening, with new stables, new mutuels department, extra entrances, improved grandstand and general reconditioning of grounds. Construction was under direction of Joseph E. Dambour, Carroll's engineer, who handled much of Agawam's Riverside Park reconstruction.

Advertising and publicity campaign worked out by Carroll and his chief, Harry Storin, included 42 dailies in Massachusetts, Connecticut and New York, painted bulletins, 24-sheet stands in key cities, 10,000 pieces of paper, and radio spots. Half-hour broadcasts daily over Stations WBRK, Pittsfield, Mass., and WSPR, Springfield, Mass., Mutual outlets, went direct from grounds.

Storin said the racing total was about \$128,000 ahead of both Marshfield, Mass., and Brockton, Mass., fairs.

Early this year Carroll, whose rejuvenation of Riverside Park, Agawam, Mass., was big news in this area, took title to the old fairgrounds here and with it the general management of Barrington Fair Association. His success is now written in the record books here.

BEST IN BLOOMSBURG

(Continued from page 42)

ing and running races were held on three days, Lucky Teter appeared Tuesday and Jimmie Lynch Friday afternoons. Saturday had Hankinson Speedway automobile races. Prize stock parade was held Thursday afternoon on the race track.

Grandstand attractions, presented by George A. Hamid, Inc., included Fred's Football Dogs; Canastellas, unsupported ladders; Four Sidneys, bicyclists; Five Queens and Ace of the Air, high aerialists; Bellett and English Brothers, comedy acrobats; Faulardys, teeterboard; Ben and Betty Fox, aerial dancing act. At night *Echoes of Broadway* revue was presented with the Roxyettes in five parts. Also in the revue were Mlle. La Tosca, bounding rope; DeCosta and Lenore, musical number; Doris Reed, prima donna; Eight Commanders, vocalists; Martel Brothers and Mignon, adagio. Harry Cogent was announcer for afternoon acts, emcee for the revue and manager. For the Hamid stage crew Glen Childeress was electrician and Art Toepfar carpenter. Musical director was Frank Hagan. George Ventry's band furnished music for concerts, acts and revue.

James E. Strates Shows, on the midway, made a beautiful appearance and were greatly enlarged from previous years. Management reported excellent business, regardless of the loss of children's days. J. F. Murphy was censor for concessions and shows and no complaints were reported. Among visitors were E. H. Scholl, Allentown, Pa.; Jake Fickes, York, Pa.; Charles W. Swoyer, Reading, Pa.; Samuel S. Lewis, York, Pa., and Al Ruwedel, Hazleton, Pa.

COMING

CAVALCADE OF FAIRS

WATCH FOR THE IMPORTANT ANNOUNCEMENT IN AN EARLY ISSUE

WANTED FOR THE GREAT ROWAN COUNTY FAIR

Salisbury, North Carolina, 6 Days and Nights, October 20th to 25th
 Featuring Suicide Hays Thursday, Jolopy Races Friday, Auto Races Saturday
 Can place Concessions of all kinds, including, Wheels, Grind Stones, Cook House, Grab, Photos, Penny Pitches, Pop Corn, Peanuts, Fish Ponds, Candy Floss, etc. Grand Stand Concession for sale. Pitchmen, Demonstrators, Paper Men, have some available space in exhibit buildings. Play the money spot. 30,000 soldiers camped here on maneuvers. Write or wire
SECRETARY, Rowan County Fair, 14 Victor Building, Salisbury, North Carolina.

OPS' BOOKS TIP BIG TILTS

Cross-Section Has 46% Gain

Upped grosses in all departments reported in season returns to NAAPPB

CHICAGO, Oct. 4.—Great increases in park business, as reported during the season by *The Billboard*, are further detailed in a statistical report issued from the offices here of Executive Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, and taken from data in questionnaires filled out by operators. While the entire field is not covered, the cross-section is indicative of one of the best operating periods in many years. Special promotions were relatively few.

Average increase on the season for 24 parks reporting was 46.1-12 per cent over 1940. Of 25 parks reporting, 18 had better weather, five had little change and two indicated worse weather. Average per capita increase in spending was 19.7-13 per cent for 13 parks reporting. Some spots had no means of estimating per capita spending and so did not report on it. Average increase in pay-roll cost was 16.8-14 per cent for 14 parks reporting on this angle. Average increases by departments for the parks reporting were:

Amusements (devices), 11 parks reporting, 30.6-11 per cent.

Refreshments, 10 reporting, 30.3-10 per cent.

Games, eight reporting, 28.7-8 per cent.

Dancing, seven reporting, 20.5-7 per cent.

Swimming, nine reporting, 17.1-3 per cent.

Miscellaneous, seven reporting, 26 per cent.

Virginia Upswing Big

Questions asked and replies received: How did your gross from 1941 compare with 1940 figures?

California, 28 per cent increase; Eastern Canada, 65.31 per cent increase; Southwestern Connecticut, 60 per cent increase; Illinois, 37 per cent increase; Eastern Maryland, 30 per cent increase; Southwestern Maryland, 15 per cent increase; Central Massachusetts, 55 per cent increase; Northeastern Massachusetts, 50 per cent increase; Southeastern Massachusetts, 46 per cent increase; Southwestern Massachusetts, 100 per cent increase; East Central Michigan, 75 per cent increase; Southwestern Michigan, 12½ per cent increase; Missouri, 62 per cent increase; Eastern New York, 31 per cent increase; Northern Ohio, 23 per cent increase; Southern Ohio, 23.9 per cent increase; Oklahoma, 19 per cent increase; Oregon, 16 per cent increase; Eastern Pennsylvania, 25 per cent increase; Northeastern Pennsylvania, 25 per cent increase; Southwestern Pennsylvania, 22 per cent increase; Rocky Mountain District, 25 per cent increase; Southeastern Tennessee, 33 per cent increase; Southeastern Virginia, 228 per cent increase; West Central West Virginia, better.

How was weather on the average for 1941 compared with 1940?

Weather was better in California, Eastern Canada, Southwestern Connecticut, Illinois, Southwestern Maryland, Central Massachusetts, Northeastern Massachusetts, Southwestern Massachusetts, East Central Michigan, Missouri, Eastern New York, Northern and Southern Ohio, Oklahoma, Eastern Pennsylvania, Rocky Mountain District, Southeastern Tennessee and Southeastern Virginia. It was the same as in '40 in Eastern Maryland, Southeastern Massachusetts, Southwestern Michigan and Northeastern and Southwestern Pennsylvania, and worse in Oregon and West Central West Virginia.

Heavy Per Capita Gains

How did your per capita expenditure compare with 1940?

California, same; Eastern Canada, better; Southwestern Connecticut, better; Illinois, 19 per cent increase; Eastern Maryland, 10 per cent increase; Central Massachusetts, 55 per cent increase; Northeastern Massachusetts, 10 per cent increase; Southeastern Massachusetts, 37 per cent increase; East Central Michigan, 30 per cent increase; Southwestern Michigan, 12 per cent increase; Missouri, 10



FRANK P. GRAVATT, operator of Steel Pier, Atlantic City, who has been tendered a bid by a business delegation to go to Galveston, Tex., to build and operate an amusement pier. No announcement of his decision has been made. A great talent array was presented by him to make this one of the greatest seasons in the long history of Steel Pier, management of which he assumed in 1926.

per cent increase; Eastern New York, 13.8 per cent increase; Northern Ohio, 10 per cent increase; Southern Ohio, 12.06 per cent increase; Eastern Pennsylvania, 20 per cent increase; Southwestern Pennsylvania, 15 per cent increase.

Please indicate change in pay-roll cost, if any.

Eastern Canada, same; Southwestern Connecticut, 25 per cent increase; Illinois, 20 per cent increase; Eastern Maryland, 30 per cent increase; Southwestern Maryland, 25 per cent increase; Northeastern Massachusetts, 10 per cent increase; Southwestern Massachusetts, 15 per cent increase; East Central Michigan, 30 per cent increase; Southwestern Michigan, 12 per cent increase; Eastern New York, 4.8 per cent increase; Southern Ohio, 7.6 per cent increase; Oregon, 4 per cent less; Eastern Pennsylvania, 20 per cent increase; Northeastern Pennsylvania, 10 per cent increase; Southwestern (See Big Season Gains on opposite page)

MEMPHIS.—Venus and Adonis, hippos in Overton Park Zoo here, gave cause for a double celebration. After Venus had given birth to a 50-pound baby, sex unknown as yet, on September 23, Brookfield Zoo, Chicago, reported a 25-pound daughter to Bebe and Father Toto, hippos of that zoo and daughter and son of Venus and Adonis. Both events came within three days. N. J. Melroy, superintendent here, said Brookfield Zoo will name its baby Memphis.

Notes From the Zoos

CINCINNATI.—The 60-pound offspring born September 23 to Maude, 32-year-old hippopotamus at the zoo here, died September 28, officials reported. In the process of teaching the youngster to walk or swim Maude pushed it against a wall and crushed it. It was the second young hippo lost here in that fashion and the fifth offspring Maude has lost. Attendants had difficulty in getting the body from the pool because the mother would not let them near. They finally lassoed it and pulled it out.

CALGARY, Alta.—Charlotte, lioness at Calgary Zoo, gave birth to two cubs.

SPRINGFIELD, Ill.—Marking the second public display of his animals, Dr. M. B. Mather, Mason City (Ill.) veterinarian, paraded his lions and bears and Moze, former Clyde Beatty camel, in *The Illinois State Register* Pet Parade here on September 27. Dr. Mather's animals are credited with much of the success of the promotion by the editors.

Spots on Gulf Lashed by Gale

Rides damaged in Houston —Galveston piers hit— much equipment stored

NEW ORLEANS, Oct. 4.—Coming just after end of the regular beach season, the tropical disturbance which last week swept inland around Galveston and Houston after causing record tides along the Gulf Coast between Mobile and Texas points, did some damage to amusement equipment and beaches.

All main highways in the New Orleans area to the east and west as well as coastal Southwest Louisiana and East Texas roads were closed several days by water, which covered the areas from inches to several feet after winds of 100 miles an hour swept Houston.

In Houston Speer Amusement Park on Main Street had about \$7,000 damage when high wind almost bent double a large Ferris Wheel recently installed. Sim Speer Jr., park operator, said the wheel would be shipped to the factory for repairs. Two other rides and about a dozen concessions were damaged, but the park continued its fall season the day after the storm.

Farther out on Main Street the Ferris Wheel in Playland Park also was bent nearly double. Radio towers of radio stations KTRH and KPRC were destroyed.

In Galveston several piers were destroyed in addition to many camps between that city and Port Arthur, but most amusement equipment had been boarded up for the season. Surf on Galveston beach was reported highest in at least 10 years.

Youngstown Zoo Is Muled

YOUNGSTOWN, O., Oct. 4.—Formation of a zoo here was discussed at the annual meeting of Mahoning Valley Zoological Society by Ralph W. O'Neill, city engineering commissioner, who has been advocating a zoo and has begun to accumulate animals. Dr. F. Merrick Seaman, Youngstown College, society secretary, said that O'Neill believes land for the project may be found within Youngstown, independent of municipal jurisdiction. Native animals may be housed in the meantime without appreciable cost, O'Neill said. Dr. Seaman said that in August the society requested the city planning commission to consider development of a zoo as part of the city's proposed six-year plan. Society members have concluded that a well-balanced zoo of uncaged native animals, using the moat system, would have greater attraction than the usual type of zoo.

Carlin's Hyped By Mardi Gras, Photo Contests

BALTIMORE, Oct. 4.—Carlin's Park here is ending its season in a series of week-end Penny Days covering all rides and other attractions. Park's annual Mardi Gras added 14 big days and nights to one of the best seasons in the past 10 years.

Free acts featured during the Mardi Gras were Teeter Sisters and Barton's Society Circus. Col. A. T. Miller, events director, said the park's first annual amateur photographers' contest turned out to be one of the most successful promotions of its kind ever held in Baltimore.

Hundreds of pictures were entered in each of six photographic events, all of which were taken within park limits. A large display of prize-winning pictures and those receiving honorable mention is to be displayed in a leading Baltimore department store. More than 600 amateur camera fans registered at Carlin's during the promotion.

Maritime Biz Ruined by Fog, Cold and Rains

ST. JOHN, N. B., Oct. 4.—Consistently unfavorable weather ruined what should have been a banner season at maritime provinces' parks and beaches. Raw winds which continued thru the summer as a leftover from last winter played havoc with business, particularly when coupled with an overdose of fog, rain and clouds.

Swimming was down to about 35 per cent of normal and especially affected were salt water beaches, where the water is very cold. Even to sit around, patrons had to bundle up in sweaters and coats to keep from shivering. Bad enough during the day, the chill came in more potently after dark.

Along the Bay of Fundy shores there was even more fog than usual for this fog factory, caused by abnormal rise and fall in tides. If weather had been even fairly favorable, a record season had been expected because of prevailing war prosperity and men in uniform and those engaged in war industries eager for fresh air and outdoor entertainment.

Concessions at parks and beaches did little because of frosty conditions during June, July and August. Only worthwhile receipts were from dance halls, and even these were not up to normal at seashore and riverside locations because dancers could not stand the chill winds. Even hot music and jumpy teeping could not warm them up. Cool breezes of other summers were replaced by positively chilly blasts.

A. C. Hotel Aud May Be Off

ATLANTIC CITY, Oct. 4.—Defense priorities for essential materials may force postponement or abandonment of the proposed \$150,000 convention hall to be joined with the Hotel Claridge here, said Gerald R. Trimble, general manager. Plans are for a hall with the main auditorium seating 800 at meetings and 500 at banquets, and for two adjoining halls to accommodate 200. Manager Trimble said, however, that the architect and builder were making every effort to secure essential supplies and that the hotel was still hopeful of carrying out its original plans, first announced in August.

Gravatt Has Galveston Bid

ATLANTIC CITY, Oct. 4.—A delegation from business interests of Galveston, Tex., aimed to woo Frank P. Gravatt, operator of Steel Pier, away from this resort. A proposition was tendered him to go to Galveston to build and operate an amusement pier similar to his Steel Pier here.

American Recreational Equipment Association

By R. S. UZZELL

Changes are of everyday occurrence, some of them far-reaching in effects which are sure to react on our amusement park industry and all of its affiliations and kindred bodies. The man who would be alert should be thoroly aware of these emergencies and of all of our concerted efforts to meet them face to face to the advantage of our business and our country.

Should our country actually declare war none would be slackers, yet many devoutly wish that we may not reach that eventuality. A pooling of ideas and frank exchange of opinions surely are better than going it alone in these strenuous times. Each member should toss his hat in the ring and help in arriving at a sane method of procedure.

Your officers and committees of the National Association of Amusement Parks, Pools and Beaches are going clear out front to bat for all of us. It is the only hope. Only concerted action will get results. The lone scout will get lost and accomplish nothing. It is the park man's duty to himself to attend the Chicago meetings in December. The programs will have many revisions yet to meet the outstanding demands on us that are arising and will arise.

Winter Army Recreation

Leon Cassidy is conducting an amusement place in North Carolina. The military recreation department has asked him to remain open all winter, which he is planning to do.

Fred Fansher marvels that a 10-cent ride got 35 cents the last night of the Mardi Gras at Coney Island, N. Y. They do such things at this annual fun festival. A 25-cent coaster once got \$1 as a finale on the last night of the frolic. Yes, indeed! It is done.

Since the last writing the tropical storm out of the Caribbean Sea hit Galveston and Houston. It folded the top of a Ferris Wheel down over the bottom half. Yet it can be repaired at much less cost than the price of a new one. It is no disparagement of any device to crumple in such a twister. The New England men who were hit so hard in 1938 have the kindest sympathy for our Texas contingent.

New Order for Parks

The old order of procedure was horse cars, cable cars and then electric cars with the overhead trolley. Salt Lake City was first to avoid the first two methods of transportation and install electric cars as its first system of public conveyance. Today the contemplated new amusement parks can ignore the orderly evolution of park building and avail themselves at once of the new architecture, indirect lighting and the very latest color scheme of painting. No longer will a park be launched in two colors, but will make its debut in a gorgeous gown of color. This scheme cannot be carried out successfully without the advice of an artist. Painters can do the work, but it's the pattern that gets a symphony of color. A symphony is a considerable advance over a five-finger exercise. The quality of paint is also an important factor in the complete picture.

It is well to get flowers started while money is available. Like carrying a new ride thru to a success, flowers require time. Climate, soil, rainfall, length of season, latitude and longitude all have a bearing on your flower gardens if you would have the procession of blooming plants for the season. You cannot pick up a man anywhere who can successfully handle flowers. If he does not love flowers avoid him. There are men who do and will take pride in producing a garden that will call for admiration and amazement. It has been and is being done and pays excellent dividends.

BIG SEASON GAINS

(Continued from opposite page)

ern Pennsylvania, 30 per cent increase; West Central West Virginia, higher. Please indicate in what department your increases or decreases occurred. Increased takes in amusements (devices) were reported from Southwestern Connecticut, 45 per cent; Eastern Maryland, 45 per cent; Southwestern Maryland, 15 per cent; Northeastern Massachusetts, 60 per cent; Southwestern Michigan, 26 per cent; Eastern New York, 33 per cent; Southern Ohio, 22 per cent; Oklahoma, 20 per cent; Oregon, 34 per cent; Eastern Pennsylvania, 20 per cent, and Southwestern Pennsylvania, 16 per cent.

Two Drops in Swimming

Increases in refreshment business were reported from Southwestern Connecticut, 80 per cent; Eastern Maryland, 20 per cent; Southwestern Maryland, 25 per cent; Northeastern Massachusetts, 30 per cent; Southwestern Michigan, 25 per cent; Eastern New York, 31 per cent; Southern Ohio, 26 per cent; Oklahoma, 31 per cent; Oregon, 7 per cent; Southwestern Pennsylvania, 28 per cent.

Increased receipts from concession games were reported from Southwestern Connecticut, 50 per cent; Eastern Maryland, 15 per cent; Southwestern Maryland, 25 per cent; Northeastern Massachusetts, 30 per cent; Southern Ohio, 47 per cent; Oklahoma, 12 per cent; Oregon, 40 per cent; Southwestern Pennsylvania, 12 per cent.

Dancing brought increased returns for Southwestern Connecticut, 25 per cent; Northeastern Massachusetts, 20 per cent; Southwestern Michigan, 20 per cent; Southern Ohio, 15 per cent; Oklahoma, 10 per cent; Oregon, 5 per cent; Southwestern Pennsylvania, 50 per cent.

Rise in swimming business was reported from Southwestern Connecticut, 70 per cent; Eastern Maryland, 20 per cent; Northeastern Massachusetts, 25 per cent; Eastern New York, 17 per cent; Southern Ohio, 24 per cent; Oklahoma, 20 per cent; Eastern Pennsylvania, 25 per cent. A drop in business of 20 per cent was reported from Southwestern Michigan and one of 25 per cent from Southwestern Pennsylvania.

Increases in miscellaneous receipts were reported from Southwestern Connecticut, 75 per cent; Eastern Maryland, 15 per cent; Southwestern Michigan, 20 per cent; Eastern New York, 23 per cent; Southern Ohio, 19 per cent; Oklahoma, 10 per cent, and Eastern Pennsylvania, 20 per cent.

TOP OKLA. CITY MARK

(Continued from page 42)

tember 20-27, riding a streak of dry weather such as the fair has seldom seen, clicked off total attendance of 337,661, a new all-time mark. It compares with 277,877 last year and with previous high of 298,669 in 1929. Wind and dust marred the last day.

Fair opened on Saturday, but had no night grandstand show or midway, and so drew only 2,974, compared with 4,715 in 1940. Daily figures, compared with 1940 marks: Sunday, 25,573, 13,634 (new Sunday record); Monday, 57,305, 56,201; Tuesday, 40,276, 19,145; Wednesday, 53,173, 52,335; Thursday, 35,038, 25,519 (new Thursday record); Friday, 87,611, 75,179 (new Friday record); Saturday, 35,711, 31,159.

Official figures on grandstand attendance were not available, but it was generally agreed that records were smashed almost nightly. M. H. Barnes, of Barnes-Carruthers, reported the show had broken records at every engagement so far this season and it continued to break them here. Grandstand, with capacity of about 8,500, was able to hold night crowds only at one performance, on final Saturday. For the opening Saturday night show more than 11,000 created an overflow onto the race track and the track was not clear again at night until the last day. Thursday night had an estimated 12,500, but Friday topped it to approach 15,000, second largest crowd ever to jam the grandstand and infield. Daytime attendance also was in upper brackets.

Night show featured *Fair Follies of '41*, and included acts by Victoria Troupe, Irene Vermillion and Company, Al Gordon and dogs, Calgary Brothers, Great Peters, Rose Mary Deering, Hustru Troupe and Bernard Brothers and Lovely Ladies. Afternoon show had Red Carter, Gasca Brothers, Four Campbells, Graham's Riders, Los Rancheros, Ernie Wiswell and His Sawdust Lizzie and Demetri's Bears.

Also on the afternoon program, with two thrill acts every day, were Jimmie Lynch's Death Dodgers. On the fourth day 492 riders from round-up clubs

thruout Oklahoma paraded downtown and to the fairgrounds, passing in front of grandstand.

Record Midway Gross

Ralph T. Hemphill, fair secretary-manager, said figures had not been totaled on midway gross, but estimates by officials of midway and the fair put receipts at about \$40,000, another record. B. S. Gerety, Beckmann & Gerety Shows, said the take was 35 per cent over last year's figure.

Fire threatened a row of concessions on the second day. A cigarette thrown from top of the grandstand landed on the canvas top of a ball game operated by Phil Little, vet concessionaire, and spread to another booth also operated by Little. Firemen extinguished the blaze with damage estimated at \$800.

Racing Corporation of America IMCA-sanctioned auto races on Wednesday and final Saturday afternoons saw old track record broken three times.

Managers of livestock exhibits reported the largest showing of Hereford and Jersey cattle in number of exhibitors as well as single entries. In the junior swine division entries ran so high officials had to sift them to narrow competition, but still ended with 600 entries. Agricultural exhibits were generally up to standard, despite a crop season not up to par.

TRENTON TO EXPAND

(Continued from page 42)

cordionaires, eccentric dancing and acrobatics; Torrence and Victoria, aerialists; Four Sailors, acrobatics; Waldo's Sensation, aerialists; Six Antaleks, Jim Wong's troupe of acrobats and Ruten's Dogs. At night the Roxyettes staged *The Show Beautiful*, the acts being well received.

Thursday night a National Showmen's Association benefit show was held in the Paradise Revue top on the midway, it being a sellout at 25 cents per.

While food business was excellent, it did not begin to compare with the amount of beer sold. Beer concession, held by Paul Pontani, Trenton, sold more than 250 half barrels at the three bars, 85 on opening day.

W. F. Decorations Show

Midway decorations had a streamlined effect because of the red, white and blue light standards which Director Hamid purchased from the New York World's Fair. He also bought the murals of the New Jersey building at the World's Fair for use in the State building. Gov. Charles Edison said in a speech, "It is always a pleasure for me to see the really constructive side of New Jersey life which is always so apparent at the State Fair." The governor opened the nationwide Camp Fire observance of Dollar Dinner Day and was served the initial meal.

The most spectacular feature was a military blackout Thursday night, staged by the 122d Anti-Aircraft Battalion, headed by Lieut. Col. Alfred A. LaFountain, of Fort duPont, Del. Soldiers camped in front of the grandstand for three days climaxed their stay with a five-minute blackout. Exhibits emphasized agrarian products. Guest of honor, installed in a special Colonial barnyard boudoir under the grandstand, was Elsie, noted 4-year-old Jersey purebred that has traveled 10,000 miles from Coast to Coast.

Closing Saturday had midget automobile races under direction of Crise & Kochman. Altho the fair folded Saturday night, Hankinson Speedways staged auto races for big cars on Sunday to good crowds. Nightly displays were by Ohio Fireworks Company.

ALA. SEES GATE MARK

(Continued from page 42)

tember 29-October 4, prompted President J. Warren Leach to predict that should weather remain good the record gate of 343,558 set in 1940 would be exceeded. Admission was 30 cents, compared with 25 cents last year.

National defense was featured and in the National Defense Building was displayed some \$1,000,000 worth of equipment by special permission of the War Department.

Secretary-Manager Doug Baldwin reported that tho the baggage car containing musical instruments, costuming and other accessories of *Alabama State Fair Revue* was sidetracked en route here, the Monday night show started on time. Show people bought silks for costumes and borrowed musical instruments and other equipment to enable them to put the show on until the delayed car arrived. Royal American Shows were on the midway. Wednesday was Governor's Day, attended by Gov. Frank Dixon and Mrs. Dixon. Other visitors were Sen. John H. Bankhead, Alabama, and Gen. Walter Weave, commander of Southeast Air Corps Training Center, Montgomery. Scheduled for the last half of the week were auto races and Jimmie Lynch's Death Dodgers.

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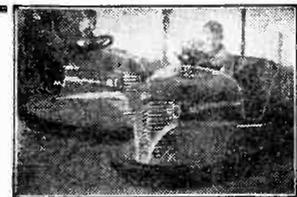
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Nat Green's The Crossroads

CHICAGO

THE TIMES-HERALD, Dallas, recently carried an interesting article headed: "Army Tactics Copied From Circus System." "An army on the march and in camp and the circus on the road and on the lot have always displayed an amazing similarity in operation," says the Dallas sheet, "and this similarity is now emphasized since mechanization came to the armed land forces and to the Ringling Brothers and Barnum & Bailey Circus." The article goes on to describe how the late Kaiser Wilhelm's army adopted and adapted the steam kettles and field ovens of the Barnum & Bailey Circus then touring Europe; how the United States Army has learned much about loading and unloading from the circus, and how Col. Tim McCoy when he was head of the Ringling-Barnum Wild West held his standing as a lieutenant-colonel in the army reserve corps for two years by officially claiming his circus operations were practically those of a cavalry outfit in the field and made it stick. "The Big Show," says *The Times-Herald*, "has even a 'fifth column,' just as the panzer boys have. It is the motor trucks of the Railway Express, which this season have darted about the cities and territories the circus has played, bright with the wedding portraits of Mr. and Mrs. Gargantua the Great and the date of the local exhibitions. The chief of the 'fifth columnist' activities is Arthur Hopper, the show's general agent, who laid his plan before John Ringling North last winter. 'Great! Go to it!' commended North. Hopper had the trucks buzzing in and around Honolulu and Hilo, Hawaiian Islands, for the September San Francisco and Los Angeles dates, the longest range billing a circus or any other type of amusement ever received."

THE fall bingo season in Chi is now officially open and M. J. Doolan, local bingo king, has games going almost nightly. . . . William H. Judd, New Britain (Conn.) bank president and former president of the CFA, attended the bankers' convention in Chicago last week and found time to drop in for a visit with the boys on the Magic Carpet. . . . J. C. McCaffery, who recently returned from the West Coast, found business booming there and is well pleased with the ACA's first venture in the Far West. . . . John Courtney is commuting between Chi and Geneva (Ill.) these days. One of his new rides, the Flying Zephyr, is nearing completion at Geneva and John hopes to have it ready to make its debut at Tampa. . . . Karl Marx, who used to be a circus clown, completes five years at the Hotel Sherman's College Inn Thursday (9) and is still a favorite with the customers. As he starts his sixth year, Manager Ernie Byfield of the Sherman will tender him an appreciation party. . . . E. Paul Jones, publicity director of the State Fair of Texas, says the page ad of the fair in *Holland's Magazine* brought inquiries from 17 States.

SQUAWK department: Nothing like saying something someone doesn't like or making a slip of some sort to find out that you have some readers.

The item about Norman Bel Geddes suggesting a change in Ringling advertising brought a denial from Mr. Geddes, which is chronicled on another page of this issue. Geddes also wrote: ". . . any correspondent interested in factual reporting could learn that my name is Geddes and that Bel Geddes is just another product of his imagination." Thanks for the correction, Norman! We're but one of hundreds whose ignorance of nomenclature has led us to call you Mr. Bel Geddes. . . . Larry Sunbrock phoned to tell us he thought we missed the point in a recent story by chronicling his tangled financial affairs and making no mention of his part in the big show in Soldier Field, which he says he conceived, promoted and staged. Sorry; maybe we just haven't any nose for news! . . . Fred D. Pfening writes from Columbus, O., that Leo Haenlein's Zoo Park is on the Scioto River, not the Olentangy. We never can get those drives along the Olentangy and Scioto untangled. Thanks for the correction, Fred!

Leonard Traube's

Out in the Open

NEW YORK

The Whirl of Today

AT THIS writing the management of the Garden Rodeo was praying that either "Them Bums" or the Yanks make a clean sweep without see-sawing. Because that would permit a little more publicity leeway for the chute classic on the sports pages, presently hogged by the baseball drama. At this writing (Friday) it looked like a steady rain which might chop into the week-end. And the week-end sports columns will definitely be divided between diamond didos and gridiron grist. But the Garden has practically the same situation every year and still goes into top takes. When the baseball tournament happens to fall to New York, partially or exclusively, it seems to help the rodeo, bringing people into town.

IT SEEMED to many, from what we've heard, that Art Lewis, the up-and-at-'em impresario of, of course, Art Lewis Shows, was bluffing when he announced negotiations were on for new and costly light plants. At that time he tried to help other fellows in the industry by tipping them off to priorities, cash on the line, red tape involved, etc. These cynics thought Lewis was attempting to link his name with national subjects. So this column is glad to say that an announcement has come in about a buy—not from Lewis but from the seller. It will give his 1942 midway layout six or eight 60-kw. Diesel engine generators. Word came from the E. B. Kelley Company. That makes it official.

SOME weeks ago a press association phoned in to confirm an alleged report that Bubbles Ricardo is "an understudy for aerialists." We told the guy on the other side of the transmitter that no such animal exists in performerdom. Well, this apparently didn't please the boys who deal in bogus human-interest stories, so they ran the yarn anyway.

Recently the very charming Bubbles was critically injured during a performance at the Huntsville (Ala.) Fair and removed to a hospital, where part of her left arm was amputated. Whether she'll pull thru is in the lap of the gods. Everyone hopes she will.

The incident gave the news service opportunity to trot out its original blah about the girl waiting around the booking offices for accidents to happen to aerialists so that she could step in. Miss Ricardo has never been a "sub," being a performer in her own right. At Huntsville she was doing double traps with her father, Billy Ricardo. Her mother, Elsie, is the third member of the troupe, which does two or three acts.

If the news syndicate's story was part of a so-called publicity campaign, we don't mind opining that it smells to high heaven. What if an aerialist is killed, or crippled for life, or disfigured. Does

JUST a reminder that it's only eight weeks until the outdoor showmen's convention convenes at the Hotel Sherman. Just about every letter we receive ends with "See you at the big doings." And there's no doubt they will be big—unusually big—this year. Even tho the priorities situation may cause some shortages of material, the ride manufacturers and others whose products tie up with show business will have their exhibits as usual. The entertainment world plays an important part in times like these. It is a vital sustainer of morale, and the purveyors of entertainment are going to see that their work goes on as usual. Park men, fair men and outdoor showmen in general have had a prosperous year. The convention is their big chance to get together and swap ideas and experiences, and they'll all be here. So it's none too early to get your room reservations set.

ETHEL ROBINSON is back at her desk in the Barnes-Carruthers office after having spent most of the summer on the road with fair units. M. H. Barnes will return this week from Alabama State Fair, Birmingham, and Sam J. Levy will be back from the Waterloo (Ia.) Dairy Cattle Congress to complete arrangements for the Stadium rodeo. Ernie Young remains in the South for another fair.

SPONSORED EVENTS

(Continued from page 41)

the sponsoring Chamber of Commerce. Rides did only fair business because of cool weather. Show was the first of its kind to play the streets here and proved a novelty. Estimated attendance was 35,000. Nightly dancing in Gould's portable night club drew well. Defense bond giveaway was featured on Saturday. Gould's Free Circus and revue was presented twice daily on a portable stage. Special attraction was a tractor and elephant tug-of-war.

Ia. Festival Draws 40,000

MARION, Ia., Oct. 4.—Second annual Marion Corn Festival on September 18-20 under auspices of the Chamber of Commerce was successful, with crowds totaling an estimated 40,000 attending, officials said. Art B. Thomas's stage-shows, presented one hour daily, pleased crowds and his rides and concessions did big business. Also a big money-maker was an outdoor dance. John C. Mullin, executive secretary of the chamber, directed the event. Highlights were coronation of a festival queen and daily drum and bugle corps presentations.

Shorts

SHARON (Pa.) Centennial Association will remain intact for about two months to complete business affairs in connection with its August centennial. Association was incorporated to handle arrangements. General Chairman E. E. Reague said contributors of \$12,000 to underwrite the celebration have been repaid and indications are a small sum will be cleared.

TOMMY SACCO has the rides and concessions at the annual five-day event at De Kalb, Ill., sponsored by the Chamber of Commerce. First three days are the annual Fall Festival, and last two Northern Illinois State Teachers' College Home-Coming. This is the first year a midway is being used. A parade of floats and other special events are on the sked, and a novel feature that is being tried out is the placing of acts of various sorts in store windows along Main Street on opening night, acts giving their regular performances in the windows.

CORN FESTIVAL at Swanton, O., was postponed from Thursday to Saturday (27), when a windstorm blew down all tops and concessions set up. Date was played by the Mabel R. Weer Shows and is sponsored annually by the Commerce Club. Richard Harding was chairman.

ACTS at Charleston (Ill.) Fall Festival on September 25-27, booked thru Boyle Woolfolk Agency, reported Jack Hamilton, were Five Cycling Kirks; Three Thompson Sisters, acrobats; Mann Brothers, bounding rope and globes; George Downey, comedy cyclist; Dare and Yates, hand balancing; Great Knoll, high act, and Flying LaForms, casting. Knoll and the LaForms were also on the bill of the Madison (Ill.) 50th Anniversary Celebration, October 6-11, with Wright and Vivian, jugglers and acrobats.

RECENT Carey (O.) Home-Coming and Street Fair under auspices of the Eagles' Lodge grossed below expectations despite ideal weather. Nightly free acts were presented by George Lerch, slack wire, and Three Macks. J. R. Edwards rides were on the midway, along with Wagner's Arcade; James Robbins, ball game; Bill Schloer, cane rack; Clarence Smith's cookhouse, and Carl D. Snyder, photos and lead gallery.

from a gent who's working on his second million.)

Travelog from "Scooter" Bill De L'horbe: "Detroit, Toledo, Cleveland, Pittsburgh—then on to NY."

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The BIG BARGAINS formerly found in this section under the above classification will now be found in the

NON-THEATRICAL FILM DEPARTMENT

along with the editorial articles, reviews of recent releases, and news items of interest to Roadshowmen and Exhibitors. Turn to the Non-Theatrical Film Department now—see index and page 3 for location.

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.

A COMPLETE STOCK OF REBUILT 5c SELECTIVE Candy Bar Vending Machines. Also 1c Candy, Gum, and Peanut Machines. Bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

ALL FREE PLAY — LANDSLIDE, \$13.00; ROTATION, \$12.00; Scoop, \$9.00; Big Show, \$14.00; Brite Spot, \$12.00; Gottlieb Bowling Alley, \$14.00; Big Town, \$12.00; Blondie, \$18.00, and Big Chief, \$21.00. One-third deposit, balance C. O. D. A. ABEL, 133 Cooke St., Waterbury, Conn. x

AUTOMATIC WARNER VOICE RECORDER — New type mechanism, best of condition throughout; 25c Slot. Disks cost 5c. Army camps and arcades make fine locations; \$50.00 weekly take easy; \$450.00 crated. ROSS V. MCGUIRE, 1322 Lee Ave., Long Beach, Calif. oc25

BALL GUM, 5/8", FACTORY FRESH, 15c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-oc11x

BARGAINS — 43 ABT MODEL F PISTOLS, 1940 models, blue cabinets, metal heads, \$11.95; 30 Folding Steel Stands for Pistols, cost \$4.00; sell \$1.50; 7 Grotchen Pikes Peak, \$9.95; 1 Deluxe Texas Leaguer, \$19.50. One-third deposit with order, balance C. O. D. DENSON NOVELTY CO., Cameron, Tex.

CIGARETTE MACHINES WITH MATCH COLUMN, 8 column, stainless steel, \$12.50; DuGrenier Selective 5c Candybar Machines, \$19.50. TURKEL, 151 Rhode Island Ave., East Orange, N. J.

DIGGERS AND ROTARIES — WILL PAY CASH. State manufacturer, year, style and price. BRONSON COMPANY, 540 Lake Shore Drive, Chicago, Ill. oc25

ERIE DIGGERS, BUCKLEY TREASURE ISLAND Diggers, Mutoscope, Merchantmen Diggers, Panama Diggers, Rotaries, Model F Diggers. NATIONAL, 4242 Market, Philadelphia, Pa.

FOR SALE — KEENEY SUPER TRACK TIMES Pastimes, Paces Races, Mills Bonus, Radio Rifle, Revolveraround Safes. CHARLES PITTLE, New Bedford, Mass. oc18

FREE PLAYS — ALL IN A-1 CONDITION. Bangs, \$8.50; Big Six, \$8.50; Champions, \$8.50; Commodores, \$10.50; Fantasys, \$8.50; Follies, \$12.50; Holdovers, \$16.50; Lone Stars, \$19.50; Red Hots, \$8.50; Double Features, \$16.50; Three Scores, \$16.50; Super Sixes, \$7.50; Triumphs, \$7.50; Lancers, \$13.50; Brite Spots, \$13.50; Chevrons, \$8.50; Buckaroos, \$8.50. Over 500 more Free Plays, Pay Tables, Consoles and Counter Games to choose from. Send for complete list. Terms: 1/2 deposit with order, balance C. O. D. METRO NOVELTY CO., 2000 N. Oakley, Chicago. x

FREE PLAYS, \$9.00 EACH — PICKEMS, Varietys, Jumpers, Clippers, Nippys, Luckys, Airliners, Big Sixes, Super Sixes; \$13.75 each. Flapships, White Sails, Bally Beauties, Big Shows, Superchargers; \$25.00 each, Wurlitzers, Seeburgs, Skee-ballettes, Wurlitzer Skee-ball, \$10.00, good condition. Double Slot Machine Safes, \$20.00; \$7.00 each, Gingers, Cottlieb 3 Way Grippers, Pickapacks, Home Runs. JONES MACHINES, Stephenville, Tex. x

KEENEY TEXAS LEAGUERS, DELUXE MODELS, \$25.00 each; Cottlieb Triple Grips, \$9.00 each; lots 5 or more, \$8.00; Holly Grip Testers, 1941 models, \$6.50 each; lots 5, \$5.75; lots 10 or more, \$5.00 each; 3 ABT Challengers, \$12.50 each; late models; 1 Target Skill, \$10.00; ABT Big Game Hunters with numbered reels, \$17.50 each; 3 or more, \$16.50; late models 1941 cabinets; Bally Streamline Hot Popcorn Vending Machines, \$25.00 each. Perfect operating condition with Vanak coin chutes. Terms 1/3 deposit; 5% discount if full amount accompanies order. All machines guaranteed. Money refunded if returned within 5 days. LEMKE COIN MACHINE CO., 31 W. Vernor, Detroit, Mich. x

PENNY DUKES, 5c MILLS, WATLING, JENNINGS, Single Jackpot, Today Venders, \$19.50; Penny Watling Twin Jackpots, \$32.50. COLEMAN NOVELTY, Rockford, Ill.

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog. Over 1,000 reconditioned Machine Bargains. Accessories, Parts, Supplies. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. no29x

"SPECIAL" — 25 SEL-MORE NUT, \$3.50; 25 1c Burels, \$7.50; 25 Stewart McGuire Nut, \$3.75; 10 Jennings Bag Venders, \$6.95; 100 Snacks, \$7.50. Want Counter Games. CAMEO VENDING, 402 W. 42d, New York.

WANTED! MILLS, PACE, WATLING AND Jennings Slot Machines for cash. Describe fully with lowest price. JOHN M. STUART, Paris, Ky. oc11x

WANTED — ROLASCORES, BOWLETTE JRS., Rockball Jrs., Target Roll Jrs., other Skee Ball Alleys. Name lowest price. L. BILOW, 2512 Irving Park Rd., Chicago. oc18

WANTED — CASH PAID FOR FIFTY CENT AND Dollar Slots. Mills preferred. Write all first letter. KENOMATIC COMPANY, Taft, Calif.

WANTED — SET OF ERIE DIGGERS AT ONCE. Must be in good condition. Address BOX C-248, The Billboard, Cincinnati, O.

WANTED — MILLS SLOTS. STATE TYPE AND lowest in first letter. BOX C-246, The Billboard, Cincinnati, O.

WANTED — ALL MAKES AND MODELS OF Used Phonographs and Slots. Will trade like new and used Pin Games, Consoles, Scales, Arcade Equipment and Telephone Music Setup. Write for our guaranteed bargain list. NORTH-WESTERN MUSIC CO., 120 W. 3d St., Sterling, Ill., or to Mississippi Vending Company, Philadelphia, Miss. no1x

WILL BUY OR TAKE TRADES ON USED Phonographs—Write full details on what you have to sell and what you want to buy. NATIONAL NOVELTY CO., 183 Merrick Road, Merrick, Long Island, N. Y. tfnx

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE quart Caramelcorn Kettle, \$7.50; twelve quart heavy Popping Kettle, \$14.50. CAMEL-CORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

CORN POPPERS, CAMEL-CORN EQUIPMENT, aluminum geared Popping Kettles, Burners, Tanks; Long-Eakins, Burch, Cretor, Dunbar. NORTHSIDE MFG. CO., Indianola, Iowa. oc18x

FOR SALE — 140 PAIRS CHICAGO SKATES and numerous parts, good condition, \$200.00. W. F. ADAMS, Box 330, Lake Worth, Fla.

FOR SALE — TENT ROLLER RINK, 40x100, A-1 condition, complete. Now operating, \$1,400 cash. Must sell at once. M. J. GUIDOS, Millsboro, Pa.

FOR SALE — '39 TILT-A-WHIRL, IN A-1 CONDITION. For full particulars regarding price, etc., write to M. MILLER, 719 1/2 Fawcett Ave., Tacoma, Wash.

FOR SALE — LARGE MECHANICAL SHOW ON semi trailer. Will buy Rides in distress. Also want small Organ. RAY YARHAM, Newton, Iowa.

FOR SALE — RIGGINGS, DOUBLE TRAPS, Loop the Loop; also Double Rings Heel Swing. DELZAROS, 24 Norfolk St., Newark, N. J.

LATE MODEL DUAL LOOP-O-PLANE COMPLETE — Excellent condition, \$1,000 cash. R. E. SPRAGUE, Haslett, Mich. Phone 71138.

MINIATURE RAILROADS — COMPLETE installations. Sold, leased, low fall prices. Large photos and details, 50c coin. ROSS ALEXANDER LINES, Holland, Pa.

MOUSE SHOW — FIVE BANNERS, 4x8 PIT, Toys, Merry-Go-Round, Ferris Wheel, etc., Cut-Outs, about 100 Mice; complete \$50.00. Now with Strates Shows. J. SCIORTINO, Danville, Va.

NEW VAGABONDS AND ALMAS AVAILABLE for immediate delivery. Buy now and save new taxes. One 24 ft. Alma Tandem with toilet, \$1,595.00; used 17 ft. Alma Silvermoon, \$298.00; 21 ft. Vagabond, \$645.00. Showmen's terms at 6%. We deliver anywhere. Phone 2-1103, RAYMOND SELLHORN, East Lansing, Mich. oc11x

ZIRCONS — GENUINE DIAMOND CUT, 3 FOR \$1.75. Alexandrites syn. from 3 carat up, \$1.25 per carat. B. LOWE, Box 525, Chicago, Ill. x

24 PASSENGER TRAIN RIDE — THREE Coaches, 350 foot Portable Track. Both kiddie and adult ride. Four cylinder Gas Motor. Train looks like real locomotive. In perfect shape, \$800.00. Mechanical City Farm Scene, 4x8, 65 moving objects, beautiful 40 foot electric panel front, \$300.00. HOWERTON, P. O. Box 4, Chesterfield, Mo. x

FOR SALE—SECOND-HAND SHOW PROPERTY

NINE CAR TILT-A-WHIRL — GOOD CONDITION, twenty-eight hundred cash. C. A. WILLIAMS, Box 225, Jacksonville Beach, Fla. oc11

TENTS — SLIGHTLY USED 10x12, 14x24, 20x30, 20x40, 32x32, 30x45, 50x80. Side-wall and Concession Tents. KERR MFG. CO., 1954 Grand Ave., Chicago. oc18x

TRADE DEVRY 35MM. TWINS WITH SOUND. Serial Features, Side Walls. Want 16MM. Projector, Films, Sears Engines. W. TARKINGTON, Valliant, Okla.

1 THREE ABREAST SPILLMAN MERRY-GO-Round, 2 No. 5 Eli Ferris Wheels, 1 Twenty-Eight Passenger Swooper, 1 Eight Car Whip, 1 Fifteen Car Dodgem complete, 1 Miniature Gas Train, 1 Allan Herschell Ten Car Kiddie Auto, 5 Bicycle Type Jumping Horses, 1 Kiddie Octopus. KAUS, 202 George, Newbern, N. C.

7 1/2 FOOT LONG RANGE GALLERY WITH Motor; 2 moving, 6 still Targets; no Guns, \$75.00. K. L. YATES, 19 Harrison, Oklahoma City.

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. B81, Rochester, N. Y. oc25x

DEAL WITH THE ORIGINATOR! — LEATHERette Folders for 1 1/2x2, \$2.50 per 100, with new untarnishable corners. Free sample. C. GAMEISER, 146 Park Row, New York. oc11

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Real Bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. oc25x

PHOTO MACHINES — DIRECT POSITIVE Photos. Make bigger money with Professional Equipment. Single, double and full-figure Cameras, Enlargers, Visualizers by pioneer manufacturers. A-SMILE A-MINUTE PHOTO CO., Sahna, Kan. oc18x

4 FOR 10 SUPPLIES FOR LESS—NEW COMBINATION Machine making 1 1/2x2 and 3x5 busts and full length. We carry all sizes Eastman Direct Positive Paper. 1 1/2x250', \$4.75 per roll. Glass Frames, Folders, Backgrounds. Free catalog. HANLEY'S PHOTO COMPANY, 1207 Grand Ave., Kansas City, Mo. oc11x

ACTS, SONGS & PARODIES

SELL — PUBLISH YOUR SONGS. PIANO Arrangement and 100 Professional Copies. \$12.00; 1,000, \$22.00. Free autographing and copyright. Sample and details, 5c. Record your song. \$1.00. URAB RECORDING, 245 W. 34th St., New York.

VAUDEVILLE ACTS — MUSIC ARRANGED, copied by routined musician. Send stamp for details. MARK RUBENS, 245 W. 34th St., New York. x

MUSICAL INSTRUMENTS, ACCESSORIES

HAMMOND ORGAN — MODEL B, AND 1-B40 Speaker. Used 4 months, very good condition, \$1,250.00. BOX C-245, Billboard, Cincinnati.

COSTUMES, UNIFORMS, WARDROBES

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up. Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York.

ORCHESTRA COATS, MESS JACKETS, \$2.00; Tuxedo Coats, maroon lapels, \$3.00; Tuxedo Suits complete, \$10.00. Costumes, Velvet Cyke. WALLACE, 2416 N. Halsted, Chicago.

SCENERY AND BANNERS

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O. x

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. no8x

GIANT SURPRISE CATALOG — 1,000 MYSTERIES, 1,000 laughs. Magic, Tricks, Joker's Novelties, 600 illustrations. Bigger, better than ever. Only 10c. VICK LAWSTON, Dept. B 13, Queens Village, N. Y. no1x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. oc25x

VENTRILOQUIAL FIGURES — 24 PAGE ILLUSTRATED catalog, 15c. FRANK MARSHALL, 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists.

Show Family Album



MEMBERS of the Nat Narder Shows, snapped May 15, 1920, in Chester, Pa. Left to right, seated: Mike Miller; Mike Zimmerman, who operated a wheel for E. D. Boswell, and Joe Kane, concessionaire, who now has four ball games with the Art Lewis Shows. In the rear, left to right, are Sam Long and Eddie Mill, agents for Boswell; Mrs. E. D. Boswell, palmistry, and Duke Coughlin, now living in retirement in Washington.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

PROFESSIONAL DICE BOXES, \$2.00 EACH. Bulletins, 10 Tricks, 25c. Magic at wholesale. IVAN, 104 Grand St., Brooklyn, N. Y.

ORGANIST—EXPERIENCED FOR ROLLER SKATING rink. Excellent salary. Apply SHOLES HILLSGROVE COUNTRY CLUB, Hillsgrove, R. I.

ANIMALS, BIRDS, REPTILES

AA ANIMALS, BIRDS AND SNAKES — SOUTH American Porcupines, Pacas, Coatimundis, Monkeys, Iguanas. Mixed dens of Snakes for shows. SNAKE KING, Brownsville, Tex. no15x

ALLIGATORS, SNAKE DENS, \$5.00-\$20.00 — Racing Turtles, Chameleons, Fox, Opossums, Bear, Squirrels, Rattlesnake Oil. Catalog 10c. ROSS ALLEN, Ocala, Fla. oc18

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Catalog, now ready. MEEMS BROS. & WARD, Oceanside, N. Y.

SELLING OUT — SPIDER MONKEYS AND Sloths, \$22.50; Baby Alligators, \$35.00 hundred; fame Coatimundis, \$20.00; Pacas, \$15.00; Dens large Snakes, \$10.00; Fox Squirrels, \$12.00 pair. IMPORT PRODUCTS COMPANY, Moncks Corner, S. C.

UP-SIDE-DOWN SLOTHS, \$25.00; BOAS, TEN feet, \$45.00; Spider Monkeys, \$25.00. Various other stock. Free price list. WHIPPOORWILL GAME FARM, Rockville, Md.

WILL TRADE ONE HUNDRED WATT GIBBS P. A. System and four Jennings Speakers for 12 Rhesus or similar Monkeys. State full particulars in first letter. JIM CASPER, St. Augustine, Fla.

WINTER QUARTER YOUR LIVE STOCK IN OUR modern, oil heated quarters: expert care, best of feed, lowest rates. WHIPPOORWILL GAME FARM, Rockville, Md. x

HELP WANTED

AGENT WITH CAR TO BOOK STANDARD Animal Act, theaters, etc., in South. Good proposition. F. W. BURNS, General Delivery, Fayetteville, N. C.

ALTO SAX AND TRUMPET WANTED — JOIN ten piece band on location. Good job. BERK MOTLEY, Dude Ranch, Norfolk, Va.

BOOKING AGENT WANTED FOR VAUDEVILLE night clubs. Contact BOX 278, The Billboard, 1564 Broadway, New York, N. Y. oc18

EXPERIENCED PARK MANAGER, ABLE TO book picnics. Make home on premises. Steady work. Apply ROCKY GLEN AMUSEMENT CO., Rocky Glen Park, Scranton, Pa.

IMMEDIATELY FOR SEMI-NAME BAND — Fast Tenor Sax and Clarinet Man; also Third Alto Sax and Clarinet Man. Only reliable men need apply. Offer good salary, steady location in South. CONNIE WENDELL, Odessa, Tex.

MUSICIANS — ALTO SAX AND CLARINET; also fine Piano Man. Dependable location job throughout the fall and winter season. Building band with definite big time future possibilities. A real opportunity for a reliable, sober, young musician. Must be good reader and willing to work hard. Give age, experience, references, and phone number. Salary twenty dollars weekly for six nights. Write ORCHESTRA LEADER, Post Office Box 2011, Wichita, Kan. x

PIANO MAN — CUT SHOWS, TRANSPOSE. Tuxedo, sober. Small band. Guarantee steady. Write air mail. LEADER, 730 8th St., N. E., Washington, D. C.

TRUMPET MAN — SOBER, RELIABLE. MUST cut. Union. Read, fake. Steady location work guaranteed. Best clubs. Organized 8 years. \$28.00 week, six nights. Ticket. Write, wire Western Union (pay your own) immediately. Don't misrepresent. State all. PAUL HEIN ORCHESTRA, La Crosse, Wis.

WANTED — GIRL VOCALIST; SING ORIGINAL keys. Personality and wardrobe essential. Send photo, recording and salary wanted. TOMMY ROSEN ORCHESTRA, Wisteria Gardens, Atlanta, Ga. oc11

WANTED — BASS MAN DOUBLING VIOLIN or Cello; Sax Man doubling Violin or Cello. Union. TOMMY ROSEN ORCHESTRA, Wisteria Garden, Atlanta, Ga. oc11

WANTED — FIDDLER, GIRL TEAM ON Mandolin, Uke, etc., for outdoor show entertaining principally soldiers, sailors in and around cantonments. Write all, photograph, etc. A. L. CLARK, 5835 Morningside Ave., Dallas, Tex.

WANTED — BURLESQUE PEOPLE. COMICS. Straight Man, Chorus Girls. Write FRANK BOHART'S MONROE CLUB, 1323 N. Monroe, Peoria, Ill.

WANTED — ALTO SAX DOUBLING CLARINET for mixed band. Steady work, good pay. Must read and fake. Other musicians write. Draft exempt men preferred. EARL HUNT'S BAND, Mason City, Ia.

WANTED — MAN TO MAKE ARRANGEMENTS for Bingo under auspices. State age and experience in first letter. JAY PERRY, Holly, Mich.

WANTED TO BUY

ARCADE EQUIPMENT — ALL KINDS, AND other Amusement Games, etc., for one of the largest amusement centers of the South. GEO. B. MACDONELL ENTERPRISES, The Flag, Jacksonville Beach, Fla. oc18

WANTED — USED EQUIPMENT FOR TEN DUCK Pin Alleys, Balls and Pins. NEIL DASPIT, R. No. 1, Box 193, Alexandria, La.

WILL PAY \$25.00 FOR MILLS VIOLINA. C. CASTEEL, Durango, Ia. x

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at
5c a Word—FIRST LINE IN THIS STYLE TYPE
2c a Word—FIRST LINE IN THIS STYLE TYPE.
1c a Word—ENTIRE AD in this style type.

Minimum 25c Cash With Copy

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS

At Liberty — Topmouther. Age 20, height 5'2 1/2", weight 123. No worry about draft account height. Do tumbling. Want to join real act; played with several "turkeys." Money secondary. Victor Beltz, 4114 10th Ave., Kenosha, Wis. oc25

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY — ADVANCE AGENT WITH CAR. TOMMY TOMPKINS, General Delivery, Ephrata, Pa.

AT LIBERTY — THEATRE MANAGER. TOMMY TOMPKINS, General Delivery, Ephrata, Pa.

ATTENTION, RINK OPERATORS — HERE'S your chance to get a first class Manager or Floor Manager for the coming skating season. Single, honest, sober, clean and a hard worker. I got my experience by starting at the bottom and working up. Permanent rink preferred on East or West Coast. Consider anything. State all in first letter. BOX C-250, Billboard, Cincinnati.

CAN BOOK SCHOOL SHOW THRUOUT KENTUCKY. Write RUDOLPH HAMMONDS, Livingston, Ky. oc18

Manager, Assistant Manager or Secretary-Treasurer for repertoire, tent show, carnival. Age 38, sober, reliable. Free to travel, have car, no dependents. Can handle publicity. I have successfully operated my own summer stock company for the last two seasons, but I don't wish to loaf again for ten months. Any proposition will be considered; all will be answered. What have you to offer? Box C-247, The Billboard, Cincinnati, O. oc25

Agent — Experienced, capable, strictly sober. Available October 11. Have car, carry wife. Jig show with band for theatres, showboat, tent or anything that is capable making money. Age 37. Address Jack Lampton, General Delivery, Winston-Salem, N. C.

AT LIBERTY BANDS AND ORCHESTRAS

OCT. 15 — FOUR PIECE Dance, Entertaining, Singing, Novelty Unit. Accordion, Saxophones, Drums, Piano. Priced right, union. BOX 226, Mendota, Ill.

TEXAS' MOST POPULAR BAND, ELEVEN MEN, equipped the best including transportation. At Liberty Jan. 1st. Reliable managers and booking agents, please contact. LEADER, 2901 Bosque, Waco, Tex.

WELL KNOWN MIDWESTERN BAND — Eleven men and girl. Styled, all special arrangements. Union. Go anywhere. For details write ORCHESTRA, 309 21st, Murphysboro, Ill. oc25

Attention—Reliable booking agents, club managers, hotels, Four Piece Band on location. Novelties, featuring Musical Bottles, Xylophones, etc. Instrumentation: Piano, Sax, Trumpet, Drums. Cut shows. Union, neatness, personality. Leader's age 28. Reliable bookings only for this dance and show band. Consider Florida location. Jack Green, Vienna Plaza, Zanesville, O. oc11

Modern Five Piece Band — Trumpet, Trombone, Tenor Sax doubling Clarinet, Piano and Drums. Three Vocalists. Sober and reliable. Have a large library of special arrangements, sweet and swing. Tax uniforms. On present job six months and can furnish references. Non union. At Liberty October 14. Contact Bill Farmer, 5016 Colonial Drive, Columbia, S. C.

Tomlinson Trio — Professional, versatile, entertaining, union Swing Band. Play seven instruments. Singing, Comedy, Club Juggling, Rope Twirling, Ventriloquism, Tap Dancing. 3600 Addison, Chicago, Ill. Keystone 8491.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY — BOSS Canvasman. E. M. FOLKER, R. F. D. No. 1, Crystal, Mich. oc11

Nellie M. H. King's High Class Novelty Musical Act; George King's Puppet Show (Punch and Judy); also Ventriloquist. Address 268 E. Church St., Homer City, Pa. no1

Si Pickels—Clown, Ventriloquist. Open for engagements in department stores or lodges or ballrooms. 1043 E. 39th St., Brooklyn, N. Y. P. S. Local work only.

AT LIBERTY MAGICIANS

Three Separate and Very Entertaining Acts for clubs, hotels or over hour show of fine magic for schools, etc. No car. Balchettis, 185 1/2 Oak St., Binghamton, N. Y. oc18

AT LIBERTY MISCELLANEOUS

PITCHMEN — TAKE SIGN

Painter along in your car for expenses. Contact you east of Chicago. JAMES KLINE, 53 St. Johns Place, Brooklyn, N. Y. oc18

SCENIC ARTIST AT LIBERTY — DECORATING and Sign Painting. JACK PLATZER, 205 S. Wall St., Natchez, Miss.

Secretary-Treasurer for Tent Show, Circus, Carnival. Ambitious young man, 33; height six feet, weight 150; good appearance; fast, accurate typist; good bookkeeper. Can double stage. Salary, commission basis or consider partnership. Your proposition gladly considered. I'm an honest, dependable, steady man. Recently managed a hotel. Newswriting experience. Jerry Eller, Ambassador Hotel, 55 Mason St., San Francisco, Calif. oc11

Trouper wants connections. Band or Orchestra. Handy around press department. Single, sober, reliable. State all first letter. Others write. Box C-228, The Billboard, Cincinnati, O. no1

AT LIBERTY MUSICIANS

VIOLINIST DOUBLING

Sax, desires connection with hotel or strolling unit. Age 25, good appearance, all around ability. STEWART SCOTT, Box 85, Athol Springs, N. Y.

ALTO DOUBLING CLARINET — PREFER Location in South. MUSICIAN, Box 321, Pryor, Okla.

BAND DIRECTOR—TEN YEARS' EXPERIENCE, young. Also teach fretted instruments. Would like connection with music store or municipal band. Experienced recreation Super. Write BANDMASTER, 262, Lehr, N. Dak. oc11

DRUMMER — UNION, EXPERIENCED. DEFERRED from draft. Have own car. Write or wire CARL WAY, 109 E. Edison St., Independence, Kan.

DRUMMER — DRAFT EXEMPT. NEW OR old time sign, stage, play Violin, Sax. JACK BOLGER, Marshall, Minn. oc25

FIRST TRUMPET — AGE 24. MARRIED. HAVE car. Prefer location. MUSICIAN, Apt. 108, 29 S. State St., Salt Lake City, Utah.

GUITARIST — TAKE-OFF, RHYTHM. YOUNG, single, union, draft exempt. Dance band location desired. BOX 412, Boaz, Ala.

RHYTHM GUITARIST, DOUBLING ELECTRIC Steel; age 26; union; single, and draft deferred. Would like to go back up East. Prefer cocktail combo. RED HAYS, 141 Taylor St., Jackson, Miss.

SWEET ACCORDION DOUBLING HOT VIBES for strolling or cocktail combos. Draft exempt. Know the semi classics, old tunes and new. Draft broke up old combo reason this ad. Write stating all. MUSICIAN, 806 McKinley Ave., Montgomery, Ala.

TROMBONE — ALL ESSENTIALS, DIXIE STYLE, good reader, fake anything. Plenty of experience. Write or wire "DUKE" DUNAWAY, 4019 Ridgewood Ave., Columbia, S. C. oc18

TENOR SAX AND CLARINET — EXPERIENCED. Wire T. SAX, care Western Union, Jackson, Miss., or write General Delivery, Mobile, Ala.

TRUMPET — FIRST OR SECOND SWING OR commercial, modern take off, voice. Write or wire PAUL CHAPMAN, Copper Kettle, Farmington, Conn.

Alto Sax Man—Read, fake. Now with radio band. Wants connection with small band unit, club or radio. Age 28, clean, neat, no habits. Salary your best. Also Lady Pianist. Wire, write Musician, 935 E. 12th St., Hopkinsville, Ky.

Alto Sax, Clarinet — Union, 20, sober, good tone. Experienced radio, dance work. Prefer location, but will travel. Musician, 170 Ravine St., East Liverpool, O.

Champion One-Hand Fiddler—Arlie R. Kinkade, Graysville, O. Was featured over WMMX, WCHS, WLV, etc. oc11

String Bass — Modern, experienced all lines. Read, fake, pick and bow. Good instrument. Married, 28, union, sober and reliable. Want to settle in good musician territory. Roy Campbell, 422 12th, Bismarck, N. D. oc18

String Bass — Good experience, read good, jam and fake. Dependable and willing to work hard. Good instrument and good tone. 3-A draft rating. Prefer non-union. Phil Harding, 1206 Holly St., Alexandria, La.

Tenor and Clarinet — Phrase, adlib, arrange and sing. Union, age 27, sober, draft exempt. Available October 14. Can play. Box C-249, Billboard, Cincinnati, O.

Tenor Sax, Clarinet at liberty November 1. Playing fair reves now. Single, sober and neat. Write Art Myers, General Delivery, Hickory, N. C. oc18

Tenor Sax-Arranger — Can style band. Prefer Midwest. Young, plenty experience. Have plenty scores. Can coach. Formerly a leader. State salary, also for arranging. Box C-243, Billboard, Cincinnati, O. oc18

Trumpet — Read, jam, first or second. Cut or no notice. Union, age 26, married, neat, strictly sober. Must give notice here. State details. John L. McCrory, General Delivery, Kentwood, La.

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Pekin, Ill.

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Aerial Contortion Act. High pole thriller. Other acts available for indoor dates. Winter show considered. G. HIGGINS, Billboard, Cincinnati, O. oc25

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JAMES COGSWELL — CLOWN COP, UNCLE Sam on High Stilts for parades, festivals and fairs. 1433 Rose St., Lincoln, Neb. oc18

FONDAW AND GLADYS — HIGH DOUBLE Trapeze Act and two people Comedy Ring Chair Balancing Act. Available late fairs, indoor circus. Address 317 Oak St., Columbus, Ohio. oc11

THE GREAT CALVERT — STAR HIGH-WIRE Act of the 1940 New York World's Fair. Now booking Southern fairs. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. no1

Aerial Codwens — Standard attractions of merit. Fast Double Trapeze, Comedy Revolving Ladder. Flashy appearance, outstanding acts. Literature, price on request. Address Billboard, Cincinnati, O. oc25

Charles La Croix (In Person)—Original, Outstanding Novelty Trapeze Act. High class platform free attraction. Available for celebrations, street fairs, etc. Very attractive equipment. Special large model, artistic advertising posters free. Wonderful act, elaborately costumed. Big drawing card. Platform required. For full particulars address Charles La Croix, 1304 S. Anthony Blvd., Fort Wayne, Ind. oc11

Dashington's Animal Circus—Dogs and Cats. Two distinct novelty acts for vaudeville, fairs, indoor shows. Go anywhere. Guaranteed attraction. Address Sixteenth Ave., Moline, Ill. oc11

E. R. Gray's Attractions — Twelve Vaudeville and Circus Acts. Six ladies and four gents. Triple Bar Act. Rolling Globes, Contortionist, Roman Ladders, Skating Act, Comedy Acrobats, Swinging Ladders, Slack Wire, Dog Act, Posing Act, Singing and Dancing. Can be booked as a unit or separately. Address E. R. Gray, Ross and Keck Ave., Evansville, Ind. oc25

Guthries, Fred and Marie—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. 201 W. 9th St., Cincinnati, O. oc11

Pamahaska's Society Circus — Dog, Pony, and Monkeys, featuring the Act Beautiful, the Famous White Cockatoo, Military Macaws. Presented by the only original Prof. Pamahaska. Address Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

Three Tomlinson Brothers — Union Swing Band Trio. Comedians, Singers, Dancers, Juggling, Clubs, Balls, Rope Twirling, Ventriloquism; other specialties. 3600 Addison St., Chicago, Ill. Phone Keystone 8491. oc18

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PIANIST — EXPERIENCED, RELIABLE, UNION, draft exempt. Write or wire MUSICIAN, 1832 Hampton Road, Grosse Point Woods, Mich.

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For Revue, Burlesque, Dance Band, Bar — All round experience, middle age, best of appearance, manners and habits. Also interested small clubs and beer garden using request numbers, singers and girl lines. Prefer orchestra but can play alone. Write Dick Tope, Sharpsburg, Ga. Wire Newnan, Ga.

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Singer — Smooth, individual styled voice. Sweet and swing. Give song imitations of a little girl and a soprano in high voice. Also do comic rhythm dance routines. Want steady, reliable offers only. All offers given attention. Write to Bud Taitler, 221 E. Lewis, Wichita, Kan.

AT LIBERTY VAUDEVILLE ARTISTS

MANY CLUBS ARE SKEPTICAL ABOUT BOOKING Feminine Impersonators, but not my act, as I use legitimate and European trained baritone voice in fine type semi-popular English and French repertoire. Stunning modern wardrobe. Always dignified, discreet and distinctive. Interested only in better class spots. At liberty after December 1 for two weeks on Pacific Coast. Booking in Eastern territory accepted after December 20. KLARE KENNEY, Baritone Prima Donna, 826 W. 64th, Seattle, Wash.

At Liberty — Gloria Lee Baker, the Human Pretzel, youngest acrobat in the amusement world. Write for complete details. Bernice Baumann, 330 N. 7th, Festus, Mo. no8

DIRECT FROM THE LOTS

(Continued from page 36) kept busy meeting old friends. Ed Sweeney and Pearl Martin went over the top with their concessions. Mr. Rowe, Acme Premium Supply Company, and Herb Hoffman, Continental Distributing Company, visited during the week. Mr. McQueen was satisfied with the results obtained on his Rolloplane. Earle Crane's family did big business with their frozen custard. Mrs. Galler is busy with alterations to her house trailer. Jack Harrison reports good business for his grab stand this season. Mrs. H. G. Starbuck's new concession is still getting its share of business. She has been on the sick list the last two weeks. Cotton Swartz, bingo caller for Joe Hamilton, is in the hospital with an infected hand. H. G. STARBUCK.

Lawrence Greater

Rutherfordton, N. C. Week ended September 27. Auspices, Rutherford County Fair. Business, fair. Weather, fair.

After a 285-mile move everything was in operation Monday night. One of the contract trucks was wrecked causing damage to the Monkey Show and Ferris Wheel, but with temporary repairs both were in operation on time. Tuesday, Childrens' Day, drew the largest attendance in fair's history and gave shows a

big increase in gross business over 1940. Fair officials co-operated and released the grandstand early. Bill Woodall's Casino took top money on shows, with the Side Show and Jumping Jive Minstrel close behind. This was Side Show's first week under management of Floyd Woolsey. A there were a number of shows playing near by, many showfolk visited. SCOTT WALTON.

Golden Belt

Gideon, Mo. Week ended September 27. Auspices, Home-Coming Celebration. Business, good. Weather, cool.

Everything was ready for opening after a short move here. Altho there was no day play, spot proved a winner. Numerous members of shows playing near by visited. A windstorm hit the shows here, doing considerable damage to canvas and fronts. Among visitors were Dutch Meyer, Mr. and Mrs. Jimmy Byers and Mr. and Mrs. Stan Warwick. EDITH CROWE.

BLYTHEVILLE TO 92,000

(Continued from page 42) completed by Secretary J. Mell Brooks showed that 92,000 paid admission.

Day for day the event paced past performances, but a whirlwind week-end shot receipts to record heights. Harness races, with \$1,300 in purses, held sway Tuesday, Wednesday and Thursday. The Gus Sun revue, Let Freedom Swing, directed by Billy Senior, was a stand-out night show hit. On the midway Byers Bros.' Shows provided a creditable array of attractions. CSRA championship auto races, promoted by National Speedways and headlining Emory Collins, drew 3,500 grandstand patrons Sunday and over 2,000 Saturday. Meet climaxed the 1941 schedule of Midwestern events booked by Al Sweeney and Gaylord White.

BAY CITY, Mich.—Razing of buildings on Bay County Fairgrounds here is to be resumed by the board of supervisors. Court action was taken several weeks to stop plans for destroying the structures, but the court later withdrew a temporary injunction, allowing work to proceed.

LETTER LIST

(Continued from page 50)

Blake, Kenneth Maxie, Little Blevins, Bert Menetti, Eddie (Bumps) Cahurn, Robert Meyers, Frank H. Carey, Dan Miller, Mrs. Pearl Caskey, Don Moore, Mrs. Mary Childs, Geo. A. Moore, Marie Claire, Hans Moore, Whispering (Rodeo Clown) Copelands, The Four Moungran, Edward Crayton, W. H. O'Hara, Joe OVERLAND, LEO DAVIDSON, EUGENE Pack, "Chief" Pappas, Sam Parker, Patsy Paulson, Henry PPTKA, A. R. Pietila, Sulo Walter Polk, Ollie Prevost, Mrs. Sally PRUYN, SAMUEL ROBERT Ragers, Jim Robinson, R. C. Rose, Bert Ross, Harry Rube, Ike Rusher, Mrs. A. Sabar, Ann Sells, Chas. W. Sells, Mrs. Jack Setzer, W. W. Shafer, Frank Sitar, June Sparks, Geo. & Charles Stanley, Lucille Steffen, John Stewart, Manfred Sturtz, Miss Marion Swan, Walter Sweet, Phillip M. SWINTON, ELDA RICHARD Talley, Harry J. Talley, Isaac E. Talley, Nellie Teall, Larry Terrill, Mrs. Janette Walker Teter, Virgil Thomas, R. D. Tint, Mrs. Mable Toney, James (One Leg) Usack, Lorayne Wallstrom, George R. Warner, B. J. Westcott, Herbert Allen Woods, George Willkotte, Benny Zier, William

Adams, Howell Eugene England, Ted Evans, Joe D. Faskey, John Fehler, Vernon Finkle, Wm. H. Forrest, Mrs. Betty Forrest, Thomas P. Freed, Harry T. Frenzel, M. E. FRID, ROLAND EDWARD GARRETT ARTHUR O. Gillis, Clarence S. Glynn, Mack A. Goldstein, A. Graham, Mrs. Gladys Graham, Mrs. Red Green, Jerry Hall, Patty Ann Hammons, Cherokee & Pearl Hancock, Mrs. Vera Haney, Conrad G. HARPER, WILLARD FRANK HEbert, Charlie Holdorf, K. M. Hutcherson, Mrs. Jack Hutcherson, Scott Justice, Lois King, Earl Koch, Miss Phyllis Kois, Joe Kyle, Miss Bee Lawler, Jas. LIDWIN, WALTER Lively, Howard (Doc) LOPEZ, JOSE CELESPINO Lucas, Mrs. Bessie LUCAS, EARL CARROLL BURNELL Cecily McCoy, Mrs. T. F. McGuey, Mrs. Frank W. MacGregor, Harold G. Marquardt, Hugo Martin, Raymond Martin, Terry Marvin, Robert B. Mathies, John Maye, Mrs. Ruby Miller, B. E. Miller, Bertram E. Miller, Carroll B. Miller, LeRoy Miller, Miss Mable Moorehead, Miss Virginia Morano, Louis V. Morgan-Vetter, Mrs. Hilda Morlock, R. W. (Bob) Morris, Roy Morton, William Munger, Wm. L. Newton, W. M. Norak, Anderson O'Brien, Robert L. O'Connor, Merrill O'Connor, Mr. & Mrs. Muriel

O'Neil, Pat J. Osborne, Thomas Pack, Chief Parks, E. H. Patton, E. J. Patzold, August Perez, Capt. James Procter, Mrs. Bessie QUINN, DAN J. Ray, Ralph (Ky) Ray, Mrs. J. L. Rosania, Patsie REED, ALBERT LAWRENCE Reeves, Goebel Leon Rohter, Larry S. Robinson, Bill Roberts, Stanley REED JR. ALBERT LAWRENCE Roberts, Bill Roberts, John ROBERTS, M. A. Salazar, Miss Malla Schutte, Peggy Scribner, William Searles, James H. Servis, Eddie Sims, Mrs. Ruby Sherack, Harry SHOEMAKER, JOSEPH MARIAN Stanley, J. B. Stark, Michael STARK, MIKE STELL, EDGAR Stephens, E. R. Strahl, Mrs. Edward TAYLOR, GROVER ALLEN Teska, Mrs. Joe TERRELL, LEROY Thorpe, Jack Tidwell, T. Grady Vogler, Wayne Walford, Mr. P. T. (Babe) Wall, Waunita Wallace, Mr. Wally Webb, Harry D. West, Forrest E. West, Glen Williams, John W. WILLIAMS, JOSEPH A. WILLIS, HARRY W. Wilson, Mrs. Anna L. Wilson, Bob Wilson, William (Monk) Wippel, Miss Rosina Word, Miss Mammie Wenn, Miss Terry Wright, H. P. Yagla, E. L. York, Miss Theda Young, Max B. Zimmer, Florence

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Carnival Merchandise Gets Heavy Play on West Coast

Los Angeles County Fair and circuses stimulate business with record crowds in attendance—all types of goods score heavily

LOS ANGELES, Oct. 4.—Carnival merchandise moved in large quantities the past two weeks with Polack Bros.' Circus in Al Malaikah Shrine Temple here, Ringing Bros. and Barnum & Bailey Circus at Exposition and Crenshaw and the Los Angeles County Fair, September 12-18, in Pomona. Concessionaires at the fair said they were off the nut in eight days, with nine more days to go. Sunday (14) was the biggest day of the fair, with nearly 114,000 people going thru the turnstiles. John Houghtaling, Rubin & Cherry Exposition concessionaire, said business was strong for him at the fair. With Johnnie Parsons handling the stand at the front of the midway, Houghtaling reported V for Victory buttons and banners went strong. Feathered dolls and canes got a big play, with American-made wiggly snakes also claiming a big share of the trade. Stand also found a big demand for trick and joke items, which were moved in large numbers. Walking canes went big and hats, flying birds and other staple items were also in for good money, Houghtaling said.

Game concessions offering merchandise also scored heavily. Sammy Dolman, concessionaire from Mission Beach, Calif., reported a big demand for blankets and candy offered at the stand operated by R. E. Oleson.

V. C. McIntyre, operating Fool the Guesser, reported a good business from Scotties, ash trays, Indian head paperweights and small Chinese cats. Ben Stone went strong with V buttons and badges and canes and monkeys, while John Scotty Milne got top money with hats, small dogs, whips, pennants and scarfs. Harry Sullivan did a land-office business with live turtles. Red Ball, operating a stand for Pat Treanor, featured "V" numbers and batons, scarfs, whips, canes and sun glasses. Ball was assisted by Spencer Roberts.

Jack Capps and Roy Brooks, operating a guess-your-age stand, did top-flight business with ash trays and plaster. However, they ran into bad luck Sunday (14) when a high wind took the stand for a tumble and smashed much of their stock. Charlie Frank, who has been at Pomona 15 years, said buying was spirited and that he had never before seen merchandise in such demand. Other operators for Pat Treanor included Joe Dersey, Morris Selzer, Si Perkins and Bob Robbins.

Novelty dolls brought folding money to Glenn Whittaken, who had a ball game. Tommy Rhodes offered candy and Billy Stone. San Francisco, had a doll store. Whittaken specialized in dolls of all nations. He reported that his best bet was the Colonial doll. Harry Phillips offered an assortment of merchandise at stands he had for R. E. Oleson.

Charlie White, Rubin & Cherry concession manager, said merchandise was moving well and that he believed final reports would show record takes for concessionaires. Business was satisfactory, he said, and it was keeping Charlie Kettle, stock man, busy keeping shelves filled.

With Joe Pollack directing novelty and souve sales at the Shrine Circus, flying birds, whips, hats, Shrine fezzes and balloons clicked solidly.

Bingo on the midway at Pomona did swell with Mr. and Mrs. Whitey Miller, Vic Korlich and A. M. Treadway in charge.

At a stand near the Pomona grandstand Frank Williams went strong with mechanical toys. His items included the walking dog and playful cat that rolled up top money. Williams had a table and pitched the item to crowds that were at times 10 deep. Saxophones also went strong.

Rubin & Cherry operators included Minnie Spencer, gift shop; Clarence Katz, blankets; James Carswell, radio

wheel; Isidore Brodsky, toys; Sammy Ensher, Sammy Lasky, Bobby Bloom and Bobby Kramer, roll downs, and Mr. and Mrs. William Farrant, darts.

DEALS
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

OUT OF THE MAILBAG.

J. A., Scranton, Pa., writes:

"I am playing around with the idea of running an inexpensive clock on a card. Has such an item lost its appeal and would I be going off the deep end tying it up on a deal?"

Operators seldom go wrong when they offer a clock on a card. They may not make a killing, but as a rule will clear enough to pay the nut and leave a profit. When the clock is new, with an interesting innovation to set it off, the chances are good for a better-than-average turnover with prospects excellent for a run. This goes for watches, too. Remember the Timepack? It is still moving in some localities.

R. B. A., Bay City, Mich., writes:

"Please send me your list of supply sources for salescards featuring ready-made deals of all kinds. I am now using a Flippy board put out by Evans. It's a honey."

This list was sent to R. B. A. and is available to anyone else interested.

The holiday season ahead of us is extremely welcome for obvious reasons, of which none the least is the fact that holidays usually tend to open up the new items market and make available a greater variety of merchandise for operators to feature on quick-turning deals. And the John Public has been digging into his pockets freely the past few months he is even more susceptible when present-giving time comes around. He's a pushover then for the right offer.

One-shot, two-shot, legit deal—these are terms which still seem to mystify many newcomers, which is quite understandable and easily rectified. The terms one-shot and two-shot apply to deals which offer one or two items when a winning name or number is chosen. The winner is visible at all times and as each purchase is made the name or number drawn is checked against the winner until the right one comes up. As soon as it does the deal is finished and the award distributed. The take is determined by the value of the merchandise offered and purchases are straight, 5 or 10 cents per purchase.

The law of averages plays an important role in a one-shot or two-shot. It is quite possible for the winning name or number to show in the first or sec-

Grid Season Boosts Auto Robe Demand

NEW YORK, Oct. 4.—Auto robes are always a staple commodity at this time of the year, according to bingo and salesboard operators. An added stimulus to demand has been noted as a result of the use of blankets at football games. The season has just started and a number of bingo and salesboard operators are beginning to feature blankets.

The auto robes and blankets on the market today have color and present an attractive appearance. Robes are available in college colors, and workers who have handled them report that fans have rushed to this item since it identifies the team for which they are rooting.

Quite a number of attractive robes have been introduced to the trade recently, and it is reported that the fringed style is having good demand. Salesboard and bingo operators have set their deals to include robes for the football early birds.

In addition to the college market, high school games now attract considerable attention and thus offer operators extra opportunity to interest followers of the game. Some robes come with a carrying case. Robes are an ideal item for the scholastic football season and a sizable turnover is expected before the season closes.

Jewelry Vogue Aids Workers

NEW YORK, Oct. 4.—The patriotic and military trend in jewelry, with V novelties the most recent addition, has been instrumental in the introduction of many new numbers. A wide variety of designs and materials have been noted in merchandise offered, with the trend to attractive expensive-looking novelties.

Women have always offered a strong market for jewelry workers. Pins and brooches, some of them with intricate petal designs and special hammered effects, have always been staple sellers. Simulated jewels set in artistic gold-plated mountings have also had wide popularity. Rhinestones and pearls seem to be perennial favorites and are offered in varied mountings.

But in addition to the constant demand from women, supply houses report that there has been an active call for signet rings, tie clips, key chains and other male jewelry lines. Of course, the demand for patriotic and military lapel pins goes on unabated.

Jewelry workers who cover college towns are stocking up with numbers for Betty Co-Ed. The most popular items are the charm bracelets on which are miniature saxophones, cornets, trombones and pianos. Bracelets tied in with fraternities and sororities are also popular.

With jewelry demand receiving added impetus as a result of the boom in patriotic items and introduction of numbers having a strong male appeal, it is anticipated that jewelry workers will have one of the best seasons in years.

ond purchase. However, if the operator has enough gumption and plenty of deals placed the law of averages will take care of that. Operators have found that in general about 50 or 60 per cent of a one-shot card or board will sell out before a hit is made. A two-shot will usually average above 75 per cent. Operators figure the take on that basis.

The legit deal gives away something with each purchase. The card used is small and the turnover is rapid when the deal clicks. Purchases are either at 5 or 10 cents straight or from 1 to 29 or 39 cents and merchandise of equal value is distributed to each purchaser.

HAPPY LANDING.

Plastic Items Hit New Peaks

NEW YORK, Oct. 4.—Shortages created in some merchandise fields by the diversion of vital materials to defense projects have been relieved considerably by the plastics industry, it was reported in a preview of the sixth annual plastics competition sponsored by *Modern Plastics Magazine* at the Chanin Building here. More than 900 entries in 18 classifications were shown, ranging from toys to household equipment and industrial applications.

Industry officials freely predict that the use of plastics will increase from now on. It is claimed that new synthetic materials growing out of the emergency's shortages will practically revolutionize the mode of American life as far as materials are concerned. Glass blankets, pillows, clothing, cuff links and novelty items are some of the possibilities that may become realities, it was reported.

The plastics field already has made itself strong in the kitchen accessory field, and the show displayed glass pots and pans for cooking, synthetic knives, forks and spoons, and a plastic juice squeezer. Exhibit officials pointed out that the household equipment field has solved a good portion of the metals scarcity problem by substituting plastics for aluminum, zinc and copper. Another important point brought out was that last year was the greatest from the standpoint of development of new products ever experienced by the plastics industry.

For the year as a whole, the production of plastics on a poundage basis will run some 200 per cent ahead of 1940, it is reported. It is also said that production will be steadily increased. A system of priority ratings has been devised, and in Class B are listed such items as household appliances, radios, kitchenware, domestic wiring devices and furniture. Thus merchandise users can be fairly certain of obtaining this type of merchandise, and concessionaires, salesboard and bingo operators and other users of this type of merchandise need not worry about restricted supplies, it is reported.

In Class C, without a preference rating unless an undue hardship is worked on the manufacturer, causing unemployment disproportionate to the conservation of raw materials, are such items as amateur cameras, decorative articles, hardware, premium items, toys, games and phonographs.

BINGO BUSINESS
By JOHN CARY

COMMENTING on a reported plan to halt bingo, a letter to the editor of the *Little Studies* column of *The Wilkes-Barre Times-Leader Evening News* read in part: "I think it is a shame that a lot of people can't enjoy at least one thing in their lives. It is a pleasure to see elderly men and women at these (lapboard) gatherings instead of sitting home, bored to death. Which is worse, I ask you, playing these games or going around gossiping about people? It seems the old people are deprived of jobs because they are old; now there are officials and individuals who would not allow them to enjoy themselves in the evening of life. These lapboard parties are a release for many who can't afford expensive vacations and indulge in other luxuries. If they are going to clamp down on these games, I think there are a great many other things that are real (See *BINGO BUSINESS* on page 56)

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Popular Items

Write to The Billboard, Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Roto-Sho

Concessionaires who want to center attention on their displays will find Roto-Sho electric turntables effective, according to the manufacturer. The turntable is equally adaptable for demonstrators and other merchandise users who seek to attract attention. The Roto-Sho is all-steel, 16-gauge, and operates on 110 volts AC. A 16-inch turntable is standard equipment and it is claimed that current costs only one-half cent a day. Device has an attractive black enamel finish, with the foundation reinforced with steel ribs and electrically welded at joints and bends. Turning rate is three revolutions a minute. Height overall is 5 1/4 inches, with the turntable base height 3 5/16 inches by 8 inches square. The firm reports that an unconditional guarantee for one year against faulty material or construction is offered.

Product of General Die & Stamping Corporation.

Turn Signal

Agents handling the new turn signal for automobiles say it is a whirlwind seller, reports the manufacturer. The device, signaling right or left turns, flashes from the rear window and has a dash control. One of the biggest sensations of the year, according to reports, the device offers good profit possibilities. Full facts and a demonstrator sample offer will be mailed free to all inquiries. Product of Watch-My-Turn Signal Company.

Charms

Celluloid charms, always popular, are offered in a diversified assortment by Joseph Hagn Company. The charms include bulldog, cat, donkey, elephant, kewpie, monkey, parrot, puppy dog, scotty and winged horse. Among the most popular numbers, according to the manufacturer, are the Snow White and the Seven Dwarfs charms offered in brilliant colors. The firm has put a special price on them.

Banners

Salute-Our-Flag Banners offered by Salute-Our-Flag Banner Company feature an exclusive copyright design, according to a firm announcement. In keeping with the current demand for this type of merchandise, the banner offers strong possibilities for novelty workers. The design is processed on silk with pure paint in red, white and blue and has a gold silk trim. Workers have reported ready sales to clubs, stores, factories, homes and offices. The manufacturer states that the big season lies just ahead as everybody is thinking of defense.

Souvenir

At this time of year football games, fairs, rodeos, conventions and special events occupy the spotlight. Workers who specialize in souvenir items have been doing well, it is reported. The Acme Premium Supply Corporation has announced its latest line of items for the novelty, premium and specialty man. A list of items and prices is available to all who are interested in souvenir merchandise for special events. It is anticipated that a large quantity of novelties will be moved before the season is over.

OUR SPECIAL

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Made of plastic with beaded metal chain. Available in various shapes and colors, 1 doz. to a display card.

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Requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.

WRITE Front porches, back yards, street corners, picnics, fairs, carnivals—EVERYWHERE you will make big money with P. D. Q.

TODAY

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-10, Chicago, Ill.

HERE'S THE HONEY THAT'S GOIN' MONEY!

DIXIE BELLE

42 in. HIGH

A PRIZE PACKAGE!

DIXIE BELLE is one of the most terrific items in America today! 42" high, absolutely gorgeous, dressed like a dream of the Old South in a beautifully patterned Organdy Gown that's available in four smart shades. Everyone goes wild about DIXIE BELLE'S outfit. Very full swing skirt with ruffles in contrasting colors, ruffled bodice, large ruffled picture hat. Various hair shades. SHE'S THE BIGGEST GOLD MINE IN THE BUSINESS. BETTER RUSH YOUR ORDER IN RIGHT NOW!

WRITE WIRE PHONE FOR PRICES!

JERRY GOTTLIEB INC.
303 4th AVE., NEW YORK, N.Y. Tel. CHAMBER 5-4435

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DIRECT FROM OUR FACTORY. Make your selections from our sensational 1941-42 style Fur Coats, Chubbies, Jackets and Boleros.

Muskrats, Squirrels, Raccoons, Skunks, Foxes in all shades, Marminks, Chockiangs, Caraculs, Mouton Lamb, Pony, Kid Skins, Sealines, Beaverettes, Persians and every other Fur from \$5.50 up.

WRITE Immediately for our new illustrated catalog and price list just off the press. It is free.

ANDREW PAUL AND E. ARKAS
Manufacturing Furriers
154 West 27th St. (Dept. B), New York, N. Y.

BINGO CARDS

COMBINATIONS UP TO 3000 NO 2 CARDS ALIKE

BINGO

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|----|----|----|----|----|
| 5 | 20 | 36 | 50 | 65 |
| 2 | 22 | 35 | 56 | 74 |
| 13 | 25 | 38 | 52 | 70 |
| 8 | 19 | 31 | 59 | 68 |

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ST. MARKS PRINTING CORP
80 FOURTH AVE., NEW YORK.

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4000 OPPORTUNITIES

Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting catalog, for salesmen, agents and dealers.

280 PAGES

Chock-full of interesting money makers. Sales ideas that may increase your earnings \$2 to \$15 a day and thrilling values galore. Each and every item sold under a money back guarantee. Get your copy by sending for it today.

SPORS CO. 1041 Billet, Le Center, Minn.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

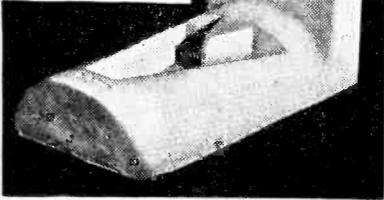
SENSATIONAL ITEM

Ashes to ashes, dust to dust, We're out to fill this Ash Tray of Hitler's with his ashes or bust

Millions will be sold by wide-awake hustlers everywhere.

ORDER NOW!

Can be used as a Combination Ash Tray or Paper Clip Holder. Special prices to distributors.



Designed by Ben Cummings

Order Sample Today
35c

--BILL SHAYNE--

DIXIE MUSIC CO.

701 N. Miami Ave., Miami, Fla.

BINGO BUSINESS

(Continued from page 54)

evils that should receive attention first. I hope the mayor, like everybody else, will read this."

This letter from an unidentified contributor brings out a strong point: the fact that bingo gives enjoyment to men and women of advanced years. Of course, this does not imply that the game has an appeal only for the aged. Operators know that audiences participating in the play range from youngsters in their late teens to men and women of more than 65.

The fascination of bingo has attractions to young and old, and veteran players will brave most any kind of weather to play. Operators have always stressed the entertainment value of the game in combating unfavorable legislation, and if this factor is continuously played it will have a distinct effect in stirring up public opinion whenever anti-bingo legislation is threatened.

CATERING to the comfort of the bingo player is an art at which game operators excel, for they know that a player who is comfortable will enjoy the game more and will spread his enthusiasm by word-of-mouth advertising. It is the little things that count, as many an alert operator has discovered.

Comfort is an important point to be considered by the operator. Of course, of paramount importance is the selection of a well-lighted and well-ventilated

hall. But in addition, such thoughtful gestures as providing ash trays for smokers or a gadget to hold hats and women's purses do much to add to the player's enjoyment. Many operators find that it pays to take care of the little things.

A NUMBER of letters have been received from people who are considering entering the bingo field. *The Billboard* is always glad to hear from its readers and to offer information. This department especially welcomes letters from operators on their activities, and any information they feel would be of interest to other operators will receive prompt attention.

METRO Manufacturing Company, in a general expansion program, has spent thousands of dollars in revamping printing machinery and plates to do a better job on bingo series cards and lapboards. The bingo blower offered by the firm has also been improved. Hiring of more help is an additional step the firm has taken to assure prompt service for bingo operators, it was announced. There has been a tremendous spurt in business, a company executive reported, and he predicts that the end of this year will mark it as the best in the history of the firm.



SERVICE OF VALUE SINCE 1912

Featuring for a Short Time
15J Bulova Wrist Watches ... \$8.75
Ladies' 15J R.G.P. Cases ... 3.50
Also Watches in Original Cases.

ZUSSMAN'S
207 W. Girard Ave., Philadelphia, Pa.



FLUORESCENT LIGHT
AT ALL TIME LOW PRICES
SENSATIONAL SALES RECORDS
BEING EXCEEDED EVERY DAY!

ONCE expensive—once costly to install—out of the reach of most people, Fluorescent Lights sold only a million in 1939. In 1940 sales jumped to EIGHT MILLION—Now with invention of fixture that screws in like an ordinary light bulb, a fixture that can be installed in an instant, a fixture that sells complete with tubes for less than \$5.00—the most spectacular sales opportunity of the decade has been opened up for salesman and distributor. Enormous advance commissions. Exclusive territory. Exceptional factory co-operation includes financing big orders. If earnings of \$5,000, \$10,000 and \$15,000 a year don't scare you, rush your name by fastest way for sensational facts—sales plans—amazing records being made by others, complete line with pictures and prices. This is the hottest item in direct selling today. Even if you don't answer another ad in this magazine, rush your name on this one—Right now.

Saves 1/2
ON LIGHT BILLS
No Wonder Millions Buy It!

NORTH AMERICAN MFG. CO.
433 E. Erie Street (Dept. 810), CHICAGO, ILL.

LADIES' WATCH



Very Flashy
YELLOW GOLD COLOR

Fine quality silk cord wrist bracelet. White chrome back on case. 10 1/2 ligne size. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch.

B3898—Each.....\$3.65
New Catalog soon ready. Get your name on our mailing list.
When Ordering Give Your Resale Certificate Number or State Line of Business.
ROHDE-SPENCER
223 W. Madison Chicago

No Charge

SALESBOARD ABC'S

for this excellent reprint from *The Billboard*. Article covers the sales-board field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today:

DEALS, The Billboard, 1564 Bdwy, N. Y.

FURS

COATS, JACKETS, BOLEROS

1941-'42 Catalog Now Ready

Latest 1942 Styles. Coneys, Sealines, Caraculs, Muskrats, Mouton, Lambs, Persian Paws, Skunks, Silver Fox, Red Fox, etc. Write for Large Illustrated Catalog. Free.

M. SEIDEL & SON
243 W. 30th St. N. Y. C.



Buy U. S. Defense Savings Bonds and Stamps

ENGRAVERS!!!

All Orders Shipped Same Day

New Burgess Engraving Machine (operates without transformer) \$ 7.50

Master Deluxe Engraving Machine (complete with transformer) ... 12.50

WE CARRY A COMPLETE LINE OF ENGRAVING JEWELRY. Write for New Catalog Today.

BIELER - LEVINE, INC.
37 South Wabash Ave. CHICAGO, ILL.

SENSATIONAL

DOLL FOR PROMOTION

Sits on a Throne—Complete Holiday Package

CELLOPHANED

DREAM BABY

SOFT STUFFED DOLL, \$2.00 VALUE

SPECIAL—\$12.00 Doz.

ORDER NOW—PRODUCTION LIMITED

Mid West Stuffed Toy Mfg. Co.

421 NO. SANGAMON ST. CHICAGO, ILL.



STILL DELIVERING

Beacon Blankets at Low Prices.
Swing Clown, 8 Inch. Gr. \$4.95
Amer. Made Hawaiian Leis. Gr. 3.75
Molded Hat Monkeys, Clean. Gr. 3.75

Chinese Snake (Small) \$1.00 Gr.
Balloon Head Dancing Doll 7.00 Gr.
Decorated Balloons 2.25 Gr.
Patriotic Buttons. Per 10085

VICTORY BANNERS Red, White and Blue, Gold Fringe, Tassels, \$13.50
Double Spear Point Stick, 9x12 In. Per 100....

WRITE FOR HALLOWEEN CIRCULAR, SHOWING COMPLETE LINE.

LEVIN BROTHERS 25% Deposit Required
TERRE HAUTE, INDIANA

FOOTBALL AND SPECIAL OCCASION SOUVENIRS

BADGE NOVELTIES FOR FAIRS, RODEOS, CONVENTIONS AND SPECIAL EVENTS. WRITE TODAY FOR LIST OF ITEMS AND PRICES.

Always Featuring the Newest Items for the Novelty, Premium and Specialty Man.



3333 LINDELL BLVD. ST. LOUIS, MO.

PATRIOTIC LICENSE EMBLEMS

Metal Booster Plates for Motorists—“Victory,” “Glad I’m an American,” “God Bless America,” etc. Per Doz. 65c. Per 100 \$5.00. (Include Deposit & Postage.)

★ Latest Styles Patriotic Brooches—Lapel Buttons—Insignias. Send \$1.00 for Sample Assortment. Free Catalog, write.

CHAMPION SPECIALTY CO., 814-H Central Street, Kansas City, Mo.

BUY NOW

KNIFE & PEN DEALS

Nudies, Patriotic, Midget, Hunting, Jackmaster. 12 to Deal with 1c to 39c Card. Per Deal \$1.80

BIG PROFITS: DRUG ITEMS, NOTIONS, LOTIONS, EXTRACTS, CARDED GOODS, SIDELINE MDSE., CLOCKS and LAMPS.

STIMULATE BUSINESS WITH HAGN SPECIALS

No. B24D407 — Adjustable Military Rings, Bright yellow finish. Army, Navy or Aviation Insignia. Sample Dozen, \$1.00; Tray 3 Dozen, \$2.63. Gross, \$9.38.

No. B36J325—Military Pin. Double polished heart, enameled trim, rose finished Insignia: Army, Infantry, Artillery, Navy or Aviation. Dozen, \$1.50. Gross, \$16.50.

No. B18X317—V-for-Victory Doll, 28 In. high, with display stand. Each, \$2.50. Doz., \$28.00.

No. B18X173—Cuddly Doll Special, 24 In. high. Ass't color dresses. Carton of 12, \$7.84.

No. B27J99—Filippy Military Strip-Tease Cigarette Case. Dozen, \$8.00.

No. B41J49—Ass't Celluloid Charms. Gross, 65c. 10 Gross Lots, Gross 60c.

No. B36J388 — V-for-Victory Lapel Button. Polished yellow finish. Doz., 70c. Gross, \$7.75.

No. B36J389 — V-for-Victory Lapel Brooch. Polished yellow finish. Doz., 75c. Gross, \$8.50.

No. B15X89—House Broke Pete Ash Tray. Doz., \$2.98. 1 doz. free with each 3 doz. ordered.

No. B20Q67—3X Binoculars. Leatherette neck-strap. Each, \$1.05. 12 or more, each \$1.00.

No. B21C48—Tambour Electric Clock. Walnut finished wood case, 17x7 In. Each, \$2.35.

No. B10E58—Imported Glazed China Base Lamp. Japanese silk shade. Each, 80c. Dozen, \$9.00.

No. B28A12—Tubular Chrome-Plated Chair. Red leatherette padded seat and back. Each, \$2.95. Lots of 4, Each \$2.75.

25% deposit required on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail.

JOSEPH HAGN CO.

Wholesale Distributors Since 1911
217-223 W. MADISON ST., CHICAGO

INTRODUCING

A SIZZLING HOT NEW LINE OF OUTSTANDING MONEYMAKERS FOR 1941-'42

Premium Items—Glass Mirror Vanity Boxes—Embossed Steamlined Cedar Chests Filled with Delicious Chocolates.

Also America's No. 1 Smash Hit Salesboard Candy Assortments—

Featuring Our Gorgeous Girl Packages more beautiful... more daring... more tantalizing than ever before. A goldmine waiting for you.

IMMEDIATE DELIVERY OPERATORS AND DISTRIBUTORS...

Send for complete details and confidential prices TODAY.

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GOLDWYN COMPANY

542 S. Dearborn St. CHICAGO, ILL.

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

CARNIVAL & BINGO SUPPLIES

MILITARY SOUVENIRS—PREMIUMS—PARTY FAVORS—HATS—BALLOONS
FOXTAILS; CANES; OUR NEW LIST IS OUT
BE SURE AND MENTION YOUR LINE OF BUSINESS

MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.

AMERICA'S LATEST CRAZE
YOUR NAME
In Raised Coral Colored Letters
on a Genuine Tropical
SEA-SHELL BROOCH
OVER A MILLION SOLD
Cost 2 1/2 cents complete. Easy to assemble.
Getting a fast 25c.
PRICE LIST: Gross Thousand
Sun Set Shells \$1.75 \$10.00
Small Shells 5.00
Jeweler's Brooch Pins ... 1.50 10.00
Printed Brooch Cards60 4.00
Coral Colored Letters, 50c a pound.
Samples, postpaid, 15c. 50% cash with
order, balance C. O. D. Use Air Mail,
Special Delivery or Western Union for fast
One-Day Service.
J. A. WHYTE & SON
731C N. E. 2d Ave. Miami, Fla.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

DOC H. J. CLAYTON . . . scribes from Christopher, Ill.: "I am sitting here waiting for things to develop at the new ordnance plant being built at Crab Orchard Lake, 20 miles south of here. About 1,000 workmen are already employed and several thousand more will be working soon. Most of the activity is around Marlon, nearest town to the lake."

Canton. He was headed for the Deep South. Chick is headed for Texas.

BEST WAY to become a failure is to resign yourself to the thought that you cannot make good.

BILL CLARK . . . and Frank (Red) Roberts caught Cole Bros.' Circus at Asheville, N. C., September 8. Clark is manager of a hotel in Asheville.

JIMMIE ROGERS . . . made the Hendersonville (N. C.) Fair to good results on the sheet.

TRIPOD OPININGS: "Just because a pitchman is and always will be distinctively individual is no reason for the public to look upon him as being peculiar."

STANLEY NALDRETT . . . after working last week-end in South Bend, Ind., headed for the Deep South.

WILLIAM C. TURTLE . . . is back home again in Portland, Ore., after a long season with his med show thru Oregon and Idaho.

MR. AND MRS. DICK KNIGHT . . . are playing auction sales in Pennsylvania for Doc Rosenberg.

MAKE YOUR TALKS when you collect the long green. Pitching in "coffee and" places and hotel lobbies never proved successful for anyone.

AFTER . . . a long silence Robert Hampton comes thru with the following from New York: "While looking over local department stores I saw Leo Schultz working code and astrology charts to good results. Schultz is a clean and orderly worker and he's been getting plenty of geedus with his items. Pipe in, Eddie Reed and Doc Dotto."

THE BOYS AND GIRLS . . . write that they'd like to read pipes from Dick Wells, Bob Posey, Doc M. Dean, Jack Brewer, Mike Murphy, Fred Wells, Ross Elijah, "Slim" Doris, John Bradley, Issy Kemp, Curly Copen and M. C. Potter.

DOT NOYES . . . is still painting shells in Massachusetts territory to successful turns.

TOM AND MARY BARROWS . . . with horn nuts, are reported to be working Vermont and New Hampshire fairs to good results.

THE FIRST DOPE furnished by pitchfolk at the right time does more good for a fellow pitchman than all the arguing one can do with city officials.

STARR PEN CO.
Hits Another Jack-Pot FOR YOU in creating the
WINCHESTER PEN
Which is now available to you in addition to our **NATIONALLY ADVERTISED WALTHAM PENS AND PENCILS.** Send at once for the most complete price list ever offered to pen workers.
WIN With WINCHESTER!
STARR PEN CO. 500 N. Dearborn St. Dept. D, Chicago, Ill.

MICKEY MOUSE
THE balloon man's ever reliable money maker. Offered in a large variety of "Prints" Heads and Toss-ups.
OAK HYTEX BALLOONS
Ask Your Jobber or write to us for full details.
The OAK RUBBER CO. RAVENNA, OHIO.

REMEMBER
WHETHER IT'S MILITARY ITEMS or any staple Notion, Novelty, Gift, Deal, Razor Blades or Sideline Merchandise, we are **NEVER UNDERSOLD**
Send us your orders. We always meet or beat all competition. 25 Years of Value Giving is our Guarantee of Satisfaction
UNIVERSAL WHOLESALERS CUSTOMERS Note . . . Through special arrangement all orders for
UNIVERSAL WHOLESALERS shipped by us.
Deposit of 25% With All C. O. D. Orders. Send ALL ORDERS to NEW YORK Only. Catalogs FREE on Request.

MILLS SALES CO.
Our Only Mailing Address OF NEW YORK IN
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

WELCOME BUDDY BANNER
The item you've been waiting for. Every store, tavern, fair, movie, road stand a prospect. A real display come-on. Made of fine rayon satin. 12x18—red, white and blue. Flag silk fringe, gold cord, stick and spears.
\$30.00 gr.—\$3.00 dz. (Sample 50c)
1/3 Dep., Bal. C.O.D.
LIBERTY PRODUCTS
277 B'way (Dept. B), New York City

DEMONSTRATORS
Fast New Item
\$25 WEEKLY SALARY PLUS COMMISSION
Location Best Stores All Cities. Apply
L & M MFG. CO.
104 West Pearl St. CINCINNATI, OHIO

SLUM JEWELRY \$1.00 Asst'd Gross
ARMY, NAVY & AVIATION RINGS—\$1.50 14k. Finish. Doz.
CROSSES, with Stones, fast sellers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. RINGS, hot numbers. Dozen 75c, \$1.00, \$1.25, \$1.50. LOCKETS, popular numbers. Dozen \$3.00 and \$8.00. 25% Deposit, Balance C. O. D. Include postage with order.
FELDMAN BROS., 159 CANAL ST. NEW YORK CITY

MEDICINE MEN
Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St. Columbus, Ohio

VETERANS, GET ABOARD IN THE ARMY NOW
Hot new fast seller. Fun and facts, wit and humor. Great flash speaking illustration. Quick money. Monthly Magazine, steady seller. 5th Column Exposed, Service Joke Books, Patriotic Calendars in season. U. S. Supreme Court decision authorizing sales everywhere. Free samples, 10 cents.
VETERANS' SERVICE MAGAZINE
169 Duane Street New York City

Lipanalysis
With Dignity and a Deluge of DIMITS
a PITCH
National Magazines are printing full page stories; renowned psychologists are writing volumes on "CHARACTER IS REVEALED BY YOUR LIPS."
NOW—With our NEW, COPYRIGHTED, CODED CHART you become a qualified "LIPLOGIST" in one hour. Beats horoscopes, handwriting, etc., in time and take—because it's NEW!
WE ARE operating concessions in one of largest drug chains. Gets top money at Fairs, Night Clubs, Resorts, Store Dem., or anywhere you find people.
RUSH DIME OR STAMPS for sample chart and particulars. Charts available with or without flashy portable stand. Operate one or 100 spots. It's Red Hot!
LIPANALYSIS INST. P.O. Box 1043 Milwaukee, Wis.

GOODRICH HONES TOP THE FIELD
EVERY \$1 BRINGS YOU \$5
Pitchmen, window workers, jobbers, distrs. Flash demonstration sells 'em fast to the boys in camp and to every self-shaver. Made by the Goodrich Co., Est. 1864—your confidence statement. Each HONK in 50c Silver Deluxe Box. Sample 10c; low gross prices.
1500 W. Madison St., Dept. BR-10, Chicago, Ill.

ELGIN & WALTHAM
REBUILT WATCHES \$1.75
7 Jewel, 18 Size, In S. H. Engraved Cases, at Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO. 113 N. Broadway St. Louis, Mo.

NEWEST, FAST SELLING JEWELRY
FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTION, Etc. FAST SERVICE!
Send \$3.00 for samples or write for free catalog.
MAJESTIC BEAD & NOV. CO. 307 F 5th Avenue New York, N. Y.

RESURRECTION PLANTS
They appear dead when dry. "Come to life" in water, repeat often as desired. Unique desert novelty, light weight, low cost, big profit. Sample 10c, postpaid. **C. E. LOCKE,** 7 Rio St., Mesilla, N. Mex.

HEWING GUM 26 BOX
RETAILS FOR \$1.00
Each box holds 20 Cellophaned 5c Packs Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid).
GREAT FIELD FOR AGENTS. Write
AMERICAN CHEWING PRODUCTS CORP. 4th and Mt. Pleasant Ave., Newark, N. J.

HAVE YOUR OUR CATALOG! IT'S FREE
WRITE FOR ONE
TREMENDOUS SAVINGS
Full Line of Stationery, Sundries, Notions, Razor Blades, Cosmetics.
Many Other Items.
JAY-ARR SPEC. CO. 26 Beaver St. BROOKLYN, N. Y.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

NOW'S THE TIME to decide whether it will be oranges or snowballs.

T. D. (SENATOR) ROCKWELL . . . made the Puyallup (Wash.) Fair and says a gang of the tripes and keisters folk was there. He named the following: Harry Allising-Bob Sandberg unit, Frank Bush-Archie Hill unit (Hill had two big perfume displays), Ernie Baldwin, jewelry; A. H. Wiley, eyeglass cleaner; Charles and Earl Kittridge, rad, combs and three horoscope stands; Bob and Alice Perkins, lavender; Evelyn Striker, snow sherbert; Frank Hayton, sheet; Whitey Alms, punch and needles; R. Guild Stewart, coils, assisted by Rockwell himself. Weather was wet Monday thru Friday, but Saturday and Sunday were swell. The Senator went from Puyallup to the Yakima (Wash.) Fair.

HOT-STOVE LEAGUE sessions should be getting under way soon.

"I AGREE . . . that it's high time a few more of the boys and girls of Pitchdom get out their pencils and papers and, like good citizens, write Ole Gas Bill all the news." Mrs. Anna Mae Noel scribes from Bedford, Va. "After all, what is the pipes column for? A few of the delinquents are Morris Kahntroff, Whitey Johnson, L. C. Chapman, E. J. Franklin, C. L. Stumpf, Sam Dock and Don and Aloyce Bauers. We recently enlarged Noel's Ark, and took delivery on a baby chimp, which we hope to train in a few months. We have had a satisfactory season and plan to remain out all winter, going south as the weather gets cooler. We're currently playing the east coast of Virginia and the Carolinas. Our friend Snoden Holland is in Georgia and we plan to visit him some time if the opportunity presents itself."

DID YOU BLOW your dough this summer or are you going south this winter?

BUSINESS . . . continues to hold up for Harry (Key Check) Hisco at his stand in Natchez, Miss., according to reports hitting the pipes desk from that sector.

WHO SHOULD POP . . . into Cincinnati last week and visit the pipes desk but Tommy Burns Jr., who has been working the East the last two years. He came into the Queen City from Pittsburgh and will remain in town for some time before taking the road again with a new item.

A SUCCESSFUL merchandiser never runs out of stock.

JACK WARREN . . . pens from Columbus, O.: "I met Thomas H. O. Cummings here. He has finished a wonderful season and had the best week of his 15 years on the leaf at the Ohio State Fair. He says he obtained over 1,000 orders on sport papers. Cummings and I would like to see pipes from the Hymie Chases and the Ginsburgs. After November Cummings and I will head for Georgia for the winter."

BURT WILLIAMS . . . continues to click to good results, working stain remover in Newark, N. J.

WINTER PLANS are now in order. Have you made yours? Why not tell Ole Bill about them?

CHICK BURNETT . . . has worked thru Pennsylvania and into Ohio with cleaner to okay biz. He met Ralph Ruhl in Canton, O. Ruhl has been off the road this year, but is planning to return next year with a balloon outfit, making his own parachute leaps. Burnett also met Skinny Douglas in

New! ENGRAVING PINS
CATALOG NO. 26 NOW READY!
"Style-Hits" of the 1941 Fair Season
Feature new embossed designs in 1941 Engraving Pins—the "style-hits" of this season's fairs. There is still time to "cash-in" on these new big selling styles. Wire or write for the new 1941 Engraving Catalog and see all the brand new styles. Specify Catalog Number 26.
(State Your Business)
HARRY PAKULA & CO., 5 No. Wabash Ave., Chicago, Ill.

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

Enthusiasm

Phonograph industry puts enthusiasm into campaign as workers get plans a-going to enlist all operators

The idea of placing the record "Any Bonds Today?" on every commercial phonograph in the United States is so practical and concrete that every member of the phonograph industry becomes enthusiastic about it just as soon as the plan is mentioned.

It is easy to see how the plan will boost the sales of U. S. Defense Bonds and thus serve a very useful and patriotic purpose. At the same time it will attract much favorable attention to the phonograph industry. It is seldom that so workable a plan offers so much in the way of patriotism and also a boost for the people who perform the service. That is why everybody in the music business is enthusiastic about the idea, from manufacturers to operators.

Enthusiasm is something that generates more enthusiasm if we give expression to it. Every music operator who has been informed about the big program for boosting Defense Bonds should let his enthusiasm spread to others. Enthusiasm spreads most effectively by personal contact, and a lot of personal work will have to be done by music men to get a 100 per cent enrollment of the industry. In a campaign of so much meaning the industry should count on nothing less than 100 per cent enrollment of all the music operators in the country. And that will require a lot of work by people filled with enthusiasm for the program.

The stirring up of enthusiasm is also a local problem. It calls for organization, work and enlistment in each city and territory. The manufacturers, as sponsors of the program, will each make strong appeals to their distributors. All music distributors are asked, in turn, to make urgent appeals to their customers. By this personal appeal it is the plan to reach the industry as quickly as possible. It will result in everybody becoming a link in the chain of personal appeals that go out to operators in all parts of the country. Every operator who signs up will in turn be expected to get fellow operators to sign up.

This is an outstanding opportunity for music associations to put on a real campaign. As mentioned previously, the big job of enlistment will be a local one. The campaign will succeed or fail depending on the support it gets in each local territory. Hence all music associations should get busy at stirring up local enthusiasm and enlist every mem-

ber as early as possible. The Billboard is planning a bulletin of suggestions and ideas which will be ready at an early date. The AMPA also will have materials, plans and ideas available soon. So much can be done by local associations that the industry is really depending upon them to put the drive over the top.

Distributors will also be key men in getting music operators to carry out the idea. Distributors have personal contact with thousands of operators and can put in that personal word which will spur action and compliance with the ideals set up by the industry.

The industry is asking only two things of every music operator: That he place the record "Any Bonds Today?" in the No. 1 spot on all his phonographs and that he sign a pledge or enrollment card so that the industry will get full credit for its work in this campaign. All operators are requested to do these two things as early as possible and then help to enlist other operators. The week of November 9 to 15 has been designated as Phonographs for Defense Week, when the industry hopes to have the job completed and to be able to tell the world that every commercial phonograph is boosting U. S. Defense Bonds.

If any member of the industry lacks enthusiasm or doesn't want to do his part in putting the campaign over he will be reminded that the United States of America has been mighty considerate of the phonograph industry in many ways. The masses of the people patronize the phonographs readily when they have the money to spend. The industry does not have to solicit customers or try to bring them in as many other lines of business have to do. The American people really like the music boxes and have been good to the industry as a whole. There are many countries in the world today where a music industry would not fare so well.

In full appreciation of all the privileges enjoyed as Americans, the phonograph industry can be enthusiastic about boosting U. S. Defense Bonds thru every music box in the country. The enlistment program is being started with enthusiasm and music operators will respond with enthusiasm.



UNCLE SAM ASKS EVERYBODY to be ready to help in the great cause of national defense. (Cartoon by Herb Block in The Milwaukee Journal.)

Latest Federal Tax Information...

CHICAGO, Oct. 4.—Several questions of detail as to the applications of the new federal tax on games and slot machines were still unsettled today, especially as to the classification of certain types of machines. Coin machine circles were expecting more detailed information on October 6. The latest information available today is as follows:

A report early in the week said that tax forms and stamps would be made available at regional Internal Revenue offices by October 15.

Most regional tax offices sent copies of the law and application blanks to location owners by October 1. Many locations were disturbed as to whether these were the official tax forms, or what. They were applications on which locations could request the official tax forms when available.

Reliable reports say the Internal Revenue Department issued an official ruling on September 27 that "on free play pinballs additional balls in free play considered same as continuation of first game for five balls." This ruling applies the \$10 fee to free-play games if no payouts are made.

No report of an official ruling on the many types of penny counter games yet received. Unofficial report is unfavorable to the counter reel types of machines on which an award in money, tokens or merchandise is commonly made.

Reports come from various parts of the country of efforts to collect a federal tax on scales, phonographs, targets, etc. Present information indicates the following points:

1. The law specifies "pinball and other similar amusement machines" on which no payoff is made, will be assessed \$10 per year. It will probably be a question for the courts as to what are "similar machines."

2. The law assesses a fee of \$50 on "slot machines" which may deliver or entitle the player to receive money, tokens, premiums or merchandise. The law specifies tangible awards. Unofficial reports indicate the department considers most any machine which has a gaming or amusement feature, with a premium or payoff, as belonging in the "slot machine" class.

3. It is officially stated that rulings of exceptions for special types of machines and classifications of machines not definitely "pinball or similar machine" and not "slot machines," should be in writing and must come from the Internal Revenue Bureau in Washington.

4. Special applications for exemption of any special type of machine, either from the \$10 fee or the \$50 fee, should be made in writing to the Internal Revenue Bureau in Washington, accompanied by a picture of the machine and description of how it works.

5. It is suggested that the trade request an official ruling from Washington before considering that the tax applies to scales, phonographs and similar machines. It has been the definite understanding that these devices were exempted from the beginning. The text of the law specifically exempts "bona fide vending machines in which are not incorporated gaming or amusement features."

6. The new law definitely makes the location responsible for filling out the tax forms and for payment of the proper tax. This has created a lot of uneasiness among locations. It will be necessary for operators to furnish locations specific information on various points.

7. The question has already been raised as to whether the operator can legally pay the tax for the location. This is a question for the courts to decide. Trade opinion indicates that the operator who pays the tax for a location should get an annual contract with the location.

8. Regional tax offices have called upon certain operators' associations to assist in making up lists of tax data, locations, etc., for the collection of the tax. Associations report they are glad to co-operate with officials.

9. Inform locations that there is no need to get unduly excited or worried about the tax, until tax forms are ready.

10. Present information may be considered as certain that pinball games which give or register free plays only are under the \$10 classification. Merchandise or any tangible award puts the game under the \$50 classification.

All the agencies of the industry are busy in an effort to keep operators informed on the applications of the tax. The Internal Revenue department, of course, is swamped with many new taxes other than the tax on games and "slot machines." *The Billboard* will publish the latest tax information from week to week, as it is made available to the trade.

Europe--After the War

By C. M. CHAMBERS

Formerly Stationed in Paris as The Billboard's Correspondent

CHICAGO, Oct. 4.—Imagine a peaceful Europe! It is most difficult to visualize such a situation with cannon booming on the Eastern front, news reports of mass murder in the occupied countries of the West, and the heavy losses sustained in the Battle of the Atlantic as submarines, planes and surface ships search for more prey. But with a more or less distant day shall come peace and with it demands.

Demands from governments for the necessary building materials to restore devastated regions, demands for food-stuffs to keep the populaces living until future harvests. But the greatest and loudest demands will come from the masses—demands for entertainment, amusements and diversions, anything that will allow them to forget the past years if only a minute or an hour.

Heavy demands will be made on the manufacturer of games, vending machines and, more than all else, music machines. In music is the key to happiness for all Europe.

Music and dance are what they will crave. If World War I can be used as a criterion, when the greatest dancing era the world has ever known was inaugurated, the second edition shall be bigger, greater and of longer duration, as a third war will not be allowed to take it from them.

European bands in the past have been most unsuccessful in competing with American orchestras. A Yankee name band and its platters are as well known among the jitterbugs and sweet dance devotees in Belgium, England, Holland or France as in California or Maine.

In the manufacture of phonographs and games Europe, with the exception of Germany, has never attempted anything on a large scale. The German industry, once mighty, enjoyed a large domestic and a flourishing export trade with the Scandinavian countries. Under the Hitler regime this was entirely lost thru poor production when, unable to secure a legal status which would have enabled them to have the necessary material, they were required to substitute plastic for metal. It will take many years for the German manufac-

turer to become a competitive factor. Imports into England, France and the Low Countries has always been American machines. This writer has never seen one of German origin on display in any of these countries.

It was during the last exposition of automatic machines to be held in Europe at the Salle Hoche in Paris in 1939 that the first automatic phonograph, a Wuriltzer, was displayed. For obvious reasons the thousand orders received have never been delivered. But it did prove that success of such a machine in Europe was assured, and when at some future date others are displayed the orders received will not be for one thousand machines, but for many thousand.

Minneapolis-St. Paul

MINNEAPOLIS, Oct. 4.—The used machine market in the Twin Cities, according to the jobbers, is very good. All distributors have a large supply of used equipment.

Midwest Soundies, Inc., St. Paul, operator of Panoram movie machine, have 28 machines on location in Minneapolis and St. Paul. Panoram is distributed thruout this territory by Mayflower Novelty Company, of St. Paul. Herman Paster, sales manager for the firm, reports that thruout the entire area serviced by his firm the movie machine has been a big hit.

Archle LaBeau, of LaBeau Novelty Company, said the modernization program instituted by his firm some weeks ago is nearing completion and should be ready within the near future. Meanwhile, business has been very good. Used equipment is selling especially well, LaBeau said.

Horace Heidt and His Musical Knights, showing currently at the Orpheum Theater here, tied in very nicely in an exploitation stunt worked up by Henry H. Greenstein, of Hy-G Amusement Company, Seeburg distributor, and Herb Cooperman, of Roycraft Company, Columbia-Okeh jobbers in this area. Hy-G set up a Seeburg Symphonola in the Orpheum lobby, with Heidt recordings getting exclusive play.

Benny Friedman, of Silent Sales Company, reports that business has been very good on the new shipment of Keeney Super Bells. Used merchandise, said Friedman, has been selling at an accelerated pace, while new equipment is moving out very fast.

Too busy to come to the Twin Cities, Jess Willard (not the former heavyweight champion), Minot, N. D., coinman, has been burning up the wires sending in large orders for phonographs, payouts and pinballs to Twin Cities' distributors. Willard says business has been good all summer thruout his territory.

Murray Kirschbaum, at Silent Sales Company, has been enjoying excellent record business, he reports. Operators are happy with the many new big disk hits.

"Best business we've had since we've been here," is the way Vera Foster, of Acme Novelty Company record department, described the trend in the past 10 days.

BARGAINS FROM DAVE MARION

| | | | |
|-----------------|---------|---------------|---------|
| Model F, Late | \$15.00 | Pikes Peak | \$12.50 |
| 3 Mercury, Late | 17.50 | 2 Marvels | 17.50 |
| Molly Gips | 6.50 | Daval 21s | 9.50 |
| Texas Leaguer | 29.50 | Columbia R.D. | 42.50 |
| Klix | 9.50 | Imps | 5.50 |
| Challengers | 12.50 | 4c Q.T. | 29.50 |
| Shoot-Chutes | 67.50 | Real Dice | 3.50 |
| Anti-Aircraft | 37.50 | | |

1/3 Deposit Required—Immediate Shipment.
Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

BRIEFS OF THE WEEK

Marriages

Norman Bruckert, of J. & J. Novelty Company, Detroit, to Adeline Desire.

Philip Van DePutte, of J. & J. Novelty Company, Detroit, to Betty Boos.

Elihu (Elky) Ray, purchasing agent, D. Gottlieb & Company, Chicago, wedding set for November 30.

Elizabeth (Sis) Rambaum, Lemke Coin Machine Company, Detroit, to George Housey, Detroit grocer.

Births

A girl to Mr. and Mrs. Al Hunter. Hunter is manager of the Mount Clemens (Mich.) branch of the J. & J. Novelty Company, Detroit.

Twin girls, Harriet and Deborah, to Mr. and Mrs. Fred C. Hailpurn. Hailpurn is secretary-treasurer of the Scientific Machine Corporation, New York.

A son, David Carl, to Mr. and Mrs. Hilmer Stark. Stark is member of Chicago coin machine staff of *The Billboard*.

A son, Dennis, to Mr. and Mrs. Ed Wilke, Long Beach, Calif.

A son to Mr. and Mrs. Glen McCarter, Herriet, Calif.

A son, James Michael, to Mr. and Mrs. Denton A. Bigland, of Natchez, Mississippi.

Personnel

Frank Molinaro is now associated with the Modern Sales Company, Madison, Wis.

Issie Milner is now with the Empire Coin Machine Company, Chicago, having formerly been associated with a Cleveland distributing firm.

Frank Pernault has joined the Service Novelty Company, Jackson, Miss.

New Addresses

Franklin Novelty Company, 644 W. Baltimore Street, Baltimore.

New Firms

Sam B. Lieber, 3101 Brooklyn Avenue, Detroit.

Music Box Exchange, 523 Franklin Street, Baltimore.

In Chicago Last Week

Art Nagel, Cleveland.

Mr. and Mrs. Mike Charlie, Columbus, Ohio.

Bill Marshall and Roy Camp, Marshall Vending Company, Columbus, O. Frank Wixcel, Indiana Automatic Sales, Indianapolis.

Jean J. Minthorne, Los Angeles.

Harold Robbins, Prock & Robbins Company, Dallas.

Trenton Bridge, Asheville, N. C.

Harold Dailey, South Coast Amusement Company, Houston.

Mr. and Mrs. William Hoppel Jr., Badger Novelty Company, Milwaukee.

In New York Last Week

Ed Pace, Pace Manufacturing Company, Chicago.

Louis Coml, Baltimore operator.

Dan Cohen, New Orleans operator.

Wally Sipple, Du Grenier Southern representative.

Bobby Kline, Du Grenier Pennsylvania representative.

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.
INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 11th St. Long Island City, N. Y.



COMING EVENTS

October 1 to 8—National Newspaper Week.

October 6 to 10—National Restaurant Association Convention, National Restaurant Mart, 666 Lake Shore Drive, Chicago.

October 21 to 28—Americans All Week—culminating in national observance of 55th anniversary of dedication of the Statue of Liberty.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

Nov. 30-Dec. 5—Twenty-third annual convention National Association of Amusement Parks, Pools & Beaches, Hotel Sherman, Chicago.

January 12 to 15, 1942—Annual convention of Coin Machine Industries, Inc., Hotel Sherman, Chicago.

January 14-17, 1942—10th annual convention, National Association of Tobacco Distributors, Palmer House, Chicago.

SEPT. MARKET REPORTS

Industry's Attention Is Focused On Washington and New Tax Bill; Biz Generally Good in All Lines

CHICAGO, Oct. 4.—All eyes in the coin machine business were turned on Washington and the new federal tax bill the past month. Discussion of various phases of the tax situation monopolized operator, distributor and manufacturer conversations. Delay on the part of the Internal Revenue Bureau in setting forth accurate information as to just how tax was to be handled was basic cause of confusion. Information published in last week's issue of The Billboard was first authoritative information on new tax collection procedure the trade was able to obtain. A complete digest of latest rulings and opinions on tax problems is carried elsewhere in this issue.

Despite tax confusion, however, business on the whole was good. Phonograph phase of the industry continued to be the bright spot, with factories working extra shifts to meet orders placed by operators anxious to get under the wire before the 10 per cent manufacturers' tax went into effect October 1. Early reports indicate September phonograph sales will top all previous months of the year. Wall box equipment continued to boom.

Introduction of several hit games during the month pepped up this phase of the trade. Demand in most cases was such that shipments were running from a day to a week behind orders. Territorial market reports reflect demand in some sections for consoles and similar type equipment.

BALTIMORE

BALTIMORE, Oct. 4.—Hard on the heels of the best summer operators and distributors have had here in many a moon, business boomed still higher during September. National defense spending continues to be the biggest factor.

Demand for phonos continues upward and wall boxes are becoming more and more popular. Consoles continue to be the bright spot here. All models that have been on the market for a year or more are in big demand. Counter games went well during the month and all available diggers and claw machines have found ready locations. Target guns are now part of most locations.

Sales of cigarette venders have been brisk as more units are spotted in industrial locations. Candy vender installations are likewise climbing, with nut and gum machines keeping apace. Warm weather helped drink venders ring up another banner month; however, some operators have stated they intend pulling machines off outdoor spots as soon as cool weather comes.

New federal tax was much discussed here during the month, with all eyes being focused on Washington. While distributors are somewhat skeptical, many operators feel that the governmental levy will induce municipalities either to license games or to seek legislation with that end in view.

BIRMINGHAM

BIRMINGHAM, Oct. 4.—Quite a scarcity of used coin machines has developed in this area. As a result prices on used machines are up at least one-third and in some instances more.

Demand for new machines together with the boom business being enjoyed in defense spots are largely responsible for the scarcity of used machines. New federal tax has also stimulated activity in the used machine market.

Operators consider the \$10 federal tax on amusement devices as reasonable in view of their desire to do their part for

Vending machine trade enjoyed its usual fall spurt, as candy, nut and gum machines switched to winter merchandise. Unusually warm weather in Eastern sections of the country, however, delayed changeovers. Installation of venders in industrial locations continued to make giant strides.

This year is unique in Penny Arcade history. July 4 has long been regarded as the deadline for new equipment sales in this field, but this year manufacturers continue to enjoy a good demand for both new and used machines. Warm weather kept most outdoor arcades open throughout the month.

Coming mayoralty elections in Cleveland and Buffalo are being watched with interest by the trade. Severe storms hurt business somewhat in the Gulf areas.

End of the month found the annual edition of The Billboard's Talent and Tunes on Music Machines Supplement giving the phonograph trade a rousing send-off for the winter months. Copies of the supplement were filed with the Priorities Board of OPM as evidence of the economic importance of the industry.

September was a busy month for all associations and association executives as they sought to keep their members apprised of Washington developments. Several manufacturers' groups made trips to Washington to meet with governmental officials.

national defense, but the \$50 levy on pay-outs is considered heavy, especially on the counter game types.

The fair season is under way and coin machines are reported getting more play than ever. At least two arcades are operating in this area, one at Anniston and one at Columbus, Miss., where much defense activity is centered.

Best reports are that movie machines are doing just fair. Very few have been placed in the State so far.

BUFFALO

BUFFALO, Oct. 4.—General business here continues to top all-time records, due to more and more defense orders. There's an acute housing shortage here—mute evidence of boom conditions. As a result all types of coin-operated equip-

ment are profiting from the boom.

Local difficulties have hampered operations of games here. Pin-game license renewals fell off from last year's figure. Several operators have given up game routes for the time being. Much interest is being focused on the coming city elections, especially on the race for mayor. Local association continues to function promoting trade interests.

Bright spot here in the music picture is sale of wall boxes. Phono sales have fallen below August levels. Traffic in games has been confined almost entirely to out-of-town operators. Used game market is topsy-turvy, as demand exceeds supply. Most operators are reported hanging on to old equipment.

Vending machines continue to be important factor in business here. Ice cream and drink venders continued to do good business during September, especially in industrial spots. Candy, nut and gum venders are having their usual fall spurt after the summer lull. Cigarette machines enjoyed average business.

CINCINNATI

CINCINNATI, Oct. 4.—Local coin men found business brisk during September, but those operating pin games took a hard smack in the face in the final week of the month when the Ohio Liquor Control Board issued drastic orders which banned the games from all spots holding beer or liquor permits on the threat of losing their licenses.

Local operators received some hope early this week when one of the local dailies reported that the liquor board was mulling a plan which would permit certain type pin games in liquor places, but the joy was short-lived when on the following day the opposition afternoon paper carried a story wherein the liquor board denied that such a plan was receiving any consideration. Local pin game operators are planning some action to combat the liquor board's action, but at this writing the plan is still vague and in the formative stages. The pulling of the games and the new federal tax workings have them all in a mental tumult.

Music merchants in the territory found September takes the best in several months, the operators attributing this to the fact that, with the summer season over, the tavern trade is sticking closer to home and falling back to its regular mode of entertainment. New equipment continues to move at a satisfactory pace, with more wall box installations being made daily, and local music men look with optimism on the fall and winter business.

Biggest gain in collections and local expansion was made by the lads operating vending equipment in the busy defense plants hereabouts. And with new plants opening almost weekly and with others extending their working hours, local vending machine operators are in for even bigger things.

Candy, nut and drink venders are the top money-getters, with the bottle-type drink machine outnumbering the bulk type by a wide margin. Ice cream venders still haven't put in their appearance here in any appreciable numbers. Cigarette machine sales are hold-

ing up well, with the fags still tagged at 16 cents per pack against the chain-store price of 15 cents straight. Much new vending equipment made its appearance here in September.

The movie machines, which put in their first appearance here 10 weeks ago, are holding up satisfactorily, although there's much room for improvement in collections.

CLEVELAND

CLEVELAND, Oct. 4.—Mayoralty campaign here has even overshadowed the new federal tax law in local coin circle discussions this month. Two of the primary candidates favor pin games. The present mayor is also up for re-election.

Business for phono operators held up splendidly all during the month, as weather was ideal. Cleveland Phonograph Merchants' Association re-elected all officers and directors for another term at its annual meeting and approved the idea of forming a national association. A new promotion on the best selling records of each week, called "Hits of the Week," was launched the latter part of the month. Poll of members is taken to select the six hits of the week. These numbers are broadcast over Station WCLE each Sunday from 5 to 5:30 p.m. The current hit record of the month is also played. Publicity is reported doing a lot to increase business for operators.

Candy machines are replacing summer numbers with chocolate bars and biz is climbing. Ice cream vender sales slowed up during the month, but operators still expect a good volume from factory locations. Cigarette vender business is good. Most operators are getting 17 cents a pack. Few slugs reported. All vending machine association members are cooperating in the sale of Defense Bonds by placing stickers urging people to buy bonds and stamps on their equipment.

DALLAS

DALLAS, Oct. 4.—General business conditions here are at a high peak. Bank deposits reached an all-time high, according to latest tabulation. Retail sales, private and industrial building, car loadings, wages and employment all are soaring.

Coin machine business continued its upswing during September. Marble tables, counter games and phonograph sales perked up with much new equipment being bought. Wall boxes and remote-control equipment were in demand. Some operators, anticipating future needs, bought as many as five to ten phonographs more than their present requirements. All operators report collections better than in August.

Vending machine business has started to pick up. Opening of the football season this week helped business for candy and cigarette venders. Considerable new vending equipment is being bought by operators in the near-by army camp towns.

On the operating front music machines and pin tables continue in the limelight. Better play for phonos and counter games is reflected in increased spending occasioned by more employment in government defense projects here. Additions to two airplane plants and the construction of a third plant will continue to expand the wage and pay roll incomes.

Used equipment is moving as fast as distributors can find it. Counter games and refinished phonographs are in excellent demand.

DETROIT

DETROIT, Oct. 4.—Local coin machine business took a general upswing this past month. Two principal factors were responsible: First, the general upward trend of consumer spending as a result of money being paid out for national defense and related work, and second the beginning of fall patronage.

Latter trend was most noticeable in the candy, gum and nut vending field with operators reporting increase of 15 per cent over August. This is somewhat below the normal increase for the season, however, and the extra hot weather is responsible. Cigarette operators reported business picking up. Sales of new machines were running ahead of distributors' supplies.

Marvel of the industry here continues to be the music machine field. Business continues on the upgrade and established operators are going ahead with



EXHIBIT SUPPLY COMPANY'S LINE of amusement machines is well represented in August Pagliughi's Penny Arcade, Detroit. (MR)

still further installations. Remote-control units have really come into their own here with the majority of smart bars now demanding this type of installation. Increase in play runs around 25 per cent.

DES MOINES

DES MOINES, Oct. 4.—A decided improvement in coin machine operations was reported in this territory during September and indications are that the upswing will continue. Phonograph grosses were reported up from 10 to 25 per cent, while pin ball and vending machines showed similar increases.

Credit for the upward trend was given to the \$30,000,000 government ordnance plant under construction near Des Moines, which now has a weekly pay roll of over \$300,000 with some 6,000 workers employed.

Candy and merchandise vending machines showed a nice improvement during the month with some reporting from 20 to 30 per cent gains over the same period a year ago.

HALIFAX, N. S.

HALIFAX, N. S., Oct. 4.—Play on coin machines in maritime provinces continues at a high clip with Halifax topping the list. Population here now is estimated at 105,000, including those living in the across-the-harbor town of Dartmouth. This figure does not include, however, the thousands of naval and mercantile sailors usually here on shore leave or the thousands more of naval, army and air force men in training here. Pin games, guns and music boxes are looked to for amusement by all servicemen and get plenty play.

INDIANAPOLIS

INDIANAPOLIS, Oct. 4.—Coin business here is good with sales reported up and an unprecedented amount of money in circulation because of the many defense industries.

The phonograph machine business, for both new and used machines, is firm with most attention being paid to remote-control systems which have been credited with tripling collections in some spots.

So far neither the city nor State officials have evinced any desire to license the machines to tie in with the new federal tax. Sales of used machines exceed supply and a shortage of good used equipment is developing.

LOS ANGELES

LOS ANGELES, Oct. 4.—Coin machine business continued good and operators predicted at least two more months of summer-level business as weather continues ideal.

Arcade operators at the beaches reported that business for September was better than during July. Jobbers said that arcade equipment was continuing to move and that the opening of new spots in the city was boosting trade quite a bit. One jobber reported selling equipment to an operator who had secured a permit to open an arcade in an exclusive winter resort town, the first permit to be issued by this town. Two new arcades opened in the city.

Varying stories were heard during the month regarding the vending machine business. Some jobbers reported that business was tops and that they were making deliveries on schedule. Others said that shipments from the factories were being delayed and that they were taking orders only from veteran operators. Those who reported a shortage in shipments added that each arrival of goods was being spread out as much as possible. On the operators' front business was reported strong. Operators who have machines in defense factories continue to do good business. One operator has nickel candy bar machines in a defense plant that sell 8,000 bars daily—more candy than is sold by any Los Angeles store.

Music machine business continued strong. Remote sales continued and jobbers, it was said, are moving boxes as quickly as they are received on the floor.

Securing arcade equipment is proving a problem. One distributor says that these machines are so much in demand jobbers are having no trouble selling anything in a workable condition.

Fall buying has brought a number of out-of-town operators to Los Angeles to inspect new models. Flow of these men into town indicates that coin machine business is good in outlying areas also.

MIAMI

MIAMI, Oct. 4.—The Miami area faces the biggest winter season in its history with pin games coming back again to make up for revenue lost by the banning of slots. Things were admittedly slow at the beginning of the month, but the middle of September saw the first influx of those looking for work, those who have jobs and winter shop owners. This all helped to make September a better month than it was a year ago.

Due to the new federal tax used equipment is now at a premium. Bell machines and automatic payouts are operating in a number of spots in surrounding counties.

Operators of vending equipment did good business during September. The bottle-type drink venders were at a premium. Cigarette machine sales are holding their own with the price still at 15 cents, altho operators are worried over the additional tax on matches.

Movie machines, altho they made their appearance in this territory many months ago, are still at a standstill.

Phonos topped all other forms of equipment during the month and are growing stronger all the time. Wall boxes and other remote-control units are showing impressive gains over the corresponding period of last year.

Operators are looking optimistically toward October with ambitious plans for the coming season. Most of the phono operators have added new and used record departments and are reporting good business from sales of discs.

MILWAUKEE

MILWAUKEE, Oct. 4.—The past month for local operators was a good one. As to the immediate future, operators hesitate to make any predictions. They point, however, to the fact that factory pay rolls have continued to run ahead of last year and are hopeful that this trend will continue despite curtailment in some industries as the result of priorities. Milwaukee county industrial employment during August increased to the highest monthly total since 1929.

According to the statistical department of the State Industrial Commission, from mid-August of 1940 to mid-August of 1941 Wisconsin factories added about 65,800 wage earners to their pay rolls, an increase of 29 per cent. Factory pay rolls during August of this year showed an average increase of 53 per cent.

Causing some concern among coin machine operators is the new federal excise tax. They have been informed, however, that the responsibility for tax payments falls on the persons or organizations on whose premises the machines are operated. It is estimated that some 12,000 locations in Wisconsin will be affected by the tax.

NEW ORLEANS

NEW ORLEANS, Oct. 4.—Increased taxations are apparently causing undue concern in coin machine circles in this territory with October 1 at hand. The added federal excise tax as applied to coin machines is hardly big enough to bring fear of reduced income from operations with one possible exception, claw machines. But despite this knowledge operators have revealed their nervousness by reducing their buying of pin tables, bells, consoles and other equipment since the middle of September. Coin phonographs are exceptions, most distributors reporting sales being made as fast as deliveries can be assured and the second-hand market on music boxes cleaned of surplus stock.

As for operations, there have been too many storm scares and too many accompanying rains during most of September, and indoors locations suffered along with a drastic drop at outdoor spots. Three tropical disturbances in quick succession did no great property damage in Louisiana, but persistent rains and unusually warm weather hurt. Of course, general business continues to expand with growing pay rolls.

With 500,000 soldiers with their \$16,000,000-a-month pay roll moving out of the State after two months of mock warfare, some concentration points over two-thirds of the maneuver areas are bound to feel the loss, altho such spending was never expected to be anything but temporary. Soft drink, confection, cigarette and weight vending machines were pushed persistently in the army areas. A good deal of the spending will continue in the State, as there are now a half dozen army camp areas still encamped on a more permanent basis.

The supply situation is spotted in the phonograph field. In the case of the two largest distributors here, one reports

plenty of machines to meet spot demands, while the second finds his firm short on stock for the moment. There is apparently less apprehension over the future deliveries on phonographs, as manufacturing firms have sent in reassuring news on supplies of raw material for the time being.

Five-ball pin games continue to share equal popularity with the one-ball at most downtown locations. Arcades continue to report a good to brisk business, rains not greatly interfering, according to managers. The opening of a \$50,000 penny arcade and coin machine playground on the main stem of the city finds the first weeks highly successful for this operator. Nut vending machines are not popular during the warm days, operators looking for some improvement with lower temperatures of late October.

NEW YORK

NEW YORK, Oct. 4.—Arrival of good new equipment from amusement machine manufacturers pepped up the trade here during the month. Altho hit numbers cause some delivery difficulties for distributors, all seem to be doing good business.

Used equipment demand is still brisk and not enough good used games are available to satisfy the demand. Operators report slight improvement on play of games during the month. That play hasn't taken its usual September spurt is attributed both to the weather, which was of the summer variety all during the month, and to the fact that many pin-game fans have been taken into the army and many young people have moved to towns where defense plants are operating.

Music machine business was very good. Patronage of men in service at bars and grilles helped operators' business and distribs report selling equipment as fast as it arrives. Vending machine trade continued to enjoy good patronage.

PHILADELPHIA

PHILADELPHIA, Oct. 4.—Biggest news item of the month was the resignation of Frank Hammond as business manager of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey. Hammond left to become general manager of the Tri-State Music Company, Harrisburg, Pa. With Hammond's departure the officers of the association are taking a greater interest in running the association, while the office duties are being carried out by Edna Gallagher, who served as assistant to Hammond. The association has also resumed its regular schedule of weekly meetings.

Other news events of note were the first establishment of an independent machine servicing firm, the A. & H. Service Company, organized by Al Kessler and Al Blitzstein; also the organization of a third firm to handle the operation of movie machines, the Northern Panoram Company, set up by Edward H. Gornish. At the present time only the Mills Panoram machines are being located in this territory. There are believed to be about 200 machines on location, but collections are very slow and the movie machines have caused no great excitement here as yet.

The continued defense boom here is being felt in the increased collections for both music and pinball machines. Added impetus was given during September in the Kensington area with the re-opening of Cramp's Shipyard. The re-opening of the schools and colleges also marked a decided pick-up in collections in those areas.

Another significant note sounded during September was the continued high peak of collections from the drink venders. Instead of a drop following the hot summer months collections continued good, aided some by the continued warm weather during September.

PHOENIX

PHOENIX, Ariz., Oct. 4.—Coin machine business generally was slack in Phoenix area during September with some operators (See MARKET REPORTS on page 72)

BUD LIEBERMAN Says



1 BALL FREE PLAY SPECIALS!

| | |
|------------------------|-----------------------|
| SPORT SPECIALS \$86.50 | GOLD CAPS... \$49.50 |
| RECORD TIMES. 86.50 | CONGO-Free Play 37.50 |
| SPORT PAGE | EUREKA 44.50 |
| FREE PLAYS.. 57.50 | VICTORY 46.50 |

"Every Deal Personally Handled by Bud"

831 W. WASHINGTON ST. CHICAGO, ILLINOIS

JUST A STONE'S THROW FROM THE SHERMAN!

YOU CAN'T GO WRONG ON THESE

EVERY MACHINE READY TO PLACE ON LOCATION

| | | |
|------------------------|----------------------------|--------------------------------|
| MARBLE GAMES | Jolly \$14.00 | Comet \$7.50 |
| Bowling Alley \$15.00 | Powerhouse 25.00 | Klick 15.00 |
| Barrage 65.00 | Playmate 20.00 | Doughboys 18.00 |
| Big Six 10.00 | Pyramid 10.00 | Daval 21 15.00 |
| Beauty operators 15.00 | Rotation 15.00 | Fruit King 10.00 |
| Big Show 15.00 | Roxy 10.00 | Ginger 10.00 |
| Big Town 15.00 | Red, White, Blue 50.00 | Empire 10.00 |
| Big League 15.00 | Red Hot 10.00 | Jennings Base Ball 10.00 |
| Broadcast 37.50 | Speedway 20.00 | Lucky Strike 12.50 |
| Bright Spot 20.00 | Speed Demon 22.50 | Mercury 10.00 |
| Bazaar 20.00 | Salute 57.50 | Penny Pak 4.00 |
| Band Wagon 30.00 | Speed Ball 67.50 | Poker Face 4.00 |
| Conquest 7.50 | Spotted 40.00 | Pick a Pak 10.00 |
| Charm 15.00 | Sport Page 35.00 | Pikes Peak 17.50 |
| Chips 10.00 | Super Six 10.00 | Jackpots 10.00 |
| Circus 7.50 | Sparky 45.00 | Races 15.00 |
| Cadillac 15.00 | Score Champs 15.00 | Reel Spot 5.00 |
| Chubby 7.50 | Super Charger 10.00 | Sparks 12.50 |
| Chevron 7.50 | Target Skill 65.00 | Tally 7.50 |
| C. O. D. 15.00 | Topnotcher 10.00 | |
| Crossline 32.50 | Trio 40.00 | |
| Contact 7.50 | Triumph 7.50 | |
| Drum Major 25.00 | Variety 7.50 | |
| Double Feature 20.00 | Vacation 20.00 | |
| Dough Boy 20.00 | On Deck 20.00 | |
| Dude Ranch 20.00 | Velvet 60.00 | |
| Entry 67.50 | White Sails 15.00 | |
| Fantasy 7.50 | Ump 37.50 | |
| Fox Hunt 30.00 | Wildfire 55.00 | |
| Flash 7.50 | Yacht Club 17.50 | |
| Fleet 25.00 | | |
| Formation 27.50 | | |
| Follies 37.50 | | |
| Gold Star 47.50 | | |
| Gold Cup 47.50 | | |
| Fifth Inning 7.50 | | |
| Hold Over 20.00 | | |
| Headliner 7.50 | | |
| Horoscope 67.50 | | |
| High Hat 72.50 | | |
| Free Races 7.50 | | |
| Flagship 7.50 | | |
| Lucky Strike 17.50 | | |
| Landslide 67.50 | | |
| Miami '41 10.00 | | |
| Majors 10.00 | | |
| Oh Boy 10.00 | | |
| | LEGAL EQUIPMENT | |
| | Bally Alleys \$20.00 | |
| | Air Raider 140.00 | |
| | Defender 25.00 | |
| | Seeburg Ray-o-Lites 37.50 | |
| | Rockola World Series 35.00 | |
| | Ten Strikes 25.00 | |
| | Texas Leaguer 55.00 | |
| | Western Base Ball 55.00 | |
| | COUNTER GAMES | |
| | American Flags \$15.00 | |
| | American Eagles 25.00 | |
| | Ace 7.50 | |
| | Counter King 10.00 | |
| | Challenger 12.50 | |
| | Cub 7.50 | |
| | | SLOTS AND CONSOLES |
| | | Bally Big Top \$145.00 |
| | | Baby Reserve 10.00 |
| | | Blue Front, 25¢ 60.00 |
| | | Blue Front, 1¢ 37.50 |
| | | Blue Front, 5¢ 27.50 |
| | | Brown Front, 25¢ 55.00 |
| | | Club House 20.00 |
| | | Gooseheads, 5¢ 20.00 |
| | | Dominos 35.00 |
| | | Jennings Chief, 5¢ 45.00 |
| | | Jennings Chief, 1¢ 37.50 |
| | | Jennings Chief, 10¢ 45.00 |
| | | Jennings Chief, 25¢ 45.00 |
| | | Jumbo P.O., Blue & Gold 140.00 |
| | | Q.T., 10¢ 20.00 |
| | | Q.T., 5¢ 20.00 |
| | | Rays Track 30.00 |
| | | Royal Flush 60.00 |
| | | Pace Comets, New 85.50 |
| | | Stance Bell 80.00 |
| | | Superior, 1¢ 10.00 |
| | | Superior, 5¢ 10.00 |
| | | Smoker Bell, 5¢ 32.50 |
| | | Saddle Club 60.00 |
| | | Track Odds 95.00 |
| | | Tanforan 20.00 |
| | | Watling, 10¢ 35.00 |
| | | Harvest Moon 85.00 |

1/3 Deposit With Order, Balance C. O. D.

THE MARKEPP CO., INC., 1208 CENTRAL PARKWAY CINCINNATI, OHIO

MUSIC MERCHANDISING

UNITED BOND DRIVE FRONT

Phono Mfrs.' Assn. Takes Lead In Defense Bond Promotion

Industry-wide drive is on to promote Phonographs for Defense Week—urge use of "Any Bonds Today?" in every automatic phonograph

CHICAGO, Oct. 4.—From every manufacturer of automatic phonograph equipment went forth letters this week to every operator and distributor of music machines to enlist the support of the industry in the National Defense Program by putting the official Treasury song, *Any Bonds Today?*, in every phonograph. The comprehensiveness of this campaign, uniting as it does all members of the trade, is in itself a mighty step toward the importance of the industry. So that every expected of him in this cause, all letters sent out to the trade by the manufacturers are reprinted below:

From Rudolph Wurlitzer Company

To All Distributors and Operators of Wurlitzer Commercial Automatic Phonographs:

You have a special and unique opportunity to demonstrate to the country the value and importance to the National Defense Program of the coin-operated phonograph, and in so doing, to make a real contribution to the welfare of the country by promoting the sale of National Defense Bonds and Stamps.

Henry Morgenthau Jr., Secretary of the Treasury of the United States, has given public recognition to the importance of the coin-operated phonograph in the sale of Defense Bonds. Mr. Morgenthau is reported in the September 19 issue of *The Detroit Evening Times* as having made a personal survey in Detroit in the effort to find out how many coin-operated phonographs were using the Treasury theme song, *Any Bonds Today?* Mr. Morgenthau was quoted as follows:

I found out that there are 5,100 juke boxes in this neighborhood with our theme song on the list. We are adopting the idea nationally.

The Automatic Phonograph Manufacturers' Association and all of its individual members have been giving serious consideration for some time to the desirability of making use of the special facilities of our industry to assist in patriotic and defense activities, and all members of the association heartily endorse the feeling of Mr. Morgenthau that the use of the Treasury theme song should be developed on a nationwide basis.

We appeal to our operators all over the country to take up this suggestion with the enthusiasm it deserves. Do not be satisfied with merely placing the record on the phonograph. We earnestly request that you put the record in No. 1 position on every phonograph you operate.

Any Bonds Today? is at the present time available in the following three recordings:

DECCA No. 3962. Recorded by Dick Robertson and Decca Band.

COLUMBIA No. 36228. Recorded by Kay Kyser.

VICTOR No. 27478. Recorded by Barry Wood.

Undoubtedly additional recordings will be available soon.

Remember, this is only a beginning in the sincere effort which is to be made by the manufacturers, and we believe by every distributor and operator in this industry, to contribute in every possible way to the defense program. This opportunity to serve your country, and in doing so to demonstrate the importance of the coin-operated phonograph in our national life, must not be lost.

You will receive very shortly additional announcements advising you of the further plans which are being developed and in which we are confident you will be glad to participate.

Sincerely yours,

THE RUDOLPH WURLITZER COMPANY
(Signed) M. G. Hammergren,
General Sales Manager,
North Tonawanda Division.

From J. P. Seeburg Company

Dear Mr. Operator:

Recently in Detroit a very unique and patriotic program was placed in effect by the operators of that city, which was, briefly, the placing of the Treasury theme song, *Any Bonds Today?*, on the No. 1 title strip to be placed in the No. 1 position on all coin-operated phonographs in the city.

According to *The Detroit Evening Times*, Friday, September 19, Mr. Morgenthau Jr., Secretary of the Treasury, visited Detroit and had the opportunity in person to observe this activity on the part of the operators and, quoting from *The Detroit Evening Times*, September 19 issue, he remarked:

I found out that there are 5,100 juke boxes in this neighborhood with our theme song on the list. We are adopting the idea nationally.

For quite some time the National Association of Automatic Phonograph Manufacturers has been considering many different plans whereby all coin-operated phonographs (approximately 300,000 of all makes combined) might be

actively utilized as a part of our patriotic and defense activities.

We heartily endorse the idea of placing the Treasury theme song, *Any Bonds Today?*, in the No. 1 position on every phonograph in the United States, and we know that you will be happy to co-operate in such a worthy cause.

An announcement will be made in this week's issue of *The Billboard* on behalf of the National Association of Automatic Phonograph Manufacturers heartily sponsoring this plan.

It is the plan of the National Association of Automatic Phonograph Manufacturers to become actively interested in many different ways, and from time to time many different kinds of activities will be sponsored, contemplating, as we do, continuous co-operation with the federal government during the entire period of the national emergency.

Within the next few days you will receive advertising material to be used in forcibly directing the public's attention in every phonograph location on this concerted drive being made by the coin-operated phonograph industry in the sale of Defense Bonds and Stamps. We list below the three available recordings of *Any Bonds Today?*

DECCA No. 3962. Recorded by Dick Robertson and Decca Band.

COLUMBIA No. 36228. Recorded by Kay Kyser.

VICTOR No. 27478. Recorded by Barry Wood.

Your usual prompt and efficient co-operation will be appreciated.

Cordially,

(Signed) N. Marshall Seeburg,
President.

From Rock-Ola Manufacturing Corp.

Dear Operator:

The Commercial Automatic Phonograph Industry—operators, distributors and manufacturers alike—have in their hands the means for performing a great and important patriotic service.

The remarks reported to have been made by Secretary of the Treasury Henry Morgenthau Jr. in *The Detroit Free Press* of September 20 explain the mat-

ter more clearly than we could:

I heard that Isbey (Frank N. Isbey, Michigan State Chairman for the Defense Savings Campaign) had put records of *Any Bonds Today?*, the Irving Berlin song written for the Savings Campaign, in 5,000 juke boxes in and around Detroit. I wanted to find out about that, too, so we stopped at several hot-dog stands, and sure enough the record was No. 1 in each box. That's another idea we're going to adopt nationally.

**Any Bonds Today?*, by Irving Berlin, Columbia No. 36228; Decca No. 3962; Victor No. 27478; others in preparation.

It would be a very fine patriotic gesture if you were to follow this plan and immediately put *Any Bonds Today?* in the No. 1 position in each phonograph you operate.

The Automatic Phonograph Manufacturers' Association has prepared a series of plans (of which we will advise you later) for further co-operating with Secretary Morgenthau. If we all put our shoulders to the wheel, we will be able to do a 100 per cent job.

Let each of us do everything possible to establish thruout the nation that the automatic phonograph industry is fully alive to the national emergency and can and will do its bit.

Very truly yours,
ROCK-OLA MANUFACTURING CORP.
(Signed) David C. Rockola.

From Mills Novelty Company

Dear Operator:

Right now—in the palm of your hand—you hold the key to a great opportunity, the opportunity of being a practical patriot! Let a hundred million others talk patriotism, if they will; you can practice it!

The Treasury Department wants to sell Defense Bonds and Stamps. The Secretary of the Treasury has indicated that the coin-operated phonograph operator can be one of his very closest and most effective assistants. It's all very easy—and it all depends on you. Here's the idea:

Put *Any Bonds Today?*, one of the snappiest modern tunes to appear in recent weeks, in No. 1 position on each and all of your phonographs. *Any Bonds Today?*, by Barry Wood, on Victor No. 27478; on Columbia, by Kay Kyser, No. 36228, and Decca, No. 3962, by the Decca Band.

You'll find this tune will be a great money-maker for many months to come, because it is owned by the United States Treasury and is going to receive more push and promotion than any song ever published in America! Your locations will be proud to have this number in No. 1 position to prove that the locations, too, are with their country heart and soul. No location owner's patriotism is subject to challenge when such clear and clean co-operation is proved by his phonograph.

Let's all get into this great drive at once! Let's show the government how the phonograph industry answers the call to service and produces the goods! Can we rely on you to place this record on every phonograph you operate? We think we can! Please give us your word!

Sincerely yours,
MILLS NOVELTY COMPANY
(Signed) V. C. Shay,
Sales Manager.

U. S. Treasury Dept. Approves Phono Defense Bond Drive

Issues nationwide press release on campaign to place "Any Bonds Today?" in the No. 1 spot on every phonograph—makes public APMA's telegram to Morgenthau

WASHINGTON, Oct. 4.—The Automatic Phonograph Manufacturers' Association and representatives of all major recording companies are inaugurating a nationwide campaign for the Defense Savings Program, the Treasury Department has announced. The first major objective is to place *Any Bonds Today?* and other popular National Defense records as they become available in the No. 1 position on the nation's 400,000 automatic phonographs. In announcing this pledge of support from America's leading makers of automatic phonographs and recorded music, the Treasury made public the following telegram received by Secretary Morgenthau:

"We, the entire membership of Automatic Phonograph Manufacturers' Association and representatives of all the major recording companies, enthusiastically pledge our support to you in a great nationwide drive to help our government publicize, promote and sell Defense Savings Bonds and Stamps. It is our objective to have a recording of *Any Bonds Today?* placed in the No. 1 position on every one of the 300,000 automatic phonographs in the country. Moreover, this is only the beginning of our complete co-operation thruout the period of the emergency."

The telegram was signed by Robert Gabel, vice-president of the John Gabel Manufacturing Company; Fred Mills, president of the Mills Novelty Company; T. L. Maurada, vice-president of the Rock-Ola Manufacturing Corporation; N. Marshall Seeburg, J. L. Barron and C. T. McKelvy, of the J. P. Seeburg Corporation; J. E. Broyles, of the Rudolph Wurlitzer Company, president of APMA;

C. S. Darling, secretary of the Automatic Phonograph Manufacturers' Association; Edward Wallerstein, president of the Columbia Recording Corporation; Jack Kapp, president of Decca Records, Inc., and Frank B. Walker, vice-president of RCA-Victor.

Each recording company will make special *Any Bonds Today?* stickers, cards and title slips for distribution to all places where automatic phonographs are installed. The Decca recording of the hit tune which Irving Berlin wrote as a theme song for the Defense Savings Program features the Decca Band and Dick Robertson. Victor labels have Barry Wood, who sings the song on the Treasury Hour, as soloist. Kay Kyser's arrangement of *Any Bonds Today?* is recorded on Columbia labels.

Jack Lear, of Music Corporation of America, sat in at all sessions as details of the campaign were ironed out. Vincent F. Callahan, S. D. Mahan, Carlton Duffus and Lyle Johnson represented the Defense Savings Staff.



Cleve. Assn. Selects 'Any Bonds Today?' Nov. 'Hit of Month'

CLEVELAND, Oct. 4.—As their contribution to the Defense Bond campaign members of the Cleveland Phonograph Merchants' Association voted at their regular meeting here Thursday (2) at the Hotel Cleveland that the song *Any Bonds Today?* be the subject of their "Hit of the Month" campaign for November. Harry Lief, chairman of the committee on Defense Bonds, reported members had already subscribed to more than \$50,000 worth of bonds to date.

The association voted to sponsor a parade Armistice Day, and the American Legion and various civic bodies will cooperate. Details are now being worked



SPONSORED BY A & M AMUSEMENT COMPANY, Wurlitzer Music merchants of Hannibal, Mo., and managed by M. W. Arnold, A. & M. owner, this Wurlitzer ball team won 16 and lost 4 games to win the championship of Northeast Missouri. They carried off the amateur championship in the State tournament. (MR)

ONLY GENUINE
PERMO POINT
NEEDLES SERVE
YOU BEST

The Needle That Is Kind to Your Records

**12 Years of
Uninterrupted Leadership**

**THE PATENTED
ELLIPTICAL POINT**

The only needle ever used by all manufacturers of coin-operated phonographs as standard equipment.

The only needle recommended and sold by all leading record companies' branches and distributors.

THE WORLD'S OLDEST AND LARGEST MANUFACTURERS OF LONG LIFE PHONOGRAPH NEEDLES.

PERMO PRODUCTS CORP.
6415 Ravenswood Ave. Chicago

**MASTERCRAFT
PADDED COVERS**

**FOR AUTOMATIC
COIN PHONOGRAPHS**

Saves you money by avoiding damages to your cabinets. Sturdily made and waterproof.

No. 4 Adjustable Pad (for cabinets up to 55"x36"x27") \$11.50
No. 12 Adjustable Pad (for cabinets up to 67"x40"x28") \$13.75
No. 25 Slip-Over Pad (for cabinets up to 55"x36"x27") \$10.00
No. 35 Slip-Over Pad (for cabinets up to 67"x40"x28") \$10.75
No. 30 Adjustable Carrying Harness (for all size cabinets) \$7.50

BEARSE MANUFACTURING CO.
Ino. 1921.
3815-3825 Cortland St., Chicago, Ill.

WALL BOXES

And Adapters manufactured by the J. P. Seeburg Corp. for 16-Record or 24-Record Wurlitzers at the old price while they last.

\$14.50 for 16 or 24-Record Wall Boxes.
\$29.50 for the complete Adapter.

1/3 Down, Balance C. O. D.

Royal Distributing Co.
124 Market Street Philadelphia, Pa.

**SMALL INVESTMENT!
STEADY INCOME!**

**DOUBLE-
VALUE
PHONO**

ONLY \$69.50

PLAYS 2 RECORDS FOR 5¢

SELECTIVE MODEL. HOLDS 16 RECORDS
KEEPS YOUR LOCATIONS PERMANENTLY

• WRITE FOR DETAILS TODAY •

I. L. MITCHELL & CO.
1141 DeKalb Ave. BROOKLYN, N. Y.

out and are in charge of Sam Abrams. The association will have an elaborate float and probably the various record distributors will also participate.

President Peter Lukich presided at the meeting and there was a good attendance. Following routine business, the appointment of Sanford Levine, of Atlas Music & Novelty Company, to the executive board was announced.

Phil Gustafsen, of RCA-Victor Company, and Bert Dean, of the record department of the Mook Electric Supply Company, local RCA-Victor distributor, were given the floor to tell of the special promotion on Victor and Bluebird records that will be staged at the Public Auditorium November 5. Tommy Dorsey and Shep Fields orks will be the highlights of each evening.

Cleveland has been selected for the first city in which this promotion will be put on and if successful as anticipated it will be staged in other cities.

Tells Permo Needle Value Features

CHICAGO, Oct. 4 (MR).—"It is possible to make a needle that will play from 20,000 to 25,000 times," declares Gene Steffens, vice-president of Permo Products Corporation. "However, such a needle, used with pick-ups of the weight which are now on the phonographs, would ruin every record it played. We have experimented with such a needle.

"If the only feature to be considered in a needle were the number of plays it provides, then it would not be difficult to manufacture long-life needles. But just as important as the number of plays is the effect of the needle on the record and the capability of accurate reproduction.

"To be economical and practical, a

point material must be used that by its very nature combines all three of these features—long life, kindness to records and perfect reproduction.

Permo metal used on Permo Point Needles is compounded by our own laboratory from the platinum group of precious metals, the rarer of which are osmium, ruthenium, iridium and rhodium.

"Aside from being extremely fine-grained and taking a smooth polish, Permo metal has an important plastic component. Due to the weight of the pick-up, it permits the alloyed metal to polish in the record grooves in accord with the individual pick-up tracking curve and still resist the abrasive action of the record material, thus producing a self-lubricating action so necessary to the preservation of records.

"For the best possible reproduction and service it is recommended that Permo Point Needles be replaced after approximately 2,000 plays. This by no means should be taken to infer that the needle is worn out with 2,000 plays. We had a report this month of one of our needles with more than 21,000 plays."

Minneapolis-St. Paul

MINNEAPOLIS, Oct. 4.—Ted Bush, former owner of Acme Novelty Company here and now Wurlitzer distributor with headquarters in Des Moines, was a visitor here this week, dropping in to greet his old staff at Acme, now operated by Harold Lieberman. Bush reports that he is rapidly getting organized in Des Moines and all set to do a big job for Wurlitzer.

Sherna Schanfeld, of Hy-G Amusement Company, reports that business has been good, with operators coming into town in large numbers.

"Any Bonds Today?"

Records available at present on the song number "Any Bonds Today?" are listed below:

COLUMBIA 36228 Kay Kyser and his orchestra

VICTOR 27478 Barry Wood with the Lyn Murray Choir

DECCA 3962 Decca Band, with Dick Robertson and the American Four, under direction of Harry Sosnik

**PHONOGRAPH
HEADQUARTERS**

SPOT
LIGHT
VALUES

WURLITZER
16-Record
Completely Remodeled
MARBL-CLO
With Illuminated Dome.

Complete
Ready To Operate
Money-Back Guarantee

\$89.50

WURLITZER 61
Counter Model With Stand
GUARANTEED PERFECT \$79.50
With D.C. Motor, \$84.50

71 Wurlitzer Counter Model, Floor Sample \$139.50
616 Wurlitzer Reg. \$9.50
616 Wurlitzer Ill. Grill. \$9.50
500 Wurlitzer Keyboard. 154.50
500 Wurlitzer Keyboard, Sluggproof 169.50
600 Wurlitzer Rotary, Sluggproof 144.50
600 Wurlitzer Keyboard, Sluggproof 154.50
Mills 1940 Throne o' Music 159.50
Seeburg Rex 84.50

MISCELLANEOUS

Shoot the Chutes \$ 79.50
Air Raider 129.50
Sky Fighter 175.00
Elec. Trav. Crane 79.50

Brand New in Original Crates!
**KEENEY
DE LUXE BASEBALL \$37.50**
1¢-5¢ Play

WINGS

Sensational New 5-Reel Cigarette Counter Game.

3 of a kind wins 1 pack.
4 of a kind wins 5 packs.
5 of a kind wins 10 packs.

\$22.50

1/3 Deposit With Order

GERBER & GLASS
914 Diversey Blvd., Chicago

The
VICTOR-BLUEBIRD
Tally
OF
TOP TUNES

New Streamlined Sensation
by the man who made
"DADDY"

the nation's top nickel nabber.

"MODERN DESIGN"

by
SAMMY KAYE
coupled with



"WHEN WINTER COMES"
27610

A Lesson in Snappy Lyrics

"A SINNER KISSED AN ANGEL"

coupled with
"TWO IN LOVE"



TOMMY DORSEY—27611

HIGH VOLTAGE HITS

"THE BELLS OF SAN RAQUEL"

"A PRETTY CO-ED HAS GONE TO MY HEAD"
TONY PASTOR—B-11307

"THE BELLS OF SAN RAQUEL"

"MA-MA-MARIA"
ART JARRETT—27612

"IT HAD TO BE YOU"

"YELLOW FIRE"
EARL HINES—B-11308

The song that should be on every coin machine in the country—"Arms for the Love of America"—your theme for National Defense—a Victor Record by Barry Wood (No. 27478).

ORDER TODAY FROM YOUR VICTOR RECORD DISTRIBUTOR

In Canada, contact RCA Victor Co., Ltd., Montreal

RECORD BUYING GUIDE--PART 1



Records and Songs With the Greatest Money Making Potentialities for Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

GOING STRONG

I GUESS I'LL HAVE TO DREAM THE REST **GLENN MILLER** (Ray Eberle-Modernaires)
TOMMY DORSEY (Frank Sinatra-Pied Pipers)

Maintaining the fast clip it had set for several weeks, this fine ballad had no trouble hitting the crest this time. Tho there are many versions of the song on record, Miller and T. D. cop the machine laurels with their hauntingly beautiful vocal arrangements, and nobody else is close.

GREEN EYES **JIMMY DORSEY** (Bob Eberly-Helen O'Connell)

'TIL REVELLE **KAY KYSER** (Harry Babbitt)
BING CROSBY

YOU AND I **GLENN MILLER** (Ray Eberle)
BING CROSBY
KAY KYSER (Harry Babbitt-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-Voices Three)
HORACE HEIDT (Larry Cotton-Donna and Her Don Juans)

JIM **JIMMY DORSEY** (Bob Eberly-Helen O'Connell)
DINAH SHORE

COMING UP

CHATTANOOGA CHOO CHOO **GLENN MILLER** (Tex Beneke-Modernaires)

The flood of jit pieces is beginning to swamp the machines carrying this swing novelty. It took a while to get its bearings but it has finally arrived. Shows well in most reports, but has not reached its peak yet. Next week should find it in the upper story. Ops not already on it had better get wise.

KISS THE BOYS GOODBYE **TOMMY DORSEY** (Connie Haines)
BEA WAIN
TOMMY TUCKER (Amy Arnell)

This tune still packs plenty of wallop, altho it is not making very fast progress toward the inner circle. In spots where it is hot, it is very hot, however, and in spots where it is not so hot it still is good enough to demand slots on the boxes. The picture of the same name makes it a must item.

WHY DON'T WE DO THIS MORE OFTEN? **KAY KYSER** (Harry Babbitt-Ginny Simms)
FREDDY MARTIN (Eddie Stone)
ANDREWS SISTERS

This catchy question-asker pulled itself up a couple of notches this week. It has not reached top money in any section as yet, but is on its way in the right direction. It took a while to catch on, but it seems to have done just that. This was its first really good week. Another couple of weeks at the same speed and it might make the grade.

YES, INDEED **TOMMY DORSEY** (Sy Oliver-Jo Stafford)

The jive spiritual is still A-1 where the swing cats congregate and shows enough strength in other locations to command its inclusion here. At this point it doesn't look as if the tune will ever scale the heights, but one never knows. In the meantime, the fine Dorsey treatment is doing a lot of ops a lot of good.

ELMER'S TUNE **GLENN MILLER** (Ray Eberle-Modernaires)
DICK JURGENS (No vocal)

The countrified ditty did all that could be expected of such a newcomer to the "Coming Up" classification. Appears to be building a firm foundation for itself and certainly is worth close scrutiny by all. Another two or three weeks at the pace it set this week and Elmer's tunes will be in the running for ace honors.

MAMA **HORACE HEIDT** (Glee Club)

This novel bit of ensemble singing gets just a little bit better every week. This week found it luring the most nickels of all in many locations. Most promising aspect of song's progress is fact that it seems to play no favorites. It is not good everywhere, but it is good in a wide variety of spots.

COWBOY SERENADE **KAY KYSER** (Harry Babbitt)
GLENN MILLER (Ray Eberle)

The "Yippy-i-ay-er" got much healthier this week, altho it didn't show enough strength to do any climbing in this section. It is a pretty air, and seems to cultivate steady play after being in a machine for a spell. Maybe it can still get places.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

BOOGIE WOOLIE PIGGY **GLENN MILLER** (Tex Beneke-Modernaires)

This disk is hanging on by the skin of its teeth.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.

The fans go wild over it!

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

The hit song of the day in 3 top Columbia and Okeh recordings by:

1 HORACE HEIDT!



Columbia 36295

2 TOMMY TUCKER!



Okeh 6320

3 THE CHARIOTEERS!
Okeh 6332

Now's the time to get on board in a big way . . . this song's right up there on top. Cash in on it—there's Big Money for your coin machines in this smash success. And when the Big Three go to work on it—Heidt, Tucker and the Charioteers—look out! The sky's the limit!

Trade Marks "Columbia" and "Okeh" Reg. U. S. Pat. Off.

ORDER FROM YOUR Columbia DISTRIBUTOR TODAY!

PICTURE TIE-UP POSSIBILITIES FOR MUSIC MACHINE OPERATORS

TO MUSIC MACHINE OPERATORS:

The chart below will be a regular feature of "Picture Tie-Up Possibilities," and will regularly perform a tri-fold service for you. In it will be listed: (1) any film or films to be released within the two weeks following the date of this issue in which tunes that have been, or are scheduled to be, waxed by recording companies are featured; (2) the national release date for each listed film (the national release date specifies the earliest date the film can be exhibited. After that date, however, from one day to eight weeks may elapse before the film is shown in your vicinity); (3) the recordings of each of the film tunes as well as the artist and label that appear on each.

Release Date: October 17, 1941

WEEK-END IN HAVANA (20th Century-Fox)

Carmen Miranda John Payne
Alice Faye Cesar Romero

RECORDINGS AND ARTISTS:

The Man With the Lollipop Song
Carmen Miranda (Decca)
Dick Jurgens (Okeh)

The Tango
Stanley Kenton (Decca)
Carmen Miranda (Decca)
Enric Madriguera (Victor)

A Week-End in Havana
Carmen Miranda (Decca)
Jan Savitt (Victor)
Enric Madriguera (Victor)

Charlie Spivak (Okeh)
Xavier Cugat (Columbia)
Tropical Magic
Carmen Miranda (Decca)
Xavier Cugat (Columbia)
Jan Savitt (Victor)
When I Love I Love
Carmen Miranda (Decca)

A New Service

This department aims to fatten the profits of music machine operators by setting before them all the important facts and developments of the newest, and probably most fertile, field for exploitation of the automatic phonograph, the motion picture industry. That the film companies are keen to utilize this new channel of exploitation for musical productions is certain; they realize that the plugging of recorded film tunes on music machines throughout the land spells a natural publicity tie-up and hence higher profits. The alert music machine operator knows, too, that any such tie-up will stimulate his profits as well. If or when the Bette Davis picture *The Great Lie*, for example, is shown in a given operator's vicinity, then surely the several recordings of the Tschaiikowsky theme stressed in the film, such as Freddy Martin's *Piano Concerto*, Claude Thornhill's *Concerto for Two* and Woody Herman's *Concerto No. 1*, will make natural nickel-nabbers for that operator's machines. It is the purpose of this column to give the operator all the information relevant to such tie-ups; that is, to tell him when the new musical films are to be released, what records of the songs from those films are available, and what special efforts are to be made by the picture companies themselves, or in conjunction with the recording companies, to establish exploitation tie-ups with music machines.

Trade Showings

Trade showings of films are held not only for exhibitors but for all persons with legitimate business interests. Music machine operators are privileged to attend any trade showing of a musical film on the ground of possible tie-ups. Trade showings are conducted by the major film companies in more than 30 key cities in the nation. Space limitations forbid the listing of each, but information as to the time and place of showings is readily obtainable from any local film exchange or exhibitor.

Facts on Musical Films

"Birth of the Blues"

The forthcoming Paramount production, *Birth of the Blues*, starring Bing Crosby and Mary Martin, features a score of famous oldies, the recordings of which have ever been popular. Interest will undoubtedly be stimulated anew when the film, scheduled for release on or about November 7, is given popular showing. The major recording companies have waxed most of the numbers in the score, including *Birth of the Blues*, *At a Georgia Camp Meeting*, *Memphis Blues*, *By the Light of the Silvery Moon*, *Waiting at the Church*, *Wait Till the Sun Shines, Nelly*, *Cuddle Up a Little Closer* and *St. Louis Blues*. With Paramount eager to harness up picture and tune plugging, operators might do well to contact the local Paramount exchanges for leads on posters, strips and placard displays. Tennessee operators, of the Memphis area especially, should make early bids for tie-ups, for the picture will be world-premiered in Memphis October 31.

"Daddy"

Tho the *Daddy* disks are generally sliding down the demand scale, operators might hang onto their particular versions profitably if or when (ask the exhibitor) *Two Latins From Manhattan*, a Columbia film starring Joan Davis and Jinx Falkenburg, hits their territories.



PEGGY DEMPSEY, recently crowned 1941 Beauty Queen of the Chicago Normal School, school for the city's school mams, selects a swing arrangement of "School Days" on the 5-10-25-cent Seeburg Wireless Wallomatic.

Released October 3, the picture gives *Daddy* a big play, and Columbia has special displays and stills ready-made for the music machine operator.

Realizing the mutual benefits to be derived from music machine-film tie-ups, Columbia publicity men have pointed to the automatic phonographs as being "always a good bet" for exploitation that brings results, and have expressed themselves as willing to cooperate at any time with music machine operators in the plugging of songs from films.

"You'll Never Get Rich"

Released September 26, Columbia's *You'll Never Get Rich*, with Fred Astaire and Rita Hayworth, may be many weeks late in reaching various communities. The recordings of the Cole Porter songs from the picture, therefore, may still be ordered by some operators in time to break with the film showing. Available records include Fred Astaire's renditions of *Since I Kissed My Baby Goodbye*, *So Near and Yet So Far*, *Dream Dancing* and *Wedding Cake-Walk* on Decca label; Tony Pastor's version of *Dream Dancing* and *So Near* on Bluebird, and both Buddy Clark and Dick Jurgens playing *Dream Dancing* on Okeh label.

"Any Bonds Today?" Plugged by Modern

NEW YORK, Oct. 4 (DR).—The Modern Vending Company has entered wholeheartedly into the campaign to help

Henry Morgenthau Jr. and the U. S. Treasury Department by plugging the song *Any Bonds Today?*

"We have arranged for free display cards, streamers and stickers for all phono operators in all territories we cover for the J. P. Seeburg Corporation. This material can be used on store windows, inside the location and on the phonos themselves. All of the free display items will read: 'Play Selection No. 1 on This Seeburg Phonograph—ANY BONDS TODAY?'"

"In addition we have mailed out over 2,000 letters to our operators. Wires have been sent to the leading phono men and we have been phoning during the past week to get those men. We cannot reach by letter to feature the Treasury Department's song.

"We feel this is the greatest patriotic song written for the benefit of the entire country. We feel that the automatic phonograph trade is only starting to give this song its full and complete attention here. We will do everything in our power to make this the leading song on the 35,000 or more phonos now operating in the New York metropolitan area.

"We are going all out for *Any Bonds Today?* We hope all operators here will call on us for the free streamers, display cards and stickers. We know that every patriotic operator is back of this campaign and we know that once again the automatic music trade in this city and surrounding territory will lead the way to the greatest patriotic effort that the industry has ever known."

OPERATORS!

Be Prepared—

for the demand to hear the sweetest ballad of the year!

THE SHRINE OF SAINT CECILIA

Just recorded by

AL DONAHUE

AND HIS ORCHESTRA

with vocal by PHIL BRITO

ON

OKEH Record

No. 6413

A "Sure-Click" for every one of your Music Machine Locations.

ORDER FROM YOUR DISTRIBUTOR TODAY!

LOWEST PRICES on PHONOGRAPHS

WIRE YOUR ORDER—We have a large stock of these phonographs, but at these prices they will go fast. All offered subject to prior sale—first come, first served.

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| 1937 ROCKOLA Imperial 20s |\$ 49.50 |
| 1938 ROCKOLA Windsors | 79.50 |
| 1938 ROCKOLA Monarchs | 84.50 |
| 1939 ROCKOLA De Luxes | 123.00 |
| 1940 ROCKOLA Supers and Masters with or without Remote Adapters. | Write for Prices |

Large Stock of Dial-a-Tune Wall Boxes

All Phonographs and Equipment thoroughly overhauled and ready to place on location. Send 1/3 deposit with order, balance C. O. D.

HILL MUSIC CO., 200 W. Court Street, Cincinnati, O.

PHONOGRAPHS

| | | | | | |
|--------------------------|---------------|------------------------|---------------|-------------------------------|--------------|
| Wurlitzer 500 |\$155.00 | Rockola Super "40" |\$195.00 | Seeburg Wallomatics | Each |
| Wurlitzer 600A Key-board | 139.50 | Rockola Deluxe "39" | 139.00 | "39" |\$19.50 |
| Wurlitzer 24 | 89.50 | Rockola Std. "39" | 130.00 | Rockola Wallboxes | 18.50 |
| Wurlitzer 616 | 50.00 | Rockola Imp 20, Marble | 69.50 | Seeburg Selectomatics, | |
| Wurlitzer 412 | 29.50 | Light Up | 29.50 | 24 Record | 12.50 |
| Seeburg Model A | 25.00 | Rockola 16 | 29.50 | Keeney Wallboxes | 12.00 |
| Seeburg Model B | 29.50 | Rockola Regular | 22.50 | Title Strips, 35¢ per hundred | |

All equipment guaranteed reconditioned and ready for location. 1/3 cash with order—balance C. O. D.

SHAFFER MUSIC COMPANY

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COLUMBUS, OHIO

Defense Savings Bonds can be registered in the name of children as well as adults.

IT SOUNDS BETTER ON
DECCA
RECORDS
TOP MONEY-MAKERS
IN ALL
YOUR LOCATIONS

BING CROSBY The Sweetheart of Sigma Chi
Dream Girl of Pi. K. A. ... 4000

WOODY HERMAN Concerto No. 1, B. Flat Minor, Op. 23
I Love You More, More Every Day 3973

JOHNNY LONG Chattanooga Choo Choo
The Boogie Woogie Piggy 3905

TONY MARTIN Tonight We Love (Concerto)
I Guess I'll Have To Dream the Rest 3988

JIMMY DORSEY Moonlight Masquerade
Wasn't It You? 3991

BOB CROSBY Elmer's Tune
The Angels Came Thru 3929

INK SPOTS I Don't Want To Set the World on Fire
Hey Doc! ... 3987

RUSS MORGAN The Cowboy Serenade
Below the Equator ... 3983

BEN BERNIE 'Fraidy Cat
Li'l Abner... 3986

DECCA BAND Any Bonds Today?
Arms for the Love of America. 3962

ANDREWS SISTERS The Nickel Serenade
The Boogie Woogie Piggy 3960

LOUIS JORDAN Brotherly Love
Saxa-Woogie, 8560

ERNEST TUBB I Wonder Why You Said Goodbye
Mean Mama Blues 5976

DOUBLE DECCA COIN MACHINE SPECIAL

MARY MARTIN
Kiss the Boys Goodbye
Do It Again..18184

CAROL BRUCE
Misirlou
Red Moon of the 'Caribbees'.18185

List Price 50c

AND REMEMBER-

IT SOUNDS BETTER ON
DECCA
RECORDS

DECCA RECORDS, INC., N. Y.
Canadian Distributors
THE COMPO CO., LTD.
Lachine, Montreal, Quebec

RECORD BUYING GUIDE--PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

THE WAITER AND THE PORTER AND THE UPSTAIRS MAID... BING CROSBY (Mary Martin-Jack Teagarden) MITCHELL AYRES (Johnny Bond)

Taken from a highly publicized production number in Bing's latest picture, *Birth of the Blues*, this tune will get plenty of plays in the Crosby version on the strength of the film alone. Melody is so catchy, words so contagious, however, that song should hold out long after original novelty wears off. Crosby disk has advantages of talent display from picture, but Ayres's rendition has plenty on the ball and might keep pace.

TONIGHT WE LOVE TONY MARTIN

This is a fine set of lyrics set to the sensational pop adaptation of Tchaikowsky's *B-Flat Piano Concerto*. If it is to get really big, it must outflank the *Concerto for Two* number which is already on its way. Deserves mention here because of its background and should be watched closely. Either this or the *Concerto for Two* will eventually hit top billing.

THE WHISTLER'S MOTHER-IN-LAW BING CROSBY (Woody Herman's Woodchoppers-Muriel Lane)

Right down Crosby's alley is this infectious lazy-daisy, doubly attractive because of the great work done by Muriel Lane and the Woodchoppers. This would seem to be a No. 1 prospect for the phono operators, all of whom are hereby advised to make a thoro investigation. Should please all types of nickel-droppers.

BI-I-BI HORACE HEIDT (Donna and Her Don Juans)

Mentioned in "Best Releases of the Week" a short while back, this double-baby-talk broadside looks like it may bring home the bacon for ops bright enough to take a flier on it. Locations using it report that it catches on rapidly after a few plays and might become a real piece of nickel bait.

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.

THE WHISTLER'S MOTHER-IN-LAW BING CROSBY (Woody Herman's Woodchoppers and Muriel Lane)

There's double-barreled dynamite on this disk, both in talent and tune. It marks the first time that Crosby gets the Herman harmonies for his backing, which makes for a phono following from two sources. Moreover, the tune itself is sure-fire to find immediate favor, stemming from the *Lazybones-Rockin' Chair* variety which is particularly suited to Crosby's chanting and Herman's brand of rhythm rocking. Giving Herman's vocalist, Muriel Lane, a crack at the lyrics for sultry shouting provides Crosby an opportunity to cut in with jive talk which enhances the flavor of the disk.

HALLELUJAH TOMMY DORSEY

The Dorsey dandies swing out in a spirited groove and practically melt the wax with this spirited selection from *Hit the Decks*, ancient musical comedy. Paced by the drummer, tempo is set at traffic-stopping speed and the band boys are entirely on their own for musical heat.

MOONLIGHT MASQUERADE JIMMY DORSEY (Bob Eberly)

Jimmy comes thru with dandy doubling of a pair of contrasting ballad beauts. Each designed to create a steady parade of phono plays. *Moonlight* is a romantic lullaby in the *Isle of Capri* vein. Flipover, *Wasn't It You?*, is a torch ballad, given typical Eberly vocalizing and Dorsey accompaniment. Either or both are good enough to join the long sequence of J. D. hits.

BY-U BY-O FREDDY MARTIN (Clyde Rogers and Vocal Quartet)

The title of this tidbit might lead to suspicion that here we have another tongue-twister. Instead, however, this is a rhythmic lullaby of Louisiana's bayous. Martin's smooth, colorful harmonies give added charm to a lovely melody. Is a cinch to do well in the South, and might well draw nickels up North.

THE SWEETHEART OF SIGMA CHI.. BING CROSBY

Taking liberties with the waltz tempo, Crosby pours his heart into this famous serenade to every college man's sweetheart. Appraisal of this disk's phono possibilities is hardly necessary, especially as regards campus locations.

EYES OF TEXAS U. of Texas Longhorn Band (Glee Club)

This side is of particular interest to Texas operators, with some measure of interest wherever music box draws from the college campus. Song is marching and fighting song of Texas U., which may be making football headlines this season.

CONCERTO No. 1, B-FLAT MINOR, OPUS 23 WOODY HERMAN

The Tchaikowsky *Piano Concerto*, already moving in fast phono company, gets striking instrumental treatment here. For two thirds of the disk the band accents the inherent harmonic qualities and melody of the concert piece. For the finish the band changes pace and lets ride in typical Herman fashion.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

FREE!
TO ALL
MUSIC
MACHINE
OPERATORS

VALUABLE
COOPERATION
from PARAMOUNT
PICTURES TO HELP
YOU INCREASE
YOUR PROFITS!

A million-dollar publicity and advertising campaign to stir up interest in Paramount's great new picture, "Birth of the Blues", will also create tremendous play in your machines on the records of the songs from the picture.

These are the records they want to hear:

BIRTH OF THE BLUES
Bing Crosby—Decca
Benny Goodman—Columbia
Bea Wain—Victor
Teddy Powell—Bluebird

MELANCHOLY BABY
Bing Crosby—Decca
Glenn Miller—Bluebird
Teddy Wilson—Columbia
Chic Bullock—Okeh

ST. LOUIS BLUES
Alvino Rey—Bluebird
Billie Holiday—Okeh
Art Tatum—Decca

THE WAITER, THE PORTER AND THE UPSTAIRS MAID
Mitchell Ayres—Bluebird
Bing Crosby—Decca
Al Donahue—Okeh

BY THE LIGHT OF THE SILV'RY MOON
Dick Todd—Bluebird
Guy Lombardo—Decca

WAIT 'TIL THE SUN SHINES NELLIE
The Jesters—Decca

WAITING AT THE CHURCH
The Jesters—Decca

CUDDLE UP A LITTLE CLOSER
Dick Jurgens—Okeh
Guy Lombardo—Decca

It's FREE!
WRITE
TODAY

to ALEC MOSS
PARAMOUNT PICTURES
1501 Broadway, N.Y.C.
for free information on how you can get local theatre cooperation and live selling helps!

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Now that Frank Sinatra is definitely leaving the Tommy Dorsey band, Tommy is testing various aspirants for Frank's berth. Most likely is young Ken Curtis, who has already cut a disk or two with

T. D. . . . Duke Ellington will probably go on a vaude tour with a fabloid version of his Los Angeles hit revue, "Jump for Joy." The Duke has recorded most of the songs from the show, most prominent being "I Got It Bad," with Ivy Anderson on the vocal. Duke is heard on Victor records. . . . The phenomenal success of Freddy Martin's adaptation of the Tschai-kowsky "Piano Concerto" has impelled Martin to cut the tune again, this time with lyrics entitled "Tonight We Love." Others on "Tonight We Love" are Eric Madriguera (Victor) and Tony Martin (Decca). Another set of lyrics to the same tune is "Concerto for Two," which is showing so well in the Record Buying Guide. . . . Matty Malneck and band will appear in the Warner Bros. picture "You're in the Army Now." . . . Another band before the camera is Charlie Barnet, now working in a Universal picture. . . . Kay Kyser tried to sign Martha Tilton to replace Ginny Simms, but Martha prefers her current solo chores. . . . The Martins, promising new vocal quartet, will soon be out on Okeh records with the songs from the new Broadway revue "Best Foot Forward." . . . Vaughn Monroe has added to his duties by signing to furnish the music for the Coast-to-Coast Ilka Chase program. . . . "Two Latins From Manhattan," the new Columbia picture featuring Joan Davis and Jinx Falkenburg, has been released nationally. The picture uses "Daddy," among other songs, and features a potential hit in "How Do You Say It?" . . . Brazilian samba rhythms are becoming more popular every day and soon may become important coin piano items. . . . Woody Herman is stopping for a new girl vocalist. . . . Ann Perry is now handling female lyrics with Shep Fields.

Operators!
You'll get a steady flow of "Champagne Profits" from the "CHAMPAGNE MUSIC" of **LAWRENCE WELK** with smooth-sweet vocals by **JAYNE WALTON** on **DECCA RECORDS**



HEADED FOR A HIT: "Fire" Smoldered Quite a While

3995 Noche de Ronda Dawn

GOING STRONG:

3725 Friendly Tavern Polka You Are My Sunshine

3726 Clarinet Polka Canadian Capers

3824 Flores Negras (You're the Moment of a Lifetime) Chansonette

3934 Back Home in Illinois You're My Darling

Exclusive Management
FREDERICK BROS. MUSIC CORP.
NEW YORK • CHICAGO

Release Previews

Anita Boyer, former Leo Reisman, Dick Barrie and Artie Shaw vocalist, will be out with "Tis Autumn" and "Make Love to Me" on Okeh.

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:

CINCINNATI:
I'll Keep On Loving You.
Connie Boswell.

This simple, catchy tune, written in the *It Makes No Difference Now* fashion, ranks right up with the leaders in this vicinity, according to the operators. Song is made to order for the Boswell style, and it is easily understandable why the record should find favor not only here but all over the nation.

WASHINGTON:
You and the Night and the Music.
Jack Leonard.

Music machine operators here report that this passionate ditty is getting as much public attention as any of the most recent hits. Leonard's warm treatment of the song has effected a national revival of interest, with Washington catching hold first.

DETROIT:
I'll Wait for You. Freddy Martin.

Among the newer releases fast gaining favor in this area is this soft, sweet ballad given typical Martin treatment and a sympathetic Eddie Stone vocal. Operators report that it is more than holding its own despite hot competition from other, more widely favored disks.

MIAMI:
Darling, How You Lied. Wayne King.

Local operators say that this melodious ballad, decked out in a soft Wayne King arrangement, is rapidly heading toward the top. Thus far this area has been the only one to take to this particular record, but there is little reason to believe that interest will be wholly confined here once operators in other sections wake up to the tune's possibilities.

LOS ANGELES:
I Got It Bad. Duke Ellington.

Duke Ellington's revue, *Jump for Joy*, is a real hit here, and it is natural that the show's hit song should rank high in music machine popularity. A real low-down Ellington torch song with a warm Ivy Anderson vocal, this disk has begun to attract attention everywhere. For the record, however, it should be pointed out that Los Angeles was the first to appreciate the tune.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended October 4 and the week before, ended September 27, see the Music Popularity Chart in the Music Department in this issue.

Tri-Way Pick-Up Importance Grows

NEW YORK, Oct. 4 (MR).—Executives of Tri-Way Products Company, Inc., report that operators everywhere are realizing the growing importance of their permanent featherweight Jewel Pick-Up with adaptor and volume control.

"Now that the music operator must make his records last as long as possible," explained a company executive, "the one-ounce weight of our pick-up means the least possible record wear. There is the added advantage of better tone, and no change of needles is required.

"The extra dollars an operator spends for our pick-up mean a tremendous saving to him at a time when records and general material costs are rising. Operators who have installed this unit report that one of its most outstanding factors is that it gives so much better tone that the locations believe an entirely new mechanism has been inserted. Installation can be made on any machine right on location in a jiffy."

BUY TODAY STANDARD TUNES

ON
Standard
RECORDS

LIST PRICE 50c

- T-2018** TOMMY'S MUSTACHE
Rene Musette Orch.
w. Vocal Refrain
MERRY ACCORDION
Henri Rene & his Accordion
- T-2017** TOMMY'S MUSTACHE
Jean Cavall with
Harold Grant's Orch.
LET'S DO THE OLD TIME
DANCE
Rene Musette Orch.
- T-2016** HAPPY AS A LARK—Polka
Harold's Instrumental Trio
NORTH STAR POLKA
Nordic Instrumental Quartet
- T-2015** QUIT YOUR BELLY-ACHIN'
—Polka
Bernie Wyte's Orch.
TAKE YOUR DRUM AND
BEAT IT—Polka
- T-2014** WAITER, I'LL PAY LATER
Rene Musette Orch.
CHEATING CHARLOTTE
- T-2013** JOEY'S GOT A GIRL
PUSSY CAT AGONY FIVE
Barry Sisters with
Sammy Meade's Orch.
- T-2012** MOONLIGHT FJORD
—Schottish
Nordic Instr. Quartet
BALTIC POLKA
- T-2011** HAUNTING MELODY POLKA
MOUNTAIN PEAK POLKA
Henri Rene, His Musette
Accordion & Accompaniment
- T-2010** PERFIDA MUJER—Bolero
(Unfaithful Woman)
LOS QUE SE VAN
—Bolero-Rumba
(Those Who Leave)
Alfredo Mendez and his Orch.
Spanish Vocals by G. Del Toro
- T-2009** WALTZING ON THE "KALA-
MAZOO"
MISIRLOU—Fox Trot Beguine
Frank Knight with
Harold Grant and his Orch.
- T-2008** FULL MOON ON THE LAKE
—Polka
RIPPLING BROOK POLKA
Henri Rene, His Musette
Accordion & Accompaniment
- T-2007** LO-LO-LITA (The Girl Friend
of the Army)
GREETINGS
Harold Grant and his Orch.
Vocals by Brad Reynolds
- T-2006** SWEET CANARY POLKA
Rene Musette Orch.
TOREADOR—Paso Doble
- T-2005** POUND YOUR TABLE POLKA
OLD CHIEF WALLA HOO
Barry Sisters with
Sammy Meade's Orch.
- T-2004** WALTZING ON THE "KALA-
MAZOO"
Rene Musette Orch.
CUTTING IN—Polka
- T-2003** BLUFFERS—Polka
Walt Leopold's Orchestra
FOXY—Polka
- T-2002** MISIRLOU—Bolero
LINDA MUJER
—Bolero-Rumba
(Beautiful Woman)
Alfredo Mendez's Orch.
Spanish Vocals by G. Del Toro
- T-2001** FINGER—Polka
Bernie Wyte's Orchestra
COCOANUT—Polka
- T-2000** CUBALERO—Polka
Rene Musette Orchestra
HAPPINESS—Polka

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STANDARD PHONO CO.

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NEW YORK, N. Y.

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• 14 RECORDINGS IN PREPARATION •

Including:

- XAVIER CUGAT
- HARRY JAMES
- CAROL BRUCE
- HAROLD GRANT

- MITCHELL AYRES
- WOODY HERMAN
- JOSE MORAND
- ALFREDO MENDEZ

COLONIAL MUSIC PUBLISHING CO., Inc. 168 WEST 23RD ST. NEW YORK, N. Y.

WOTTA CATALOG!!! The Record Breaker ★★★★★

JOLTIN' JOE DIMAGGIO

Okeh-Les Brown: Bluebird-Bob Chester
ALAN COURTNEY MUSIC CO., 1619 Broadway, New York

P.S.: Clip this advt.—save it—show it to your friends—after all, we can't afford this often.

1 TO 12, 23C EA. - 13 TO 99, 23C EA. - 100 UP, 20C EA.

MIRACLE POINT

*It's getting 'round
Miracle Point Needles
are top's*

MIRACLE POINT

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS

JIMMY DORSEY (Decca 3991)
Moonlight Masquerade—FT; VC. *Wasn't It You?*—FT; VC.

Bob Eberly handling the vocal chores for each ballad, Dorsey rings the bell twice with this couplet. The *Moonlight* melody, the collaboration of Dorsey's trumpet-arranger, Toots Camarata, with Jack Lawrence for the lyrics, stacks up as a potential hit of the proportions that attended *Isle of Capri* some years back. It stems from the same inspirational root. Set in a slow and dreamy tempo, but with a rhythmic punch thruout. The band takes the first chorus, the Dorsey clarinet embellishing the releases. Eberly completes the side with a second chorus, provided with a touch of the tango rhythms for the bridge bars to enhance the song-selling. The *Bernie Wayne-Ben Raleigh* ballad beaut on the B side is also a cinch to carve itself a long and prosperous career in hit-parade company. The interrogation is torchy. Following an elaborate band introduction, Eberly sings both verse and chorus, band contented to pick it up for a single strain and then let Bob build it to a big vocal finish.

Operators can look forward to a double hit here. Calling to mind the machine magic Dorsey provided with his earlier "Green Eyes"—"Maria Elena" doubling, music operators should be prepared for a repeat. Both sides

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)

are ballads, but, with one emphasizing the romantic and the other the torch theme, both have equal qualities to make for hits. And with Bob Eberly in good voice for both sides, the portents promise long phono life for each.

WOODY HERMAN (Decca 3972-3973)
Bishop's Blues—FT. *Woodsheddin' With Woody*—FT.
Concerto No. 1, B-Flat Minor—FT. *I Love You More, More Every Day*—FT; VC.

Herman hits the road from sweet to hot to the low-down blues for these four sides. The *Blues* side is the standard race blues at which the Herman boys are particularly adept. Composer credit going to James A. Noble, the blues is an orchestral tribute to Joe Bishop, flugel horn player, one of the band's original members confined for the past year to the Will Rogers Memorial San in Saranac Lake, N. Y. Bishop pioneered the band in featuring the blues musical form, and the side shows their ailing member that they can still blow it blue. Taken at a moderately paced tempo, it builds from the opening scratches when the saxes introduce the theme. Trombone, piano and trumpet account for the instrumental flashes. Completing the couplet (3972), the tempo is stepped up to fire engine proportions for some fiery *Woodsheddin'* fashioned by composer Lowell Martin, which hides the identity of Martin Gabowitz, who is usually more devoted to the music moderne pattern. Band hits on all cylinders, with the horns wide open, and affords Woody an opportunity to dirty up the clarinet keys for two torrid choruses.

The mood is more restrained for the *Concerto* side. The Tschaikowsky classic gets delicate treatment for more than half the side. The piano carries the theme, taken up again by the trombones, never once marring the charm of the melody. For a change of pace, and to make a striking contrast, the band dips into heavy sock setting for the final refrain. The *Love You More* ballad, completing the couplet (3973), is also taken at a moderate and restrained rhythmic tempo. Band plays it smoothly for the first chorus and Woody comes to the vocal front for the confessional lyrics for the second chorus.

The "Concerto" classic, already creating real excitement in song circles, is the side that holds greatest interest for the music operators. Herman's treatment of contrasting the original melody with swing makes it highly desirable for phono wear, providing plenty compensation for lack of a vocal chorus. For the jitterbug parlors, the fast and furious

"Woodsheddin'" side is cut to the likings of the youngsters. In locations, especially the race, where the blues go big, Herman's "Bishop's Blues" should go over.

U. OF TEXAS LONG HORN BAND (Victor 27595)

Eyes of Texas—FT; VC. *Texas Taps*—FT; VC.

Adding to the collections of collegiana, this is football music of special interest to the Texas territory, employing the University of Texas Long Horn Band and the men's glee club for two of the school anthems, directed by Burnett Pharr. Each side opens with a college cheer. *Eyes of Texas* is a rollicking march familiar to many outside of the State, while the *Taps* companion is alma mater music offered with greater solemnity.

For operators in the Texas territory, the school songs are dynamite for phono consumption, especially during the football season. However, operators servicing collegiate locations in other territories shouldn't overlook the playing possibilities at their spots. "Eyes of Texas" is familiar to all campus folk, and collegiates everywhere will give a listen, even if it's not their own particular school song.

TONY MARTIN (Decca 3988-3989)

Tonight We Love—FT; V. *I Guess I'll Have To Dream the Rest*—FT; V.
The Cowboy Serenade—FT; V. *The Hills of Home*—FT; V.

Four tender ballads get tender vocal treatment from Tony Martin, with David Rose handling the orchestral chores. *Tonight We Love* is a lyrical expression of the famous Tschaikowsky *Piano Concerto* classic by Bobby Worth and Ray Austin, completing the couplet (3988) with the already popular *Dream the Rest* ballad. *The Cowboy Serenade* takes Martin to the wide open spaces, while the mated *Hills of Home* (3989) is a song of longing that gives Martin an opportunity to display even greater dramatic force in his singing. The musical pattern for the first pairing calls for two choruses, the orchestral interlude for the first half of the second refrain. The *Cowboy* side has Martin singing thruout for a single chorus, an elaborate call-of-the-canyon ending added. The *Hills* song, set in a minor key, has three choruses, with the orchestra coming in for the middle refrain.

With the Tschaikowsky concerto gaining favor fast, Martin's vocal rendition, "Tonight We Love," is a likely one to gain phono favor. Gives excellent vocal treatment, and,

since it's the song that has created interest, there's added play in having an all-vocal version for the machine. Since there's no unanimity of title among the many record versions of this adaptation, operators should add the "Piano Concerto" tag for the selectors.

WINGIE MANONE (Bluebird 11298)

Ochi Chornya—FT; VC. *The Boogie Beat'll Getcha If You Don't Watch Out*—FT; VC.

Wingie takes the well-known Russo theme for a ride on the A side, giving it his rugged brand of New Orleans musical jive treatment. And for his gravel-coated voice he adds some original jive lyrics. The small band beats it out at a medium jump tempo with a solid four-four beat, and in addition to Wingie's own proficiencies in the unkempt swing style, presents trombonist George Brunnis and clarinetist Rod Cless for instrumental interludes. The seven-man crew dips into the eight-to-the-bar groove, moving livelier for the *Boogie* bugaboo on the B side. The walking bass notes provides for real musical excitement on this side.

These are strictly for jive fans, and beer stubes that go for the rough and ready swing rhythms championed by Wingie Manone will find either side very easy to take.

DECCA BAND (Decca 3993-3994)

Navy Blues—FT; VC. *We're in the Navy*—FT; VC.

You're a Lucky Fellow, Mr. Smith—FT; VC. *Oh, How I Hate To Get Up in the Morning*—FT; VC.

Joe Colling directing the Decca house band for four spirited marching songs that touch on the patriotic, with the male voices of the King's Men raised in song, the four sides represent a tribute to both the navy (3993) and the army (3994). Except for Irving Berlin's *Hate To Get Up* classic of an earlier war, the martial music stems from recent screen shows—*Navy Blues* from the picture of that name, *We're in the Navy* from *In the Navy*, and *Mr. Smith* from *Buck Privates*.

For general appeal, the "Hate To Get Up in the Morning" bugle music, recorded as a spirited marching song, is the side that holds greatest interest for operators. However, for those servicing locations near the army camps and navy bases, each of the sides meets specialized needs.

POPULAR ALBUMS

Gems of Melody (Victor P-76) offers the Victor Salon Orchestra, directed by Leonard Joy, for eight semi-classics that are truly gems of melody—*Love Sends a Little Gift of Roses*, *The Glowworm*, *Two Guitars*, *Nola*, *Dark Eyes*, *Roses of Picardy*, *The World Is Waiting for the Sunrise* and *Amaryllis*. While each of the selections has been literally played and recorded to death, this album gives to each a fresh orchestral gloss that makes each sound new all over again. Sidney Green, who is credited with the arranging chores for many of Dinah Shore's disks, has scored the selections. The colorful harmonies created give added brilliance to each song without impairing the melodic content. It seems almost impossible to impart freshness to such evergreens as *Two Guitars* and *Dark Eyes*, yet this salon group turns the trick. Joy's readings give to this album exactly what the maestro's name implies.

While designed primarily for home consumption, this album holds unusual appeal for operators servicing the dining salons and the smarter cocktail lounges. It's completely salon music, emphasizing the violins, for listening pleasure.

Hymns sung by the Hour of Charm All-Girl Orchestra under the direction of Phil Spitalny (Columbia C-72) packages the hymns which received the most requests from radio listeners on the *Hour of Charm* air show. Believed to be the first album of hymns ever issued by any recording company, it features thruout the 30 feminine voices in chorus of the Spitalny organization. Soloists are Vivien and Maxine and the musical background is provided by harp, string quartet and Evelyn's "Magic Violin." A reverent note is struck for each side, and the singing of the girls is entrancing. A female voice introduces each side, each a big favorite, album comprising *In the Garden*; *Holy, Holy, Holy*; *Now the Day Is Over*, *The Old Rugged Cross*; *Lead, Kindly Light*; *Abide With Me*, *Day Is Dying in the West* and *Rock of Ages*.

The album, a cherished item for any record library, is designed primarily for home consumption.

Hot Plano (Victor P-75) presents the Steinway stylizings of four sepia stand-outs. On the eight sides, Earl Hines offers *On the Sunny Side of the Street* and *My Melancholy Baby*; Duke Ellington couples *Solitude* with *Dear Old Southland*, virtually his first recorded piano solos; Fats Waller offers *Ring Dem*



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 AND HIS
 Royal Canadians
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 OF HEAVEN on—

These LATEST
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THAT WILL MAKE A HIT WITH
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LES MARTIN, Chicago distributor, and Griff Williams, band leader, meet in the Soundie Theater at the Mills Novelty Company plant. The attraction is the Mills Panoram. (MR)

Bells and Carolina Shout; and, reprinted from 1929 vintage, the late Jelly-Roll Morton plays his Seattle Hunch and Freakish, both original rags. While the album presents the contrasting styles of each, none of the Steinway squatters is shown to best advantage. Save for Ellington, new to the soloist class, all have imprinted far better examples of their musicraft on any number of other releases, especially for their originals. The real interest this package contains is in affording the opportunity for comparing the styles of four jazz pianists. But the examples are poor. Moreover, with each of the four being so distinct and apart in their keyboard styles, a fact familiar to even the most naive record fan, comparative values are nil in this case.

The album is strictly for avid music fans, with no import for the phonos.

JAN SAVITT (Victor 27594)

Afternoon of a Faun—Part 1 and Part 2—FT.

Savitt undoubtedly permitted sentiment to get the best of him when he set this highly impressionistic music of Debussy to dance time. This misinterpretation of the classic can only be accounted for by the fact that Savitt still recalls the days when he used to scrape a strad for Leopold Stokowski with the Philadelphia Orchestra. True enough, Debussy's ethereal harmonic structure gets tender and sympathetic treatment in the reading of trombonist Ben Pickering's arrangement. No hot solos or sock choruses for the two sides, Savitt sticking close to the original structure. However, restricted to the confines of a fox-trot tempo, both the melody and the music are meaningless. The dance tempo does not make for a better appreciation of Debussy, as it might for the more melodic classicists. It is a scholarly and excellent exercise in the art of orchestral arranging, but its popular appeal is negligible.

There is nothing here to interest the operators. Those desiring Debussy on record are more inclined to seek out the symphonists than the syncopators.

MITCHELL AYRES (Bluebird 11295)

Misirou—FT; VC. The Waiter and the Porter and the Upstairs Maid—FT; VC.

The beautiful and haunting Misirou, fashioned as a beguine by the Ayres music fashioners, is played smoothly and makes for highly desirable dance music. Blend of saxophones and flute gives that esoteric touch to the tune for a half chorus on opening. But instead of building from that point on, interest sags in Meredith Blake's vocal chorus, and thru no fault of her own. The lyrics, with inherent dramatic qualities, are not particularly fitted for Miss Blake's style of rhythm singing. Moreover, the song story calls for a male voice to carry the serenading over the desert sands. The rhythm ditty mating the disk is more in keeping with the capabilities of the band. From the forthcoming Birth of the Blues flicker, Johnny Mercer's clever rhymings get throaty treatment in Johnny Bond's vocal. Saxes lead the band's opening chorus, returning after Bond's chorus in sock style to carry it out for another half chorus.

"The Waiter, etc.," novelty ditty from Bing Crosby's new screen show, promises to scale the song heights, and with Mitchell Ayres one of the first to wax it in the strict dance tempo, his entry is likely material for the phone play.

Advertisement for a contest with a \$100.00 cash prize. Text includes: '\$100.00 CASH FOR YOU!', 'If you submit an acceptable name for coin-operated phonograph machines...', 'Mail your suggestion NOW. You may be the clever one to win the \$100.00 CASH AWARD.', 'Win That \$100'

Maloney, of Panther, Launches New Name Contest for Phonos

FORT WORTH, Oct. 4.—Jack Maloney, manager and owner of the Panther Novelty Company, Fort Worth, and the largest music operator in this area, does not like the nicknames that have been handed the coin-operated phonograph. Maloney contends that the automatic phonograph demands more respect and dignity than to be called rickelodeons or juke boxes. In fact, he hates such names and contends that the moniker juke box is the worst to be used. He contends that such a cheap and lowbrow reference to the attractive and expensive phonographs of today is a crying shame and is instrumental in lowering the standard of the business.

Maloney is so strong against the use of these cheap monikers that he is attempting a big job—in fact, the biggest job a single operating organization ever attempted—that of securing a suitable name for coin-operated machines. He contends that the name phonograph is not sufficient to cover the scope of the present coin-operated machine. He thinks it carries too much of the home phonograph idea or the combination radio and phonograph. So he is going to the public that plays the coin-operated music machines for a suitable, correct and dignified name.

\$100 for Best Name

Maloney has launched a contest in an effort to secure a name he plans to establish nationally with all phonograph operators and the public. He has started the campaign by engaging time on one of the leading radio stations here, KFJZ. The program goes on the air every Sunday evening at 8:30. In addition to the radio program he is using the daily newspapers to broadcast his contest and already hundreds of suggested names are pouring in to the offices of the Panther Novelty Company. The contest will close midnight, October 31. No obligation whatsoever is placed upon those who send in names. A selection of capable judges will decide upon the winning name providing one is selected.

For the name selected the one sending it in will be awarded \$100 in cash.

The contest is being talked up everywhere and is spreading fast over the State. Newspapers are commenting upon the contest daily and from present indications the coin-operated phonograph business is going to receive plenty of publicity.

After the name has been selected, Maloney will ask the co-operation of the industry in helping to establish it with the public. He will expect co-operation from all phonograph and record manufacturers, as well as the various coin machine associations. He will also expect the coin machine trade papers to help put the new name across. Maloney is downright sincere about the whole matter. He believes that a proper name—a catchy and dignified name—can be selected and established in the minds of the industry and the general public. He believes that anyone using the name juke box has no business in the music operating field. He states frankly that it is a business that demands the highest respect of the public and those who are making money from it and that the music machines now being produced and operated deserve a better name than they now are cursed with.

Buffalo

BUFFALO, Oct. 4.—Business here has dropped a little with beginning of October, but is expected to resume soon.

Vic Stehlin, music and games operator and president of the Amusement Operators' Association, flew to New York to take in the Joe Louis fight and also see about some business ventures.

Boris Siegel, Acme Coin Machine Exchange, is on a buying trip thru the Pennsylvania territory. During his absence Harry Pearlman is in charge. Frank

Brock Watson, newest firm member, is already on the road.

Joe Anzalone, Chippewa Amusement Company, was seen shopping in Rex Amusement Company showrooms.

Frank T. Curran, who holds the local franchise for Mills' Panoram movie machines, reports good business and is steadily increasing his routes.

Buffalo Amusement Operators' Association is still going strong, now numbering over 80 members. Meetings are held once monthly, special board meetings every week or so.

Pictorettes, Inc., is said to have had five of its movie machines on location for two months for tests before embarking on larger scale production and operation.

Ted Mills, music operator, spent an evening recently with Harry Kelly taking in the prize fights.

Rifle Sport Arcadee, first arcade here, is doing good business.

A Raymond Scott one-nighter has aided a few scattered records of his here and there. Tommy Dorsey, who just concluded a vaudeville stand at the Buffalo Theater, helped his popularity with special tie-ups with operators and record retailers.

Joltin' Joe Di Maggio, by Les Brown, is biggest of "Coming Up" tunes here, and a swell novelty. It will be helped by World's Series, but should get to top even after baseball ballyhoo has died down.

Fort Worth

FORT WORTH, Oct. 4.—The summer of 1941 will long be remembered by operators of this section, due to the fact that it ended in a huge success for almost everyone who services coin-operated equipment.

George Prock, Dallas, Rock-Ola distributor, was a visitor to coin machine row a few days ago.

Stafford Page, operator, has moved to new and larger quarters, while Bob Cowan, another operator, is now settled in larger quarters on Houston Street.

Making the row in a brand new car these days is Eddie Vinson, manager of Fort Worth Novelty Company.

Coinman Lockhart, of the Operators' Supply Company, is a frequent visitor to the East Texas, Arkansas and Oklahoma territory. Lockhart reports sales very good on each trip.

Leslie Frankrich, head of the Frank-Rich Distributing Company, is out of the hospital following an operation.

Ed Sluder, Dallas operator, was a Fort Worth visitor last week. He was buying and selling used equipment.

The announcement regarding the rise in record prices, due to the new federal tax, has been received by Fort Worth music operators.

Bennie McDonald, Star Coin Machine Company, has just finished one of his biggest summers. Bennie reports good earnings from all his amusement spots. The Star organization is set for the fall and winter rush.

So. Automatic Offers Fine Photo Refinishing

LOUISVILLE, Oct. 4 (DR). — "Why that phonograph looks perfect," is the exclamation usually heard from operators purchasing used phonographs from the Southern Automatic Music Company," declare Sidney Stiebel and Leo Weinberger, officials of the firm.

"The use of special spray equipment is the reason Southern's used phonographs look so well," they continue. "All phonos are refinished in sparkling new Marbl-Glo. Each part is inspected and tested. Worn parts are replaced, the machines lubricated, amplifiers, speaker and tubes are checked in a severe performance test.

"The Southern Automatic Music Company has offices in Louisville, Indianapolis, Cincinnati and Nashville. All are equipped to fully satisfy all needs of the operator."

Sign Your Enrollment Blank Now!

The first enrollment blank to reach The Billboard in the Phonographs-for-Defense campaign was signed by Olaf N. Severson, Severson's Novelty Company, Madison, Wis. The blank was postmarked at 8:30 p.m., October 1. National recognition is due Mr. Severson for his promptness in getting his name on record to boost U. S. Defense Bonds.

Music operators are requested to sign the enrollment blank below and mail it as soon as possible. Names count in this campaign to boost the sale of bonds. Get your name on the list and urge other operators to sign up also.



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



Reproduction of large-space ads in Fort Worth newspapers being placed by Maloney to promote his campaign.

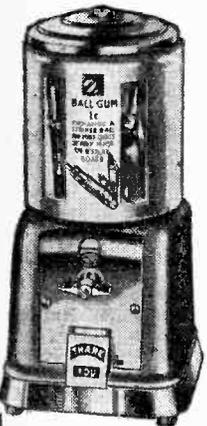
TOPPS FOR OPS!



CHANGE FOR THE BETTER TO—TOPPS— the perfect size tab gum that's bringing **BIGGER, BETTER, FASTER REPEAT SALES . . . STEADIER, EASIER, Surer PROFITS . . . DOUBLING AND TRIPLING THE VALUE OF THE MACHINES THAT FEATURE IT!** TOPPS 4 top flavors: Peppermint, Spearmint, Cinnamon, Pepsin are putting **NEW LIFE** into the gum vending business—they're the greatest builder-uppers any gum machine ever had! **WRITE NOW FOR FREE SAMPLES AND PRICES!!**

NOW! SPECIAL PRICE FOR OPERATORS

DISTRIBUTORS! A FEW TERRITORIES STILL AVAILABLE! WRITE FOR SPECIAL PROPOSITION NOW!



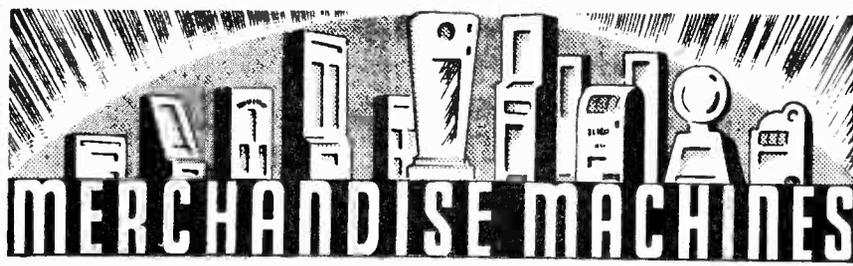
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RECONDITIONED CIGARETTE MACHINES

NATIONAL 6-30, as illustrated, complete with cabinet stand . . . **\$19.95**
7 COLUMN STEWART & McGUIRE (Model S), complete with cabinet stand . . . **35.00**
LOTS OF 5—10% Discount.
To operate 15¢ or 20¢ coin slots. All Machines perfectly reconditioned. 1/3 Deposit, Balance C. O. D.

HERALD VENDING CORP.
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Merchandise Machines
Cigarette Vender Trade Asked To Co-Operate on Wages-Hours Law

WASHINGTON, Oct. 4.—All operators of cigarette vending machines in the United States will be called on soon by inspectors of the Wage and Hour Division, U. S. Department of Labor, to determine whether they are complying with the provisions of the Fair Labor Standards Act (Wage and Hour Law).

The law requires that employees engaged in interstate commerce or the production of goods for interstate commerce, unless specifically exempt by statute, must be paid not less than 30 cents an hour and not less than one and a half times their regular rate of pay for all hours worked beyond 40 in any single work week. There is no limit on the number of hours that may be worked provided that overtime is paid as required. The Wage and Hour Division takes the position that employees in the vending machine industry generally are subject to the act.

"Our inspection drive will begin November 1," said Baird Snyder, deputy administrator, Wage and Hour Division, U. S. Department of Labor, in announcing the drive. "Our inspectors will visit all concerns employing vending machine servicemen. They will check company records as to hours of work and rates of pay of employees for the past six months. While in the past we have been disposed to be reasonable in connection with minor or innocent violations of the law, in the current drive the division will refer to its legal branch for appropriate action any cases where willful or flagrant violations are found."

Possible Violations

Possible violations will include failure to pay at least 30 cents an hour, failure to pay overtime as required, employment of "oppressive child labor," shipment in interstate commerce of goods produced or handled contrary to the provisions of the act, failure to keep the required records or falsification of records.

Snyder expressed appreciation for the excellent co-operation extended to the division by the National Association of Tobacco Distributors. He said: "During the last six months the association has issued special bulletins to its members and to other vending machine operators advising them of the provisions of the law and urging them to comply with Wage-Hour standards."

Some time ago the National Association of Tobacco Distributors had suggested to the division that employees of wholesale distributors engaged in delivering cigarettes for vending machines located in retail stores, replenishing machines, removing money from machines, and making machine adjustments were exempt from the Wage and Hour provisions of the Fair Labor Standards Act, under Section 13(a) (2) of the law. This

section provides exemption from the Wage and Hour provisions for "any employee engaged in any retail or service establishment, the greater part of whose selling or servicing is in intrastate commerce." The division has held, however, that employees of an establishment which supplies cigarettes to vending machines and who travel from one establishment to another in one work week do not fall within the exemption requirements, nor does the division feel that cigarette machine service employees are employed in a local retailing capacity or as outside salesmen so as to entitle them to exemption under the provisions of the law exempting such employees.

Educational Campaign

"This, of course, is not the first industry-wide, educational campaign in which we have engaged," said Snyder. "Similar campaigns have been conducted in the canning industry, lumber, textiles, shoe manufacturing, and others. In the cigarette field, specifically, we have received a number of complaints from employees about excessive hours and low pay. When our inspectors find full compliance with all the provisions of the law in the six months preceding the date of the inspection, this compliance will be taken as evidence of good faith on the part of the employer. But where we find flagrant or complete disregard for the legal standards, we will check records back to October, 1938, when the act first went into effect, and will ask that full payment be made to employees of the difference between the wages they have actually received and what they should have received in accordance with the law."

Snyder quoted a letter addressed to all cigarette vending machine operators by the national association: "In our opinion," it said, "the interest of vending machine operators will be best served . . . by placing all their service employees under the requirements of the Wage and Hour Law regardless of whether they operate the vending machine department as a component unit of their regular wholesale operations or as a special corporation . . ."

Study Methods To Save Paper Boxes

CHICAGO, Oct. 4.—Candy manufacturers and vender supply manufacturers whose products are put out in paper boxes are deeply interested in the work being done by 15 committees in whittling down sizes, changing designs, testing smaller caliber board and in other ways seeking to economize on the use of materials in response to the recent OPM request for a 25 per cent consumption cut. The 15 committees represent as many different use groups in the folding paper box industry.

Central clearing house for the economies which these groups evolve is the recently organized advisory committee of the folding paper box industry to the pulp and paper section of OPM.

Officials believe that when these committees have finished their task, the resultant economies will make it possible for consumer group manufacturers to continue packaging pretty much as before.

Economies suggested include shortening of the lips on a paper box end, dropping of smaller sizes of shipping cartons and packaging of more goods into one box. Redesigning in many instances will permit in a folding box of a container of the same cubic content, but the amount of box board materials needed will be materially lessened.

In some specialized industries it may be found advisable to reuse the original shipping box. For example, bottles shipped in corrugated boxboard could be filled and reshipped in the same box.



BIP GLASSGOLD, sales manager of Arthur H. DuGrenier, Inc., welcomes **Ralph Littlefield** (right), the firm's New England representative, on his recent visit to the New York office. Littlefield reported strong operator demand in his territory for Champion cigarette merchandiser and the Candy Man 5-cent bar machine. (MR)

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Nine models to choose from! Time payments! Trade Ins! Write for details.

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I HAVE A STAMP VENDOR TO MEET YOUR NEEDS

A half dozen different models to choose from priced from **\$18.50 up to \$50.00.**

- Deluxe Models.. \$50.00
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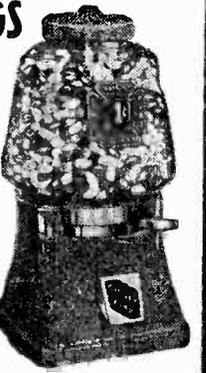


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TORR 2047A-So. 68th PHILA. PA.

SILVER KINGS

For Profits **\$5.50** Each
In Lots of 10 or More **SAMPLE \$6.50**



Limited Time Only. Rush Your Order Now! Other Machines \$3.95 and up.

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- View-o-Scope, girl film 29.95
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ASCO WEEKLY SPECIALS

- VENDORS**
- 1¢ Peanut 3 lb. \$2.45
 - 1¢ P-Nut 5 lb. 3.45
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 - 1¢ P-Nut & Pist. 8 lb. 2 col. . . 4.95
 - 1¢ Hershey 50. 2.95
 - 1¢ BallGum 400 3.45
 - 1¢ Wrigley Stick Gum 2 col. . . 3.45
 - 1¢ Silver King. 4.45
 - 1¢-5¢ Master Porc. P-Nut, Pist., B. Gum . . . 5.95
 - 1¢ Ever Ready 12 1b. Pnut., Pist., Candy 4 col. . . 4.45
 - 1¢ Long Cabin 2 col. 7.95
 - 1¢ Snacks 8.95
 - 1¢ Burel 3 col. 9.95
 - 1¢ AdamsGum Vend. 6 col.slg.prof \$7.50
 - 1¢-5¢ Deluxe, new model . . 11.95
 - 1¢-5¢ Triselector, slugging 3col. 18.50
 - Stands, all mach. 2.50
 - 25 Boxes 3/4" Ball Gum . . . 3.00
 - Pist. Nuts, lg. lb. 40
- COUNTER GAMES**
- 1¢ Imp Cig. \$6.95
 - 1¢ Cent-a-Pack 8.95
 - 1¢ A.B.T. Game Hunter 8.95
 - 1¢ Hole-In-One 10.95
 - 1¢ Totalizer . . 10.95
 - 1¢ Solitaire . . 10.95
 - 1¢ Home Run . 11.95
 - 1¢ NorrisTarget 12.95
 - 1¢ Mod. F Blue 15.95
 - 1¢ View-A-Scope19.95
- Send 25¢ for Illustrated Catalogue. 1/2 Dep. Bal. C. O. D. Wanted—We accept trade-ins or pay cash for used Peanut, Gum, Candy Vendors and Counter Games. Send list.

ASCO, 140 ASTOR ST., NEWARK, N. J.

MAKE MONEY NIGHT and DAY Without Selling

Step into big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits! Vends candy, gum, peanuts. Start small — full or spare time. Best locations prefer "Silver King." Get FREE facts today.
TORR, 2047A So. 68th, Philadelphia, Pa.



SILVER KINGS

For Profits

\$5.50 Each

In Lots of 10 or More

SAMPLE \$6.50

Send for list of complete line. Liberal trade in. Immediate delivery on all models.



ESQUIRE PREMIUM VENDOR

- 1 Esquire Premium Vendor—Standard Powder Blue Finish.
- 1 Display Insert In Machine.
- 1 Dozen Small 2 Blade Knives.
- 1 Dozen Large Single Blade Knives.

Machine filled with 1100 Balls of Gum, including 20 Striped Balls ready to set on location.

Entire Deal **\$12.50** for Only

Machine Takes In \$11.00—Pay Location 25%, or \$2.75—Your Net Return \$8.25.

ESQUIRE VENDOR, without premiums, Insert, and Ball Gum—will vend everything, \$7.50.

DISTRIBUTORS

- For Wings Pok-O-Reel **\$22.50**
- Klix Carton of 3 \$59.25
- Yankee

SPECIAL PRICE

Sample **IMPS, \$10.75**
\$10.00 Each in Lots of 6 or More

Northwestern DISTRIBUTOR

SEND FOR LITERATURE

Immediate Delivery—Liberal Trade-In. 1/3 Deposit Required With Order. Send for List of New and Used Vending Machines. Grotchen, Daval and Baker Counter Games.

RAKE 2014 Market Street PHILADELPHIA, PA.



1941 Outstanding Vendor

ESQUIRE PREMIUM

Deal Machine and Merchandise

Complete **\$12.50**

Write for Details.

PIONEER 461 Sackman St. Brooklyn, N. Y.

VENDING MACHINE "PEP"

Mix Eureka Brand Foreign Postage Stamps packed in heavy crystal tubes with your candies, etc. Watch sales pick up. 50¢ per gross; \$2.95 thousand postpaid.

E. O. LIKENS Washington, D. C. 924 Fifth St., N. W.

MORE PEOPLE

Subscribe to The Billboard than ever before. Twice as many subscribers as three years ago. Simply mail \$1 for 10-week TRIAL subscription to Circulation Dept., The Billboard, 27 Opera Place, Cincinnati, Ohio

VENDER SUPPLY NOTES

A nation-wide poll recently conducted by William T. Reed, Chicago candy manufacturer, analyzes, among other things, the sweet tooth of the average American child between the ages of 8 and 13. Asked to check their favorite candy flavor from a list of 10 flavors given, the youngsters put chocolate in first place with a 22 per cent vote. Butterscotch ranked second with 16 per cent, while caramel placed third with 12 per cent.

Remember, Saturday, October 18, is Sweetest Day. Help to make the world a little sweeter by co-operating in the national campaign now in full swing.

Among vender items new to some sections of the country are wild cherry drops, a 10-cent package; charcoal gum; a new milk chocolate bar, a 5-cent item, and a new 5-cent cherry bar.

According to an announcement by the Department of Commerce, there is no shortage of cigarette paper in the United States, present or prospective, and the supply of smokes will not fall for lack of paper.

Cigarette paper is now being manufactured in this country in large volume from domestically grown flax straw. Prior to the outbreak of the war cigarette paper was manufactured almost exclusively from linen fiber and large quantities of linen rags were imported from France, as well as a large amount of French-produced cigarette paper.

Experts at the Bureau of Standards say that ordinary seed flax straw, grown in large quantities in Minnesota and a few other States, can be used with satisfactory results.

A report from the Tobacco Manufacturers' Association says the country's production of cigarettes for 1940 was 180,666,000,000 cigarettes, and if the present 1941 gains continue thruout the remainder of the year, the total production for this year will be 2,000,000,000,000 cigarettes or more.

Fall advertising campaigns are under way on many vender products. Philip Morris resumes newspaper ads in 275 papers in major markets from Coast to Coast. A test campaign on Lucky Strikes was launched in New York newspapers recently. Luckies have not been advertised nationally since 1938. However, if the New York campaign proves successful, the ads will be extended to newspapers in other cities, with the probability that it will develop into a national drive. Camel cigarettes will again be plugged on the *Blondie* radio show, which has been renewed. This show has been under sponsorship of the tobacco firm for more than two years.

Markets in Brief

NEW YORK, Oct. 2.—Peppermint oil (dollars a pound): Natural, \$3.75 to \$4; U. S. pharmaceutical, \$4 to \$4.20.

Raw Sugar: The raw sugar market continues dull, with no offerings or sales reported during the day.

Refined Sugar: The refined sugar market was quiet and unchanged.

CHICAGO SPOT MARKET PEANUTS VIRGINIA AND NORTH CAROLINA

| | Cents per lb. in bags |
|----------------|-----------------------|
| Jumbos | 7.50 |
| Fancies | 7.25 @ 7.35 |
| Extra large | 10.25 @ 10.50 |
| Mediums | 9.50 |
| No. 1 Virginia | 8.75 @ 8.85 |
| No. 2 Virginia | 6.85 @ 7.00 |

SOUTHEAST

| | |
|---------------|-------------|
| No. 1 Spanish | 7.00 @ 7.12 |
| No. 2 Spanish | 6.85 @ 6.95 |
| No. 1 runner | 7.00 @ 7.10 |
| No. 2 runner | 6.85 @ 6.95 |

TEXAS (NEW CROP)

| | |
|---------------|-------------|
| No. 1 Spanish | 7.50 @ 7.75 |
| No. 2 Spanish | 7.25 @ 7.37 |

Venders Increase In Baltimore Area

BALTIMORE, Oct. 4.—A definite upward swing in the number of candy vender installations is manifest here. Government buildings and commercial establishments are productive fields. Many of these buildings contain from a few to a dozen or more venders. Wholesale houses, where usually one

Inviting

Capture the superior locations in your territory with the new Norman Bel Geddes - designed Model "500" U-Need-A-Pak. Here is the cigarette merchandiser that invites sales—that will increase your profits beyond your greatest expectation. 7, 9 and 15 columns of beauty in White or Walnut. We cordially invite your inquiry.

U-Need-A-Pak Products Corp.
135 Plymouth Street, Brooklyn, N. Y.

NOW READY

Vee Mix
A MIXTURE OF QUALITY FALL AND WINTER CANDIES.

also
SALTED NUTS—CANDIES—BALL GUM—CHARMS

Write one order—Pay one freight

PAN CONFECTIONS 345 W. ERIE STREET CHICAGO, ILLINOIS

would not look for them, are installing many machines.

Most candy vender installations include nut and gum venders, resulting in increased use of those machines also. Spots having such machines are naturals for cigarette venders and have opened the way for them in many locations.

Soft drink vending machine operations were maintained at full speed during September. Unusually warm weather during that month was credited with causing the boost in business. Operators who usually pull many of their drink venders off location at the end of the summer did not do so this year because of the favorable weather. Both paper cup and bottled venders are in operation here.

Congressman Aids Refugee Appeal

NEW YORK, Oct. 4.—In an appeal for public support of the 1941 war emergency campaign of the United Jewish Appeal, Congressman Joseph Clark Baldwin characterized the campaign as "particularly fitting" in this holiday season of the Jewish people.

"In this season," he said, "when Americans of the Jewish faith gather in their synagogues to pay homage to their common God, it is particularly fitting that they give thought to those who are forbidden even to gather in worship."

Congressman Baldwin's statement was issued in connection with the forthcoming October 15 dinner at the Hotel Astor, when members of the automatic vend-

LOW PRICED and **MONEY-MAKERS, TOO!**

TOM THUMB VENDERS

TOM THUMB VENDERS—the name that is famous among operators everywhere. They're compact, sturdy, and trouble-free! Small but real money-makers—they can be placed anywhere. Investigate today—send for complete information—sold on money-back guarantee. Size: 1 1/2 and 3 lb. capacity. Interchangeable mechanism. Dept. B-87.

FIELDING MANUFACTURING CO.
CLINTON STREET JACKSON, MICH.

UNEEDA PAK CIGARETTE MACHINES

1938—6 Col., \$20.00; 5 Col., \$17.50; 4 Col., \$15.00; 15¢ or 20¢ coin slots. 1939 Heeburg Vogues, Marble Glo, \$180.00. All machines reconditioned like new. 1/3 down, balance C. O. D.

QUEENS-NASSAU AUTOMATICS, INC.
2944 West 28th St. BROOKLYN, N. Y.

ing industry will launch their participation in the fund-raising campaign of the Joint Distribution Committee, the United Palestine Appeal and the National Refugee Service, for which the United Jewish Appeal is the single fund-raising agency.

The Hon. Samuel S. Leibowitz will be guest speaker at the dinner. David Lear, of Universal Cigarette Service, is chairman of the automatic vending division of the United Jewish Appeal.

Liquor Business Makes Statement On Defense Aid

CHICAGO, Oct. 4.—Committees from the distilled spirits industry to carry out conservation plans, developed with John B. Smiley, of the Office of Production Management conservation division, have been announced by Owsley Brown, chairman of an eight-man industry advisory committee.

The committee assisted Smiley and the OPM in organizing a plan to gear the industry to defense needs and at the same time "maintain its contribution of nearly \$1,000,000,000 a year in taxes," and assure continuance "of the American standard of living for the hundreds of thousands" who are dependent on it for their livelihood.

In announcing the membership of sub-committees named to carry out various phases of the program, the members of the advisory committee issued a statement outlining their position and pledging co-operation to the United States defense effort.

In explaining the functions of the sub-committees, the statement said:

"In order to guarantee the greatest possible effectiveness of the distilled spirits industry's contribution to the national defense program, committees were appointed from among industry representatives to discuss and offer recommendations on the following specific matters:

"(1) A production committee to study and make recommendations regarding the most effective means of handling such part of the industry's production facilities as may be necessary for defense purposes; also to function as a Conservative Committee.

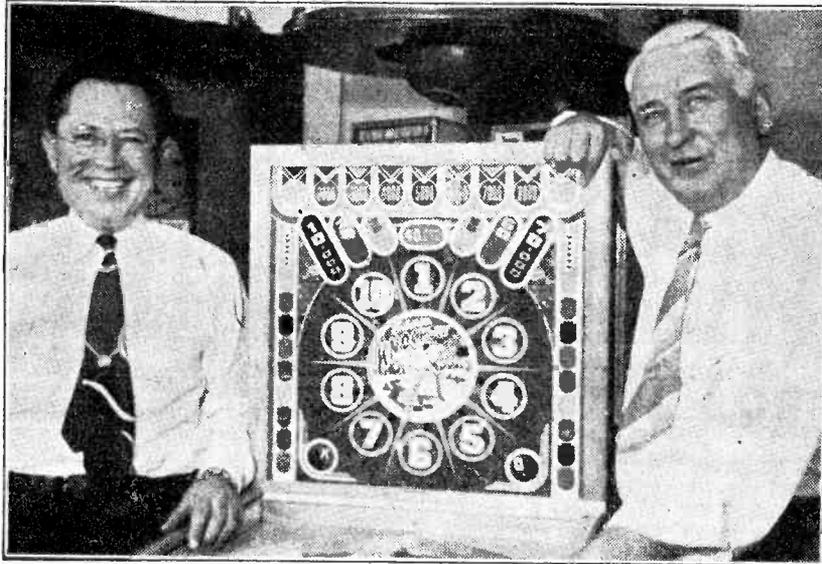
"(2) A transportation committee to study and recommend methods whereby the industry can keep its transportation requirements at a minimum during the national crisis.

"(3) A committee of public and trade relations to develop methods of guaranteeing the greatest possible intra-industry co-operation for participation in the defense program.

"(4) A legal committee to co-ordinate the efforts to existing laws and regulations."

Pennsylvania

WILKES-BARRE, Pa., Oct. 4.—Roth Novelty Company was one of the sponsors of a co-operative newspaper ad



KNOCKOUT, EXHIBIT GAME, is examined by I. H. Rothstein, Banner Specialty Company, Philadelphia and Pittsburgh, in Chicago showrooms of the Exhibit Supply Company. Another carload order resulted, Exhibit reports. With Rothstein is John Chrest, sales manager of Exhibit. (MR)

Last-Minute Tax Rulings

CHICAGO, Oct. 6.—The following important tax rulings were received from the Internal Revenue office just before press time today. These tax rulings came from reliable sources and may be considered official.

Novelty pinball games and free-play games—\$10 per year. The Internal Revenue Department will be liberal on free-play games. Free-play console games—\$10 per year.

Arcade amusement devices, other than pinball games—no tax.

Electric target machines—no tax.

Ruling on penny counter machines is still held up.

marking the laying of the keel of the new cruiser Wilkes-Barre.

An advertisement in the Wilkes-Barre papers announcing the grand opening of Fogarty's, which boasts the largest circular bar in the State, included a co-operative ad placed by the Wilkes-Barre Cigarette Company, cigarette machine operator, and the Rex Novelty Company, distributor of the Rock-Ola music system. Fogarty's also installed a Panoram Soundies machine, the first in the county.

A. F. Kimmel, of Bloomsburg, Pa., has been using a newspaper teaser ad cam-

paign in connection with Panoram Soundies.

More and more distributors and operators are becoming newspaper advertisers. The latest ads were by the Hazle Vending Company and Sacco Amusement Company, of Hazleton, Pa., in connection with the opening of a new Hazleton cafe. . . . The former handles cigarette machines and the latter installed a Singing Towers music machine.

Warm weather and the steady working of the anthracite mines, chief industry of the territory, have helped the coin machine business considerably. Instead of the usual slump in the amusement park business after Labor Day, the decline has been gradual because the warm weather kept the people going to the parks. In turn, the upswing in urban spots also has been gradual but steady. Operators report business is definitely better than for the same period last year.

A survey on the number of Panoram Soundies machines installed in the area revealed that there are approximately 20. To date business has been brisk with some spots reporting them a huge success. Charge is 10 cents per film. Operator in the area is Casella and Petinato, Pagnotti Recreation Center, Old Forge, Pa.

Mississippi

NATCHEZ, Miss., Oct. 4.—With the arrival of the harvest season comes an improved coin machine business. All operators report new locations and used machine market in area better.

Bill Edt, Natchez operator, has completed a number of new tourist cabins on U. S. Highway 61 two miles north of Natchez.

Denton A. Bigland, operator, and Mrs. Bigland are receiving congratulations of their friends on arrival of James Michael, born in the Methodist Hospital in Hattiesburg, Miss., on September 16.

Sam Serio, of the Seramac Company, says the football season has been a boon to coin machine business in area.

Al Stern and Monarch's Three R's

CHICAGO, Oct. 4 (DR).—"Like the three R's of readin', writin' and 'rithmetic, so in coin machines there are three R's that form the backbone of quality," says Al Stern, of Monarch Coin Machine Company. "They are repairing, replacements and reconditioning.

"Only when these three R's have been duly included can a machine be depended upon to give complete satisfaction.

"Here is what Monarch's three R's stand for: First, repairing must be done completely, thoroly and by skilled specialists. Second is replacements. That's where many sins can be committed. Replacement of worn parts, therefore, ranks high in the Monarch creed. Third of the three R's is reconditioning. That word may mean many things, but at Monarch it means only one thing, complete rehabilitation of the machine so that in appearance, performance and stability it is perfect. Reconditioning covers inspection and official okay.

"It's a mighty thoro rebuilding for a machine, I know," Al added. "From the constantly growing number of customers Monarch is steadily acquiring we have proof that three R rebuilding pays big."

1-BALL BARGAINS

- DEAD HEAT.....\$ 40.00
- SPORT KING..... 100.00
- WINNING TICKETS..... 55.00
- THISTLEDOWNS..... 50.00
- GRAND STANDS..... 65.00
- GRAND NATIONALS..... 80.00
- SANTA ANITA..... 100.00
- BIG PRIZE..... 35.00
- TRACK RECORD..... 75.00
- HAWTHORNE..... 40.00

1/3 Deposit and Balance C. O. D.

AUTOMATIC COIN MACHINE CORP.

340 CHESTNUT ST.
SPRINGFIELD, MASS.

MANAGER

Splendid opportunity for experienced Manager with a well established distributor of music boxes, pinball machines, etc. Must devote entire time to business and be able to invest not less than \$5000.00. Money to be used for operations. Business located in thriving industrial Midwestern city. Do not answer unless you are qualified. Give full particulars and enclose photograph.
BOX D-119, Care The Billboard, Cincinnati, O.



GEORGE PONSER, head of George Ponsler Company, has been doing an excellent sales job with Mills Panoram. The number of new Panorams on location in the metropolitan area has been constantly increasing, he reports. (DR)



QUALITY VENDERS
5 for only \$11.75
Why Pay More?
Davis Metal
Fixture Co.
Lansing, Michigan

SPECIAL SALE OF 159 GAMES!

BRAND NEW!

DAVAL'S
1c LUCKY SMOKES
and 5c RACES

\$9.95
EACH



Formerly \$22.50



Formerly \$22.50

SEND FOR NEW INDEXED BARGAIN GUIDE!

Terms: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. [ATLAS AUTOMATIC MUSIC CO. 3939 Grand River Ave., DETROIT
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG



FRIENDLY
PERSONAL
SERVICE

FOR PERFECT USED GAMES "SEE AL FIRST"

| | | | | | |
|------------------------|---------|---------------------|---------|--------------------|---------|
| Boomtown | \$44.50 | League Leader | \$35.00 | Thriller | \$10.00 |
| Blondie | 17.50 | Landslide | 13.50 | Target Skill | 49.50 |
| Crossline | 22.50 | '39 1-2-3 | 19.50 | Ten Spot | 54.50 |
| Fantasy (J.P.) | 17.50 | Paradise | 32.50 | Ump | 32.50 |
| Gold Cup Console | 25.00 | Repeater | 29.50 | Zombie | 27.50 |
| Jolly | 12.50 | Sport Special | 59.50 | Pot Shot | 15.00 |

1/3 With Order, Balance C. O. D.



Al Rodstein

ARCO SALES CO - 802 NORTH BROAD ST. PHILA. PA

Baltimore

BALTIMORE, Oct. 4.—Splendid acceptance has been accorded Gottlieb's ABC Bowler, reports General Vending Service Company thru Irvin Blumenfeld. General reports continued activity on Jennings Silver Moon and Bobtail Totalizers, Scientific's Batting Practice, Mutoscope's Ace Bomber and Drive Mobile. General has been appointed distributor for Western Products' games, with activity centered now on Derby Winner.

Keystone Novelty Company is chalking up a steady gain for Mills phonos and games, according to William J. Claire, manager. Claire also states that Packard's Pla-Mor is now in greater demand than ever before.

The E. J. Kramer Company, of Annapolis, Md., reports good results from its operations of Mills Panoram, for which it has the franchise in the Southern Maryland sector of the State.

Roy McGinnis tells of brisk sales on Keeney's Super Bell. McGinnis is getting fine play on Exhibit's Knockout as well as on Jennings totalizers.

Fall business is shaping up satisfactorily, states Michael Bandor, head of Maryland Novelty Company.

Summer phono operations were very good, states William Landsman, partner in Ace Vending Company. The installations in the Beer Garden and other spots at Carlin's Park produced excellent returns, he says.

The Franklin Novelty Company, headed by R. M. Doub and H. W. Wells, has moved to new quarters at 644 West Baltimore Street.

The Music Box Exchange has opened at 523 West Franklin Street.

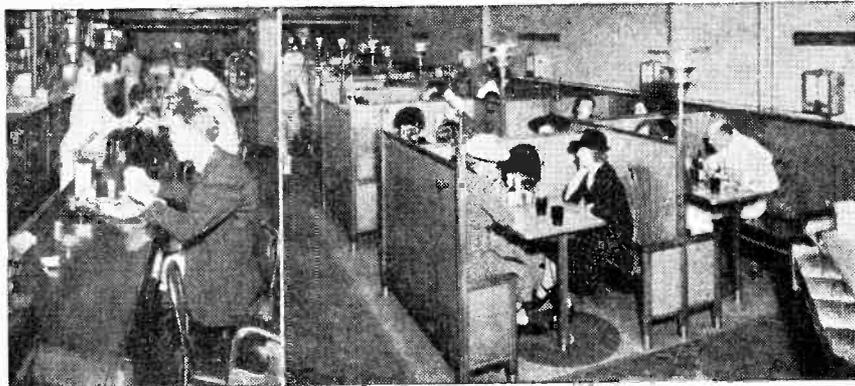
A number of candy vender installations in local theaters have been made by the Giant Sales & Vending Company, headed by Irving Levy.

Chicago Coin's game, Star Attraction, continues a star attraction, according to Ernest E. Waldrop, of Hub Enterprises. Waldrop also reports good business on Genco's games, particularly Jungle.

"Early fall business is fine," states W. W. Richardson, Dixie Coin Machine Company.

"Fall business is exceptionally good," states Roy McGinnis, who finds current business double that of the corresponding period of last year.

The General Vending Service Company reports business zooming with Gottlieb's



DENVER'S FAMOUS CAFE offers complete 5-10-25-cent Wurlitzer equipment, including a Victory model Wurlitzer phonograph, wall speaker and a battery of 5-10-25-cent wall boxes. Patronage of the machine and location is reported to have risen considerably since the installation was made. (MR)

ABC Bowler. General is also chalking up a volume business on Baker's Kicker and Catcher, Jennings Silver Moon and Bobtail and Mutoscope's Drive Mobile and Ace Bomber.

Demand for Rock-Ola phonos and wall boxes continues strong, according to Aaron Goldsmith, of the Hub Enterprises. Ernest E. Waldrop, vice-president, states Chicago Coin's Star Attraction is the biggest selling number ever offered by Chicago Coin.

Packard's Pla-Mor wall boxes are steadily growing in favor, report Keystone Novelty Company officials. Firm also reports an increasing demand for Mills consoles.

Louis Karengalen, former manager of the Dixie Coin Machine Company, who several months ago resigned to enter the army, is back in the coin machine operating field after four months of service. Karengalen and Tony Constant have organized the Severn Coin Machine Company at 100 South Howard Street.

Pittsburgh

PITTSBURGH, Oct. 4.—Banner Specialty Company has placed almost 100 Panoram machines in Western Pennsylvania during the past two months, Manager Harry Rosenthal reveals. Operators holding franchises are the Morgan Amusement Company, for McKeesport; A. Hadad, Washington; Louis Genovesi, Fayette County; Thomas Rutherford, Jefferson and Clearfield counties; R. L. Lenzi, Westmoreland, Butler, Armstrong and Indiana counties; Langone and Reda, Beaver County, and John Marmo, Allegheny Valley. Pittsburgh is covered by Shappy's Novelty Company, George Glosser, F. M. McNamara Enterprises, Edgar Foster and Robert Pratt. Franchises are soon to be set in Blair, Cambria and Somerset counties.

More than 6,000 phonographs are in operation in the Tri-State area, estimates the operators' department of the Hamburg Company, record distributor. Of the 400 operators, the biggest are believed to be Oriole Coin Machine, Pennsylvania Vending Company (Gust Georges), Adams Brothers, Pioneer Automatic Phonograph Company and Manhattan Music Company.

Frank Leon and Louis (Lakey) Grossman, operators who recently returned from a Miami vacation, are planning to open an office in Miami or Miami Beach to service Southern Florida with music boxes and games.

Angie Berglass, of Beechview, reputedly one of America's biggest woman operators from the standpoint of number of machines on location, reports: "Business thus far this year has been exceptionally good and for fall we expect even busier times in all kinds of locations."

Coin machine business in the suburban territory has slowed down the past several weeks, according to various operators, because the evening auto trade has begun to stay in Pittsburgh, the center of more than 50 distinct communities within a 10-mile radius. City machine activity has increased, particularly in taverns, drugstores and dairy stores.

Operator B. M. Proy, while visiting at B. D. Lazar Company, stated that coin machine business has been increased in

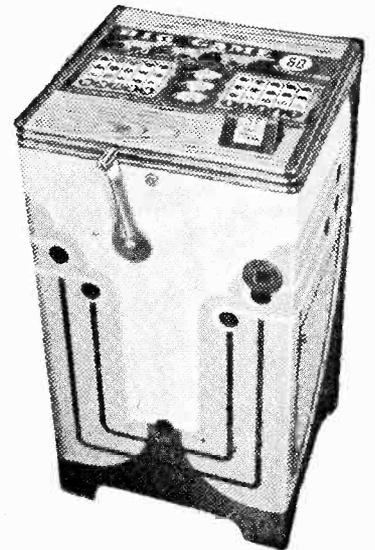
all locations where remote control has been installed, and that almost 90 per cent of his sites now have remote. Most popular game at present in his spots is High Hand.

The number of locations with games and music boxes has increased in the Pittsburgh area, but money grosses are about the same as last year, according to a consensus of operators.

Operator George Laris has returned from a Southern tour that included a stop in Miami.

Bert A. Sicchitana, Bentleyville operator, is also a justice of the peace.

Tom Johnston, of Philipsburg, and Ray Edinger, of Franklin, were recent visitors at the Atlas Novelty Company.



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips.

Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play

Made Only By
WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable address "WATLINGITE," Chicago

THREE "R" MACHINES

REPAIRED — REPLACEMENTS — RECONDITIONED

COUNTER GAMES

| | | | |
|-------------------------------|---------|----------------------------------|---------|
| American Eagle, 5¢ Play | \$14.50 | Groetchen Ginger | \$10.50 |
| Mercury, 5¢ Play | 14.50 | Groetchen Sparks, 5¢ Play | 14.50 |
| Western Tot, 5¢ Play | 9.50 | Groetchen Liberty, 5¢ Play | 14.50 |

FIVE-BALL FREE PLAY NOVELTY GAMES

| | | | |
|-----------------------|----------------------|----------------------------|-----------------------|
| GENCO | BALLY | EXHIBIT | GOTTLIEB |
| Capt. Kidd \$89.50 | Pursuit, new \$64.50 | Do-Re-Mi .. \$62.50 | Spot Pool .. \$79.50 |
| Argentine .. 72.50 | Pan American 69.50 | Double Play 62.50 | Belle Hop .. 69.50 |
| Hi-Hat .. 67.50 | Silver Skates 64.50 | Duplex .. 57.50 | Miami Beach 69.50 |
| Tan Spot .. 59.50 | Mystlo .. 44.50 | Sun-Beam .. 52.50 | High Dive .. 64.50 |
| Sluggo .. 54.50 | Flicker .. 44.50 | Zombie .. 47.50 | Sea Hawk .. 64.50 |
| Seven-Up .. 47.50 | Broadcast .. 47.50 | Leader .. 39.50 | Horseshoe .. 64.50 |
| Four Roses .. 47.50 | Play Ball .. 47.50 | Pylon .. 34.50 | Champs .. 69.50 |
| Metro .. 42.50 | Crossline .. 39.50 | Merry Go'nd 34.50 | School Days .. 44.50 |
| Big Chief .. 37.50 | Progress .. 34.50 | Short Stop .. 29.50 | Paradise .. 44.50 |
| Bandwagon .. 37.50 | Glamour .. 24.50 | Lone Star .. 24.50 | Gold Star .. 39.50 |
| Formation 34.50 | Roller Derby 24.50 | Wings .. 24.50 | Border Town 37.50 |
| Dude Ranch 39.50 | Vacation .. 24.50 | Landslide .. 29.50 | Summer Time 24.50 |
| Powerhouse .. 29.50 | Limelight .. 24.50 | Lancer .. 24.50 | Lite-o-Card .. 24.50 |
| Cadillac .. 27.50 | Mascot .. 24.50 | Congo .. 24.50 | Score-a-Line .. 24.50 |
| Big Town .. 27.50 | Lead Off .. 29.50 | Conquest .. 19.50 | Bowling Alley 24.50 |
| Big League .. 27.50 | Champion .. 22.50 | Flash .. 17.50 | Big Show .. 24.50 |
| Blondie .. 27.50 | Top Notcher 19.50 | Zip .. 17.50 | Keen-a-Ball .. 12.50 |
| Follies .. 24.50 | Fifth Inning 17.50 | Contact .. 14.50 | Track Record 84.50 |
| CHICAGO COIN | Charm .. 19.50 | Airliner .. 17.50 | MILLS |
| Majors of '41 \$69.50 | Headliner .. 19.50 | Avalon .. 14.50 | 1940 1-2-3 \$94.50 |
| Show Boat .. 69.50 | Spottem .. 12.50 | Chief .. 14.50 | Jumbo Parade 94.50 |
| Snappy of '41 69.50 | White Salls .. 12.50 | Golden Gate 17.50 | BAKER |
| Strat-o-Liner 49.50 | KEENEY | Flagship .. 14.50 | Target Skill \$64.50 |
| Sport Parade 49.50 | Twin Six .. \$64.50 | STONER | Salute .. 59.50 |
| All American 49.50 | Sky Ray .. 62.50 | Hi-Stepper, new .. \$55.00 | Defense .. 47.50 |
| Dixie .. 39.50 | 4 Diamonds 59.50 | Three-Up .. 55.00 | Big Time .. 47.50 |
| Polo .. 27.50 | Velvet .. 54.50 | On Deck .. 34.50 | Line-Up .. 34.50 |
| Yacht Club .. 24.50 | Wild Fire .. 47.50 | Sara Suzy .. 34.50 | On Deck .. 29.50 |
| Spooty .. 24.50 | Repeater .. 39.50 | Anabel .. 29.50 | Playmate .. 29.50 |
| Roxy .. 24.50 | Speedway .. 27.50 | Rotation .. 19.50 | 4-5-6 .. 14.50 |
| Commodore .. 24.50 | Speed Demon 29.50 | Holdover .. 19.50 | Twinkle .. 14.50 |
| Jolly .. 24.50 | Score Champ 29.50 | Dbi. Feature 17.50 | |
| BUYS | Red Hot .. 14.50 | Brite Spot .. 19.50 | |
| UNITED STATES | Super Six .. 14.50 | Clipper .. 21.50 | |
| COIN | Thriller .. 14.50 | Davy Jones .. 17.50 | |
| MACHINES | Cowboy .. 14.50 | Chubbie .. 14.50 | |
| FOR SALE | | Snooks .. 12.50 | |

Terms: 1/3 dep. with order, bal. sight draft or C. O. D.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

LOOK AT THESE AND VALUES VARNISHED

| | | | | | | | |
|-------------------------|---------|----------------------|---------|-------------------------|---------|-------------------|---------|
| Blondie | \$24.00 | Champion | \$17.00 | Lucky | \$11.00 | Score Champ | \$19.00 |
| Brite Spot | 20.00 | Chubbie | 10.00 | Majors 1939 | 10.00 | Sports | 17.00 |
| Bubbles | 10.00 | Doughboy | 23.00 | Mascots | 19.00 | Spottem | 10.00 |
| Big Six | 15.00 | Ducky | 10.00 | Multi Free Races | 10.00 | Speed Demon | 20.00 |
| Box Score | 10.00 | Double Feature | 12.00 | On Deck | 20.00 | Snooks | 10.00 |
| Baseball (Stoner) | 10.00 | (Stoner) | 12.00 | Paramount | 10.00 | Triumphs | 12.00 |
| Buckaroo | 13.00 | Double Feature | 10.00 | Punch | 13.00 | Thriller | 12.00 |
| Bandwagon | 32.00 | (Bally) | 10.00 | Red, White & Blue | 42.00 | White Salls | 11.00 |
| Batting Champ | 10.00 | Follow Up | 10.00 | Stablemate | 10.00 | Zip | 10.00 |
| Chief | 10.00 | Fifth Inning | 11.00 | | | | |

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2021 Prospect Avenue CLEVELAND, OHIO

EASTERN FLASHES

NEW YORK, Oct. 4.—This was an unusually active week, according to operators, who reported collections better than in a long while. Jobbers, as well as distributors, report buying from outlying districts increasing with greater optimism apparent everywhere.

Pat Buckley and Mrs. Buckley spent most of the past week in New York making the rounds of theaters and clubs. Pat was impressed with the town's music business and complimented operators on their progressiveness and operations. . . . Doc Eaton, of Buckley Music System, was smiling all week after his conference with Pat. . . . Irv Orenstein has some new angles up his sleeve for Hercules, Newark operators report. . . . Lew (Leader) London, of Leader Sales Company, Reading, Pa., phones in that this is his seventh month as Leader and that he is doing things never believed possible by operators in his neck of the woods. . . . Al S. Douglis, of Daval, long distances that he may soon be on the way to visit some of the leaders here and will have some good news for coinmen.

Earl Lipe, of Ray McGinnis, Baltimore, reports they are busier than ever meeting requests for reconditioned equipment. . . . Al S. Cohen, of Asco, Newark, N. J., is enjoying better business than ever before and anticipates one of the best winters in merchandiser history. . . . Earle C. Backs, of National Novelty Company, Merrick, L. I., and Coin Row, has built a reputation for reconditioned phonos and reports he is getting business from operators all over town. In addition to his firm's credit plan his free delivery service within a 50-mile radius of New York is still in effect. . . . Earl Winters, general sales manager of Mutoscope, is reported so busy that he's even neglecting his double chocolate malteds.

Bert Lane, of Seaboard Sales, has clicked again with Genco's latest—Gun



ESQUIRE MUSIC COMPANY, Packard Manufacturing Corporation distributor in Los Angeles, recently moved into its new store shown above. Jack Gutshall, owner of the company, said the move was necessitated because of the large increase in business on Packard products. (MR)

Club. Operators have been calling for bigger and faster deliveries, and Bert has been phoning the factory to speed up on Gun Club shipments. . . . Bob Iacono, of Audio & Video Music Company, has been doing a good job supplying local operators with converters which solve their AC and DC headaches, and now is going after business on a national scale. . . . Arthur Gluck, Rowe Manufacturing Company's general manager, is one of the most competent men in the industry. He was an outstanding accountant before he joined the firm a half dozen years ago. . . . Jack Berger, of Newark Coino, bears a reputation as a fisherman, also has proved his ability to catch some real buys for his customers in new and used games.

Hymie Budin has been enjoying good business in used equipment and, according to Aida Perlman and Helen Cohen,

of the firm, "it's because everyone knows our games are perfect." Stoner's Super Chubbie also has Budin stepping fast. . . . George Ponsler, clicking solidly with Panoram, reports: "Interest has been increasing, operators placing orders for more and more Panorams for new locations." . . . Seymour Piltch, doing a great job with Gottlieb's ABC Bowler at Ponsler's New York office, found time to take in the World Series games. . . . Leon Taksen, of American Coin, has been busy trying to satisfy the demand of uptown coinmen for new and used numbers. . . . Back on the job and busier than ever is Irv Morris, of Ponsler's Newark branch.

FAST FLASHES . . .

Barney (Shugy) Sugerman, of Royal Music Company, Newark, N. J., reports that his firm is preparing to make an important announcement soon. . . . Chippy Maltz hurrying along Fourth Avenue deep in thought. . . . Al Simon, Murry Simon and Jack Semel have neglected Klabbasch games, due to the rush Savoy Vending Company is enjoying on Chcoin's Star Attraction. . . . Abe Green, of Royal, gave the Riviera quite a going over this week. . . . Jack Kronberg, of Crown Distributors, reported doing swell. . . . Henry Zwick hasn't been seen around town lately. . . . Dick Steinberg has changed the sign on the side of his Newark building to a very patriotic theme. . . . Miss A. M. Strong, of G. V. Corporation, spent a few days out of town getting set for one of the best fall seasons in the firm's history.

Dave Stern, of Elizabeth, N. J., has a surprise on the way for operators that he says will be worth looking into. He is also preparing to show the trade what he looks like in a top hat in an unusual idea he has worked out which is sure to capture plenty of comment. . . . Ike Berman announces the appointment of a Boston representative, Herman Pollack, and also reports that Economy plans more similar representation throughout the country. . . . Charley Lichtman reports that demand for his used equipment remains unabated. . . . Al Sherry, Al Koondel and Phil Gould, of Ambassador Vending Company, are planning a jump into the music business.

Tony Gasparro is reported working out a plan that is bound to give operators more profits all down the line. Tony has developed some fine ideas in the past but this time it is reported he has exceeded all previous efforts. . . . Mr. and Mrs. Ed Pace spent a week in New York. Ed took in the Louis-Nova fight and spent some time on Coin Row. . . . Max Levine, of Scientific Machine Corporation, whose Batting Practice is considered one of 1941's outstanding machines, reports a sudden increase in orders from operators playing the army camps. It seems the soldier boys are enthusiastic over the baseball action machine.

OF MEN AND MACHINES . . .

Mike Munves continues to have the madhouse of Coin Row. The mechanical department goes full blast all day, while operators crowd the showroom yowling for machines. In addition Mike is clicking with the '41 Scooter counter game and his arcade equipment. . . . Hymie Rosenberg and Joe Munves have been in daily conferences on new plans for Rifle Sports. After a conference with Walter Tratsch, of A. B. T. Manufacturing Com-

pany, who was in town, they report they are now working out new sales plans. . . . Jack Fitzgibbons is being kept busy with the demand for Bally's Monicker coming in from all over his territory. Jack believes Monicker will boost operators' profits to new highs. Jack Devlin, Jimmy Gilroy, Bill McDonald and the rest of Fitz's staff are constantly on the go these days.

Willie (Little Napoleon) Blatt, of Supreme Vending, reports from Monticello that his hay fever has almost disappeared. When he returns, Willie states he'll spring some real surprises on the trade. . . . The Tri-Way Products Company, Inc., is urging its accounts throughout the country to place orders now for Illumitone and Ultratone speaker-baffles and the permanent featherweight jewel pick-up. . . . Nat Cohn, of Modern Vending, is said to be working an angle on the Seeburg 5c, 10c and 25c remote unit that will help all operators. Nat foresees greater business than ever for the trade.

HERE AND THERE . . .

Bill Alberg and Charley Aronson, of Brooklyn Amusement Machine Company, say they are all set to cash in with the Evans Play Ball machines. . . . Hilda Schwartz, Evelyn Weng, Rose Beinart, Etta Brodsky and Ruth Berliner, the girls at Manhattan Distributing, deduct a small sum from their salaries every week and throw it into a kitty. When the amount is high enough the girls take in a Broadway show and night club.

Howard Kass back on the job after a fairly serious operation, looking like a million. Howard has dropped a few pounds. . . . Music operators keenly interested in Paramount Pictures' offer to co-operate with them in bringing more patrons over to the phono. . . . Leon Berman, of NYSSCO, claims that his stock of parts and supplies for all types of coin-operated equipment is the largest and most varied in the town.

New Jersey Group Appoints Director

NEWARK, N. J., Oct. 4.—The Coin Machine Industries Joint Council of New Jersey announced September 30 that LeRoy Stein had been appointed executive secretary and director of the council.

It was also announced that the office of the council would be in Room 558, Industrial Office Building, 1060 Broad Street, this city. Stein announced at the same time that he had resigned from the Amusement Board of Trade of New Jersey, Inc.

The council is composed of sectional operators' groups, the Amusement Board of Trade of New Jersey and the newly formed Empire Distributors and Jobbers' Board of Trade.

The first meeting was held August 4 at the Hotel Douglas, Newark, at which time Stein was chosen to lead the council until the election of officers August 25. Another meeting was held August 11 in Newark, at which the constitution and by-laws were read and adopted. Framers of the council's constitution were Joseph Hart, executive director Empire Distributors and Jobbers' Board of Trade; Leonard Ziegler, secretary Middlesex ABT; Louis Millman, business manager Mid-State ABT; Max Rubinstein, president North Jersey Amusement Association; D. M. Steinberg, chairman of the board of governors, ABT of New Jersey, and LeRoy Stein, manager of the ABT of New Jersey.

The constitution defines as the council's objectives the fostering of trade and commerce in the coin machine industry in the State of New Jersey, attempts to alleviate abuses, collection and dissemination of accurate statistical information in order to procure uniformity and certainty in the customs and usages of trade, promoting a more enlarged and friendly relationship within the industry, instituting a public relations program with a view of obtaining favorable legislation in the State of New Jersey, exchanging ideas, information, and trade statistics among similar associations to create good will in the industry, and affiliation with civic and professional societies for the general good and welfare.

PENNY ARCADE MACHINES WANTED

ALL KINDS! 20 Diggers, 2 Sets Laughing Mirrors. State full particulars, best price, first letter. Private party. S. A. KERR, 4101 Spruce St., Philadelphia, Pa.

GREATEST TOKEN PAYOUT OF ALL TIME!

AMERICAN EAGLE

BELL FRUIT REELS! Mystery

Award Free Play token Payout. 1c or 5c Models. Mechanism Guaranteed!

ORDER QUICK!

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Ball Gum Model Only \$2 Extra

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LET US HELP YOU GET STARTED!

ARCADES ALL OVER THE COUNTRY REPORT EVER-INCREASING PROFITS! DON'T MISS THIS OPPORTUNITY! SEE OUR COMPLETE LINE OF NEW AND USED MACHINES BEFORE YOU BUY! WRITE NOW FOR OUR FREE ARCADE OWNER'S GUIDE!

WE ARE THE EASTERN DISTRIBUTORS FOR THE EXHIBIT SUPPLY CO. AND THE A. B. T. MANUFACTURING CO.

We'll take your old equipment in trade for new!

PIN GAME OPERATORS, WRITE FOR OUR COMPLETE LIST.

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| Barrage . . . \$45.00 | Anabel . . . \$19.50 | 1-2-3 . . . \$19.50 | All American . . \$29.50 |
| Boom Town . . 39.50 | Vacation . . 19.50 | Zombie . . . 29.50 | Merry Go Round 19.50 |
| Ump . . . 25.00 | Mr. Chips . . 9.50 | Leader . . . 19.50 | Crystal . . . 29.50 |
| Lime Light . . 19.50 | Hold Over . . 9.50 | Commodore . . 9.50 | Oh Boy . . . 9.50 |
| Paradise . . 39.50 | Short Stop . 19.50 | White Sails . . 12.50 | Dixie . . . 25.00 |
| Gold Cup . . 39.50 | Major . . . 49.50 | Lucky . . . 9.50 | Progress . . . 29.50 |
| 1-2-3, 1940 . 69.50 | Glamour . . 19.50 | Scoop . . . 9.50 | Silver Skates . . 45.00 |
| Trapeze . . 19.50 | Congo . . . 39.50 | Five in One . . 39.50 | Big League . . 14.50 |
| Sporty . . . 19.50 | Velvet . . . 29.50 | Silver Spray . . 79.50 | Yacht Club . . 14.50 |
| Attention . . 39.50 | | | |

Send Your Order and 1/3 Deposit. Mention 2nd and 3rd Choice.

LEHIGH SPECIALTY CO.

2ND & GREEN STREETS PHILADELPHIA, PA.

TO HELL WITH A SCOOP!

EVER since the eyes of the industry first became glued on Washington The Billboard has been on the job. Daily and, at times, hourly reports have been wired of national legislative developments by our Washington staff. In the Chicago headquarters these reports have been quickly summarized and relayed by phone, wire and mail to trade leaders thruout the country.

Just for example . . . Early last Saturday morning (September 27) The Billboard's Washington representative received reliable information of just how the Defense Tax on coin machines would be collected; how border-line equipment squabbles would be settled, and the answers to a hundred and one other questions every coinman was eager to know.

Of course, The Billboard would reach these men by Tuesday. But that was three days off. The trade needed the news AT ONCE!

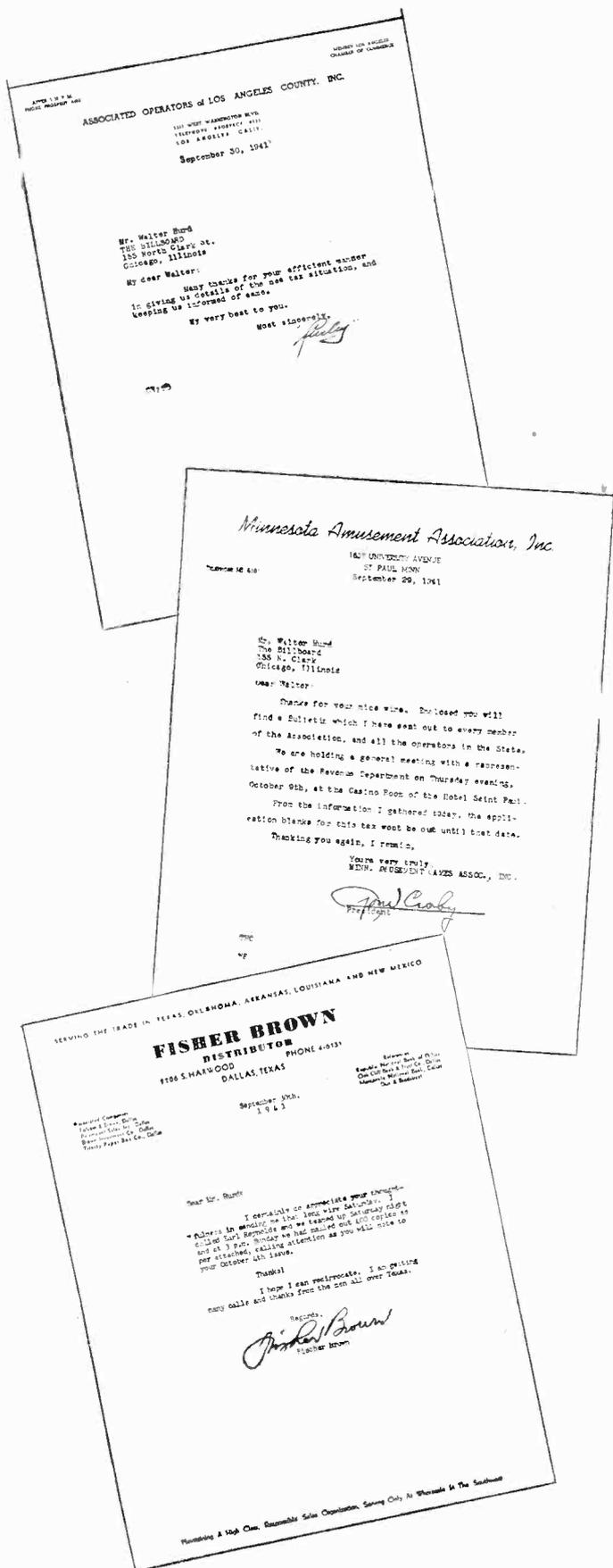
And get it they did—on the double quick!

Quickly the complete story was phoned to Chicago. There it was boiled down to important essentials and wired to more than 250 leading manufacturers and distributors with the request that they, in turn, relay it to coinmen in their sections.

The co-operation of these men was splendid: Chicago manufacturers wired details to their distributors. Down in Dallas Fisher Brown and Earl Reynolds teamed up—worked on into the night. By 3 o'clock Sunday they had mailed out 400 letters explaining the new tax set-up to Texas coinmen.

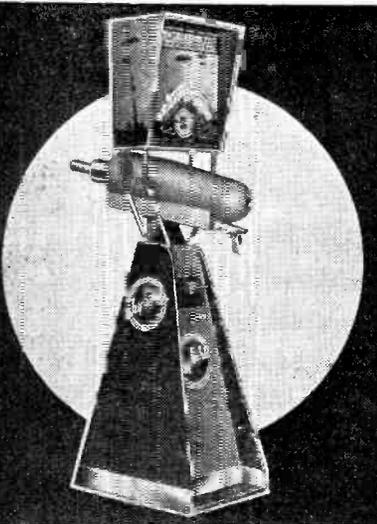
In St. Paul Tom Crosby and other officials of the Minnesota Amusement Association, Inc., hurried out a special bulletin to their membership. In Los Angeles Curley Robinson, secretary of the Associated Operators of Los Angeles County, did likewise. Thruout the land distributors were on the phone, busily informing operators of the latest dope from Washington.

By Monday the coin machine trade knew more what to expect from the Internal Revenue Department than did many of the branch offices of this governmental agency themselves . . . knew much more than members of many another industry with high-salaried staffs in Washington to keep them "in the know" . . . all because the trade's weekly trade paper—The Billboard—had said "To hell with a scoop! Let's get the dope to the trade as fast as possible!"

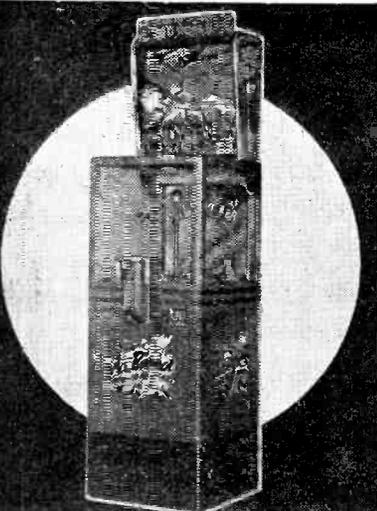


Typical examples of the trade's appreciation of The Billboard's tax coverage.

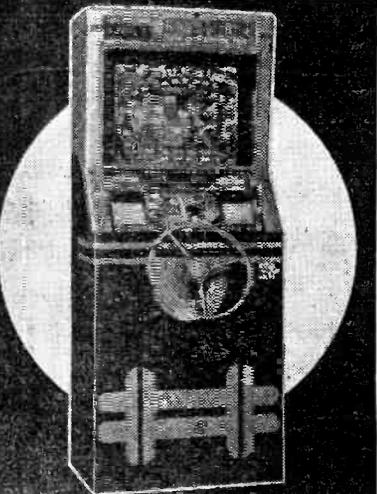
NO SHORTAGE ON LONG TIME PROFITS WHEN YOU OPERATE THE STEADIEST MONEYMAKERS IN THE U. S. A.



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SKY FIGHTER



ACE BOMBER



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Order From Your Mutoscope Distributor.
IMMEDIATE DELIVERY

INTERNATIONAL MUTOSCOPE REEL CO., Inc.

PENNY ARCADE HEADQUARTERS SINCE 1895.

44-01 11th St. Long Island City, N. Y.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Oct. 4.—E. C. McNeil, of National Venders, is back from a fishing trip to Big Bear. Mac says the operators are making money this year because of the increased pay rolls in the section. McNeil and his assistant, Preston Jarrell, report that operators are anticipating the new National machine that is expected to be ready for delivery early in November.

Mario Castegnaro, of Techniprocess, announces that his firm will soon launch a new production program for movies for machines. Firm recently completed a series starring Gertrude Niesen and featuring the music of Lud Gluskin, CBS musical director.

Gus Fox, of San Diego, is at Warner Hot Springs resting up preparatory to opening his new location in the naval base town. More than 1,000 operators are expected to visit the new headquarters during the several days that open-house policy is in effect.

Al Weymouth, who operated cigarette machines in the beach area, reports that September business was better than July. Ideal weather has resulted in better business for the cigarette and coin machine operators in this section. Weymouth contends that if the weather continues good, business during the fall will stack up well against that of the summer months.

A. B. McDonald, popular cigarette operator of Fresno, recently moved into a new home. It is cleverly designed and arranged with a pneumatic lift in the basement for receiving shipments. The basement is devoted to his operation.

Herble Cohen is back from San Francisco, where he went on business.

W. A. Shorey, of San Bernardino, was seen on the Washington Boulevard and Pico coin rows Thursday. He operates the Inland Amusement Company and comes here about once a week to look over new equipment. While here he bought a supply of Gottlieb ABC Bowlers from Herb McClellan. Shorey recently purchased a Metermovies machine.

Joseph Richarme, of Long Beach Coin Machine Exchange, was in the city Thursday. He recently returned from a vacation in Arizona and New Mexico. He has promised himself a trip to his native New Orleans the first of next year.

Mrs. Griffin, of Valley Coin Machine Company, Pomona and Chino, was in town recently and visited the Herb McClellan firm.

Ray Wherrit, of San Luis Obispo, was in the city inspecting new models.

Jack Beaver, of Oxnard, was in Los Angeles renewing acquaintances with local coin machine men.

Raymond Reynolds, of Big Bear, is making more frequent trips to the city now that the fall season buying is in full swing.

W. D. Cleuff, formerly of Western Specialty, Phoenix, was a recent Los Angeles visitor.

Dick Gallagher, of Orange, made a quick trip into town to make counter game purchases. This type of game is clicking solidly in that section.

Stewart Metz, of S. & A. Novelty, San Bernardino, spent an evening in the city recently. While here he attended the *Ice Follies* at the Pan Pacific Auditorium with Mr. and Mrs. Herb McClellan.

Frank Lamb, popular local operator, expanding his activity to take care of increased business.

Herb McClellan reports that Genco Jungle Game is going strong with him.

Mr. and Mrs. Mac Mohr, Mr. and Mrs. Al Cassell, Mr. and Mrs. Irving Bromberg and Al Myers have made it a weekly habit of attending the fights at the Hollywood Legion Stadium.

Mac Mohr has been appointed distributor for Southern California for the AMI Singing Towers phonograph. Lou Wolcher, of Advance Automatic Sales, San Francisco, has the franchise and has appointed Mohr's firm to take care of the Los Angeles and San Diego areas.

Sidney Snyder, of Inland Amusement Company, San Bernardino, is sporting a new automobile. Other employees of this firm include Jack Burns and Herman Brame.

Mitch Mohr, son of Mac Mohr, has deserted the coin machine business and has taken a job with the Ritz Theater here.

W. A. Shorey recently entered the movie machine business with Metermovies. He is looking forward to good profits from the machine.

According to Jimmy Jones, of Southwestern Vending Machine Company, arcade business continues strong. Jones is back from a week-end in Yosemite.

Harry Kaplan, of Southwestern Vending Machine Company, is back in the city following a swing thru the territory. He reports business booming.

Harry Osbrink is off to Las Vegas to view Boulder Dam.

A. M. Keene, of Taft, was a visitor to the city recently. His interests in Taft include the Kenomatic Company and *The Daily Midland Driller*, of which he is editor and publisher.

Clarence Byrne, of San Diego, was a visitor at the Paul Laymon firm.

Bert Beutler, of the Laymon firm, took time off to witness the Polack Bros. Shrine Circus last week in the Al Malaikah Temple.

Ed Wilke, of Long Beach, is the proud pappy of a son named Denney.

M. H. Stearns is back from a vacation trip to Georgia.

Ken Ferrier was in the city from Oxnard and spent his hours in town looking over the new machines on display. He reports that coin machine business is going like a house afire in his section.

Glen McCarter, of Hemet, has a new son.

Frank Root, of Lancaster, visited the Paul Laymon firm on West Pico.

Fred Gaunt, of Trojan Novelty Company, reports that arcade equipment is still in demand despite the fact that it is supposed to be a seasonal product. He

reports that beach biz slackened but new arcades in the city have created more demand for machines.

Sammy Ricklin, of California Music Company, reports that business on machines is going strong. He said that if operators got another couple of records like *Piano Concerto* and *Why Don't We Do This More Often?*, by Freddy Martin, the operators would never get home.

Paul Blair, of Exhibit, is in town for a breather. He'll be back on the road the coming week.

Oklahoma City

OKLAHOMA CITY, Oct. 4.—Business in the Oklahoma City area continues on a trend started several months ago. Operators report their business had a pretty dull summer. However, operators have been rushing to buy new equipment. With the coming of fall and the increase of defense spending, operators feel that their business will show an upturn.

Biggest news in this area is the appointment of a new Wurlitzer distributor, the Central Distributing Company. Central's home office is in Kansas City, Mo. Operators have been dropping in on M. A. Bartels, manager of the new office, wishing him well.

London Music Company has moved its office to 625 North Broadway. The move was made to acquire a better business location and to provide larger office space, Jack London, head of the firm, said.

Ben Hutchins, Lawton, Okla., was a recent visitor to Oklahoma City and reported that business in his area has been good. He expects it to be even better, however, when 7,000 soldiers at Fort Sill return after army maneuvers in Louisiana are completed.

W. B. Atkins, Oklahoma City operator, has added five new locations in the area of Pauls Valley and has also established a new route in the vicinity of Guthrie. The added locations will be served by Walter Pierce.

Jack Coyle, Oklahoma City operator, had eight phonographs placed around the grounds at the Oklahoma State Fair and Exposition here September 20-27. "We counted on the increased interest in music machines—together with heavy crowds at the fair—to make operation at the fairgrounds a success," Coyle said.

The Rice Music Company signaled the coming of Dinah Shore, radio and recording star, to the Oklahoma City Municipal Auditorium for a dance September 27 by placing a phonograph in the Auditorium several days before the dance. The machine was filled with Dinah Shore recordings and played continuously.

Recent visitors at the Sooner Novelty Company were Bryce Martin, Chickasha, Okla.; J. B. Largent, Tulsa, Okla.; Kenneth Weston, Altus, Okla.; C. M. McDaniels, Enid, Okla.; Lloyd Robertson, Tulsa, Okla.; C. A. Culp, Chelsea, Okla.; W. B. Adkins and E. E. Settlemeyer, Oklahoma City, and H. B. Dacus, Henryetta, Okla.

Roy Stator, owner and operator of Springlake Amusement Park, reports not only a good park season but also a better-than-average season in the Penny Arcade, which has been a part of the park's entertainment facilities for many years.

PENNY ARCADES
BETTER-EQUIPPED BY MUTOSCOPE

★ No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY... IT'S AMERICA'S BIGGEST OPPORTUNITY!

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| Anabel ... \$18.50 | Miami Beach \$52.50 |
| Attention ... 28.50 | Majors, 44 ... 55.00 |
| All American 28.00 | Red, White, Blue ... 27.50 |
| Bandwagon ... 18.50 | Play Ball (Bally) ... 40.00 |
| Crossline ... 18.50 | Powerhouse ... 16.50 |
| Cadillac ... 16.50 | Polo ... 16.00 |
| Drum Major 15.00 | Rotation ... 15.00 |
| Double Play 58.00 | Sky Ray ... 55.00 |
| 4 Diamonds 52.50 | Sea Hawk ... 49.50 |
| Formation ... 19.50 | Stars ... 28.50 |
| Flicker ... 24.50 | Show Boat ... 67.50 |
| Holdover ... 10.50 | Silver Skates 45.00 |
| Leader ... 18.50 | Stratoliner ... 28.50 |
| League Leader 34.50 | Zombie ... 26.00 |
| Landslide ... 15.00 | |
| Metro ... 24.50 | |

ALL \$7.50
Bang, Major (Nov.), Ocean Park (Nov.).
ALL \$10.50
Lot-o-Fun, Commodore, Double Feature, Roxy, Holdover, Big Show and Headliner. And many other bargains in new and used games. 1/3 down, balance C. O. D.

MIDTOWN VENDING CO.
693 TENTH AVENUE, N. Y. Circle 6-7313



Industry Mentions Magazines --- Newspapers --- Radio

The Albuquerque Journal, September 21.—A sincere compliment to music boxes from one who has no ax to grind by publicly boosting them, and a sage interpretation of the important role automatic music boxes can and do play in the world today, is contained in the following excerpt from an article by F. M. Kercheville, professor of modern languages and head of the department at the University of New Mexico, who has just returned from a six months' tour of South America. The article appeared on the editorial page of the newspaper. It was sent to us by Ben H. McConnell Jr., of Albuquerque, N. M. Kercheville traveled thru part of Texas by car en route to South America.

"At Brownsville, Tex., in the street and in the hotel, people were talking and singing in English and Spanish and the music boxes in the smaller cafes were walling and grinding out the sad nostalgic tones of cowboy ballads and Mexican songs, *The Strawberry Roan* and *La Golondrina*.

"For the next several months I heard the sweet strains of these nickelodeans on the naked plains of Patagonia, in little inns in the Andes and in the jungles of Amazonia. This is definitely a tribute to North American ingenuity if not to inter-American kinship and solidarity. You can imagine how much at home and how American I felt when I shoved a coin in the box and called for 'The St. Louis Blues,' 'Perfidia' or 'La Paloma,' even in the jungles of Brazil. The music boxes, the movies, coffee and soft drinks may yet do more good than all our good-will tours and diplomats to bring the people of the Americas together.

"I noticed that the slots in the machines varied from place to place but they never failed to fit the moneys of the American nations. All that we need now is a slot that will fit all the coins of our different countries or, perhaps better, a coin that would fit all the music boxes in all the Western Hemisphere. Such a miracle will come to pass in time. In fact, in more ways than one it is now well on the way."

Radio Mention: Quin Ryan, announcer on WGN, Chicago, recently read a commercial which advised college boys who wanted more money for their favorite juke box selections to buy Bond's suits and thus effect a saving which would leave them plenty of nickels in their pockets.

an alarm wrist watch that does not ring, but thumps the wearer, awakening him without disturbing others, and a coin-operated machine that indicates one's pulse rate and blood pressure.

The beginning of the new federal tax on amusement devices October 1 was the occasion for editorial comment and news items in many daily papers in various cities. Press releases were sent out by press bureaus for the Sunday (28) papers. The *Minneapolis Times* published a series of three articles on the new tax and how it would be collected. The articles were meant to be derogatory, particularly to slot machines.

The New York Daily Mirror, September 20.—On the front page was a picture of Heavyweight Champion Joe Louis shooting a coin-operated machine gun. The gun is manufactured by a well-known Chicago manufacturer.

Movie Mention. Pinball machines, a coin-operated piano and slot machines are used for props in a cafe scene in the film *Bullets for O'Hara*.

We unexpectedly found an industry mention this week which was written in 1893. "The Finest Story in the World," by Rudyard Kipling, contains this passage: "He desired to make himself an undying name chiefly thru verse, the he was not above sending stories of love and death to the drop-a-penny-in-the-slot journals." This is the oldest industry mention of which we know. We would appreciate receiving information about or copies of published mentions of the coin machine industry in its infancy.

PM, September 29.—An interview with George Glassgold, attorney for the Coin Machine Industries Joint Council, appeared in a column in this newspaper. Glassgold gave his opinion of pinball games and arguments in favor of them; some statistics on the number of machines in New York and earnings derived from them. Glassgold talked like an enthusiastic pinball player.

A large newspaper ad for a well-known distiller is a drawing of four men playing a coin-operated bowling game. It is a good likeness of the game. One man is in action, playing, while his friends kibitz about his style of playing, at the same time getting in some plugs for the product of the distiller.

Gun Club Clicks With Genco Distribs

CHICAGO, Oct. 4 (MB).—According to distributors, last week will long be remembered by operators because it marked the release of Genco's new game Gun Club, Genco execs stated here. "Gun Club has everything," remarked Dave Gensburg, of Genco Manufacturing Company. "We really put our heart into putting out the hit game of the year with this release and we're happy to say that tests indicate we've developed a top-notch hit.

"Gun Club provides, for the first time in a pin game, the same 'shoot-the-ducks' appeal that has kept shooting galleries so popular for years. The player tries to hit the ducks by hitting the numbered bumpers that correspond. He is given additional incentive by being spotted two or three ducks out of the 12 he must have to gain replays.

"Another important feature is the carry-over super special award. By lighting up the letters in 'Gun Club' and then the name 'Genco' on top—which is done by going thru skill lanes when they light up at every 30,000 points—the big award is won. To keep the player at the plunger for game after game is the fact that each letter lit up in this way stays lit, being carried over from game to game until all the letters and the name Genco has been lit. Thus, there is tremendous incentive to keep playing, as the letters that light up increase in number and bring the player closer to that big goal," he concluded.

REVOLUTIONARY COUNTER SENSATION!

KICKER and CATCHER

100% NEW!
100% MECHANICAL!
100% SKILL!
100% LEGAL!

Creating a sensation everywhere! Brilliant, original playing action entirely under player's control. A knockout for competitive play—loaded with "come-on"! Entirely mechanical—no wires—no batteries. Cash in quick! Order today!

PENNY PLAY
\$29.75

F. O. B. Chicago
NICKEL PLAY, \$31.75



THE BAKER NOVELTY COMPANY INC.

1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST

Factory Sales Representative

MAC MOHR

2916 W. PICO BLVD. LOS ANGELES, CALIF.

HIGH-GRADE RECONDITIONED FREE PLAY CONSOLES

| | | |
|------------------------------|---------------------------------|--------------------------------------|
| Jumbo Parades . . . \$159.50 | Big Games . . . \$85.00 | Silver Moon Totalizers . . . \$97.50 |
| Jungle Camps . . . 75.00 | Mills' Mint Venders . . . 89.50 | Mills' Owls, like new . . . 110.00 |
| | Big Tops . . . 89.50 | |

Above offered subject to prior sale. Enclose one-third deposit for prompt service. Write or wire for complete list of free play pin games, counter games, etc., out this week. 100% satisfaction guaranteed or your money back.

AUTOMATIC SALES CO.

203 SECOND AVE., N. NASHVILLE, TENN.

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

| | | |
|---------------------------|----------------------------|----------------------------|
| Airport . . . \$12.00 | Drum Major . . . \$22.50 | Score-a-Line . . . \$25.00 |
| Avalon . . . 12.00 | Fifth Inning . . . 12.00 | Shortstop . . . 27.50 |
| Bally Beauty . . . 20.00 | Follies . . . 15.00 | Srooks . . . 12.00 |
| Big Six . . . 12.00 | Headliner . . . 12.00 | Sports . . . 17.50 |
| Big League . . . 25.00 | Landslide . . . 20.00 | Spottem . . . 12.00 |
| Big Show . . . 20.00 | Majors . . . 15.00 | Supercharger . . . 12.00 |
| Big Town . . . 22.50 | Merry-Go-Round . . . 25.00 | Three Score . . . 25.00 |
| Blonde . . . 18.00 | Mascot . . . 27.50 | Topper . . . 12.00 |
| Bowling Alley . . . 22.50 | Mr. Chips . . . 15.00 | Trapeze . . . 15.00 |
| Brite Spot . . . 25.00 | O'Boy . . . 17.50 | Triumph . . . 10.00 |
| Cadillac . . . 10.00 | Rebound . . . 9.00 | Twinkle . . . 15.00 |
| Chubbie . . . 12.00 | Red Hot . . . 17.50 | Vacation . . . 18.00 |
| Contact . . . 15.00 | Scop . . . 10.00 | Variety . . . 10.00 |
| Commodore . . . 25.00 | Scop Champ . . . 15.00 | Vogue . . . 10.00 |
| Dixie . . . 18.00 | Score . . . 15.00 | White Sails . . . 15.00 |
| Doughboy . . . 18.00 | | |

Write for Our Complete List on All Types of Used Games. Every Machine is in Perfect Mechanical Condition, Thoroughly Cleaned and Checked. Ready to Place on Location. If you are not completely satisfied, return the Games to us within 10 days and receive Full Credit. Terms: 1/3 Deposit, Balance C. O. D.

We Have All the New Games On Hand for Immediate Delivery. Write for Prices.

OLIVE NOVELTY CO.

2625 LUCAS AVE. ST. LOUIS, MO.



Collier's, September 6. Artist George Price

Collier's, October 4.—Freling Foster, who conducts *Keeping Up With the World*, says that latest inventions include

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

**FRANK SURE IS DOING FINE
SINCE HE STARTED OPERATING
BUCKLEY MUSIC SYSTEM**



BUCKLEY MUSIC SYSTEM INC • 4225 W • LAKE ST • CHICAGO



ETHEL LOBDELL, popular Chicago model, admires the hand-load Jackpot Bell, by Mills, in the new glitter-green finish. George Carson, of Milwaukee, is operating the machine. (MR)

Up Production On Keeney Super Bell

CHICAGO, Oct. 4 (MR).—Bill Ryan, Keeney's general manager, reports that the console line production had to be stepped up to accommodate the volume of orders for Super Bell. "Our reputation as a builder of consoles goes back years," Ryan pointed out. "Our Track Time has been acknowledged by coin machine experts as one of the greatest consoles ever built, and these same men are now acclaiming Keeney's Super Bell console a worthy successor."

In a recent interview Jack Keeney stated: "Super Bell console incorporates many basic bell advances. Thus this console will be a stock item and not just another production piece. This machine was designed to offset higher operating costs and was made with features that would make the higher revenues far offset these higher costs."

Keeney officials report a large stream of visitors to the factory, all of whom stated that their knowledge of the coin machine business was enhanced after seeing machines in their various stages of manufacture and how thoro each worker does his job.

pany. New machines attracting attention there are Chicago Coin's Star Attraction, Bally's Monicker, Stoner's Super Chubby and J. H. Keeney's Fortune.

Back to the Crescent City this week came Virgil Christopher, of Bally Manufacturing Company. On an extensive trip over his territory, Christopher found business on the up and prospects bright for a record-breaking Bally year.

Following attacks of arthritis, R. T. Covington, operator, is once more back on his feet.

With reorganization now practically completed, the New Orleans Phonograph Operators' Association has set the first of each month as regular meeting dates. F. P. (Buster) Clesi is president of the new group, Harry Fresh is vice-president and Harry Zeldon is secretary and legal advisor.

After a hurried trip to Houston to confer with district factory representatives, Jules H. Peres, of Peres Amusement Company, returned with an enthusiastic outlook on prospective demand for Singing Towers phonographs. Peres also reports continued good demand for Packard Pla-Mor wall units.

New Orleans

NEW ORLEANS, Oct. 4.—There is a growing interest here in used equipment. The largest distributor of pin games reports no scarcity of either new or second-hand machines despite an unusually good early fall demand for both.

A marked pick-up in patronage is reported for the downtown sportland centers. The opening of the football season invariably has a stimulating effect on all sport spots.

A prodigal son returned to the fold recently when Ben Cohen re-entered the pin game operating field. Cohen is optimistic over prospects for this fall and winter.

In town for a few days to buy some new equipment and records, Anthony Sunseri, of Abita Springs, La., reports business good.

B. J. McNally, of Crescent City Novelty Company, will attend the Louis-Nova fight and plans to remain in the East long enough to witness several of the World Series games.

Charlie Snyder, of Mills Novelty Company, is spending a few days here. He looks for a great fall and winter season and does not fear priority effects on the business.

A card from Chicago tells of a grand time being had by Mr. and Mrs. Julius Pace, who attended the wedding of their nephew. They are now renewing old acquaintances among the Chl factory staffs.

A growing demand for both new and used games is reported by Nick Carbajal, head of the Dixie Coin Machine Com-

Harold Cohen reports good results from two new games, namely, Bally's Monicker and J. H. Keeney's Fortune.

Collection of vending machine privilege license taxes in Mississippi during the first eight months of 1941 ran behind general expectation. A marked increase in August collections at \$5,037 compared with only \$2,425 the same 1940 month was noted, however.

Voters of Alexandria, La., and Shreveport, La., have balloted in favor of installation of coin-operated parking meters. In both communities the vote was one-sided in favor of the meters.

**SLOT BARGAINS!
PRICES—SPEAK—FOR THEMSELVES**

| IMMEDIATE DELIVERY | |
|--|---------|
| Mills 1¢ Q.T.'s | \$27.50 |
| Mills 5¢ Goosenecks | 19.50 |
| Mills 10¢ Goosenecks | 22.50 |
| Mills 5¢ War Eagles | 22.50 |
| Mills 5¢ Fortunes | 19.50 |
| Mills 50¢ Golden Bell (3-5 Payout) | 36.50 |
| Mills 10¢ Cherry Bell | 48.50 |
| Mills 5¢ Vest Pockets, Blue and Gold | 33.50 |
| Jack Pots, Like New | 174.50 |
| Terms—1/3 Deposit With Order, Balance C. O. D. | |

Addison Novelty Co. 925 BELMONT AVENUE CHICAGO • ILLINOIS

GREATEST SALE OF "ONE-BALLS" AND "SLOTS" IN ALL HISTORY!!

THESE MACHINES GROW MORE VALUABLE EVERY DAY! THEY ARE THE FINEST OF THEIR TYPE EVER BUILT! EVERY ONE IN PERFECTLY BEAUTIFUL CONDITION READY FOR LOCATION!!

300 "ONE-BALLS"

HERE ARE A FEW SAMPLES! RUSH YOUR ORDERS QUICK! WRITE FOR FULL LIST!!

| | |
|----------------|----------|
| KENTUCKY | \$115.00 |
| SANTA ANITA | 99.50 |
| SPORT KING | 99.50 |
| LONGSHOT | 99.50 |
| GRAND NATIONAL | 72.50 |
| GRAND STAND | 59.50 |
| THISTLEDOWN | 49.50 |
| SPORT PAGE | 39.50 |
| HAWTHORNE | 39.50 |

Also many, many others at the same sensational LOW PRICES! Write quick! Enclose 1/3 Deposit, We Ship Balance C. O. D.

WRITE FOR OUR COMPLETE LIST OF USED F. P. GAMES, PHONOS, COUNTER GAMES AND ALL OTHERS! GREATEST BARGAINS YOU'VE EVER SEEN!!

SEIDEN DISTRIBUTING COMPANY
1226-30 BROADWAY, ALBANY, N. Y. (PHONE: 4-2109)

445 "SLOTS"

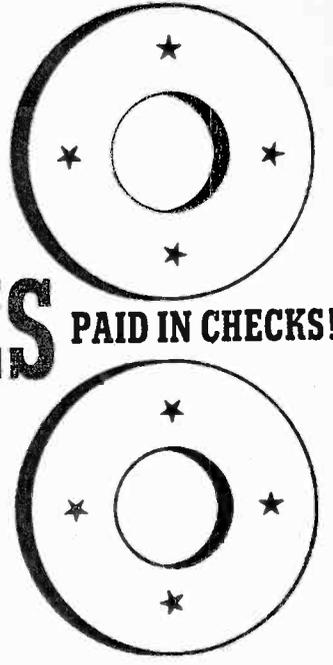
PENNY, NICKEL, DIME, QUARTER AND HALF DOLLAR PLAY. SLIGHT CHARGE IF REQUESTED FOR PACKING IN ORIGINAL FACTORY CASES! RUSH YOUR ORDERS!

| | |
|--------------------------------------|-------------|
| 160 MILLS RESERVE JACK POT, 5c Play | \$16.50 ea. |
| 62 MILLS RESERVE JACK POT, 10c Play | |
| 153 MILLS RESERVE JACK POT, 25c Play | |
| 59 JENNINGS S. J. P. DUKES, 1c Play | \$17.50 |
| 2 MILLS RESERVE JACK POT, 50c Play | 19.50 |



JOHNNY COLAM, leading contender for the middleweight boxing championship, gets a few pointers on pin-game championship from Art Garvey, assistant sales manager of Bally Manufacturing Company. (MR)

FREE GAMES PAID IN CHECKS!



When operated with checks, Jumbo Payout pays out checks just like cash—only the checks are good for additional free games. It has the speed and automatic qualities of a payout and all the acceptability of a free play machine. Manufactured by Mills Novelty Company, Chicago, Illinois.

Big Turnout for AOLAC Meeting

LOS ANGELES, Oct. 4. — Big news along the coin rows of Los Angeles is the large turnout of coin machine operators at the Associated Operators of Los Angeles County, Inc., meeting held in the North Star Auditorium last Friday night. Crowd was said to have been the largest ever to attend an AOLAC meeting. A turkey buffet dinner was served.

Following the meeting it was the boast of the AOLAC that every member held a Defense Stamp book. These were distributed to each employer, employee and member of their families. A 25-cent stamp was inserted in each of the books as a starter toward buying bonds. More than 200 books were distributed.

Curley Robinson, managing director, presided and in his talk touched on the need of closer co-operation between members and the association. He also discussed his trip East and told of the number of inquiries regarding the work of the association that were put to him. This association is well known thruout the nation, and directors of other similar organizations watch its activities. Guest speakers from charitable organizations thanked the organization for its work in helping the groups. Among the speakers were Roy Adams, of Southern California Tavern Association; Martin Mooney, producer and lecturer, and Lou Meyers, who upon the completion of Robinson's talk, made the motion that the managing director be given a rising vote of thanks for his work and a vote of confidence for the coming year.

With the defense industry having a slogan of "Keep 'Em Rolling"; the Flying Corps, "Keep 'Em Flying," and the OPM, "Keep 'Em Moving," the AOLAC is bringing out the following slogans: "Keep 'Em Relaxed," "Keep 'Em Amused," "Keep 'Em Happy," "Keep 'Em Contented" and "Keep 'Em Entertained." Stickers will soon be placed on games. At the bottom of the sticker will be the reminder, Buy Defense Bonds.

The association is also getting out a series of cards to be mailed members and those on the mailing list. Those soon to be released include "Loyalty Is a Necessity," "Harmony Is a Necessity," "Confidence Is a Necessity" and "Relaxation Is a Necessity."

To cope with the minor situation the association has prepared for distribution a blank to be signed by those who do not definitely establish themselves as being of age to play coin machine games. There will be a yellow blank for those in the county who contend they are 18 and a white blank for those in municipalities who contend they are 21 years old. Blanks tell the signer to think twice before signing and that their signature will be definite evidence against them. Signature to the blank puts the location owner in the open on the minor play situation.

Jean Armand, public relations director for the AOLAC, left the city today for Camp Roberts with 28 games, a phonograph, 2,000 magazines and all kinds of athletic equipment for the soldiers. When the soldiers were stationed at the North American airplane factory in Inglewood the first of the summer to break the strike that tied up that factory, Robinson and Armand personally distributed hundreds of magazines to the men on guard duty there.

JUMBO PAYOUT

EMPIRE COIN MACHINE EXCHANGE

ARCADE EQUIPMENT

- Bally Rapid Fire \$109.50
- Keeney Anti Aircraft, Black . . . 37.50
- Keeney Anti Aircraft, Brown . . . 48.50
- Keeney Air Raider 104.50

ROCKOLA TEN PINS, 45.00 HI DIAL

- Gottlieb Skee Balleto \$ 52.50
- Rockola World Series 49.50
- Jennings In the Barrel 35.00
- Bally Shoot the Bull 48.50
- Bally Defender 133.50

We are distributors for Exhibit and other leading factories. It will pay you to make this your headquarters for new and used coin operated equipment.

EMPIRE COIN MACHINE EXCHANGE

2812 W. North Ave., Chicago

CENTRAL OHIO QUALITY BUYS

- | | |
|---|----------|
| CONSOLES | |
| TRIPLE ENTRY | \$142.50 |
| KENTUCKY CLUBS | 49.50 |
| PACE SARATOGAS | 79.50 |
| JUMBO PARADES, Free Plays . . . | 89.50 |
| JUMBO PARADES, Cash Payout . . | 95.00 |
| SUGAR KING | 69.50 |
| 1939 LONGCHAMPS | 45.00 |
| SQUARE BELLS, Like New | 79.50 |
| STANCO BELLS, Mills Units | 79.50 |
| DUBL-BELLS, Mills Brown Front Units | 145.00 |
| BEULAH PARKS | 29.50 |
| Grey-Head TRACK TIMES | 27.50 |
| PACES RACES, Black 30-1 | 49.50 |
| MULTIPLE RACES, 4 Nickel Multi. . | 59.50 |
| ARCADE EQUIPMENT | |
| Mutoscope SKY FIGHTERS | \$159.50 |
| Evans TEN STRIKES, 150 Dial . . . | 52.50 |
| Evans TEN STRIKES, Free Play . . | 79.50 |
| SNEEBALLETT, Free Play | 45.00 |
| Keeney ANTI AIRCRAFT GUNS, Marbleto | 49.50 |
| Western BASEBALL, Free Play . . . | 55.00 |
| Keeney TEXAS LEAGUERS | 39.50 |
| Scientific BATTING PRACTICE . . . | Write |
| Mutoscope ACE BOMBERS | Write |
| Evans SUPERBOMBERS | Write |
| Mutoscope DRIVE MOBILES | Write |
| WANTED: Mills Late Blue Fronts, Brown Fronts, O. T.'s. Write for our latest price list on free plays. | |
| Half Deposit With Order—Balance C. O. D. | |
| Central Ohio Coin Machine Exchange, Inc. | |
| 491 S. High St., Columbus, Ohio | |

Packed with PLAYER APPEAL! It's Big!

FORWARD PASS

Sensational

FOOTBALL BOARD

FORWARD PASS . . . A profit-enticing glorifier of the grid-iron's spectacular thriller . . . 1289 Holes . . . 5¢ per sale . . . Original Football Symbol Tickets . . . Takes in \$64.00 . . . Total average payout \$28.56 . . . Total average profit \$35.44 . . . Semi-thick board . . . Intercept those aerial dollars!

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

BADGER'S BARGAINS

1941 MILLS JUMBO PARADES PAYOUTS OR FREE PLAYS **\$89.50**

| | | | |
|--------------------------------------|----------|----------------------------------|---------|
| FREE PLAYS | | AUTOMATIC PAYOUTS | |
| Bally Blue Grass, like new | \$109.50 | Keeney Triple Entries | \$98.50 |
| Bally Dark Horse | 89.50 | Pace 1941 Saratoga Jrs. | 89.50 |
| Bally Record Time | 89.50 | Watling Big Games | 89.50 |
| Jennings Fast Times, F.P. | 79.50 | Pace 1939 Saratoga Jrs. | 89.50 |
| Bally Sport Specials | 79.50 | Bally Grand Stands | 69.50 |
| Western Big Prize | 79.50 | Mills Square Bells | 59.50 |
| Gottlieb Track Records | 69.50 | Bally Thistle Downs | 59.50 |
| Mills 1939 1-2-3 Free Plays | 29.50 | Keeney Track Times | 49.50 |
| Bally Gold Cups | 29.50 | Evans Galloping Dominoes | 49.50 |
| Bally Eurekas | 24.50 | Evans Bang Tails | 49.50 |
| Bally Triumphs | 14.50 | Jennings Good Lucks | 39.50 |
| | | Jennings Liberty Bells | 24.50 |

Terms: 1/3 Cash Deposit With Order, Balance C. O. D.
Write Today for Our Big 32-Page Catalog; Hundreds of Bargains.

BADGER NOVELTY COMPANY

2546 N. 30TH STREET MILWAUKEE, WIS.

Just like that—
You TRIPLE YOUR PROFITS!

KEENEY'S SUPER BELL CONSOLE

The first collection is three times more! No waiting for larger profits — you get them at once and from then on with Keeney's SUPER BELL Console. Players can't get over the fact that they can win on one row, two rows and even on THREE rows. They can't resist the appeal of those double sized reels. And when they see that lemons WIN like other symbols W-O-W-I-E!

Fortune | *Towers*

No we can't seem to catch up with all those orders. Still three weeks behind.

Better see your Keeney distributor NOW if you want this super novelty 5 ball!

J. H. KEENEY & CO., INC. 6630 S. ASHLAND AVENUE - CHICAGO, ILLINOIS

Fisher Brown, Earl Reynolds Give Coinmen Bulletin on Tax Question; Explain Working of Tax Set-Up

CHICAGO, Oct. 4.—Fisher Brown and Earl Reynolds, prominent Texas distributors, did a rush job September 27 and 28 in order to get the latest information on the new federal tax to their customers. A two-page bulletin was mailed to a large list of operators. The bulletin is being printed herewith in full, with their permission, as a contribution to clearing up the atmosphere about the tax. In the bulletin credit is given to Senator Tom Connally, of Texas, and to *The Billboard* for the information obtained. The bulletin follows:

"To Operators, Jobbers and Distributors:
 "Subject: New Federal Tax on Coin-Operated Machines.

"We have just received a full draft of the federal law as signed by the President, also comment from reliable sources on the application of same as relates to coin-operated machines.

"Knowing its importance to you, we decided to get this information out to all our friends and customers, even tho we both had to use our office forces over Saturday night and Sunday.

"First: The tax is on locations and not on the operator. We have some doubts as to the legality of the operator paying the tax for locations. Brewers and distributors of beer cannot pay beer licenses for locations. Neither can liquor be sold on a beer license. So watch out for your customers' interest in the matter of paying prizes, because there may be a difference in the classification as to the amount of tax paid.

"Second: There are two classes of taxation. Amusement games and gaming devices. One at \$10 per year and one at \$50 per year. The definition of each is: "Ten dollar tax applies to so-called pinball and other similar amusement machines operated by the insertion of a coin, token or similar object. Fifty dollar tax applies to so-called slot machines, etc., which by application of the element of chance may deliver, or entitle the person playing or operating the machine to receive cash, premiums, merchandise or tokens."

"Venders without amusement or gaming features are exempt and music machines are not included. Scales and grip machines do not seem to be included.

"The tax is computed for one year or any part thereof, ending June 30 from date of license.

"It is effective October 1, 1941, and would be \$7.50 for the period ending June 30, 1942, or three-fourths of a full year.

"The law does not say anything about the denomination of the coin used, and it could apply to pennies, nickels, dimes or quarters, etc. This will be a matter for the bureau to interpret.

"Tax stamps will, no doubt, be issued with 12 coupons, one for each month. Those for months already passed will be detached and those to come will be paid for.

"These stamps do not go with the machine. It goes with the location, and one stamp for each game will be required, and paid on, depending on the nature of the type of game.

"Early October should see the tax office machinery set up and in action.

"As to penny counter games which pay out and games similar to pinball amusement machines, we understand a ruling will be made as to classifying for tax purposes.

"For classification as to the amount of tax, pictures of the machine and full description of the operation of the game may have to be submitted to Washington.

"An excise tax of 10 per cent on new phonographs, records, amplifiers, speakers, etc., is imposed on the manufacturer to be paid when the goods are sold and will be passed on to you. No use tax or license is mentioned, however.

"The bureau emphasized the fact that the coin machine tax is a location tax and does not recognize the operators as being liable.

"The regional internal revenue departments will have the full machinery in operation for this tax set-up soon and until rulings are handed down by the bureau, this is about as definite as we can be for the time being.

"The full credit for all the information, so far that we have had, goes to Senator Tom Connally and Walter Hurd, editor of *The Billboard*.

"Please see *The Billboard*, issue of October 4, for further information.

"(Signed) Earl E. Reynolds and Fisher Brown."

METAL TYPER

- 100% LEGAL
- LIFETIME INCOME
- REASONABLY PRICED
- NOT SUBJECT TO NEW TAX

Metal Typer Nameplate Machine vends an attractive Metal Typer. Men, women and children have innumerable practical uses for these discs. Beautifully styled—sturdily constructed; truly a machine that renders a definite public service.

Write for special operator's price.

GROETCHEN TOOL COMPANY
 130 N. Union St. CHICAGO, ILL.

NATIONAL HAS A GREAT PLAN

FREE PICK UP AND DELIVERY ANYWHERE WITHIN 50 MILES OF NEW YORK CITY . . . WHEN YOU BUY, SELL, TRADE IN YOUR USED PHONOS AT NATIONAL!

For a better deal from a bigger and finer selection of used phonographs . . . plus FREE pick-up and trucking on your trade-ins and purchases . . . it certainly PAYS to visit National Novelty Co. of Merrick, L. I. We're "America's QUALITY Used Phono Trading Center"! COME IN TODAY . . . WE'LL TALK BUSINESS, ON CASH OR CREDIT.

| | | |
|--|---|---|
| <p>4-1 GAMES</p> <p>Captain Kidd . . . \$74.00 Cadillac . . . 18.50 Do-Re-Mi . . . 59.50 Doughboy . . . 18.50 Floet . . . 19.50 Fox Hunt . . . 21.50 Gold Star . . . 19.50 Hi-Hat . . . 62.50 Polo . . . 18.50 Pursuit . . . 76.50 Rotation . . . 17.50 Sea Hawk . . . 52.50 Silver States . . . 49.50 Sky Ray . . . 54.50</p> <p>SKI-L MACHINES</p> <p>Air Raider . . . \$117.50</p> | <p>ANTI-AIRCRAFT</p> <p>Black . . . \$45.00 Tommy Gun (Used, No Tracer) . . . 89.50 Chicken Sam . . . 45.00 Rapid Fire . . . 119.50 Rockola Ten Pins . . . 44.50 Evans Ten Strike . . . 47.50 Bang-a-Deer . . . 69.50</p> <p>COUNTER GAMES</p> <p>Electricity . . . \$10.50 Pike's Peak . . . 16.50 Gott. 3-Way Grip Tester . . . 15.00</p> <p>QUALITY PHONOS</p> <p>Wurl. 616 Revamped . . . \$79.50 Wurlitzer 616 . . . 59.50 Wurlitzer 616A . . . 64.50</p> | <p>Wurl. Counter Mod. 61 . . . \$84.50 Wurlitzer 412 . . . 39.50 Rockola Standard . . . 142.50 Rockola Marble-Glo . . . 157.50 Seeburg Gem, Plain . . . 139.50 Seeburg Gem, Marble-Glo . . . 159.50 Seeburg Vogue . . . 189.50 Seeburg 12 Record . . . 39.50</p> |
|--|---|---|

REAL RECONDITIONING
 We do a terrific job on used machines. Just ask any NATIONAL customer!

5% Off for Full Cash With Order.
 1/3 Dep., Bel. C. O. D. Write for Complete List Today!

"America's Phonograph Trading Center"
NATIONAL NOVELTY COMPANY
 183 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 8320



BEN BOLDT, formerly advertising manager for a large Chicago manufacturer, reports he will have an announcement regarding a new affiliation very soon. "It will be of interest to everyone," he declares.

WANTED

MEN! OPERATORS!

No Capital Needed!

To operate our pin ball games, 5-ball free play preferably. We furnish machines and mechanics on percentage basis. Write today!

Box 493, The Billboard
 155 N. CLARK ST. CHICAGO, ILL.

MUST SELL!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.

BOX 285, MINNEAPOLIS, MINN.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

MONICKER



BOOSTING NOVELTY PROFITS 25% TO 50%

Offset the tax by increasing the average earning power of your novelty locations! MONICKER is the game that will do it for you! Operators from Coast to Coast report 25 to 50 per cent gains in novelty collections. Get your share—get MONICKER today!

8 WAYS TO SCORE!
Popular high-score and 7 other ways to score—including clever new "Spell-a-Score" idea!

ORDER NOW!
Factory swamped! Rush your order today!

Equipped with NIX-PIX—the miracle lock and key with 65,000 combinations —\$3.50 EXTRA

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

Smashing all records!

41-DERBY 4-MULTIPLE REPLAY

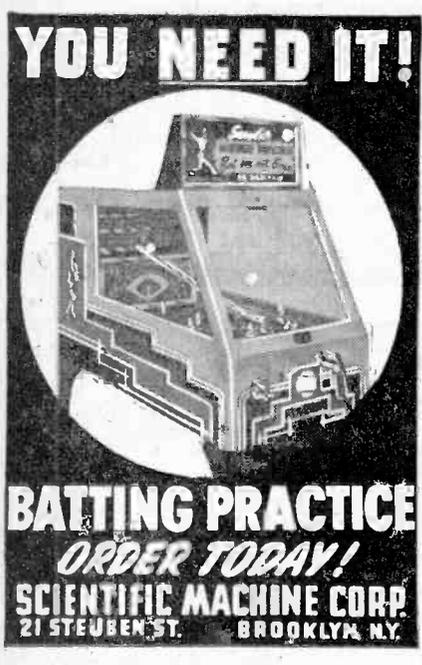
Now rated by smart operators as the greatest money-maker in multiple history! Boost your replay earnings with 41-DERBY! Order now!



IT'S BALLY'S GREATEST MULTIPLE

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS

YOU NEED IT!



BATTING PRACTICE ORDER TODAY!

SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

RECONDITIONED FREE PLAY PIN BALL GAMES

PRICED RIGHT—ALL IN EXCELLENT MECHANICAL CONDITION AND APPEARANCE

| | | | | | |
|-----------|---------|-------------------|---------|--------------|---------|
| All Baba | \$25.00 | Flicker | \$40.00 | Salute | \$49.50 |
| Anabel | 17.00 | Home Run | 20.00 | Sun Beam | 54.50 |
| Attention | 40.00 | Paradise | 20.00 | Target Skill | 49.50 |
| Big Town | 27.50 | Play Ball (Bally) | 57.50 | Three Up | 40.00 |
| Crystal | 35.00 | Power House | 27.50 | Vacation | 24.50 |

BRAND NEW CLOSE-OUTS (FLOOR SAMPLES)

| | | | |
|-----------------|----------|-------------------|----------|
| Baseball Banner | Pick 'Em | Four Diamonds | Ump |
| Bubbles | Scoop | Red, White & Blue | Three Up |
| Chevron | Snooks | | |
| Chief | Speedy | | |
| Cowboy | Spottem | | |
| Flash | Topper | | |
| Major | Triumph | | |
| O'Boy | Variety | | |
| | Vogue | | |

\$12.50 EACH **\$60.00 EACH**

Terms: One-Third Deposit With Orders, Balance C. O. D.

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We are pleased to announce our removal to larger quarters in our own building located at

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Our entire building is devoted exclusively to the

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Murry Sandow

Please note our new telephone number.

LONGACRE 3-4470

Watch for the new EXHIBIT game. It will be terrific!

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Look To The GENERAL For LEADERSHIP!

IMMEDIATE DELIVERY

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| Dixie | 25.00 | Pan American | 57.50 |
| Flagship | 17.50 | Play Ball (Bally) | 49.50 |
| Gold Star | 29.50 | Seven Up | 47.50 |
| Hi-Hat | 62.50 | Snappy | 65.00 |
| Jolly | 22.50 | Trailways | 49.50 |
| Landslide | 25.00 | Ump | 37.50 |
| Limelight | 19.50 | '40 Saratoga, Con-vertible | 115.00 |

Many other games in stock—Write for complete list of America's finest reconditioned machines. 1/3 cash with orders, balance C. O. D.

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All 5c Play and in Running Condition.

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- 1 Gott. College Foot Ball
- 1 Gott. Speed King
- 2 Gott. Derby Days
- 1 Gott. High Card
- 3 Jennings Pheasants
- 2 Western Center Smash

1 Gott. Mul. Races \$19.50
1 Western Derby Time, 6 Coin Mul. 27.50
1 Bally Gold Cup, 4 Coin Mul. F.P. 19.50
10 Bally Hawthornes, A-1 Cond. Ea. 49.50

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15 American Eagles, Marvels, Liberties, Penny Play \$10.00 Ea.

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Stock of standard sizes, 12-hole up to 300-hole, plain and with seal. One to thirty-nine and straight. Approximately 200,000 cards about 20% below extreme distributor prices. Will discount further for entire lot.

Write for list and prices.

BOX D-118, Care of The Billboard, Cincinnati, Ohio.

KEENEY'S SUPER BELL IN STOCK FOR IMMEDIATE DELIVERY

Robinson Sales Company
3100 Grand River, Detroit, Mich.
Michigan's Exclusive Distributor

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.



A LARGE ORDER FOR WURLITZER PHONOGRAPHS is placed by Bill Payton and Ed Goldberg, of Superior Amusement Company, Stamford, Conn., with Dave Margolin (left) and Joe Eisen (right), heads of the Manhattan Distributing Company, Wurlitzer representatives in the New York Metropolitan market. (MR)

Cunningham in Kan., Okla. for Buckley

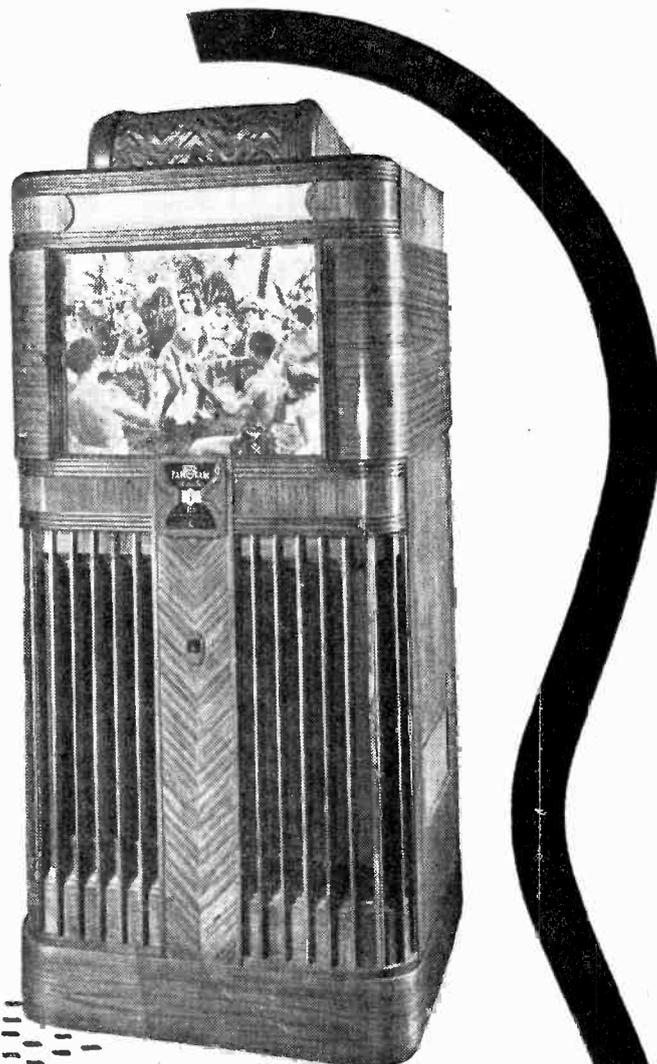
CHICAGO, Oct. 4 (MR).—F. H. Cunningham is doing a good job in telling the story of Buckley illuminated music systems to the music men in the States of Oklahoma and Kansas, reports Collis Irby, of Walbox Sales Company, Dallas.

Irby, who is the Buckley Southwestern district sales manager, says: "Cunningham has been with us since the early part of this year. He came to us with the background of long successful experience in mercantile lines.

"In starting out, he traveled with George Wrenn and me thruout Texas so that he had a real opportunity to see just how the box business had been

developed. With this experience, and then with the Oklahoma and Kansas territory to cover, he really turned to work. Boxes and what the complete installation could do for a business were things that were just being learned in this territory, so that it was up to Cunningham to pitch in and do the job of selling.

"The map in my office in Dallas shows where Cunningham has made sales. After several months I could say that he has covered these two States just about as well as any other section of the Southwestern country. This means that there are lots of music systems in the territory, but also means that he has just gotten started, for when the earnings from the first music system start to come in, music men then look forward to setting additional installations as fast as they can get to it."



Panoram

SOUNDIES, the new entertainment, is sweeping the country with popularity, bringing new life and new business to thousands of locations. The men operating Mills Panoram and Soundies are instantly identified as the most progressive operators in their respective communities. You are invited to learn more about the profits Panoram and Soundies can bring to you. See your territorial distributor listed below, as soon as possible!

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| The Soundies Co. of Alabama, Ltd. 420 Montgomery St. Montgomery, Ala. | Panoram Soundies Sales Corp. of New England 245 Columbus Ave. Boston, Mass. | Rocky Mountain Soundies Corp. 521 First Nat'l Bank Bldg. Denver, Colo. |
| Geo. Panser Co. of New York, Inc. 519 W. 47th St. New York, N. Y. | Michigan Panoram Co. 3216 Webb St. Detroit, Mich. | J. M. Novelty Co. 1578 Mahoning Ave. Youngstown, Ohio |
| Olive Novelty Co. 2625 Lucas Ave. St. Louis, Mo. | Sicking, Inc. 1401 Central Parkway Cincinnati, Ohio | R. C. & C. D. Middleton c/o Kool Motor Oil Agency Palatka, Fla. |
| Keystone Panoram Co. 2538-40-42 Huntingdon St. Philadelphia, Pa. | Vic Manhardt Co., Inc. 547 N. 16th St. Milwaukee, Wis. | South Coast Amusement Co. 305 E. Eleventh St. Houston, Texas |
| Carolinas Panoram Company 447 W. Washington Street Greensboro, North Carolina | Doit McMillan 313 Lincoln Street Charleston, Illinois | New Mexico Soundies, Inc. 205 Albuquerque Nat'l Bank Bldg. Albuquerque, N. M. |
| Oregon Soundies, Incorporated 2624 N. E. 24th Avenue Portland, Oregon | Banner Specialty Company 1508 Fifth Avenue Pittsburgh, Pennsylvania | Mills Enterprises 1630 18th Street Oakland, California |
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SICKING COMPANY OF INDIANA
927 Ft. Wayne Ave., INDIANAPOLIS, IND.

ABC Bowler Going Strong in East

CHICAGO, Oct. 4 (MR).—"Take it from Eastern territories who can spot a hit from far, Gottlieb's new ABC Bowler is a world-beater," said Sol Gottlieb, official of D. Gottlieb & Company, upon his return from a wide swing around the East Coast. "Everywhere I went operators and distributors sang the praises of the new hit. Their glowing reports exceeded even their enthusiasm for Spot Pool, and that's going some. If orders are any indication of a game's popularity, ABC Bowler is one of the greatest hits ever to invade that territory."

In explanation of those features of the game that registered strongest with the Eastern trade, Sol stated: "Over and over again on my trip operators raved about the appeal of the game, the novel presentation of bowling in such unique attractiveness. With such a reception you may be sure my Eastern trip was a pleasure. Upon my return I found that other sections of the country were in accord with the East in their high appraisal of ABC Bowler."

Groetchen Aids British War Relief

CHICAGO, Oct. 4.—Karl Klein, Groetchen official, is displaying a letter received from England thanking the Groetchen Tool Company for a contribution to the British War Relief. The letter comes from Gilbert H. Carr, member of the advisory committee in London.

Writes Carr: "We have just received, thru the Samson Novelty Company, of London, a cheque for £50, being a contribution from your good selves to the British War Relief Society.

"We are deeply appreciative of your kind thought. This money will be paid into the account of the American Committee for Air Raid Relief and applied to a fund for the benefit of children who have suffered owing to the blitzes. We have established hostels for them in various places in the country and your gift will go a long way toward making many of them happy."

MONEY-MAKING BOARDS
From the Smallest to the Largest.
Write for Catalog
TO BOOST YOUR TAKE

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A RECORD RUN for
A RECORD BREAKING GAME!

Chicago Coins

STAR ATTRACTION

WITH THE MONEY MAKING "CARRY OVER" FEATURE!

CHICAGO COIN MACHINE CO., 1725 W. DIVERSEY BLVD., CHICAGO, ILL.



SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

GOING STRONGER THAN EVER!
CHICAGO COIN'S
STAR ATTRACTION

1/3 With All Orders, Bal. C. O. D. Write for Complete List!

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| Bally Beauty | \$17.50 |
| Formation | 22.50 |
| Flicker | 27.50 |
| Red, White, Blue | 27.50 |
| League Leader | 32.50 |
| Mascot | 17.50 |
| Mystic | 29.50 |
| Stars | 36.50 |
| Sun Beam | 39.50 |
| Sea Hawk | 49.50 |
| Vacation | 17.50 |
| Velvet | 32.50 |
| Wow | 39.50 |

READY FOR IMMEDIATE SHIPMENT!

ALL FREE PLAY!

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| All American | \$24.50 |
| Blondie | 14.50 |
| Big Show | 12.50 |
| Big Town | 12.50 |
| Brite Spot | 14.50 |
| Broadcast | 22.50 |
| Commodore | 12.50 |
| Crossline | 16.50 |
| Double Play | 55.00 |
| Dude Ranch | 14.50 |
| Fantasy | 12.50 |
| Fleet | 16.50 |
| Flicker | 23.00 |
| Follies | 12.50 |

ALL RECONDITIONED!

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|-------------------|---------|
| Formation | \$15.50 |
| Four Roses | 31.50 |
| Hi-Stepper | 37.50 |
| Home Run | 14.50 |
| Jolly | 12.50 |
| Landslide | 12.50 |
| Leader | 14.50 |
| League Leader | 34.50 |
| Lucky | 14.50 |
| Majors | 51.00 |
| Mystic | 22.50 |
| Play Ball (Bally) | 39.50 |
| Polo | 14.50 |
| Roxy | \$12.50 |
| Score-a-Line | 12.50 |
| Short Stop | 12.50 |
| Sky Line | 14.50 |
| Snappy | 55.00 |
| Speedball | 44.50 |
| Sporty | 15.50 |
| Stars | 27.50 |
| Sun Beam | 34.50 |
| Super Six | 12.50 |
| Three Score | 12.50 |
| Yacht Club | 14.50 |
| Zombie | 24.50 |

1/3 Cash With Order—Balance C. O. D.

SUPREME VENDING CO. of LONG ISLAND
 201 GRAND AVENUE BELLMORE, L. I., N. Y.

CONCESSIONAIRES . . . ARCADE AND RESORT OPERATORS!
 Don't Eat Up the Money You Made! Build Up Your Bank Roll With America's Greatest Money Maker . . . **DOUBLE and TRIPLE YOUR PROFITS!**

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|---------------|---------|-------------|---------|
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| Barrage | 42.50 | Big League | 14.50 |
| Play Ball | 42.50 | Stratoliner | 27.50 |
| League Leader | 29.50 | Sea Hawk | 49.50 |
| Mystic | 22.50 | Sara Suzy | 15.00 |
| Home Run | 17.50 | Trailways | 37.50 |

Red, White, Blue \$24.50 Leader 17.50
 1/3 down, Bal. C.O.D.

NOW DELIVERING!
 Gottlieb's
 A.B.C. Bowler

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SIMON SALES

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Write, wire or phone your offers

THE HOUSE OF "GOOD WILL"

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| BORDER TOWN | \$24.50 | BIG CHIEF | \$27.50 |
| ZOMBIE | 28.00 | METRO | 29.50 |
| STRATOLINER | 29.00 | LEADER | 19.00 |
| FOUR ROSES | 35.00 | GOLD STAR | 22.00 |
| LEAGUE LEADER | 37.50 | TRIUMPH | 9.50 |

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AMBASSADOR VENDING CO. 789 CONEY ISLAND AVE. BKLYN, N.Y.

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

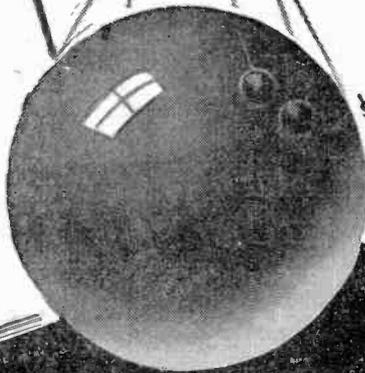
A PROFIT "STRIKE" RIGHT DOWN YOUR ALLEY!

A.B.C.

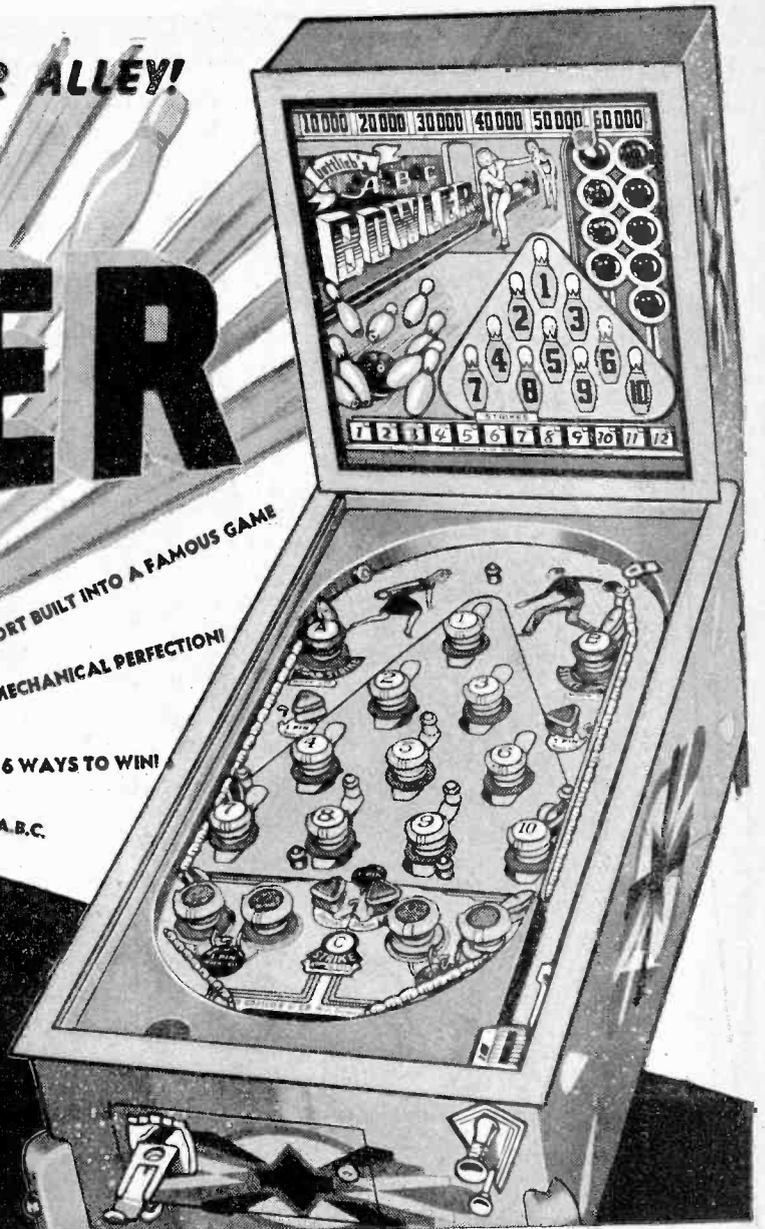
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Its Amazing Popularity, as pre-determined by test locations, now confirmed and acclaimed throughout the country!



A FAMOUS SPORT BUILT INTO A FAMOUS GAME
 A MIRACLE OF MECHANICAL PERFECTION!
 NEW IDEAS! 6 WAYS TO WIN!
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ROLL UP A PERFECT SCORE IN EVERY LOCATION WITH THIS SURE-SHOT HIT!

IMMEDIATE DELIVERY

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BERT LANE SAYS

July Exports Show Decline

WASHINGTON, Oct. 4.—Coin machine export totals for July included 467 machines with a value of \$59,397, according to statistics released by the foreign division of the Department of Commerce. The number of machines exported and dollar value dropped considerably as compared with June, when 790 machines, valued at \$71,005, were exported.

Phonos led the July exports with 198 machines, valued at \$35,338, exported. Comparative June figures were 329 machines, valued at \$57,894. Amusement machines other than phonos were in second place with 185, valued at \$21,131, sent out of the country. June figures were 105 machines, valued at \$10,692. Vending machines exported in July totaled 84, valued at \$2,928 as compared with 356 venders, with a value of \$2,419, exported in June.

Fleischmann Says Firm's Sales Up

NEW YORK, Oct. 4 (MR).—Charles Fleischmann, of Baltimore Salesbook Company, reports considerable increase in sales and interest in specially printed collection books. Fleischmann has specialized in designing forms for all branches of the coin machine industry. Recently his firm issued a new book for Panoram and sound movie machines, as well as beverage machines. These forms have been added to the firm's line of collection books for every type of amusement and vending operation.

Coin machine industry business has taxed the facilities of the firm and it is slightly behind in delivery schedules, Fleischmann reports. He said the firm will maintain its present price level as long as possible. In explaining the reason for the unusual pick-up in business Fleischmann said he believed it is caused by operators realizing that they must have records, especially for tax purposes.

GUN CLUB

MEANS

GREATER COLLECTIONS

IT'S GENCO'S HIT OF THE YEAR! REVITALIZE YOUR COLLECTIONS ORDER GUN CLUB NOW!

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A HALF OR A FIVE

210 tickets on a card with 20 seal jackpot. Points in center like a tip book. Four winners of 50¢ or \$5.00 each. Jackpot consists of four \$5.00 seals and sixteen 50¢ seals. Four seals to be opened. No consolations. Plenty of speculation appeal. Takes in \$10.50. Average profit \$4.50. Four samples, \$1.75; doz., \$5.00.
TIP BOOKS 120 tickets. Combination 101-102 to 115-116. Attractive printing. Quality merchandise. Sample dozen books, \$1.75.
BARNES NOVELTY CO.
 NEW PARIS, OHIO

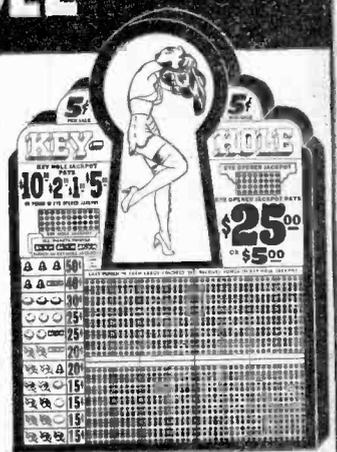


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HARLICH'S NEWEST DIE-CUT SENSATION!

It's snappy! It's flashy! It's drawing play and boosting profits in all locations. Full color art picture deeply recessed in key hole cut-out creates novel effect. Double step-up. 84 winners. Order Key Hole now.
 No. 12085 5c Play 1200 Holes
 Takes in \$60.00 Average Payout \$28.87
 WRITE FOR NEW FOLDER NC-418

HARLICH MANUFACTURING CO.
 1413 West Jackson Boulevard - CHICAGO, ILL.



BARGAINS

At close-out prices on Used Automatic Pay Tables and Counter Machines. Clean and in good operating condition. Bought new from factory.

- | | |
|--------------------------------------|---------------------------------------|
| Pay Tables | 15 Jennings Flickers Late |
| 2 Mills Pearl Harbors... \$ 7.50 ea. | Mod. Red or Green Cab... \$15.00 ea. |
| 2 Mills Post Time | Counter Games |
| (1 to 7 coins)..... 7.50 ea. | 3 Groetchen High Stakes... \$5.00 ea. |
| 6 Mills Tycoons | 1 Groetchen Twenty One... 5.00 |
| (1 to 7 coins)..... 15.00 ea. | 1 Bally Cub..... 2.50 |
| 2 Bally Preakness..... 15.00 ea. | 4 Bally Bosco 5c Cig..... 2.50 ea. |

If interested in any of the above games make me an offer. Also have some used Free Play Tables, clean and in good condition. TERMS: 1/3 cash with order, bal. C.O.D., F.O.B. Austin.
606 1/2 RIO GRANDE ST. AUSTIN, TEXAS

JACK KEY

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.



GENCO'S NEW HIT! GUN CLUB

SIMPLE AS

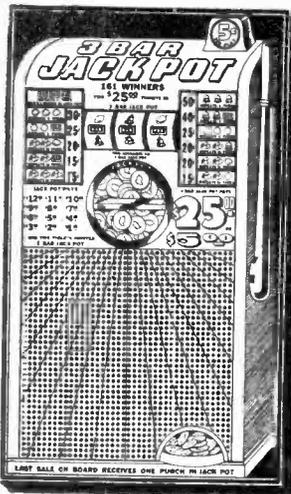


TERRIFIC AS TNT

Here's the new game you need this fall for bigger, steadier collections! GUN CLUB IS ONE OF THE SIMPLEST YET MOST ABSORBING HITS EVER PRODUCED. For the first time in a pin game it provides the irresistible "hit-the-ducks" appeal... the same appeal that has kept shooting galleries popular for years! GUN CLUB is also loaded with some new suspense features and "come on" ways to win that make this game sheer dynamite on location. BETTER ORDER NOW—AND ORDER PLENTY! Free game convertible.

GENCO
BUILDS GREAT GAMES

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3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$4.86 EACH

OTHER FAST SELLERS

- 1025 Hole, F-5280, Wonder 3 Bar Jack-pot at\$3.63
- 1200 Hole, F-5275, Horses at 5.22
- 800 Hole, F-5270, Pocket Dice at 2.52
- 720 Hole, F-5255, Pocket Jack at 2.48
- 600 Hole, F-5305, Royal at 2.82

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

Star Attraction Orders Keep Coming

CHICAGO, Oct. 4 (MR).—"Just as we thought we had gone the limit on sales of Star Attraction a new batch of orders started to flow into our sales department. It certainly looks like Star Attraction games will be rolling off our production lines for quite some time yet," so said Sam Wolberg and Sam Gensberg, officials of the Chicago Coin Machine Company. "We normally can foresee the end of a run on a game. However, this game has surprised us. Especially gratifying are the reorders that have come in."

"Of course we believe that Star Attraction has all the attributes of a long-play game," they continued. "The 'carry over' feature keeps the player's interest at high pitch from game to game and gives the game a much longer life than usual. Then, too, our reputation for machines that stand up is a reason why so many operators prefer to buy machines with the Chicago Coin label. Not only do we endeavor to put out machines that work right now but that six months from now will be going right along without service troubles."

West Coast Strong For Western Game

CHICAGO, Oct. 4 (MR).—Don Anderson, sales manager of Western Products, announced that production for last week on Derby Winner was devoted entirely to filling the orders from the West Coast. "We almost fell off our seats," said Anderson, "when we opened the envelope containing this large order. When we saw that it would take a solid week's production, you can be sure that all of the Western officials were highly elated."

In explanation for the large order, Anderson explained that a sample Derby Winner was shipped out West. After a two weeks' test an order was to be placed and the size was to be based on the earnings of the test location.

FALL SPECIALS!

REPLAY PIN GAMES

- | | |
|------------------------|-----------------------|
| Hi Dive ... \$69.50 | Gold Star ... \$42.50 |
| Hi Hat ... 69.50 | Dude Ranch ... 39.50 |
| Target Skill ... 54.50 | Dixie ... 34.50 |
| Salute ... 54.50 | Progress ... 34.50 |
| School Days ... 54.50 | Fleet ... 34.50 |
| Repeater ... 49.50 | Bordertown ... 34.50 |
| Ump ... 49.50 | Sparky ... 29.50 |
| Sport Parade ... 49.50 | Landslide ... 24.50 |
| Paradise ... 49.50 | |

PAYOUTS

- | | |
|--------------------|---------------------|
| Pace Maker \$89.50 | Sea Biscuit \$49.50 |
| Grand Stand 79.50 | Fairgrounds, 24.50 |
| Hawthorne, 64.50 | Preakness, 19.50 |
| Sport Page, 49.50 | |

TO AVOID DELAY,
GIVE SECOND CHOICE
1/3 Deposit, Balance C.O.D.

MILWAUKEE
COIN MACHINE CO.
3130 W. Lisbon Ave., Milwaukee, Wis.



I. L. MITCHELL & CO.

TOPS IN CONDITION--BOTTOMS IN PRICE!

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| All American... \$25.00 | Sara Suzy..... \$17.50 |
| Duplex 35.00 | Sea Hawk..... 47.50 |
| Flicker 25.00 | Sports Parade... 30.00 |
| Four Roses ... 32.50 | Stars 29.50 |
| Bally Play Ball.. 49.50 | Stratoliner ... 25.00 |

We can't list all we have! Write for Complete List!

QUALITY SPEAKS FOR ITSELF

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|-----------------------------|----------------------------|----------------------------|
| PAYOUTS | FIVE-BALL FREE PLAY | FIVE-BALL FREE PLAY |
| Four Bells \$219.50 | Bangs \$12.00 | Masoc \$19.50 |
| Big Tops 112.50 | Thriller 12.00 | Double Feature 19.50 |
| 5¢ & 25¢ Paces Reels. 99.50 | Keen-a-Ball 12.00 | Yacht Club 19.50 |
| 1938 Tracktime 69.50 | Lot-o-Fun 12.00 | Jolly 22.50 |
| Jumbo Parade 84.50 | Big Six 12.00 | Sporty 22.50 |
| Kentucky Club 39.50 | Super Six 14.00 | Powerhouse 25.00 |
| Hewthorne 39.50 | On Deck 14.00 | Crossline 29.50 |
| Paces Saratoga 59.50 | Convention 15.00 | Flicker 44.50 |
| Santa Anita 114.50 | Big Show 15.00 | Mystic 44.50 |
| Long Shot 124.50 | Red Hot 15.00 | Broadcast 44.50 |
| Kentucky 144.50 | Buckaroo 15.00 | Four Diamonds 64.50 |

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2618 CARNEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

SPECIAL SPECIAL

40 1941 Bang Tail Console Machines with remote control, bronze coinhead, jackpot features, locked cup, large payout cup and relay, extra large cash box. These machines were in actual use for 15 days only. WRITE OR WIRE TODAY FOR PRICES—ACT QUICK.

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INC.

Distributors and Jobbers
of Coin Controlled Games
912 Poydras St. NEW ORLEANS, LA.

POSITION WANTED

7 years' experience as operator and service man on four popular makes of Automatic Phonographs. Limited experience on Pin Ball. Not afraid of hard work. White, 36 years of age, male, sober, married and industrious. Own '41 Chevrolet and will settle anywhere. Best of reasons for changing, and references furnished on request.

BOX D-116

Care The Billboard Cincinnati, O.

WORLD

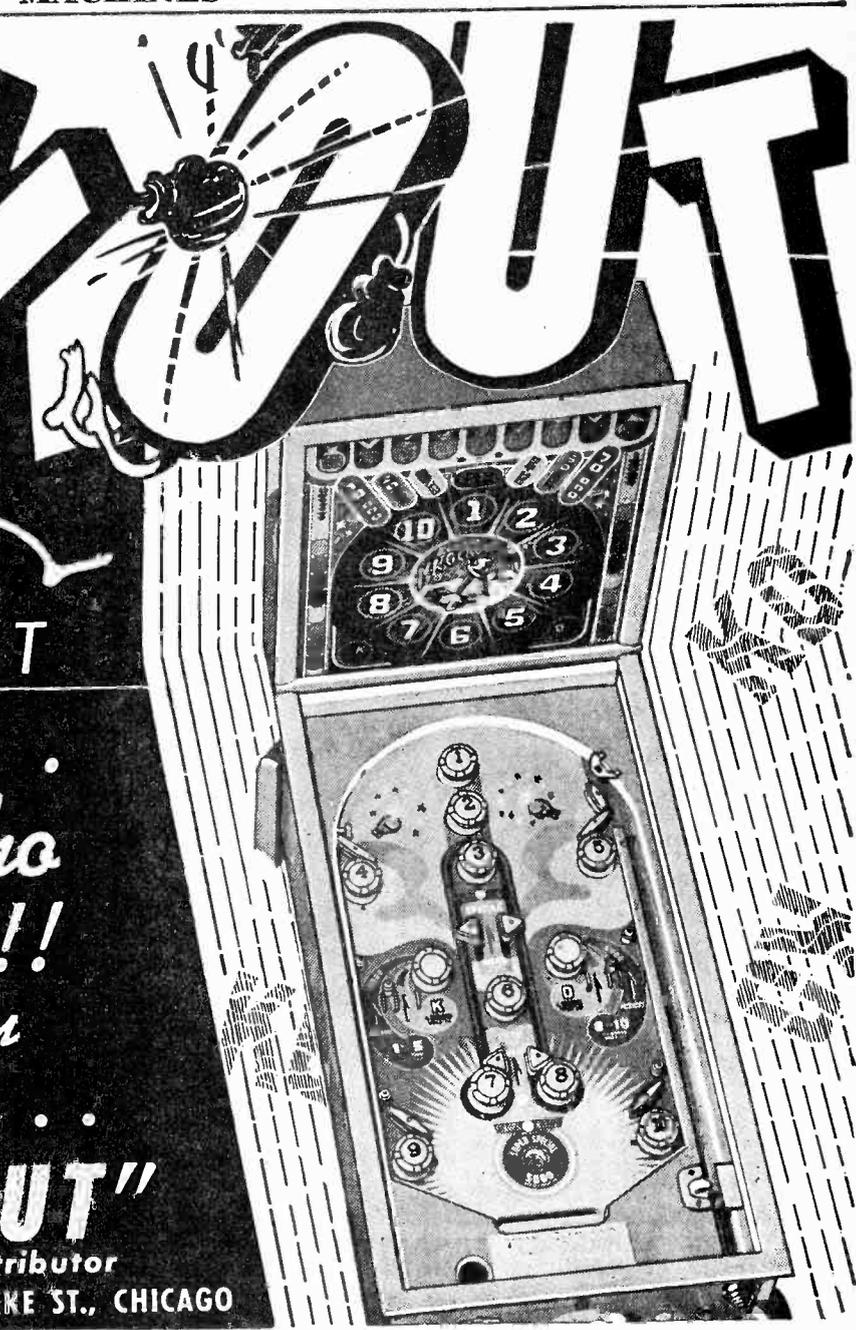
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*Ask any . . .
Operator who
has them!!!
He'll tell you
"It IS . . . A . . .
KNOCK-OUT"*

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11450

BUY
DEFENSE
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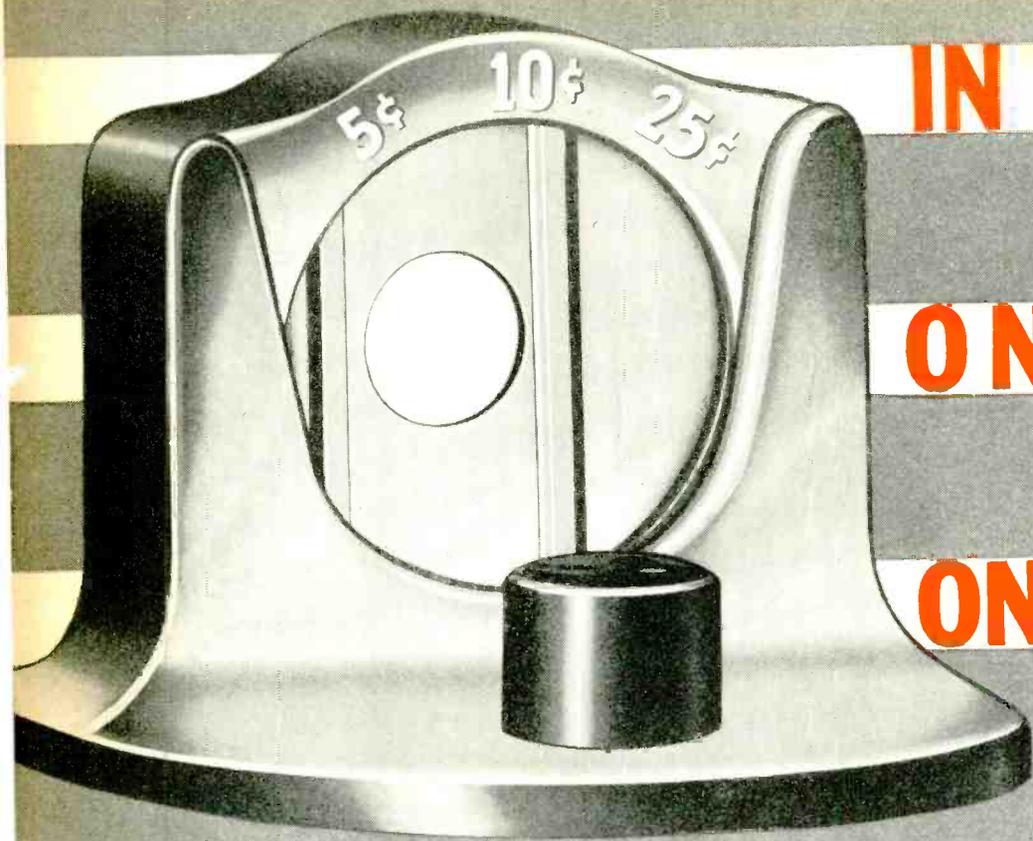
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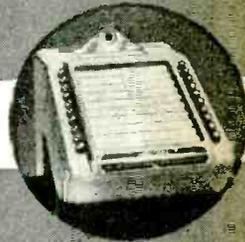
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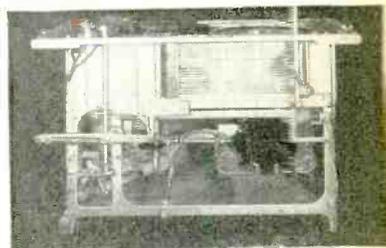
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