

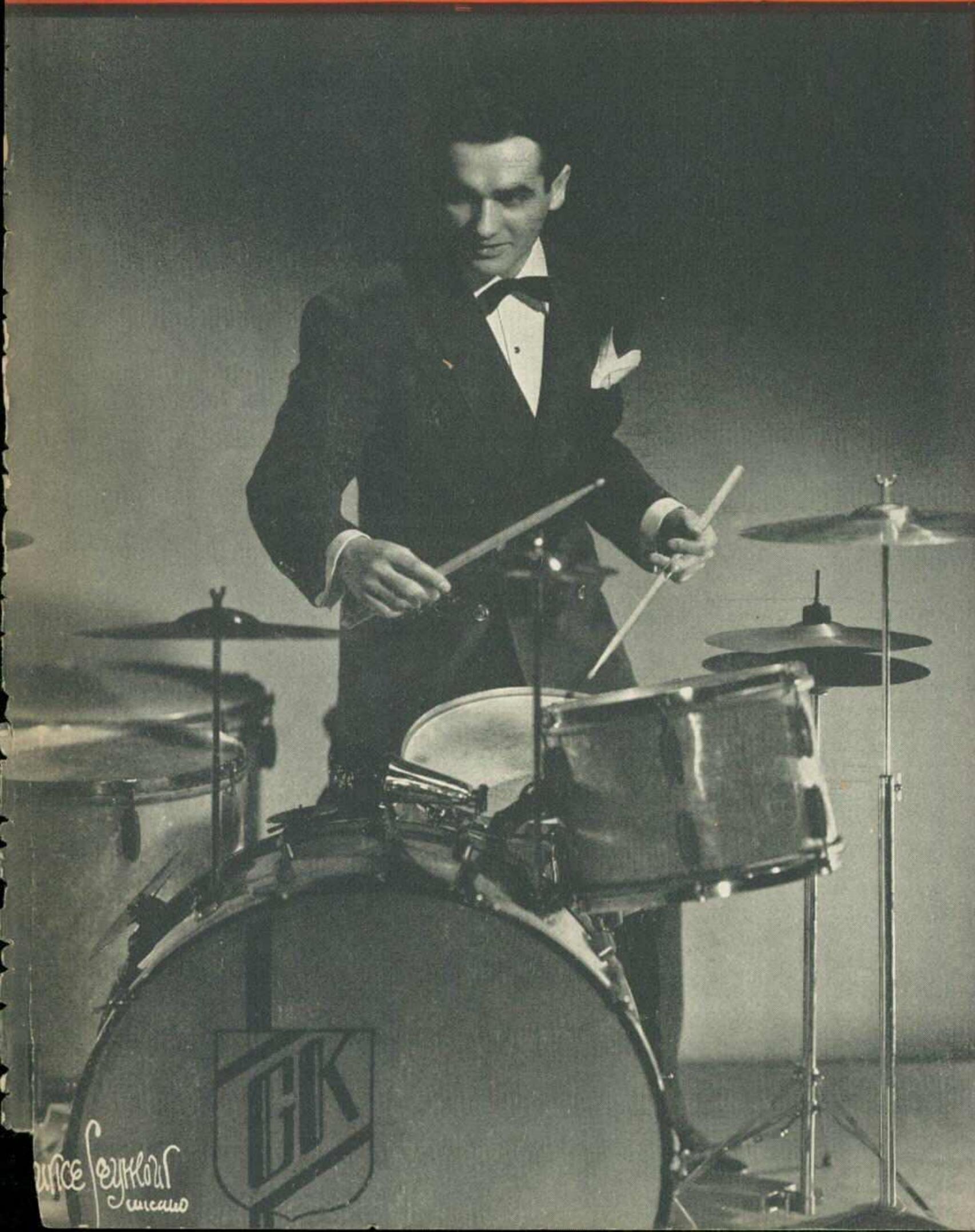
The Billboard

The World's Foremost Amusement Weekly

JANUARY 3, 1942

15 Cents

Vol. 54. No. 1



That Drummin'
Man
GENE KRUPA

Currently Featured in
RKO's "Ball of Fire"

In Person: Paramount
Theater, New York

On Okeh Records

Personal Management:
Frank Verniere

Direction: Music Corporation
of America

Gene Krupa
Chicago

Defense Savings Pay-Roll Allotment Plan

How company heads can help their country, their employees, and themselves

voluntary pay-roll allotment plan | **helps** workers provide for the future.
helps build future buying power
helps defend America today

This is no charity plea. It is a sound business proposition that vitally concerns the present and future welfare of your company, your employees and yourself.

During the post-war period of readjustment you may be faced with the unpleasant necessity of turning employees out into a confused and cheerless world. But you, as an employer, can do something **now** to help the destinies of your people. Scores of business heads have adopted the Voluntary Pay-Roll Allotment Plan as a simple and easy way for every worker in the land to start a **systematic** and **continuous** Defense Bond savings program.

Many benefits . . . present and future

It is more than a sensible step toward reducing the ranks of the post-war needy. It will help spread financial participation in National Defense among all of America's wage earners.

The widespread use of this plan will materially retard inflation. It will "store" part of our pyramiding national income that would otherwise be spent as fast as it's earned, increasing the demand for our diminishing supply of consumer goods.

And don't overlook the immediate benefit . . . money for defense materials, quickly, continuously, **willingly**.

Let's do it the American way!

America's talent for working out emergency problems, democratically, is being tested today. As always, we will work it out, without pressure or coercion . . . in that old American way; each business man strengthening his **own** house; not waiting for his neighbor to do it. That custom has, thruout history, enabled America to get things done **of its own free will**.

In emergencies, America doesn't do things "hit-or-miss"

We would get there **eventually** if we just left it to everybody's whim to buy Defense Bonds when they thought of it. But we're a nation of business men who understand that the way to get a thing done is to **systematize** the operation. That is why so many employers are getting back of this Voluntary Savings Plan.

Like most efficient systems, it is amazingly simple. All you have to do is offer your employees the convenience of having a fixed sum allotted, from each pay envelope, to the purchase of Defense Bonds. The employer holds these funds in a separate bank account, and delivers a Bond to the employer each time his allotments accumulate to a sufficient amount.

Each employee who chooses to start this savings plan decides for himself the denomination of the Bonds to be purchased and the amount to be allotted from his wages each pay day.

How big does a company have to be?

From three employees on up. Size has nothing to do with it. It works equally well in stores, schools, publishing houses, factories or banks. This whole idea of pay-roll allotment has been evolved by business men in co-operation with the Treasury Department. Each organization adopts its own simple, efficient application of the idea in accordance with the needs of its own set-up.

No chore at all

The system is so simple that A. T. & T. uses exactly the same easy card system that is being used by hundreds of companies having fewer than 25 employees! It is simple enough to be handled by a check-mark on a card each pay day.

Plenty of help available

Altho this is **your** plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more.

Truly, about all **you** have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

The first step is to take a closer look.

Sending in the coupon in no way obligates you to install the Plan. It will simply give you a chance to scrutinize the available material and see what other companies are already doing. It will bring you samples of literature explaining the benefits to employees and describing the various denominations of Defense Savings Bonds that can be purchased thru the Plan.

Sending the coupon does nothing more than signify that you are anxious to do **something** to help keep your people off relief when defense production sloughs off; **something** to enable **all** wage earners to participate in financing Defense; **something** to provide tomorrow's buying power for your products; **something** to get money **right now** for guns and tanks and planes and ships.



France left it to "hit-or-miss" . . . and **missed**. Now is the time for **you** to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.

FREE—NO OBLIGATION

Treasury Department, Section A,
709 Twelfth St. NW., Washington, D. C.

Please send me the free kit of material being used by companies that have installed the Voluntary Defense Savings Pay-Roll Allotment Plan.

Name

Position

Company

Address

N. Y. PARA HALF MILLION

EDITORIAL

Continuance of Fairs a "Must"

A QUESTION that has been agitating showmen and performers since the recent declaration of war is: What of the outlook for the State and county fairs in 1942? Some showmen have been inclined to look with foreboding on the season ahead. Fairs of the United States and Canada employ thousands of entertainers during the summer and fall and any drastic curtailment of the annual events would work an undeniable hardship on a large body of performers.

While none can say with certainty what will happen, both fair men and showmen should be heartened by the optimistic note sounded by Howard Leonard, director of the Illinois State department of agriculture. In announcing that the United States Army intends to take over the grounds of the Illinois State Fair as an air corps training school, Leonard added that army officials had agreed the fair was important to morale and that the grounds would be turned back to the State during August to permit the fair to be held.

The attitude of army officials regarding the Illinois fair should still the fears of fair men and showmen. In the past, federal officials, from the President down, have recognized the value of fairs as morale builders and have sought to encourage their continuance in times of stress. They proved their worth during the first World War. Some few were obliged to temporarily discontinue, but they were isolated instances. A large percentage of the fairs went along as usual and did a splendid job. The status of fairs has not changed. Today, more than ever before, they are needed to relieve tension, encourage solidarity and provide wholesome recreation. The government recognizes this fact and will do all in its power to keep the fairs functioning.

It is probable that a few fairs in exposed sections of the Eastern and Western seaboard may have to be discontinued during 1942, but the number will be negligible. Those that continue—and that means probably 95 per cent of all the fairs—are not expected to curtail their activities to any appreciable extent. They have an important function to perform and may be expected to perform it admirably. Their exhibits, educational features and entertainment all will be slanted to do the best possible job for their country, and in this they will have the solid backing of the showmen.

Fairs, representing one of the country's most important industries—food production—have a definite place in the defense program. Their continuance is a "must," and the annual conferences of fair men of the various States, to be held during January and February, may be expected to develop plans for successfully carrying on the work the fairs have been doing.

Spends Heavily for Name Talent; T. Dorsey, Andrews Tops, With All But 6 Orks Used Being Recorders

NEW YORK, Dec. 27.—Analysis of the talent policy of the Paramount Theater, now going into its seventh year as the leading band house in the country, shows that the de luxe spends approximately \$572,000 annually for talent; that Tommy Dorsey holds the band record with eight engagements totaling 22 weeks in the past four years, and the Andrews Sisters hold the act record of seven engagements totaling 15 weeks the past three years, and that out of 78 bands which have played the house since the inception of the band policy, 72 have a recording background.

This compares to the goose-eggs that filled the Paramount books in years previous to the talent policy, as outlined in *The Billboard* story alluding to Paramount's 15th anniversary several weeks ago. During its straight film time, the house had become the biggest white elephant of the Para circuit, and thru its talent policy rose to the eminence of flagship of the chain and the top theater band showcase in the country.

Glen Gray's ork, which started the band policy Christmas week, 1935, takes booking honors next to Dorsey, with seven dates at the house, playing 17 weeks. In the six years of name band attractions, the Gray ork has only skipped 1937 and 1941 in repeat engagements.

A band which has just started to make its actual break-thru into the upper brackets, Harry James, takes next place with five appearances stacked up totaling 11 weeks. The James band is one of Harry Kalchheim's illustrations of how the Artists' Booking Bureau nurses bands and acts along from infancy to what they hope will be success. Kalchheim and Bob Weitman, managing director of the house, share this view and book accordingly.

Kalchheim's thought is that, in buying bands, if the leaders think enough of staying at a spot for a long time, working for scale, spending a lot of money in promotion and air time, and getting set (See *NEW YORK PARA* on page 18)

'Hey Rube' Campaign To Highlight Showbiz War Effort; Bond Talks Urged During Night Club Shows

NEW YORK, Dec. 27.—"Hey Rube . . . the traditional circus call to arms," which the William Morris Agency used as a theme in theatrical trade paper ads, has been adopted as the rallying cry of the show business to promote the war effort and aid national defense.

Morris Agency started the ball rolling after the ads appeared last Wednesday by distributing "Hey Rube" buttons, which will henceforth be sold to aid the show business effort, but the drive has now grown to include the entire industry, with a regular committee being formed to unite show business around the slogan.

Head of the new committee is George Schaefer, president of RKO Pictures. Members include Barney Balaban, president of Paramount; Will Hays; E. V. Richards, of the Saenger Circuit; Joseph Hazen; Leo Spitz, Edwin L. Weisl and Gordon Youngman, industry attorneys; Robert Christenberry, managing director

of the Hotel Astor; T. J. Connors, 20th Century-Fox; Nicholas M. Schenck, president of Loew's, Inc., and William Morris Jr. and Abe Lastfogel, parents of the "Hey Rube" idea.

Plans under way include spot announcements on radio shows, transcriptions and a movie short showing the contribution of show business to the war effort under the theme, "Show business takes its place in national defense." Arrangements are also being made to place the first sold "Hey Rube" button on the lapel of President Roosevelt.

Following a meeting of the Lambs' Club last Friday, of show business trade union and organizational leaders, to formulate plans to aid the sale of Defense Bonds and Stamps thru theaters, ballrooms, night clubs, hotels and cafes, Gerald Griffin, executive secretary of the (See *"HEY RUBE"* on page 25)

Blackouts Hit Spokane Business; Theaters Held Safer Than Street

SPOKANE, Dec. 27.—Considerable confusion has existed here regarding blackout regulations, and theaters still don't know just what is expected of them. Radio stations don't know what minute they will be ordered off the air.

Theater attendance dipped sharply the evening of the big blow-up in the Pacific, and the next two days was reported from 40 to 55 per cent below normal. Now certain theaters report business still down about 25 per cent, but others say it is approaching normal. Show people believe that after the shock is over a reaction will set in for diversion that will hypo the box office.

The night following the Japanese attack, local houses were ordered to close early, but this order was quickly rescinded by the war department. Local radio stations, which stayed on the air all night the first night of the war, were blacked out from 7 p.m. to 8 a.m. last week. Normal schedules, however, have prevailed so far this week.

Several days ago city authorities designated the State Theater as the key house in case of a blackout alarm to notify other theater operators to turn off marquee lights. Theaters were ordered to prepare blackout trailers to flash on screens. Two-minute trailers bearing instructions to patrons were ordered from Seattle. Army authorities have since revoked the city order, on the ground it might create panic among patrons, and theatermen are stuck for a bill for trailers they can't use. Latest orders are simply to notify each patron leaving the theater that a blackout exists. Army men here are said to feel patrons are safer in theaters than on streets.

A blackout ordinance was adopted by the city yesterday providing for dousing of exterior lights in buildings and for motorists to extinguish lights and pull over to the curb and stop, but it made no specific reference to theaters.

Philly Society Preferences— Page Mr. Freud

PHILADELPHIA, Dec. 27.—A local agent catering almost exclusively to the entertainment needs of the first families broke down this week and disclosed the type of talent wanted by the society set. First, acts must be singles. Biggest call is for singers of both sexes. However, a good-looking girl singer seldom gets a look-see. Elderly gals with steady and sturdy pipes get the call.

Agent explains that the society gals could never stand the competition of a good-looking warbler. Middle-aged canaries can offer a strong dose of sex in their songs, but definitely not to their dress. Low-cut gowns are out.

When it comes to booking male singers, society dames call for young and good— (See *Society Preferences* on page 25)

FBI Advises Tolerance for Alien Acts

CHICAGO, Dec. 27.—The office of the Federal Bureau of Investigation here has advised bookers seeking information on aliens doing vaude and night club turns to be tolerant with them as much as possible. The FBI pointed out that it is very easy to be suspicious of every foreign act, particularly if the performers in it are German or Italian, and bookers might deprive themselves of their services and also deprive the actors of work for no reason.

This point was brought out this week when rumors started to float around (See *FBI ADVICE* on page 25)

In This Issue

	Page
Broadway Beat, The	6
Burlesque	28
Carnival	32-37
Circus and Corral	40-41
Classified Advertisements	50-51
Coin Machines	58-84
Crossroads, The	38
Derbyshow News	29
Editor's Desk, The	38
Fairs-Expositions	42-43
Final Curtain	31
General News	3-6
General Outdoor	56-57
Legitimate	16-17
Letter List	46-49
Magic	28
Merchandise-Pipes	52-56
Music	10-15
Music Merchandising	60-67
Night Club Reviews	20-21
Night Club-Vaudeville	18-27
Non-Theatrical Films	30
Orchestra Notes	13
Out in the Open	38
Parks-Pools	44-45
Pipes	55-56
Possibilities	4
Radio	7-9
Record Buying Guide	62 and 64
Repertoire-Tent Shows	29
Rinks-Skaters	39
Roadshow Films	30
Sheet Music Leaders	12
Songs With Most Radio Plugs	12
Sponsored Events	37
Television	7
Thru Sugar's Domino	4
Vaudeville Grosses	27
Vaudeville Reviews	24-25
ROUTES: Orchestra, page 15. Acts, Units and Attractions, 22. Dramatic and Musical, 22. Ice Shows, 22. Carnival, 57. Circus, 57. Miscellaneous, 57. Routes Not Classified, 57. Events for Two Weeks, 56.	

Kyser's 36G Boston Season's Top; Miller, Abbott-Costello, Andrews Next; Best Grosses in Many Years

BOSTON, Dec. 27.—With Kay Kyser setting the pace with a juicy record gross of \$36,000 for one week, 16 stage attractions at the 3,212-seat RKO-Boston Theater here have brought a terrific \$373,800 into the till since stage attractions returned to the house August 22. House has competition now from the 4,200-seat Metropolitan, where the first stagershow of the year, Xavier Cugat, pulled in a fairish \$23,000 for one week.

Kyser's terrific gross resulted from an extra show daily and a hiked night admission price of 65 cents. In second place, also at a raised admission scale but without the extra show, was Glenn Miller, whose \$32,000 gross equaled his record last year at the Boston. Third place went to Abbott and Costello, who opened the season here with a hefty \$28,000. Boys probably would have done far better if admission price had been raised.

In fourth place was the Andrews Sisters' \$25,500. They were followed by Gypsy Rose Lee with \$23,000, while sixth place was split between the Ritz Brothers and Clifford Fischer's *Folies Bergere* unit, both of which pulled \$22,500.

Ben Domingo, city manager of the RKO theaters in Boston, reported the season thus far may surpass the mark set in 1936, regarded as one of the best

flesh years in the Hub's history. The gross thus far is already \$151,300 ahead of the halfway mark set last year and within \$106,000 of the figure set for the entire 1940-'41 season. It is expected the total season gross for 1941-'42 will go over \$500,000.

Week to week grosses were as follows: August 22—Abbott and Costello; regular prices (\$3,44.55); terrific \$28,000. Pic, *Lady Scarface*. August 29—Gypsy Rose Lee; a hefty \$23,000 for full week. Pic, *Private Nurse*. September 5—Glenn Miller and band equaled their last season mark of \$32,000 at slightly raised admission prices. Pic, *Hurry, Charlie, Hurry*. September 12—Rochester (Eddie Anderson), Dick Stabile's band, Gracie Barrie; nice \$20,500. Pic, *Father Takes a Wife*. September 19—Harry Howard's (See KYSER'S 36G on page 25)

N. O. Mardi Gras Is Called Off

NEW ORLEANS, Dec. 27.—Cancellation for the third time in its 115-year history of the Mardi Gras season in the Crescent City and at near-by Gulf cities, including Galveston, Mobile and Biloxi, was announced by joint committees of the holiday festival last week. More than a million dollars of tinsel and frivolity that characterizes the celebration here went into the moth balls, and about 500,000 out-of-towners will be disappointed. A record list of 30 balls and eight outdoor pageants was scheduled for what probably would have been the greatest celebration on record here.

Other cancellations were during the Civil War, 1862-'65, and during the first World War, 1918. A. N. Goldberg, president of the Sugar Bowl committee, however, states that the week-long events opening on Christmas Day and ending with the Missouri-Fordham football game on New Year's Day will go on as planned, with 72,000 tickets sold.

Henie Heading for New Record in Chi

CHICAGO, Dec. 27.—Judging by advance ticket sales, Sonja Henie's fifth holiday appearance at the Stadium here promises to top last year's record take of \$381,000. Her show is in for 11 performances, opening Christmas night and closing January 4. The opening show attracted 18,104 customers.

The press was unusually good to the show and despite Miss Henie's two falls during her initial performance the reviewers went out of their way to make excuses for her. The revue otherwise ran in top form.

GENE KRUPA

(This Week's Cover Subject)

THE spectacular Gene Krupa is now holding forth with his orchestra at the Paramount Theater, New York. This is the band's fourth engagement at the theater and comes shortly after a successful tour of the West Coast. While on the Coast Krupa found time to play a featured role in the Samuel Goldwyn film "Ball of Fire," with Gary Cooper and Barbara Stanwyck, and also managed to do so well at the Hollywood Palladium box office that he was signed for a 1942 engagement there.

"The Ace Drummer Man," as he is billed, played his first important stands with Joe Kayser's band around Chicago. Barely out of his teens, he went to New York to join Red Nichols, with whom he played for three years. A year with Irving Aaronson and brief sojourns with Mal Hallett and Buddy Rogers were followed by a bid from Benny Goodman. It was with Goodman that Krupa attained recognition as one of the most colorful bandstand performers in the country.

In April, 1938, Krupa left the Goodman fold to form his own orchestra, and it was a success almost from the very start. There is scarcely an important theater or ballroom in the country which has not housed the band during the past four years. Krupa's Columbia records are among the best sellers. He has more than made the grade in pictures, and that he packs plenty on the ball as a composer is attested to by the fact that his own composition, "Drumboogie," is highlighted in "Ball of Fire." Krupa's manager is Frank Verniere.

Possibilities



GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

VICKI CHARLES—vivacious and pretty blonde now appearing in *Sunny River*, operetta at the St. James Theater, New York. Has a minor role, but makes it stand out with charming work that's both striking and appealing. Reads lines excellently, and also sings pleasantly. As Vicki Cummings, she had appeared in a number of previous shows, including some straight dramas, but is now doing her best work. Should screen beautifully.

For LEGIT

MUSICAL

GORDON AND ROGERS—terrific colored sight act, consisting of two boys who wear the sharpest kind of clothes and begin gathering show-stopping howls on their first appearance. Caught at the Strand Theater, New York, act displayed tremendous sight value. Includes ace tap work, hilarious talk routines and crazy acrobatics. Could be spotted to show-stopping advantage in a legit revue.

Showbiz as Inspiration

AS THE people of this nation step up to handle the greatest job in all history they look to the amusement industry to maintain the endless source of inspiration, determination and stability which must accompany them to victory.

The part played by the amusement industry in the last war is still a bright entry in our national honor roll. Already, signs point to a surpassing of that former contribution.

There is a specific job to do. America must work as it never has worked before. The amusement industry can help to inspire our people to be equal to the work at hand by rising to new heights of excellence in music, drama, humor and other forms of entertainment.

The amusement industry should serve in the capacity of liaison between the working, producing public and the fighting man in the armed forces; should look at these great groups and be determined to "Keep 'Em Smiling" and mentally refreshed—that the one can work harder, the other fight harder.

As a suggested word of caution, the new effort by the amusement industry should proceed on a well-planned, well-co-ordinated quality basis. Emotionalism and the fanning of hatreds for sheer effect are undesirable. Rather, the guiding rule should be to inspire the public mind, to keep it determined but stable; to point up its job, but to make the job, tough altho it may be, one which everyone, soldier and citizen, wants to do to the best of his capacity. Humor, of course, will never leave the American scene, and among the new accomplishments which humor will make is the creation of a psychology under which the people will laugh off certain inconveniences and personal restrictions.

Radio, one of the major distribution outlets for the entertainment world, has already gone 100% in offering its facilities, technical and otherwise, to the common cause, and the amusement industry has been responding to an equal percentage. Hundreds of popular entertainers are giving their time and talents. The continuation and increase of this forecasts that the American soldier and the American citizen, spirits kept high, will make the strongest combination in the world.

—Written especially for The Billboard by the War Department in Washington.



WE'VE known Georgie Price for a long time and have always looked upon him as being a clever performer, a smart showman and a very constructive factor in our business. This being the case we were dismayed when our attention was directed to a stunt pulled by Price in connection with his engagement at the Rio Casino in Boston. He arranged for the Broadway mendicant, known as Broadway Rose, to appear as his guest at the Casino, the stunt including her being met by a welcoming committee. A press release referring to the stunt related that Broadway Rose would be outfitted "in a new burlap evening gown, open-toed slippers and a new Flatbush hairdo." This in our humble opinion is a new low in press stunts.

Broadway Rose is certainly not a credit to Broadway. If it is the case (and we advance this only for argument's sake) that she is an imbecile Price should certainly be condemned for making a public exhibition of an unfortunate's lack of mentality. If it is the case, on the other hand, that Broadway Rose is a shrewd "schnorrer" who has been cashing in on her alleged imbecility to get quarters, halves and folding money out of Broadway celebrities we fail to see anything commendable about a stunt that adds to her stature from a publicity standpoint. The New York police arrested Broadway Rose, despite and possibly because of *The Saturday Evening Post* article devoted to her, as a common beggar and nuisance. That should have been a tip-off to any performer tempted to pull a stunt such as Price's. Price received quite a lot of publicity in the Boston papers from the stunt. We hope he is satisfied because we can't see how anybody who thinks seriously about the dignity of the show business will share this joy with him.

PERFORMERS owe a great debt to J. L. Fitzpatrick, manager of Comerford's Capitol Theater, Binghamton, N. Y., and should also be indebted to the editor of *The Binghamton Sun*. Early this month the learned editor had the urge to write something in his editorial columns about the city's only flesh theater. He asked Fitzpatrick to suggest to him what film to use as a basis for the editorial. The theater manager told him that he would prefer that a study be made of various aspects of vaudeville and that if the editor feels justified he should devote the editorial to vaudeville. The result was that an editorial plugging vaudeville appeared in *The Sun* running close to a column. It is regrettable that space limitations prevent us from reprinting the entire piece, which represents to us the strongest eulogy that has appeared on vaudeville in the daily press in many years.

Suffice to quote from the piece a portion that we hope will be picked up by theater managers and shown to friendly or sympathetic editors:

There is a surmountable barrier between the performer and his audience. They would like to know each other better and outside of the theater. They have much in common which deserves free discussion and they are often informed thru previous contacts, on subjects and places, bound to be of interest to our community and its citizens. They are a veritable encyclopedia of information which can be had for the asking, particularly those who have toured foreign lands in recent (See SUGAR'S DOMINO on page 25)

The Billboard

Founded in 1894 by W. H. DONALDSON, E. W. EVANS, President and Treasurer, R. S. LITTLEFORD JR., Vice-President and Managing Editor, W. D. LITTLEFORD, Secretary. Editors: ELIAS E. SUGARMAN, CLAUDE R. ELLIS, WALTER W. HURD

The World's Foremost Amusement Weekly

MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAin 5306. BRANCH OFFICES: NEW YORK—155 Broadway, No. Clark Street, Arcade Bldg. 1564 Broadway, Central 8480. CHICAGO—155 N. Dearborn St., Central 8480. ST. LOUIS—390 N. 7th St., Chestnut 0443. PHILADELPHIA—7222 Lampport Rd., MADison 0895. LOS ANGELES—416 W. 8th St., VAudike 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.

Published at Cincinnati, Ohio, U. S. A.

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.

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.



Henie Icer Crosses 100G in Buffalo

BUFFALO, Dec. 27.—Sonja Henie's *Hollywood Ice Revue* topped its 1940 record during its appearance December 15-20 at Memorial Auditorium. This was the second time the Henie show came here sponsored by the Shriners of Temple Ismailia. General Edwin G. Ziegler, chairman of the sponsored event, reports a gross of nearly \$100,000, considerably over the \$80,000 of last year.

The success of the Henie show was the more remarkable as the war's declaration cut advance sales. Total attendance was not much better than last year—at around 60,000 persons, but price scale ran from \$1.10 to \$2.75 this season, omitting the line-up of 75-cent ducats offered in 1940.

Publicity given the show covered 82 newspapers within a 250-mile radius.

Show opened Monday (15) to a near-capacity house of 9,200 for \$12,000, while second night built to \$14,000 with 9,300 patrons. Wednesday saw an even better house, the still not quite capacity. Thursday was filled, with 10,200 payees on hand and take of above \$19,000. For last two nights, Friday and Saturday, the Auditorium was jammed, with about 700 standees. According to William Burke, show's general manager, the weekly net runs to about \$60,000, which indicates plenty profit on the date.

La Meri Scores in Three East Indian Dance Dramas

NEW YORK, Dec. 27.—Leading a group of dancers trained by her in their first public appearance, La Meri presented three dance dramas of India at the Guild Theater here last Sunday (21).

Not content to remain only a lithe mistress of Indian dance forms and symbolic finger-movements, La Meri set out to captivate her audience with a showmanlike display of before-the-acts humor. She succeeded. The effect thus created spread a high polish over what might have seemed a private exhibition of Ganges terpsichore.

Most entertaining of the three works was the fanciful *Gauba's Journey to*

A Trailer?

SALISBURY, N. C., Dec. 27.—What is in a name? When Louis Mitchell's theater at Elkin caught fire December 1 from a cigarette stub tossed on an upholstered settee in the balcony, the film being advertised for the next showing was *Hot Spot*. Firemen soon cooled things down.

Bradley-McKinley Split Talked Again

NEW YORK, Dec. 27.—The oft-reported split between Will Bradley and Ray McKinley was given further credence this week when McKinley would neither confirm nor deny a report that he was leaving the Bradley band "shortly" to form his own orchestra. It has been an open secret for the past year that McKinley, reportedly a co-owner of the Bradley band, was dissatisfied with his arrangement.

Many stories have been making the rounds, including one that Bradley was giving up and McKinley taking over on his own. This, however, was denied, but it was stated that McKinley is ready to pack up his drums and front for himself. McKinley was reached at the Central Theater, Passaic, N. J., last night (26), where the Bradley band is holding forth for a week, but wouldn't amplify his statement any further than "It's all up to me, and I ain't talking yet."

If and when McKinley does go out on his own, the William Morris Agency, handler of the Bradley band, will also book McKinley.

Paradise in which an elephant flies up to heaven (not Dumbo) hanging behind him a tail full of curious villagers. Of course La Meri shone thruout this piece as well as in the other two, *Krishna Gopala* and *Deva Murti*, but even she could not outsparkle one star pupil named Deidre, who proved a gem in her own right.

Minor roles were ambitiously danced by Carolyn Hector and Juana. Audience reaction generous. J. R. C.

Seattle Back To Normal

SEATTLE, Dec. 27.—After a bad first week of war scare the entertainment business here is back to normal and even above the usual holiday slump. Altho there were no restrictions placed on the show biz during the first days of the blackouts here, theaters and dance halls closed a half hour before blackout time, which came at 11 o'clock the first night and not earlier than 12:30 thereafter.

With blackouts the first three nights of war and radios off the air nearly all day and all night until last Thursday, the public kept home. Film houses and dance halls were hit harder than vaude houses (the Palomar and Rivoli). These two, tho lower than usual, had quotas above their weekly average, which leads most showmen here to believe that if entertainment is to click during war days it will have to be light and airy, with everyone assured of laughs. Film houses all over town and particularly neighborhood houses were far below their weekly quotas, with almost no business during the first three days.

The all-night theaters kept open during the blackouts, but there was no business. It is commonly felt that if blackouts and no radio programs get to be common matinee prices will have to be boasted to make a profit.

Vaude acts and dance bands had a hard time traveling over the Northwest during the first week, for cars were kept off the streets and roads during the blackout, which meant almost no night traveling. However, trains were running on schedule. Most acts believe they will soon have to give up car traveling, not only because of blackouts but for fear of a gasoline shortage.

There are no cancellations to date, with Duke Ellington opening at the Palomar Monday after only a fair week during Portland (Ore.) blackout, and Jan Garber taking over the Trianon Ballroom a week ago Wednesday for a poor night. Acts and showmen think the scare is over and there will be no need of cancellation.

Tip-Off

NEW YORK, Dec. 27.—Group of Chinese performers in the RKO Building lobby prompted Happy Godday, of Leeds Music, to ask of Hughie Prince, songwriter, how one is supposed to tell the difference between Chinese and Japs. Prince replied, "Just throw them a bundle. If they juggle it—they're Japs."

Dates Set for Major Icers

NEW YORK, Dec. 27.—The following is a list of scheduled dates for the three major arena ice shows, *Ice-Capades*, *Ice Follies* and the *Sonja Henie Hollywood Ice Revue*, now on tour. Dates are from current week until the end of the season.

Ice-Capades: Garden, Boston, Dec. 25-Jan. 4; Auditorium, Providence, 5-13; Uline Arena, Washington, 14-25; Gardens, Pittsburgh, 26-31; Sports Arena, Hershey, Pa., Feb. 3-14; Arena, Cleveland, 15-22; Arena, Philadelphia, 23-March 4; University of Illinois Ice Rink, Champaign, 5-7; Pla-Mor Ice Palace, Kansas City, Mo., 9-17; Ice Palace, Wichita, Kan., 18-25; Ice Arena, Dallas, 26-April 11; Pan-Pacific Auditorium, Los Angeles, 24-May 24.

Ice Follies: Gardens, Pittsburgh, Dec. 25-Jan. 6; Arena, Philadelphia, 7-20; Arena, Springfield, Mass., 21-25; Auditorium, Ottawa, 27-28; Forum, Montreal, 29-Feb. 2; Arena, New Haven, Conn., 4-10; Garden, Boston, 11-22; Auditorium, Providence, 23-March 1; Stadium, Buffalo, 3-8; Arena, Minneapolis, 10-24.

Sonja Henie's *Hollywood Ice Revue*: Stadium, Chicago, Dec. 25-Jan. 4; Olympia Stadium, 8-14; Madison Square Garden, New York, 19-24.

MIAMI BEACH, Fla., Dec. 27.—Remaining half of the Dolly Sisters team is coming out of a 10-year retirement to entertain in army camps. Rosita Dolly, during the last war, toured with her sister selling Liberty Bonds, along with Mary Pickford.

... Don't Be Caught Napping!



RAPIDLY changing conditions make it more necessary now than ever before for everyone in the Motion Picture Industry to be well informed. The Film Daily, the Industry's leading daily trade publication serving the motion picture industry five days each week, containing live news, constructive editorials, unbiased reviews of features and short subjects, will keep you informed daily.

The Film Daily is so edited that he who runs may read.

The busiest executive will always find time to read the news in The Film Daily. This is proven by the great number of subscribers The Film Daily has kept on its books for the past twenty-three years.

Ten Dollars covers a year's subscription to The Film Daily, which includes The Film Daily five days each week, Equipment News, Short Subject Issues and The Film Year Book of Motion Pictures, which is the Recognized Standard Reference Book of the Motion Picture Industry.

THE FILM DAILY

1501 Broadway

New York City

Paid Listings in Boston Post Pay Off at Rate of \$114 Weekly

BOSTON, Dec. 27.—Despite a slump during the past few months, the paid radio listings started in October, 1938, by *The Boston Post*, are still paying off at a rate of about \$114 per week, according to Howard Fitzpatrick, radio editor of the a.m. sheet.

The paid listings were inaugurated three years ago when they were inserted by Esso to plug the Esso newscast schedule. Listings were inserted both in *The Post* and in *The Boston Herald*, also an a.m. sheet. Listings ran six times weekly for two weeks, and then were withdrawn, sponsor feeling the groundwork had been laid. In the meantime, John Shepard III, head of the Yankee-Colonial nets, became interested in the idea and applied for permission to use the listings to plug his own newscasts and other features the net was building at the time. Listings are in boldface type and are followed by an asterisk to denote they are paid advertising. Shepard agreed to pay a monthly fee of \$70 for the listings, and the plan started with the Yankee Network News Service getting the plugs. Since Secony-Vacuum has started sponsorship of newscasts, listings read "Mobilgas News Service." The early morning newscast sponsored, by Sears-Roebuck is now listed as "Sears News Reporter."

Other sponsors gradually picked up the idea and the paid listings began to grow in volume. Under paper's policy, sponsor's name is not listed unless listing is paid for, so that the Lux Radio Theater is listed simply as "Radio Theater."

Listings have proved of great value, particularly during political campaigns. Earbenders are told flatly they must pay for listing, otherwise the program will be designated simply as "political talk." The lineage always increases around election time, with the various politicians jumping at the chance to get a better plug in the radio section.

During the first 12 months the policy was in operation, from October, 1938, to October, 1939, *The Post* took in \$6,230, an average weekly income of \$120. During the second year the income dropped and, for the period from October, 1939, to October, 1940, the earnings were \$5,270, or slightly more than \$100 per week.

In the 26-week period between October, 1940, and May, 1941, the paid listing lineage jumped again, taking in about \$150 per week for a total of \$3,900. The past six months saw a drop again, however, so that the total for the year, from October, 1940, to October, 1941, reached \$6,300, still the best year so far. The average weekly income for the past year was over \$120 and the average weekly revenue for the three-year period stands about \$114, or a total of \$17,800 since inception.

Paid listings are not used by any other Boston paper. News broadcasts, formerly

ignored by the sheets, now are listed with the regular programs. Papers plug their own spots, arranged thru tie-ups with the local stations, but do not renege on the newscasts featured on other stations.

Coast Spots Set For Eventualities

LOS ANGELES, Dec. 27.—With reports that submarines have attacked coastwise shipping, local amusement enterprises have been preparing for eventualities.

The Ambassador Hotel ran a three-column eight-inch ad in *The Los Angeles Times* advising motorists in the vicinity of the hotel to drive into its parking lot if they were in that part of town when the siren sounded. After giving directions to entrances to the parking lots, the ad read in part: "You need feel no obligation to purchase food or beverages. Cover charges in the Grove and admission charges to the theater will be waived."

A meeting of 200 managers of theaters, bowling alleys, ballrooms and night clubs was recently held by the Theater Defense Bureau. Battalion Fire Chiefs James L. Danks and Henry R. Boone outlined basic rules for the protection of civilians.

Four major air raid shelters, with an auxiliary system of trenches, parapets and dugouts, have been completed at Warner Brothers studio. This is believed to be the first in the industry. Company plans to provide evacuation for 3,500 workers within 12 minutes after warning is sounded. Shelters are equipped with hospital units, beds, water in gas-proof containers, kitchens and gas protection. Ten more shelters are contemplated, and there are three 200-foot trenches to give protection to those too far away from shelters at the time of the raids.

California's 2 o'clock curfew may be revised to allow night clubs to remain open after this time if a blackout is in progress. Legislature may be asked to take some action to prevent the turning of customers out into the streets, where they would be forced to remain because of inability to travel during the blackout.

"Ice-Capades" Big in Sp'g'f'd

SPRINGFIELD, Mass., Dec. 27.—*Ice-Capades* played to more than 37,000 people at 10 performances here ending Thursday (4), the offices of the Springfield Hockey Association, lessees of the Eastern States Coliseum where the ice show was held, said. This was ahead of last year for an equal number of shows. There were several sold-out houses (5,100). Prices ranged from 85 cents to \$1.85.

'Water Follies' Clicks in Tex.

HOUSTON, Dec. 27.—*Water Follies of 1941*, which closed here Wednesday (3) after an eight-day run at the Coliseum, played to 34,000 persons, according to John L. Andrew, manager of the spot. Show, which features Buster Crabbe, is skedded for a return engagement here next April. It is planned to add one or two stage acts to the new edition.



HERMAN POTSDAM, of the Loew booking office, who patrols his beat as an air raid warden, is being called upon to answer some very startling questions. The other night a very nice old gentleman stepped up to him and asked when he was expecting the enemy planes. Potsdam answered that he hadn't as yet received any official notification from either Tokio or Berlin. . . . In case you're wondering what caused Mayor La Guardia to interrupt his first home defense broadcast with an admonition to a reporter not to do it again (as reported here two weeks ago), it wasn't what you think. The reporter, with a photog in readiness, had thrown in front of the mayor a copy of his own paper, the idea being to get a picture indicating that the Little Flower used that particular sheet to get the news, even while broadcasting. The reporter figured that La Guardia, being on the air, couldn't do much about it. The reporter was wrong. . . . Since the Jap attack on Hawaii, Tin Pan Alley has ground out nine songs which tell us to "Remember Pearl Harbor." Alan Courtney, local radio emcee, suggests that the 10th song be titled *Remember the Publisher of Remember Pearl Harbor*. . . . The fingerprinting of the 1,300 employees of the National Broadcasting Company (a war emergency measure for identification) was handled by the NBC page boys—who were totally unfamiliar with the technique. Despite that, however, the job was done in seven hours, and with less than 5 per cent error. . . . For the sometimes abstruse purposes of the radio, Anatole France's *The Juggler of Notre Dame* became *The Juggler of Our Lady* in the SAG-Gulf Sunday program. And, in repeating the name of the author, emcee Roger Pryor called him Adolf France. Or was it a crack at French appeasement?

TIMES SQUARE'S latest timepiece is the one atop Loew's Mayfair's new marquee.

It's probably aimed at showing up the erratic clock that adorns the Paramount Building. . . . Hal Block is completing his first play, *Thru the Courtesy Of*, which kids the radio business. . . . Bad business caused by the entry of the United States into the war has started a minor rush of legit closings, with a couple of shows not even waiting to cash in on the holiday trade—which, in some quarters, is figured as problematical this year. However, the schedule of coming shows should close up the gaps very nicely, and the business being done by established hits is still terrific. If it hadn't been for the start of the war, it would have been the best legit season in a decade. It still may turn out to be that. . . . During rehearsals of *Jack and Homer the Horse*, a fairy tale set to music, with words by Paul Tripp and music by George Kleinsinger, even the musicians on Russell Bennett's *Note-book* program applauded. . . . This actually happened, according to sworn statement. Joey Nash, told by a secretary that the boss wasn't in, cracked, "Just tell him that Abe Lastfogel dropped in." So, quick as a flash, the gal replied, "What kind of act do you do?"

Chi Bookers Set Units for USO

CHICAGO, Dec. 27.—Local bookers have been reading with interest of the vast activity of the USO-Camp Shows, Inc., and have been holding meetings for the last couple of weeks to see if they can't partake in the set-up. First step taken was the appointment of a committee to pass on the merits of units designed for the USO-Camp Shows circuits. Word came from Abe Lastfogel of USO headquarters in New York that everything possible will be done to help the Chicago boys to a share of this project. It was generally agreed that bookers will work for a 5 per cent fee, since acts, too, are accepting USO dates for less than normal money.

The local committee consists of union representatives, Frank Dare of Equity, Ray Jones of AFRA and Jack Irving of AGVA, as well as bookers Morris S. Silver, Dave O'Malley, Danny Graham, Eddie Elkart, Charles Hogan, Nate Platt and Warnie Jones. Hogan and Jones have been assigned to book the first unit, scheduled to be ready by January 5. New York headquarters are to set a route for the show if found suitable for presentation.

Bookers here feel that it would be more practical to send out shows from regional territories, giving local bookers and acts an equal break and saving the USO plenty of transportation coin.

Yacopi Troupe Is Reinstated in AGVA

NEW YORK, Dec. 27.—Yacopi Troupe, after being informed that they wouldn't be permitted to play Loew's State last week because they were on the unfair list of the American Guild of Variety Artists, made their peace with the union Wednesday (17), and were allowed to go on Thursday.

Troupe was declared unfair last spring while working with Ringling Bros.' circus, on charges of "conduct unbecoming members," specifically that they allegedly threatened bodily harm to AGVA organizers who attempted to collect dues and that they allegedly participated in anti-union activities.

Roberto Yacopi, spokesman for the group, told Gerald Griffin, AGVA exec sec, that it was all a mistake, and that their assertions were misunderstood be-

Loop Legit Hit, But Will Rally

CHICAGO, Dec. 27.—While the war has cut into the normal grosses of the local legit shows, the three comparative veterans here will manage to hold their heads above water until the holidays, when box offices, it is generally agreed, will pick up strength again. The leader in the field is still *Louisiana Purchase* at the Erlanger, which in its eighth week, ended December 13, slipped to a \$31,000 gross. Show had been doing \$25,000 to \$26,000 weekly. It will remain thru January 17 and then move to the Cass, Detroit, for a fortnight, and the Nixon, Pittsburgh, for another two weeks. The Erlanger has *Panama Hattie* lined up to succeed *Purchase*.

Claudia, in its 16th week at the Selwyn, is averaging \$12,000, which is nice money for this modestly budgeted comedy.

Native Son at the Studebaker slipped to \$5,500 last week, but hopes to pull thru until after the holidays. Negro trade has been helping this one, now in its seventh week.

Clyde Elliott, after two flops, is trying it again at the Great Northern with Elliott Lester's *Take My Advice*. *Village Green* and *Let's Have a Baby* brought little money.

The Grand Opera House reopens Christmas night with the *Student Prince*, set for two and a half weeks, to be followed January 12 by *Pal Joey*. The Harris, following an uneventful run of *Mr. and Mrs. North*, went back into action Monday (23) with a pre-Broadway showing of the Theater Guild's *Papa Is All*. House will also play *The Corn Is Green* in February.

The Blackstone remains dark, the engagement of *There Shall Be No Night* with Alfred Lunt and Lynn Fontanne having been canceled.

A bright note was contributed by a report from the Civic Opera House, which concluded a six-week opera season with a loss of only \$20,000, as compared to last year's shortage of \$125,000.

cause of their sparse knowledge of English. Troupe paid its back dues, amounting to \$60 for the eight people, and was put back in good standing.

YES, I CAN FURNISH GOOD LOCATIONS

In virgin cities, booming State, license, strong sponsors, etc., for the following: Roller Derby, Ice Shows, Derby Shows, Bicycle Races, Roller Skating Shows, Indoor Circus, Indoor Carnival, Store Shows, Penny Arcades, Museums, Tent Shows. There has never been anything like the above here in the past ten years. Write or wire

ANTHONY CANONICA
108 South Arizona Street Butte, Montana

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless the deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

REGISTRATION CARD

SYMBOLS

DL—Day Letter

NL—Night Letter

IC—International Cable

MT—Metric High Letter

Mo—Address

THAT'S GOLD IN THEM THAR BILLS! DIG IT OUT WITH ONE OF THE MOST EFFECTIVE, ECONOMICAL AND CONVENIENT COLLECTION TOOLS—TELEGRAMS!

<p>STOCK TICKETS</p> <p>One Roll \$.75</p> <p>Five Rolls 3.00</p> <p>Ten Rolls 5.00</p> <p>Fifty Rolls 17.00</p> <p>100 Rolls 30.00</p> <p>ROLLS 2,000 EACH.</p> <p>Double Coupons.</p> <p>Double Price.</p> <p>No C. O. D. Orders.</p> <p>Size: Single Tkt., 1x2"</p>	<p>THIS NEW YEAR WILL BRING NEW CONDITIONS</p> <p>Prepare for Them by Ordering Your</p> <h2 style="margin: 0;">TICKETS</h2> <p>NOW</p> <p>TO ALL OUR FRIENDS A HAPPY NEW YEAR</p> <p>THE TOLEDO TICKET CO.</p> <p>Toledo (Ticket City), Ohio</p>	<p>SPECIAL PRINTED</p> <p>Cash With Order</p> <p>PRICES</p> <p>Roll or Machine</p> <p>10,000 \$ 7.15</p> <p>30,000 10.45</p> <p>50,000 13.75</p> <p>100,000 22.00</p> <p>1,000,000 . . . 170.50</p> <p>Double Coupons.</p> <p>Double Price.</p>
--	--	---

NEWSMEN'S CO-OP RAINBOW

Sale of NBC's Artists' Bureau In Stymie Stage

NEW YORK, Dec. 27.—Sale of the NBC Artists' Bureau to a group of NBC execs appeared to be running into trouble over the week-end, one of the stockholders attempting to secure an injunction restraining the sale and various artists reported trying to get out from under the deal.

Attorney Moses Block, acting for RCA stockholder Samuel Alster, stated that hearings would begin Monday at Supreme Court here on a motion for an injunction. Sore point, according to Block, is the fact that the sale was reportedly consummated without any immediate financial remuneration for the stockholders, with sale price, which has been reported as between \$150,000 and \$175,000, to be paid back out of profits the new company expects to make in the next five years. Block pointed out that such an "in futuro" proposition was not satisfactory, and that buyers were available who were willing to make an immediate substantial financial payment.

Meanwhile, disaffection among the artists involved was reported, both among members of the American Federation of Radio Artists and members of the American Guild of Musical Artists. AFRA today stated that only a "handful" of name artists were involved. AGMA could not be reached at press time.

AFRA previously notified the artists involved that it would take the necessary measures to protect them in event they were dissatisfied with the new set-up. Arbitration is provided.

4 Coast Stations Get Key Spots in Defense Planning

HOLLYWOOD, Dec. 27.—Radio stations in this area have been assigned important parts in the civilian defense program, with KNX, KFI, KHJ and KPAC, all in Los Angeles, having been named key stations in the communications system set up by the Southern California Broadcasters' Association to handle all blackout orders from the Fourth Interceptor Command, Harry W. Witt, SCBA president, announced.

Commands will be relayed to the four stations by a Federal Communications Commission representative stationed at the Interceptor Command headquarters. Stations have installed special telephone lines from control rooms to army headquarters. Stations are to notify other stations of their chains' blackouts as they are received, while key stations may be monitored by other broadcasters in the district affected in order that orders may be executed immediately.

First Days of War Cost NBC 40G Daily

NEW YORK, Dec. 27.—According to execs at the National Broadcasting Company, additional expenses accruing to the net as a result of the outbreak of the war Sunday, December 7, averaged \$40,000 daily for the first few days of hostilities. This includes cost of additional talent required to fill in the 24-hour schedule, additional engineers, special wires, etc.

Talent bill was a small part of this average sum, but nevertheless represented quite a boost in the network's pay checks. At end of the first week of war extra talent costs hit an average of \$800 daily for the three hours from 5-8 a.m., during which the network is normally closed.

NEW YORK, Dec. 27.—United States War Department, after reading script of Brewster Morgan's *Report to the Nation* December 16, requested 48 transcriptions of the program to send to State news chairmen to be played at meetings for radio and news editors. Script dealt with the Sixth Column—rumor.

The Lighter Side

MINNEAPOLIS, Dec. 27.—It was during the first 48 hours of the war with Japan. Rod O'Connor, WCCO announcer, had broken into many a regularly scheduled program to bring his listeners the latest war news.

Finally, Rod, to relieve the tension, quipped: "We interrupt the news flashes to bring you a regularly scheduled program."

Meanwhile, over at KSTP, Brooks Henderson, who had cut into a network musical to read an extremely depressing bulletin from the Pacific, concluded his piece with: "We return you to the Contented Hour."

Philly Talent Scene Changing

PHILADELPHIA, Dec. 27.—Live talent seeking sustaining spots on local radio stations, a survey shows, differs widely from the groups applying at the start of the year. One noticeable point is the complete absence of would-be news commentators. Following the invasion of the low countries every station was besieged with applicants requesting positions to comment on the European scene. Of such applicants, 54 per cent were attorneys, while the others ranged from a plumber's helper to a minister. Now these would-be experts don't feel so expert.

Another interesting angle is the almost complete absence of male singers of the Bing Crosby and Rudy Vallee type. Crooners, apparently, are on the wane, say the program directors. Singers now applying are of the trained type. Male singers are now robust baritones, with the girls leaning more to the full-voiced contraltos. In the minority are the swing singers. No program chief would venture an explanation for crooners being on the wane in face of the continued popularity of the Crosby and Vallee shows.

Program chiefs, pointing to the new year, with radio going on a war basis, feel that 1942 will find the trend to live talent programs manifest even greater than it has been all of this year. They point out that inquiries from advertising agencies more than ever make specific requests for auditions of live shows.

HOLLYWOOD, Dec. 27.—Fresno Station KPFE joins Mutual Don Lee January 1, making the grand total of stations affiliated with this network 192.

Paul Bartlett is the manager of the new affiliate.

Key NBC-Blue Stations to RCA; MBS Cynical of Maneuvering; Sked Confab for NBC-Blue Execs

NEW YORK, Dec. 27.—Transfer of licenses of key NBC-Blue network stations was completed this week, with the Federal Communications Commission consenting to the voluntary switch. Licenses of WJZ (New York), WENR (Chicago) and KGO (San Francisco) go to NBC's parent company, Radio Corporation of America, and WMAL, Washington station leased by NBC, goes back to its original owner, the M. A. Leese Corporation, a subsidiary of *The Washington Star*.

The FCC, in consenting to the transfer, said it was acting upon the stated willingness of NBC to dispose of the Blue network, and the move was regarded by the trade as an important measure in the separation of the two NBC networks prior to disposal of the Blue. Mutual Broadcasting System, however, regarded the transfer with skepticism, describing it as "legal maneuvering."

Meanwhile, NBC has called a meeting of Blue network station executives, to be held at the Drake Hotel, Chicago, January 15. While no statement was made, it is presumed that the chief sub-

Fulton Lewis's \$2,500 From 31 Sponsors Leads MBS News Shows; Network To Push News Co-Ops

NEW YORK, Dec. 27.—Mutual Broadcasting System, a pioneer in co-operatively sponsored programs, expects the co-op sale of its news programs to boom during 1942 and will place strong selling emphasis upon some half-dozen Mutual programs available for co-op sponsorship.

In the forefront of the MBS gab artists is Fulton Lewis Jr., who, in a quiet way, has come along as one of the outstanding success stories of the year and who is expected to reach greater heights during 1942. Now earning \$2,500 weekly, Lewis has more than 31 sponsors in 58 cities, and is heard either on commercial or sustaining time on 153 of Mutual's 193 stations. In most instances Lewis is sponsored by one sponsor for one city; but on the West Coast he has a number of double sponsorships, where he is aired via transcription at periods later than his usual time.

Lewis's set-up is possible on neither of the major chains, both National Broadcasting Company and Columbia Broadcasting System sales regulations requiring that a sponsor buy a network. Lewis's Mutual deal, whereby he is available for local sale by MBS stations, has been running for some years, but sharply boomed during the last eight months, with the result that it is almost inconceivable for him to be out of a job. List of sponsors has steadily grown, and now includes a coal company, laundry, hotel, school, department store, auto dealer, beverage company, loan association, appliance dealer, theater, candy maker, brewery, life insurance company, furniture company and a coffee. This is only a partial list of sponsors on his 7-7:15 p.m., five-a-week series, and is apart from his program sponsored by the Na-

Foster, Sold Co-Op Since September, "Not Starving"

NEW YORK, Dec. 27.—Good example of what co-op selling will do for some of the newer commentators is the case of Mutual's Cedric Foster, heard Mondays thru Fridays at 2-2:15 p.m. from WAAB, Boston. Foster has been co-operatively sponsored since September 15. Despite this brief period, he now has 10 sponsors.

Foster won't tell his salary, but says he isn't starving.

tional Association of Manufacturers.

According to Lewis, his co-op deal is particularly fortunate in that aside from his \$2,500 weekly take he has nothing to fear from sponsors in the way of program policy. In the event he loses a few sponsors it is no tragedy, and all of his sponsors cannot gang up on him to dictate policy on newscasts.

MBS Co-Ops

MBS now has 16 shows offered for co-op sponsorship. Six of these are news programs and include Lewis, Cedric Foster, *Confidentially Yours* (Arthur Hale), E. S. Bercovici, *For Your Information* and *Parade of the News*. None of the shows has approached the success of the Lewis program, the majority having but one, two or three sponsors; but with news as hot as it is, MBS has great hopes for its stable of gabbers for 1942. They are offered at bargain rates, price of Lewis, for instance, being the one-time national rate for local sponsorship five times a week, and three-fifths the one-time national rate for three times weekly.

Gabbers' Price To Increase?

Despite fact that news will be so hot during 1942, it is very doubtful whether prices for the analysts will go up. Abe Schechter, NBC news chief, points out that, whereas news listening has tremendously increased, more newsmen will be available as soon as the analysts return home from Axis and Axis-dominated countries. This will have a tendency to keep prices down.

Schechter, Dave Driscoll, of WOR, and other news execs figure that the next radio listening surveys will show a 30-35 per cent increase in radio listening, directly traceable to interest in news.

Exide Retains Weather, Reports; Changes Slant

PHILADELPHIA, Dec. 27.—Altho broadcasts of weather conditions and forecasts are now verboten, Exide Storage Battery Company here, thru Geare-Marston Agency, has decided to continue sponsorship of its weather program on WFIL. More than merely a reporting of weather news, nightly stanza is in the keeping of George S. Bliss, who handled the local weather bureau for 25 years, turning to radio upon his retirement earlier in the year. However, stanza now confines itself to weather lore and characteristics, with a smattering of meteorological history.

Sheehan's WCCO Post

MINNEAPOLIS, Dec. 27.—Al Sheehan has been appointed assistant general manager in direct charge of all program and production operations at WCCO, effective January 1, it was announced this week by Earl H. Gammons, station general manager. Sheehan has been operations director of WCCO since last August, when he returned to broadcasting following the sale of WCCO Artists' Bureau to John Williams and Charles Smith. Sheehan joined the station in 1928 as an announcer and went with the artists' bureau in 1932. The following year he became manager.

"Tom, Dick, Harry" Fold

CHICAGO, Dec. 27.—WGN's Monday night musical revue (9:30-10 p.m.), *The Affairs of Tom, Dick and Harry*, folded after 22 sustaining programs. Sales office failed to nab a sponsor who would foot the network bill. Show used name guests and, once sold, the visiting celebs would demand stiff fees, an angle that didn't prove too inviting to prospective sponsors. *Music That Endures*, with Henry Weber and studio band, replaced the *TD&H* show Monday (22).

Program Reviews

EST Unless Otherwise Indicated

"Morning Toast"

Reviewed Tuesday, 8:30-9 a.m. Style—Variety. Sustaining over WBZ (Boston).

There seems to be an idea prevalent in local radio circles that you can get away with just about anything as far as early a.m. shows are concerned. This *Morning Toast* program is an example.

Fred Arthur and Posey hold down this slot and both are capable of better entertainment. They do a little singing and clowning. The singing is okay, and there should be more of it, but the clowning is strictly from Dixie. The average radio listener has a sharper sense of humor early in the morning than at any other time of day. Material has to be really funny to get a laugh from the commuters who gulp their coffee with one eye on the clock and one ear on the radio. If it's not really funny, it's practically nauseating at that hour of the morning.

On show caught there was a corny skit based on the old-time mortgage foreclosure mellers. Naturally it was meant to be hoke, but to this reviewer there was not one laugh during the entire skit. The old saw that a "pun is the lowest form of wit" is never truer than at 8:30 a.m., and the idea of calling a Christmas shopping list a list—for lest we forget—is definitely unfunny.

It's a known fact that the Hub has no script writers worthy of the name; it would be far better to forget scripts and gags on this slot and concentrate on the singing chores.

Additional music is furnished by recordings. *Mike Kaplan.*

Wythe Williams

Reviewed Wednesday, 8:30-8:45 p.m. Style—News analyst. Sponsor—Breakstone Brothers. Station—WHN (New York).

Wythe Williams, back on the air for Breakstone (dairy products), did not play up those alleged private and confidential sources during his first program. This is all to the good, this reviewer's opinion being that Williams, during his last series on Mutual, always introduced an element of hoke into the broadcast with the constant playing up of mysterious news sources.

In other respects Williams's new show is much as his last one was. It begins with the gong—"as the clock strikes"—and includes a few predictions on what Williams considers the probable turns of the war. In session caught he predicted an intensive German campaign in the Mediterranean and German support of the Jap offensive in the Pacific. Also gave what seemed a pertinent analysis of the general war situation.

Program broadcast Mondays thru Fridays.

Sponsor gets three plugs during the program. *Paul Ackerman.*

"The Playgoer"

Reviewed Tuesday, 1:45-2 p.m. Style—Dramatic and literary criticism. Sustaining over WMEX (Boston).

Mrs. Dorothy Fuller now holds down this spot, formerly handled by John Huntington, manager of the Cambridge Summer Theater, who knew his stuff. Mrs. Fuller doesn't do so well by comparison.

On show caught she mentioned that *The Lady Comes Across* had been postponed from Monday to Tuesday, hence she had no review of it. Tuesday's papers and consistent radio plugging all day Monday and Tuesday claimed the opening had been set back to Wednesday. Left an impression she was equally dubious about other things.

With no show review to handle, Mrs. Fuller devoted a few moments to a review of Phyllis Bottome's new novel, *London's Pride*, which she was able to compare to a certain extent to the Broadway production *The Wookey*. Then introduced and interviewed John Hoysradt, former legit actor, now an 'impressionist' in night clubs.

Mrs. Fuller seemed to be having difficulty in reading her script, and mangled several lines badly. Airing picked up, however, when Hoysradt took over. He gave a brief, interesting account of his early activities as a teacher at the exclusive Groton school, where he

had both Franklin D. Roosevelt Jr. and Elliott Roosevelt as students. Then traced his stage career until he finally blossomed out as a bistro performer. Also obliged with bits from his impressions, which were very good.

Unless Mrs. Fuller can get plenty of people like Hoysradt, she's not going to have a very listenable program. Her script is weak and of the "too, too ducky" type—and her blowups make it worse. *Mike Kaplan.*

"Wilkins Amateur Hour"

Reviewed Sunday, 3-4 p.m. Style—Variety. Sponsor—Wilkins Jewelry Company. Station—WJAS (Pittsburgh).

This show merits another review after the couple hundred weeks since being last covered in these columns—because it is in its seventh year and remains Pittsburgh's most popular local program. Its 316th broadcast December 14 presented its sixth annual "All-Twins Show," claimed to be "the only show of its kind in the world." Regardless, it was different and interesting, even tho the caliber of entertainment was plenty varied. When you listen to amateurs you expect plenty of corn. And when the acts are 18 pairs of twins—well, few would be worth booking into a Class B vaude house. But they're a cross-section of the thousands of people who fancy themselves potential radio stars. They've human appeal—and they click!

The sponsor's giving cash prizes weekly stimulates popular appeal, as does telephone voting. And Brian McDonald, who has been the show's emcee these many years, illuminates with talent biographies and an occasional tune. Jack Walton at the piano and announcer Jack Logan, who forsook the microphone for the navy after the twins show, help maintain the program's pace. *Mort Frank.*

"Musiquiz"

Reviewed Sunday, 9:30-10 p.m. Style—Musical quiz. Sponsor—Adams Clothes, Philadelphia. Agency—H. M. Dittman, Philadelphia. Station—WIP (Philadelphia).

Considering that Kay Kyser is still a potent cigarette salesman in getting the folks to guess song titles and theme songs, Adams Clothes, clothing chain, has adopted that pattern to serve its own selling purposes here. The only musical quiz on local airwaves, stanza is aimed at the school kids. And with such

designs it's strictly in the groove, with the patron saint of the jitterbugs—"Jackson"—evaluating the knowledge of the youngsters on the swing bands, their instrumentalists and their music. When not so saintly, Jackson is Murray Arnold, station's program director and an old hand in spinning the platters.

The jive professor handles the class all by himself, using recordings to point up his queries. Contestants, culled from those volunteering by letter, are evenly matched. When caught he used two Joes and as many Janes, each representing a different high school. Four variations on the same question theme used, giving each contestant a shot at guessing the name of a song, singing a song title given, recognizing voice of male singers, identifying instruments played by various band leaders, recognizing female voices and pairing band leaders with identical first names.

Different point value to each of the seven questions, adding up to 100. Each student rates a prize, first scorer getting \$15 in Defense Stamps, second a \$5 gift order at an Adams store, third a \$2.50 store order, and fourth \$2.50 in Defense Stamps.

Arnold, with a good command of jive slanguage and a nonchalant delivery, keeps the stanza swinging. Commercial patter held down to a minimum and wordage is convincing. Visual audience for the weekly session, kids writing in for tickets, which makes for names on the sponsor's mailing list, in addition to earning their gratitude for bank rolling a series catering primarily to the interests of the dance band fans. *Maurice Orodener.*

"Music That Endures"

Reviewed Monday, 9:30-10 p.m. Style—Concert. Sustaining on WGN (Chicago).

This show replaced WGN's *Affairs of Tom, Dick and Harry*, which was pulled after several months of sustaining. It concentrates on serious music, featuring the station's concert orchestra, directed by Henry Weber, staff conductor. A guest star is added, and from current indications the artists will be culled from the station's own artists' bureau list. Initial guest was Attilio Baggio, operatic tenor.

The program is smoothly produced by Lewis James and the smart Henry Barbour script is handled in a polished fashion by Pierre Andre, staff announcer.

It is informative, in that each musical selection is preceded with comment on the composer and/or the background of the piece. The WGN chorus lends impressive support. Top effort of the initial program was Weber's interpretation of Tchaikovsky's *Romeo and Juliet Fantasy*.

Feature should attract class listeners. *Sam Honigberg.*

Advertisers, Agencies, Stations

NEW YORK:

RICHARD KROLIK, assistant to Lester Gottlieb, Mutual network publicity director, left Friday (26) for Montgomery, Ala., where he joins the Army Air Corps. . . . Natalie Flatow has taken over direction of WEVD's *The Story Shop* while Fred Heider spends Christmas with his folks in Milwaukee. . . . Procter & Gamble Company has renewed five of its serials on Columbia, effective Monday (29). These include *The Goldbergs*, *Mary Martin*, *Road of Life*, *Woman in White* and *Life Can Be Beautiful*. . . . P. & G., starting Monday (29), sponsors *Vick and Sade* over 48 Columbia stations. Compton Advertising, Inc., handled. . . . Sterling Products, Inc., has renewed *Are You a Missing Heir?*, effective January 6, on CBS. . . . Twenty stations have been added to Sam Cuff's *Face of the War*, NBC Radio-Recording feature. . . . Edith Dick has become assistant general manager at WWRL. . . . Johns Manville Corporation, beginning Monday (29), sponsors Elmer Davis on 56 CBS stations. J. Walter Thompson handled.

CHICAGO:

WAR bulletins have been raising havoc with spot announcements here and many cancellations have come in as a result of this situation. . . . JACK MITCHELL replaced Roger T. Price in the NBC Continuity Department. Price is scripting the *Club Matinee* show. . . . The manufacturers mentioned on those Walgreen news broadcasts are paying a good share of the broadcasting bill. . . . William Bacher, WGN program di-

rector, who is leaving the station early next year, is expected to return to his home in Florida. He will not be replaced by any particular person, the job having been created for him by Colonel Robert E. McCormick, WGN lord. . . . Dan Ryan, agency producer, joined the WBBM production staff. . . . The Joy Candy Shops bought Dick Post's five-minute *Morning Headlines* show on WBBM (6:55-7 a.m., Monday, Wednesday and Friday). . . . Cousin's Jewelry Stores signed a 52-week contract calling for five 15-minute musical programs a week, six news broadcasts (Monday thru Saturday) and a special 15-minute musical program at noon Sundays. . . . Robert Diller, WIND's production manager, has been appointed to the post of Director of Defense Activities. He has been released from all station duties.

PHILADELPHIA:

CHARLIE STAHL back on local radio row after a spell managing WKNY, Kingston, N. Y. . . . Eddie Mayer resigns his post as WIP news editor for a newspaper job in Washington, his desk going to Carl Will, formerly of *The Philadelphia Record*. . . . Edward E. Lewis upped to vice-president at the RCA plant at Camden, N. J. . . . Lester Sacks joins the WIBG engineering staff. . . . Neil Harvey moves his announcing chores from WCAU to WPEN. . . . Roy T. Lochton leaves N. W. Ayer to join Ivey & Ellington ad agency. . . . Mort Lawrence draws down another 52 weeks as pilot of WIP's all-night *Dawn Patrol* for Pep Boys' auto accessories chain stores. . . . (See **ADVERTISERS** on opposite page.)

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.

TOM TERRIS is still carrying on with his tales of travel and adventure (Sunday, 10:30-10:45 a.m. on the NBC-Red network). His current series, titled *This Amazing America*, seems worthy of sponsorship, particularly by travel agencies, railroad companies, bus lines, etc. Show is certainly cheap enough, Terris being the whole works. He does the narration, and in portions of the script where dialog is required he handles all the voices. Only other expense item is Bob Hamilton at the organ.

Yarns vary, some of them appealing to kids and some slanted for adults partial to the "thrills, chills and romance" genre. In any case, stuff is none too subtle, but certainly listenable. On session caught Terris delivered a piece titled *The Lady From Havana*, redolent with mystery and the atmosphere of old New Orleans. Voice is very good.

Program originates in New York, but is not heard over WEAF. It is piped over a number of stations on the Red, the number varying between 30 and 45. Reviewer caught the show via transcription. *Ackerman.*

THE FIBBER and his wacky entourage continue to avoid material that might strain the faculties of the radio public.

Tuesday, December 16 (NBC-Red 9:30-10 p.m.), found the Fibber in the process of trimming a Christmas tree. Interruptions by various screwball characters such as Mrs. Uppington, the Old-Timer and Mr. Wimple (Bill Thompson) provided Fibber and Molly with opportunity for their usual brand of wholesome humor.

Show seemed to strike a pretty good average. There can be no mistaking the Fibber's appeal to the public. His stuff is never so fast as to swamp the medium I. Q., for one thing, and for another he and his cohorts exude genuine good fellowship and downright homeyness, which strikes a responsive chord in the public breast.

Individual comedy honors go to Bill Thompson, a mild little character who sounds as if he delivers his lines from the bottom of a full goldfish bowl.

Martha Tilton and the Kings Men did some excellent singing, and the commercials were, as usual, simple, forthright and not too subtle, in keeping with the rest of the show. *Carter.*

BOB HOPE, America's No. 1 radio wise guy, continues to be America's funniest radio comic. Tuesday, December 16, he inundated NBC-Red from 10-10:30 p.m. with enough gags to keep the web until Tuesday, December 23, when he will come back with his next batch.

Started off gagging the war situation. Opening line was a warning to use Pepsodent "so you won't have little yellow fellers under your smellers!" He kept getting better after that, too.

Pat O'Brien guested, and helped Hope and Jerry Colonna wind up the show with a convulsive burlesque of a finance company program.

Frances Langford, Skinnay Ennis and Six Hits and a Miss pitched in with their usual capable warbling, commercials were almost unnoticeable and, all in all, it was a terrific show. *Carter.*

SKELTON is a pretty funny fellow, but it is his misfortune to follow Bob Hope on the airwaves, and this is an almost insurmountable handicap for the youth. Even if his material were as good as Hope's—which it isn't—he'd still suffer by comparison, because a solid hour of wire-crack comedy, no matter how clever, is a little too much.

Tuesday, December 16 (NBC-Red 10:30-11 p.m.), Skelton showed that he has gained considerable ease and assurance since commencing the series last fall. His material is still a bit thin in spots, tho. He gives you a good hunk of laughter, all right, but he needs different air time.

Ozzie Nelson's band stood out with its solid playing, and Ozzie's singing was okay too. Harriet Hillard handled her lines well. *Commercials nicely spotted. Carter.*

Radio Talent New York

By JERRY LESSER

I'VE got to tell this one on myself to show you what a stickler for detail and trivia GERTRUDE BERG is on her great *Goldbergs* show. I was auditioning for the role of a 54-year-old lovable Jewish character, and when I had finished my interpretation, Miss BERG told me she liked it, but would I add "about two years" to it. . . . BILL SHELLEY resumes his old role of Dr. Abendroth on the *Valiant Lady* show. Role had been out of the script for some time.

ARTIE (could be Kitzel) AUERBACH is now known as "Two Gun" around the PEARCE show. During the recent blackout, AUERBACH decided it would be wise to carry a gun in case of future blackouts. The following day he appeared at CBS, where guards are posted at all entrances. Forgetting that he was carrying a gun, he unbuttoned his coat to obtain his identification card. The guard spotted the gun and grabbed him.

"You gotta permit?" the guard asked. AUERBACH had neglected to bring it. "That means the jug for you—suspicious character," answered the guard. It took 10 minutes and a half-dozen friends to convince the guard that AUERBACH wasn't a spy, saboteur or enemy agent. . . . CBS'S *Jones and I* serial was almost a *Jones* minus last week when the juvenile lead, JERRY TUCKER, 16, ran away to join the Canadian Army. After drawing his weekly check at CBS, he and a school pal took a bus for Ottawa, informing their parents by wire of their plans. They reached Montreal only to be told that they were too young for enlistment. Money and arms having petered out and cold and hunger pecking in, they decided to hitch-hike home, using the familiar thumb indication. Motorists smilingly returned the "salute" until an American picked them up and explained that the gesture in Canada means "Thumbs Up"—British victory sign. With CBS officials hoping for his return, the role was held open until rehearsal day—when he reappeared.

Chicago

By NAT GREEN

WGN tossed a lavish holiday dinner party for the boys and girls of the press at the Palmer House. The new-comer at the affair was Wauhullau La Hay, radio editor of *The Chicago Sun* and formerly of the airwaves in Cincinnati. . . . JUNE TRAVIS, formerly of the cinema and recently on NBC soap operas, is expecting a visit from Sir Stork next month. . . . SUNDA LOVE is facing the footlights again in a lead in *Take My Advice* at the Great Northern. . . . RAY JONES, local AFRA boss, is spending half of his time with the Amusements and Recreation Division of the Chicago Defense Commission these days. . . . JACK McCORMICK and JIM CONWAY, WBBM announcers, enlisted with the aviation corps in Dayton, O., and are awaiting the call to service. . . . GERHARD SCHACHER, WIND news commentator, received an assignment from Kroch's Book Store to do a volume on the Russian-German situation based on his radio scripts. . . . RALPH GILL, cowboy singer, compiled a book of his favorite cowboy songs which will be published by Cole Music Publishers here.

ROSEMARY LAMBRIGHT is doing RUTH Howard's *Listen, Ladies* stint on WJJD during Miss Howard's vacation in the East. . . . BOB AND BONNIE ATCHER are back on WJJD with their hillbilly programs following a tour of

theater dates with the Ben Bernie unit. . . . ARTIE SHAW will take a two-week vacation following his December 28-29 dates here, and rumor has him on his way to Hollywood to remarry Lana Turner. . . . WILLIAM FRANKLIN, Negro baritone, started a new series of Sunday programs (6:30-6:45 p.m.) on W59C. . . . FRED SCOTT is the new announcer on WJJD. He comes from WAVE, Louisville. . . . BUDDY ROGERS and DAVE ROSE entered their compositions in the WGN operetta contest.

JACK BRINKLEY joined the announcing staff of WLS. . . . MARY OWEN, model, made her radio debut on the *Knickerbocker Playhouse* Saturday (27). . . . VIRGINIA PAYNE, of *Ma Perkins*, is spending her spare time collecting toys for the Chicago Park District's recreational centers. . . . MARGERY MAHER and FRIEDEL SCHLIPPERT, of WBBM's *Hymns of All Churches*, appeared on the *Metropolitan Auditions of the Air* program. . . . Vera Lane, singer, celebrated her 18th birthday Saturday (27), her press agent says, entertaining U. S. Naval Reserves at a teen age party in the Hotel Seneca. . . . DON AND STAN GORDONI (former a radio vocalist and latter an announcer at WOMT, Manitowoc, Wis.) enlisted in the air force.

Hollywood

By SAM ABBOTT

JOAN DAVIS starts on the Kraft Seal-test program with Rudy Vallee for another 13 weeks January 1. . . . BILL THOMPSON, Old-Timer on the *Fibber McGee and Molly* program, is on a two-week visit to his mother and father in Chicago. . . . LOU BRING, musical director for the Gene Autry *Melody Ranch* programs over CBS, has joined a home defense unit. . . . EDMUND LOWE, of *Flagg and Quirt*, has been commuting by plane between here and San Francisco for the past week to visit an ailing relative. So far he hasn't arrived in either

town on time. . . . FRANK MORGAN has turned the *Katinka*, his 48-foot offshore cabin cruiser, over to the U. S. Navy for the duration. . . . EDGAR BERGEN and RUDY VALLEE are planning to organize army and navy shows, recruiting acts from among their Hollywood friends. . . . JACK BENNY is planning to take his NBC show on tour in behalf of the Red Cross early in 1942, motion picture schedules permitting. . . . CRANE WILBUR, *Big Town* producer, has examined more than 450 stories since the preparations for the 1941-'42 season started last August.

Announcers, Engineers Doubling at WJR, Detroit

DETROIT, Dec. 27.—Faced with shortage of man power and increased demand for working hours because of the war, WJR has solved the dilemma by resorting to the time-honored show business practice of doubling. Announcers and engineers have had their work re-arranged to overlap.

Basic difficulty arose over the inauguration of 24-hour service with the start of war. Engineering staff is giving the announcers a brief course in fundamentals of radio engineering—and the

announcers have started teaching the engineers how to handle the announcing assignment.

Interchange of skills is starting this week.

Searle's Defense Post

LINCOLN, Neb., Dec. 27.—Don Searle has been named head of Defense Bonds and Stamps sale in Nebraska by wire from Henry Morgenthau, secretary of the Treasury, and is radio boss on the Nebraska Defense Board, on appointment by Governor Dwight Griswold. Searle is general manager of Central States Broadcasting, KFAB, KFOR and KOIL.

Chase & Sanborn Show Back to Thompson Agency; A&C Arb Off

NEW YORK, Dec. 27.—Situation regarding the Chase & Sanborn hour has reverted to its original status with the change of administration at Standard Brands. William Adams, new Standard head, has re-assigned the program to the J. Walter Thompson Agency, nullifying the previous order by the former SB head, Thomas L. Smith, giving the lush ad account to Kenyon & Eckhardt.

When the account had been transferred to K&E, Abbott and Costello, comics on the program with Edgar Bergen, sought to break away from the show, arguing that their contract was with his agency and not with the sponsor. The matter was to go to arbitration, and preliminary steps toward the selection of a panel had already been made. The arbitration was called off yesterday (26) with the re-assignment of the account to J. Walter Thompson. The arbitration was to have been held under the auspices of the American Federation of Radio Artists.

The program control to K&E was to have been effective Sunday (28); thus K&E lost the show before it had a chance to get its hooks on it.

No comment was available from the J. Walter Thompson or Kenyon & Eckhardt agencies.

Abbott and Costello were reported also wanting to break away from the show because of the granting of control of program policy to Edgar Bergen.

The new Standard Brands president is the former head of Colgate-Palmolive-

Peet; before that he headed the Benton & Bowles Agency.

When the ad account was transferred, the Thompson Agency, while temporarily losing the Chase & Sanborn account, was able to retain its grip on *One Man's Family*, immediately following the Bergen-Abbott and Costello airing.

ADVERTISERS

(Continued from opposite page)

Beale Street Boys, current at the local niteries, skedded to return to the NBC airlines next month. . . . Jack O'Reilly, WPEN sports announcer, first to cop a merit certificate from the *Hale America* offices. . . . WIP last of the local stations to link up with ASCAP. . . . Major Edward A. Davies, WIP vice-president, in charge of intelligence and public relations in the city's civil defense set-up.

LOS ANGELES:

AT THE request of the Morale Branch of the War Department the Mennen Company, sponsor of *Captain Flagg and Sergeant Quirt*, has granted permission to KJR, Seattle, to record the stories for rebroadcast to Alaska for benefit of servicemen at army and navy posts there. Recorded shows will be heard in Alaska over KINY, Juneau; KGBU, Ketchikan; KPAR, Fairbanks, and KPQD, Anchorage. . . . *Ellery Queen*, sponsored by Emerson Drug in the interest of Bromo-Seltzer, returns to NBC January 8. Program will originate in New York and will be heard over NBC Pacific Red 9:30 to 10 p. m. on Thursday on a pre-release. Easterners will hear the program the following Saturday. Euthrauff & Ryan handled. . . . Lew X. Lansworth, writer of the CBS *Whodunit* Thursday night thriller broadcast, carried out the *Whodunit* idea in his Christmas cards. . . . *King Size Weekly* will be the new radio show replacing *Don't Be Personal* for Beechnut Cigarettes January 2 on NBC Pacific Red. Program will feature John B. Hughes, with Sam Pierce announcing. Lennen & Mitchell handled. . . . Bill Morrow and Eddie Beloin, who write Jack Benny's program, are working on *The Life Story of Jack Benny*, which will be serialized in a national publication. . . . Helene Himburg has joined the publicity staff of the KHJ-Mutual Don Lee network and will assist Shirley Horton in the absence of Bureau Chief Mark Finley, who has reported for active duty as First Lieutenant of Military Intelligence. . . . Lum and Abner have been renewed by Alka-Seltzer for another 13 weeks with options. Wade Advertising represented sponsor. . . . Max Hutto, assistant to Bob Moss, night NBC manager, has been promoted to a producer's berth. . . . Bill Ratigan, NBC Hollywood news writer, has been transferred to San Francisco to assist Ken Fry in setting up news room there. Ken Von Egidy replaces Ratigan in Hollywood. . . . Dava Bowers, secretary to Bill Andrews, guest relations, has left NBC to join staff of North American Aviation Corporation. Catherine Schall replaces.

WCAU, KYW, WIP On 24-Hour Sked

PHILADELPHIA, Dec. 27.—WCAU and KYW join WIP in all-night operations. New 24-hour stations along with WIP were designated as key stations under interceptor command and required by the government to remain alert every hour of the day. All-night schedule on WIP continues under sponsorship of Pep Boys, auto accessories stores, while WCAU and KYW carry on sustaining. In addition, WFIL is manning its FM outlet, W53PH, 24 hours a day to be available for emergency use.

Roger Clipp, WFIL vice-president, has proposed to the Defense Communications Board that the FM station be used for sending orders to all stations in the service area in the event that there is a breakdown in the transmission of orders to AM stations, which are linked by land wire.

Meanwhile, engineers and ad agency gentry have offered services to the government. War aid was pledged by the Broadcast Division of the ACA, announcers' and engineers' union, including branches here and in New York, Baltimore, Washington and Buffalo. Poor Richard Club, leading advertising org, offered the services of its membership in all publicity and propaganda campaigns.

Pitt U Surveys Use of Radio by 92 Dep't Stores in 56 Cities

PITTSBURGH, Dec. 27.—Exactly half of the reporting department stores use radio for advertising, it is revealed in a survey of 92 representative stores in 56 cities, conducted by John A. Garber for the Research Retail Training Bureau of the University of Pittsburgh.

The broadcasting survey shows that the 46 stores using radio sponsor a total of 79 programs, and that 26 of the 46 not using radio now have used it in the past.

Representing retail management's reaction to broadcast advertising and a summary of the experiences of the 92 stores, the results are published in a booklet labeled *Survey of Broadcast Advertising*.

Twelve of the stores were from cities of 50,000 or less, 18 from towns of 50,000 to 100,000 population, 20 from 100,000-250,000 bracket, 11 from cities of 250,000 to 500,000, 13 from half a million to million, and 20 from cities over a million people each.

The survey indicates that radio still plays a relatively unimportant part in department store publicity activities, but that it is being encouraged in some quarters. "Size of the city seems to have little effect on the use of radio by reporting stores," Garber summarized. Only two stores reported no station facilities in their localities.

Eighteen of the 46 stores reporting the use of radio employ two or more programs. One store uses five or more programs.

"There is apparently little agreement among stores in regard to choice of programs," Garber discovered. Regularly scheduled spots are by far the most popular type of sponsored broadcasts (24), followed by shopping programs (9), news (8), recordings (8), variety (7), women's interest shows (7), sports (5), juvenile interest (4), campus (2), institutional (1), men's interest (1), quiz (1), army camp (1) and time signals (1).

AMERICAN MUSIC FOR ALL

ASCAP To Plug American Serious Composers; Beethoven Will Take A Back Seat at 1942 Symphonies

NEW YORK, Dec. 27.—Serious American music will receive the greatest impetus of its history during 1942, it was announced this week by ASCAP. Society revealed for the first time that, in conjunction with the American Composers' Alliance (ACA), it has been making a survey the past several months of the serious field and will soon have assembled a complete reference library of all American compositions. Heretofore, the Society points out, musical conductors and performers in the U. S. have not even known what American serious music existed.

Thru a campaign of personal contact and other promotional activities, ASCAP and ACA hope soon to have all symphony and other musical groups performing at least one American composition on each program. Licensing of these compositions for performance fees will be worked out later, ASCAP spokesmen said, and in no case will such fees be exorbitant. Fees already being paid for use of European music now played are higher in many cases than those to be charged for performance of American Compositions, ASCAP stated.

The survey shows that there are 33,654 American works in existence, and that 21,549 of that number are in published form. Despite this, ASCAP reveals that there were fewer American compositions played by American orchestras during the 1940-'41 season than were played the previous year. Society says this decline is all the more alarming when it is realized that the war has brought about a temporary blackout of culture in Europe.

A major cause of this dearth of performed American music, according to ASCAP, is, among other things, the lack of a complete available catalog.

Years ago, ASCAP-ers point out, American musical works came in for considerable recognition, particularly in the days of Henry Hadley. But in those days there was not much American serious music published. In the past decade, however, ASCAP's survey shows, there has been a tremendous increase in the number of American compositions. Society believes there would be much more native work done if the composers were adequately compensated and their works performed. Most of the same 400 American composers either teach or have other ways of making a livelihood. Under normal conditions in Europe, government subsidies give the artist a chance to devote most of his time to his art.

ASCAP believes that the war should inspire musical groups in the U. S. more than ever to build up our own music culture, not only for patriotic reasons but also because the Western Hemisphere will in a great measure be responsible for the world's future culture. This country has "borrowed" most of its serious music up to now, and ASCAP feels now is the time to remedy the

situation. Because of the rapid change in world affairs, Society opines that it will meet with less resistance than previously.

ACA and Society have two experts (Dr. Rudolph Nissim, formerly of the Austrian ASCAP, and Harrison Kerr) working on the project of assembling the catalog of American serious music. It will include titles, categories, duration in minutes, publishers (if any), instrumentation, availability of reviews, records or transcriptions and other pertinent information. ASCAP claims that many users of serious music in this country would be glad to perform American compositions now, but availability is so poor that it has hampered their efforts.

ASCAP has set aside \$7,500 as a budget for the promoting of American serious music. Good portion of that amount has already been spent in making the original survey. Society hopes to interest other groups, such as those in the National Music Council, Inc., in the work also.

Swank China Relief Show Does \$4,700 in Detroit

DETROIT, Dec. 27.—China War Relief Show staged at the Detroit Athletic Club Saturday night (18) drew an estimated 650 couples at \$7.50 per for a gross of about \$4,700. Event used three bands in different rooms—Le Roy Smith, 14-piece colored band; Don Royale, from WJBK, and Emil Pettis, brought from the East for the date, all booked by Delbridge & Gorrell.

Show included Anna May Wong, Walter O'Keefe, Oxford Boys, Midshipmen, Harmonicas and other talent, with all talent donated by various organizations, according to Ernie Schroeder, entertainment chairman.

Miller in Pic About Miller

HOLLYWOOD, Dec. 27.—Glenn Miller will be immortalized in film by a 20th Century-Fox epic to be entitled *Melody Man*. Miller will play the title role in the pic, which is to be based on the maestro's life. Story will be written by Stanly Rauh, direction by Bryan Foy. Betty Grable will co-star with Miller, who also have his entire band in the film.

BRIDGEPORT, Conn., Dec. 27.—Otto (Don) Felix, orchestra leader in this sector for many years, has given up music to become house manager at the Klein Memorial, municipally operated playhouse here. During the summer he will manage and book the Pleasure Beach Ballroom at Pleasure Beach Amusement Park.

Unanimous?

DETROIT, Dec. 27.—Report from Selfridge Field, air base near Detroit, that the Army wanted to enlist practically a whole band brought a rush of applications.

One offer came from Frank Gillis, who has the band at the Ash-Trumbull Cafe, who offered to enlist the entire band intact.

Foreign Policy Muddled by ASCAP

NEW YORK, Dec. 27.—Foreign Relations Committee of ASCAP was in lull last week trying to dope out a policy with regard to its affiliated foreign performing rights societies in view of situation caused by the war.

Society has temporarily frozen all foreign payments in this country until a plan can be worked out. In the case of some European nations the affiliated org has been wiped out entirely, as in Spain, where those heading the group were all Loyalist supporters. ASCAP hopes that monies owed to the Spanish society can ultimately be paid to a future composer group.

Actual freezing of foreign money on part of ASCAP or any disbursement arrangement cannot be arrived at without the Government appointing an "alien custodian" to handle foreign remittances and credits. ASCAP committee is awaiting this appointment, but meanwhile is outlining methods of preparing for any contingencies which might arise from actions of such a custodian.

Funds owed ASCAP by these affiliated foreign societies are much smaller than those owed to them, since very little American music has been played recently in those countries.

ASCAP says it has not heard of a move on the part of the Government to name a "custodian" yet.

Palmer House Band Switch Costs \$600

CHICAGO, Dec. 27.—Due to a last-minute switch in bands for the Palmer House show opening January 9, Al Fuller's publicity office dropped \$600 in publicity and advertising displays which can no longer be used. Eddy Duchin was scheduled to come in originally, but the availability of Xavier Cugat, who canceled dates on the West Coast, will bring in the Latin maestro instead and set Duchin ahead to the April 2 show.

MCA here, which set both bands, says that Cugat was wanted, hence the switch. Duchin will play theater dates following his current Waldorf-Astoria, New York, run.

Tommy Tucker Is Out, Ray Morton Into Essex House

NEW YORK, Dec. 27.—Tommy Tucker, skedded to follow Sammy Kaye into Essex House Hotel here January 5, will not play the date, which probably will be filled instead by Ray Morton's seven-piece ork.

Hotel has been alternating Kaye with Nick D'Amico's little crew past few seasons and decided to stick to its policy of using small bands during the slack periods.

Tucker will probably play theaters instead.

"Pub's Patriotism"

NEW YORK, Dec. 27.—Lou Levy, head of Leeds Music Company, notified authorities of the army morale department that his firm will send dance orchestrations, gratis, to all army camps, air stations, naval bases and marine encampments which have popular orchestras.

Plan is to have each leader in the camp send a postcard to the Leeds office listing his band orchestration, and the proper number of parts will be shipped via return mail.

Blackout Set-Up Gets Coast Orks More Radio Time

HOLLYWOOD, Dec. 27.—Bands on location in this section are getting a break because KNX, KFI, KHJ and KFAC have been named key stations in the communications system set up by the Southern California Broadcasters' Association to handle radio and blackout orders from the Fourth Interceptor Command. Orks get nearly two extra hours of remotes each night. Stations are on 24-hour basis and pick up remote until 1:45 a.m. instead of switching to recorded programs after midnight.

KHJ, Mutual-Don Lee station, is giving extra time to bands at Jimmy Contratto's Trianon, South Gate; Cocoonut Grove of the Ambassador Hotel; Casa Manana, and the Seven Seas Cafe. Bob Crosby, current at the Trianon, makes as many as three appearances per night on KHJ—early in the evening, the regular broadcast from 11:30 to midnight and again some time between midnight and 1:45 a.m. This also applies to Ray Noble, Horace Heldt and Eddie Bush's Society Islanders, who are at the other spots mentioned.

KFI gives bands an extra hour, with Ran Wilde and the Bal Tabarin orchestra picked up in San Francisco for two 30-minute periods.

Sig Romberg May Succeed Caesar As Prexy of SPA

NEW YORK, Dec. 27.—Sigmund Romberg, president of Songwriters' Protective Association from 1931 to 1936, will return to the prexy's chair if present plans of the membership materialize.

Romberg, who resigned as SPA head when pressure of business forced him to move to California, was approached by a group of members when he came to New York recently to administer business connected with the presentation of his musical show, *Sunny River*. According to the people involved, Romberg showed appreciation of the membership's present problems and acted as if he might be willing to assume the reins again.

When called by *The Billboard* Romberg said, "There is nothing definite yet. Please don't ask me to make a statement at this time."

Irving Caesar, who succeeded Romberg as SPA chief, has been quoted recently as being willing to resign "as soon as they are able to find somebody to take my place."

Buffalo Chez Ami Burns

BUFFALO, Dec. 27.—Chez Ami, a nitery landmark here, suffered \$50,000 worth of damage in a fire Christmas night.

Johnny Martone ork, which opened at the spot that night, managed to salvage its library and instruments. Spot also features a floorshow.

Manager Phil Amigone said the place will be rebuilt, but will not be ready by New Year's Eve, of course.

Wood Has a New Patriotic

NEW YORK, Dec. 27.—Barry Wood, whose diskings of patriotic ditties shortly will be released in a Victor album, added another pulse-quicker to his list when he waxed *We Did It Before and We Can Do It Again* last week. Tune is from the Eddie Cantor *Banjo Eyes* score.

NEW YORK, Dec. 27.—Joe McDaniel Music reports itself as highly satisfied with the switch from ASCAP to BMI, made last October when its ASCAP contract expired. Claims it is getting just as much plugging, because "hundreds of leading stations do not use ASCAP songs." Current McDaniel plug songs are *I'm Tired of Being a Brother to You*, *It's No Fun Dancing If the Band Don't Swing*, *Is There Room Up in Heaven for an Old Rocking Chair?* and *I Believe I'm Entitled to You*.

Results of ACA-ASCAP Survey

TO DECEMBER 15, 1941

ASCAP members in survey	205
ACA members in survey	170
Joint ACA-ASCAP members in survey	49

Works Listed to Date

	JOINT		ACA		ASCAP	
	Tot.	Pub.	Tot.	Pub.	Tot.	Pub.
Symphonic	417	205	618	124	962	512
Chamber Ork	218	113	243	60	363	162
Choral	1,388	751	475	250	2,988	2,611
Chamber Music	352	186	724	118	465	281
Shorter Solos	1,329	764	1,502	373	4,929	4,042
Vocal With Ork	180	61	162	15	571	422
Songs	1,903	1,252	2,169	340	10,305	8,150
Stage Works*	197	67	423	79	773	611
TOTALS	5,984	3,399	6,315	1,359	21,355	16,791

TOTAL WORKS LISTED 33,654
TOTAL PUBLISHED WORKS 21,549

*Opera, ballet, incidental music, film.

In Fact, He's a Nice Guy

PITTSBURGH, Dec. 27.—At the annual "Man of the Year" dinner sponsored by the Junior Chamber of Commerce here, maestro Johnny Long was presented an honorary membership in the Chamber by Toastmaster Morton Frank, *The Billboard* correspondent and JCC board chairman. Membership was given in recognition of Long's appearance on one of the Junior Chamber's vocational guidance broadcasts, for volunteering entertainment for the JCC, which sponsors a charity blood donor directory, and "for being an example to young men everywhere, particularly musicians."

Philly Union Is Wondering Where USO Spends Coin

PHILADELPHIA, Dec. 27.—Local musicians' union is cooking up some loud questions about the allocation of USO funds.

Short time ago USO nixed a proposal that radio station bands be sent at union scale to entertain the soldiers at Fort Dix. Union then put the squash on the idea, too, explaining that it felt gratis music was out of the question since USO had recently completed a successful drive for funds, supposedly solicited for just such purposes as the Fort Dix jaunt.

When the union took this stand it was bombarded with adverse criticism from the local press and finally was forced to allow the bands to take the trip and play for free. Moreover, union went a step further and arranged a series of band shows at Fort Dix, with local musicians contributing their services.

The union is now complaining that USO has never spent any money with it, altho the org allegedly solicited revenue to be expended on camp entertainment. The local AGVA union is asking why USO refused to underwrite a variety show at Indiantown Gap after the camp morale officer specifically requested such a show.

Parties, Proms Do Okay in Michigan; War Hurts Up-State

DETROIT, Dec. 27.—The war has hit the take on bands playing up-State spots, a report from the Industrial Mutual Auditorium, Flint, indicates. Jan Savitt drew an only fair 2,300 dancers at \$1 per couple, for a gross of about \$1,200 last Saturday (22).

Despite drop in attendance following the war, regular Saturday name policy is being continued, with additional bookings set this week including: January 3, Louis Armstrong; January 10, Ray Herbeck; January 17, Woody Herman, and January 24, Ted Lewis.

Society dates in the Motor City so far appear not to have been seriously affected by war. In fact, some dances have gained added patronage thru the presence of officers either on leave or in the area in connection with local military work.

Dance sponsored by the Delta Phi Delta Sorority at Book Cadillac Hotel, with Bobbie Byrne, drew 650 couples at \$2 for a gross of \$1,300.

At Ann Arbor, Mich., the University of Michigan annual Soph Prom, with Sonny Dunham, drew 400 couples at \$3 for \$1,200—an attendance just about equal to other totals of recent seasons and indicating no war-time drop for this major social event of the younger set.

Plan New Ork for Teagarden

CHICAGO, Dec. 27.—Frederick Bros.' Music Corporation will again build a band around Charlie Teagarden after "the first of the year," according to L. A. Frederick, prez. Teagarden's first outfit recently folded and Charlie has been marking time until his return to the role of a maestro. Meantime Frederick execs are listening to organized swing bands in the market for a new leader.

NEW BEDFORD, Mass., Dec. 27.—Lincoln Amusement Park here will keep its ballroom open all winter, with dances three or four times a week. Last four bands in have been Ray Borden, Wally Stoffer, Buddy Trask and Dol Brisette. Booking by Billy Austin.

Old-Timers Doom New War Songs And Suggest More Tschaikevsky

PHILADELPHIA, Dec. 27.—Tin Pan Alley old-timers here, recalling their own race with newspaper headlines for their titles and tunes during the first World War, are watching with philosophical interest the songs of the second World War. It is expected that "thousands" of war songs will deluge distracted publishers and that the percentage of rejections will be "terrific."

According to the local vets, on the evidence of past experience, few of the new crop of war songs will stand much chance of achieving hit popularity, while most of them are doomed to oblivion. Experts advise that, since Tin Pan Alley has been looting the tonal treasures of the departed masters for *Moon Love, Our Love, On the Isle of May, Piano Concerto* and such, best bet would be to turn to such sources for the war songs, especially the Russian and Polish classicists. Chopin's *Polonaise Militaire* might help musically to promote a Polish comeback, if fitted out with lively lyrics. And the *1812 Overture*, celebrating the retreat of Napoleon from Moscow, is a natural for something like *Hit Hitler on the Run From Russia*.

Local tunesmiths claim that war has produced virtually no great music and little of lasting value. During the last World War, Herman Darewski's *Sister Susie's Sewing Shirts for Soldiers* was the first to appear and remains the only one dating from 1914.

The next year the number was increased to three, and in 1916 only two of year's 18 hit songs were war songs. But from America's plunge into the struggle in 1917 until its end in 1918 the number of war songs increased strikingly. According to one count, 24 out of 50 of the most popular tunes dealt with the war in one way or another.

Then, the songs of the war period were essentially sentimental in character, with love the basic theme and the war phase utilized chiefly to tug at the heart-strings, as in the case of *Bring Back My Daddy to Me*. Sometimes the two

themes were combined in a kind of cockeyed comparison such as *If He Can Fight Like He Can Love, Good Night Germany!* Such songs as *Hello, Central! Give Me No Man's Land, I'm Gonna Pin My Medal on the Girl I Left Behind* and *Just a Prayer at Twilight* considerably outnumbered those in the category of George M. Cohan's *Over There, Bing! Bang! Bing 'Em on the Rhine* and *I'd Like To See the Kaiser With a Lilly in His Hand*.

Whether such songs as these products of the earlier war and the ditties that are already rolling out of Tin Pan Alley's mills in the current conflict will help to maintain morale, which is held to be music's chief mission in war, depends on how they are taken. Coming on the heels of a decade that showed a strong partiality to sentimental songs, especially where the melody was developed from a classical master as Tschaikevsky, old-timers can't see the makings of hits in most current war titles.

Few doggerel ditties born directly of the World War survived the conflict. At any rate, different conditions are bound to bring different results, the old-time tunesmiths observe, and it is always possible that something musically worth while will come of it, tho it is hardly to be hoped for in the heat of battle.

Tomei May Be Back in Wars

PHILADELPHIA, Dec. 27.—Rumors are prevalent here that A. Anthony Tomei, former president of the local musicians' union, who left the political scene to return to his French horn tootling with the Philadelphia Orchestra, will return to active interest in union affairs. Under change in constitution, election of officers usually held in December will henceforth take place in May. And with the change in election date, term of office will now be two years. Reports have it that Tomei will make a new bid for the presidency, lining up with A. Rex Riccardi, incumbent secretary.

Heidt Beats Casa Manana Records in Opening Week

LOS ANGELES, Dec. 27.—Horace Heidt opened strong Friday night (19) at Casa Manana and topped all "straight policy nights" on Saturday, his second day, with 3,000 admissions at 75 cents each. Spot charges 55 cents per person on week nights and 75 cents Saturdays.

House record is about 4,000, which was hit when a special party was given by a large aircraft company. Ticket sale had been in progress for a month to reach this figure.

Food and Rink!

NEW YORK, Dec. 27.—A new road-house wrinkle will be tried out after the first of the year by the New Pelham Heath Inn here. Spot has taken over an adjoining driving range and will convert it into an ice rink. Walters will be equipped with skates, and will serve patrons seated at tables scattered around the ice. Music of the McFarland Twins will be piped out from the indoors, and customers will be able to dance on ice or go inside and dance there.



REPRESENTATIVES OF THE AMUSEMENT WORLD convened last week to formulate plans to stimulate the sale of Defense Bonds and Stamps thru the medium of show business in every theater, cafe, hotel, ballroom and night club in the country. Committee is working under the chairmanship of Jack Lear, of Music Corporation of America, who is also the committee's consultant to the Treasury Department. Shown above, left to right, are Paul Dullzell, executive secretary of Actors' Equity Association; Lear; Gerald Griffin, executive secretary of the American Guild of Variety Artists; Leo Cluesmann, assistant to the president of the American Federation of Musicians, and Mrs. Blanche Witherspoon, executive secretary of the American Guild of Musical Artists. Committee of theatrical union representatives mapped out a nationwide campaign.

BIRTHDAY GREETINGS

by

WESTERN UNION

20c LOCALLY

25c FOR ANY OF THE TEXTS BELOW

TO ANY WESTERN UNION POINT IN UNITED STATES

DELIVERED ON AN ATTRACTIVE BLANK IN AN APPROPRIATE ENVELOPE

- 640 The best of everything to you, today and always.
- 644 Happy birthday with the wish that every other day of the year will be happy, too.
- 645 Many happy returns of the day and may there be many, many more.
- 649 My thoughts are with you on your birthday.
- 652 Congratulations and sincere good wishes on your birthday.
- 672 Best wishes for the happiest of birthdays.
- 673 Greetings—and all good wishes for a happy birthday.
- 674 We send you our heartiest wishes for a happy birthday.
- 675 Love and best wishes for a happy birthday.
- 676 Lots of love and good wishes on your birthday.
- 677 Birthday greetings to the dearest person in the world.
- 678 With admiration for a life beautifully lived, and much love on this birthday.
- 679 Happy birthday, and may God bless you and keep you always.
- 680 It is with great pleasure that we wish you a happy birthday on another year of our cordial relations.
- 681 Your business associates are happy to know that you have reached another milestone. Congratulations.
- 682 Just a remembrance and good wishes for another happy birthday.
- 683 Wishing you health and happiness on your birthday and for many years to come.
- 684 A special person, a special day, a special wish in a special way.
- 685 Congratulations on your birthday. May today and each succeeding year bring you every joy and happiness.
- 686 May this birthday be as happy as our wishes for you.
- 687 The whole gang wish you the swellest birthday you ever have had.
- 688 Thinking of you on your birthday and wishing I could spend the day with you.
- 689 Wish I could be with you today and help you celebrate your happy birthday.
- 711 Happy birthday to a charming lady whom the years only make lovelier.
- 712 Might forget when, can't forget who, weak on dates, but strong for you. Happy birthday.
- 713 Another birthday? Well, don't raise a row; take it and like it, it's yours anyhow.
- 714 We wish you many happy years. Just dodge the tears and catch the cheers.
- 715 Wish I were there to wish you cheer and paddle you once for every year.
- 716 We welcome this opportunity to wish you a happy birthday and to thank you for your past patronage.

SAVE TIME . . . Telephone Western Union from home, office or coin box. Merely give name, address, signature and text number selected.



The Billboard

WEEK ENDING
DECEMBER 26, 1941

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

Following are the 20 songs with the most plugs over the four major New York outlets (WEAF, WJZ, WOR, WABO) for the week beginning Saturday, December 20, and ending Friday, December 26. The totals are based on reports supplied by Dr. John G. Peatman, Department of Psychology, College of the City of New York, and Director of Office of Research-Radio Division, and cover all broadcasts from 8 a.m. to 1 a.m. daily. The number of plugs for these 20 songs over the independent stations (WHN, WMCA, WNEW, WOV), covers only the period from 5 p.m. to 1 a.m. daily. Partial choruses and signatures are not included. Film tunes are designated by an (F); musical comedy tunes with an (M).

Position	Title	Publisher	Plugs	
			Major (8 a.m. to 1 a.m.)	Indies (5 p.m. to 1 a.m.)
10	1. JINGLE BELLS	Public Domain	55	17
4	2. WHITE CLIFFS OF DOVER	Shapiro-Bernstein	32	9
6	3. EVERYTHING I LOVE (M)	Chappel	31	11
3	4. ELMER'S TUNE	Robbins	27	12
4	5. CHATTANOOGA CHOO CHOO (F)	Feist	26	18
—	6. FROM ONE LOVE TO ANOTHER	E. B. Marks	20	5
5	6. 'TIS AUTUMN	Witmark	20	15
2	7. I GOT IT BAD	Robbins	19	19
—	8. A SINNER KISSED AN ANGEL	Famous	18	11
9	9. MADELAINE	Santly-Joy-Select	17	15
11	9. MAGIC OF MAGNOLIAS (F)	Paramount	17	7
—	9. SHEPHERD SERENADE	Mercer-Morris	17	16
1	9. THIS IS NO LAUGHING MATTER	Block	17	17
—	10. BE FAIR	Campbell-Loft	16	3
10	10. ROSE O'DAY	Tobias-Lewis	16	13
7	11. BELLS OF SAN RAQUEL	Peer	15	6
—	12. SANTA CLAUS IS COMING TO TOWN	Feist	14	7
11	13. HUMPTY DUMPTY HEART (F)	Southern	13	17
—	13. ORANGE BLOSSOM LANE	Miller	13	3
10	13. THIS TIME THE DREAM'S ON ME (F)	Remick	13	13

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. K. Gill Co. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City. San Francisco: Schwabacher-Frey. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; 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.; Louis Plitz 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. P. Droops & Sons Co.; George's Radio, Inc. Louisville, Ky.: Stewart Dry Goods Company.

NATIONAL		EAST		SOUTH	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. CHATTANOOGA CHOO CHOO —GLENN MILLER	1	1. Chattanooga Choo Choo —Glenn Miller	1	1. Chattanooga Choo Choo —Glenn Miller
2	2. ELMER'S TUNE —GLENN MILLER	2	2. Elmer's Tune —Glenn Miller	2	2. Elmer's Tune —Glenn Miller
3	3. THIS LOVE OF MINE —TOMMY DORSEY	3	3. Piano Concerto —Freddie Martin	3	3. This Love of Mine —Tommy Dorsey
4	4. SHEPHERD SERENADE —BING CROSBY	4	4. This Love of Mine —Tommy Dorsey	4	4. Shepherd Serenade —Bing Crosby
5	5. JINGLE BELLS —GLENN MILLER	5	5. Shepherd Serenade —Bing Crosby	5	5. Piano Concerto —Freddie Martin
6	6. SHEPHERD SERENADE —BING CROSBY	6	6. This Is No Laughing Matter —Charlie Spivak	6	6. White Cliffs of Dover —Glenn Miller
7	7. YOU MADE ME LOVE YOU —HARRY JAMES	7	7. You Made Me Love You —Harry James	7	7. String of Pearls —Glenn Miller
8	8. SHEPHERD SERENADE —HORACE HEIDT	8	8. Shepherd Serenade —Horace Heidt	8	8. Shepherd Serenade —Horace Heidt
9	9. THIS IS NO LAUGHING MATTER —CHARLIE SPIVAK	9	9. Jingle Bells —Glenn Miller	9	9. Tonight We Love —Tony Martin
10	10. WHITE CLIFFS OF DOVER —GLENN MILLER	10	10. The Whistler's Mother-in-Law —Bing Crosby	10	10. Jim —Jimmy Dorsey

MIDWEST		WEST COAST	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. Chattanooga Choo Choo —Glenn Miller	1	1. Chattanooga Choo Choo —Glenn Miller
2	2. Piano Concerto —Freddie Martin	2	2. This Love of Mine —Tommy Dorsey
3	3. Elmer's Tune —Glenn Miller	3	3. Elmer's Tune —Glenn Miller
4	4. Jingle Bells —Glenn Miller	4	4. Jingle Bells —Glenn Miller
5	5. This Love of Mine —Tommy Dorsey	5	5. Shepherd Serenade —Bing Crosby
6	6. Elmer's Tune —Dick Jurgens	6	6. Silent Night —Bing Crosby
7	7. Shepherd Serenade —Bing Crosby	7	7. Piano Concerto —Freddie Martin
8	8. Shepherd Serenade —Horace Heidt	8	8. You Made Me Love You —Harry James
9	9. Angeline —Art Kassel	9	9. White Cliffs of Dover —Kay Kyser
10	10. Minka —Sammy Kaye	10	10. Someone's Rocking My Dream Boat —Ink Spots

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 This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. ELMER'S TUNE	5	1. White Cliffs of Dover	1	1. Elmer's Tune
2	2. CHATTANOOGA CHOO CHOO	2	2. Elmer's Tune	2	2. Shepherd's Serenade
3	3. SHEPHERD SERENADE	3	3. Shepherd's Serenade	3	3. Chattanooga Choo Choo
4	4. WHITE CLIFFS OF DOVER	4	4. Chattanooga Choo Choo	4	4. White Cliffs of Dover
5	5. THIS LOVE OF MINE	5	5. Tonight We Love	5	5. This Love of Mine
6	6. TONIGHT WE LOVE	6	6. Shrine of St. Cecilia	6	6. Piano Concerto
7	7. PIANO CONCERTO	7	7. This Love of Mine	7	7. You and I
8	8. BELLS OF SAN RAQUEL	8	8. Rose O'Day	8	8. Bells of San Raquel
9	9. ROSE O'DAY	9	9. By-U, By-O	9	9. Madelaine
10	10. BY-U, BY-O	10	10. Two in Love	10	10. Tonight We Love
11	11. TWO IN LOVE	11	11. A Sinner Kissed an Angel	11	11. Jim
12	12. YOU AND I	12	12. This Is No Laughing Matter	12	12. Rose O'Day
13	13. I DON'T WANT TO SET THE WORLD ON FIRE	13	13. I Don't Want To Set the World on Fire	13	13. Two in Love
14	14. SHRINE OF ST. CECILIA	14	14. Bells of San Raquel	14	14. Blues in the Night
15	15. MADELAINE	15	15. Madelaine	15	15. A Sinner Kissed an Angel

MIDWEST		SOUTH	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. Elmer's Tune	1	1. Chattanooga Choo Choo
2	2. Chattanooga Choo Choo	2	2. Elmer's Tune
3	3. Shepherd Serenade	3	3. Shepherd Serenade
4	4. Tonight We Love	4	4. Piano Concerto
5	5. White Cliffs of Dover	5	5. This Love of Mine
6	6. This Love of Mine	6	6. White Cliffs of Dover
7	7. Bells of San Raquel	7	7. By-U, By-O
8	8. Rose O'Day	8	8. Two in Love
9	9. By-U, By-O	9	9. Tonight We Love
10	10. I Don't Want To Set the World on Fire	10	10. Bells of San Raquel
11	11. Piano Concerto	11	11. I Don't Want To Set the World on Fire
12	12. You and I	12	12. You and I
13	13. Shrine of St. Cecilia	13	13. Rose O'Day
14	14. A Sinner Kissed an Angel	14	14. Madelaine
15	15. Why Don't We Do This More Often?	15	15. I Found You in the Rain

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	
CHATTANOOGA CHOO CHOO.	(11th Week) Glenn Miller.
ELMER'S TUNE.	(9th Week) Glenn Miller, Andrews Sisters, Dick Jurgens.
PIANO CONCERTO.	(8th Week) Freddie Martin.
THIS LOVE OF MINE.	(5th Week) Tommy Dorsey.
SHEPHERD SERENADE.	(3d Week) Bing Crosby, Horace Heidt.
THE WHITE CLIFFS OF DOVER.	(1st Week) Kay Kyser, Tommy Tucker, Sammy Kaye.

COMING UP	
BY-U, BY-O.	Woody Herman, Freddie Martin, Kay Kyser.
THE BELLS OF SAN RAQUEL.	Dick Jurgens, Glen Gray, Xavier Cugat.
THIS TIME THE DREAM'S ON ME.	Woody Herman, Glenn Miller.
TWO IN LOVE.	Tommy Dorsey.
'TIS AUTUMN.	Woody Herman, Les Brown.
THE SHRINE OF ST. CECILIA.	Sammy Kaye, Andrews Sisters.
THE WHISTLER'S MOTHER-IN-LAW.	Bing Crosby.

Orchestra Notes

Of Maestri and Men

HARRY JAMES has replaced vocalist Dick Haymes with Sonny Saunders, recently staff singer on WCAU, Philly. Haymes may continue to cut records with the James ork. . . **BILL FOSTER**, formerly with Stan Zucker & Gale, Inc., and more recently with the McConkey Agency, Kansas City, Mo., is said to have been the first booker to volunteer for active war service. He is now in the Air Corps, stationed at Biloxi, Miss. . . **DICK SHELTON** comes East again to open at the Seven Gables, Milford, Conn., January 4. . . **JOHNNY LONG** replaces trumpeter Jimmy Farr with Vin Badale, recently with Raymond Scott. Farr is in the army now. . . **MEL MARVIN** goes into Hotel Belvedere, Baltimore, February 23 with four NBC wires per week. . . **GENE AUSTIN** begins a tour of the Midwest this week, booking by GAC. . . **JIMMY DORSEY'S** opening at Hotel Pennsylvania, New York, set for February 9, with run skedded to last until May 2. . . **FREDDY (SCHNICKELFRITZ) FISHER** opens at Spotlight Club, Hollywood, Fla., January 10. . . **HAL LEONARD**, now at the Merry-Go-Round, Dayton, O., has added a guitar and extra sax. . . **HANK HALSTEAD**, formerly in charge of the cocktail department of Frederick Bros. in Chicago, is now Ray Herbeck's personal manager. . . **GENE DETGEN** has replaced Lee Stone in the Chicago Stan Zucker office. . . **GEORGE TOSTI** goes into Zeller's, Wilmington, Del., January 8. . . **GLENN MILLER** will play the Palace Theater, Cleveland, and the Michigan Theater, Detroit, between January 9 and 22. . . **JOHNNY LONG** returns to his old stamping grounds, Roseland Ballroom, New York, January 9 and will remain until February 5. . . **CAB CALLOWAY** will do a three-weeker at Lookout House, Covington, Ky., opening February 3. . . **LANA WEBSTER** has left the Hudson-DeLange ork to form her own outfit. . . **CHARLIE BARNET** will rehearse his new band thruout the month of January, will introduce it over the Coca-Cola show January 30 and will go on location the first week in February. . . **MATTY MALNECK** band has been signed to appear in the movie version of *Pal Joey*. . . **ORKS ON LOCATION AND ON TOUR SHOULD SEND THEIR WHEREABOUTS TO OUR OFFICE FOR LISTING ON THE ROUTES PAGE.** . . **DOTTIE REID**, formerly with Gray Gordon, now doing the feminine chirping with Bob Allen ork at Roseland Ballroom, New York.

Atlantic Whisperings

CLAUDE THORNHILL making his first appearance in Philadelphia January 16 for a dance date. . . **RAY TAYLOR** and His Midnite Ramblers at Hill Top Inn, Hainesport, N. J. . . **STANLEY**

Defense Gets Early Hours for Chi Orks

CHICAGO, Dec. 27.—Because of the present employment conditions requiring workers to be on the job early weekday mornings, nabe night clubs and cocktail lounges are moving up their closing hours. Consequently, bands close earlier and in most cases make up time by reporting on the bandstand one or two hours ahead of previous schedules. Cafe ops report that in the last couple of months few customers remain after 1 a.m., whereas former biz continued to 4 and 5 in the morning. The spending is just as good, if not better, but it is accomplished in less time.

PHOTOS 8x10 5c

You Save Over \$1 on Every 100 Photos
 High Quality 8x10s
 100 Classics - \$5.00
 50 Classics - 3.25
 Prices for One Pose
 Blow-Ups
 30x40 - \$1.75
 40x60 - 3.50
 Mounted or Unmounted
 Send trial order. If you have no negative add 75¢. Send 50% with order, balance C. O. D.
 PHOTO 100, 3¢ Each 250, 2 1/2¢ Each
 POSTCARDS 500, 2¢ Each 1000, 1 1/2¢ Each
VANDEMEER STUDIOS, 422 W. 45th, N. Y. C.

"GET ACQUAINTED" OFFER FOR VIOLINISTS

For a limited period we will send you prepaid following for \$1.00: 1 best grade B String, 1 best grade Violin Gut A String, 1 pure Silver Wound G String, 1 best grade Aluminum Wound D String, one cake of highest grade Rosin. Normal value \$2.85.
VIOLINISTS SUPPLY CO.
 3902 Garrison Blvd. Baltimore, Md.

ADAMSKI'S Modernaires get the call at Kurtz House, Reading, Pa. . . **FRAN O'HANLON** takes over the stand at Philadelphia's New Aragon Ballroom. . . **BOLEGION** and His Black Hawks at Griffin's Tavern, Trenton, N. J. . . **RUSS MERTZ** at Hotel Hollywood, Shoemakersville, Pa. . . **SIE HALIN**, vet Philadelphia maestro and band booker, has become sales representative for a liquor distillery. . . **DUKE MARKI** brings his Hawaiian Ensemble to Rocky Hill (N. J.) Inn. . . **DOC BAGBY** for the Saturday night proms at Club Morocco, Philadelphia. . . **AMOS WARE** and His Cloud of Swingsters set at the Savoy Cafe, Maple Shade, N. J. . . **A. REX RICCARDI**, secretary of the Philadelphia musicians' union, has turned over his sea skooter to the government and enlisted in the inshore patrol. . . **WOODY HERMAN**, back from the West Coast, one-nighting it in Eastern Pennsylvania ballrooms. . . **BOBBY MORROW** chalks up his ninth year at Frank Palumbo's Cafe, Philadelphia. . . **PAUL MARTIN** at Log Cabin, Washington Crossing, N. J. . . **EVELYN BROOKS**, songstress at Embassy Club, Philadelphia, has inked contracts to wax for Decca. . . **DANNY KAY** gets the bandstand assignment at Stamp's Cafe, Philadelphia. . . **ED HALL** and **KIP HARBOUR** make double band billing at the Mammoth Ballroom, South Langhorne, Pa. . . **DUKE NORMAN** at Dave's Blue Room, Reading, Pa.

GAC Nabs Two Juicy Booking Jobs in Chi

CHICAGO, Dec. 27.—General Amusement Corporation office here received a juicy Christmas present this week in the form of booking contracts from two leading local hotels. Office Manager Art Weems landed Chuck Foster into the Stevens starting February 13 for an indefinite run and is boasting three signed contracts from Ernest Byfield's desk at the Sherman. They call for a month of Bobby Byrne, opening New Year's Eve, two weeks of Artie Shaw, starting February 25, and a month of Cab Calloway, starting April 8. Two other bands set for the Sherman's Panther Room are Jan Savitt to follow Byrne and Gene Krupa after Calloway's run.

Couldn't Take It

PHILADELPHIA, Dec. 27.—Maestro Chuck Gordon here was offered what is probably the strangest engagement on record. He received a call and was asked if he had the following day open. Gordon and the caller talked price, and the booking was closed. Then the band leader asked who was sponsoring the dance.

"Dance? This isn't a dance," the voice on the other end of the wire declared. "This is a climax to a funeral. The man who died left a will in which it is asked that the family dance and make a lot of noise right after he's buried. So we're carrying out his request." Gordon nixed the date.

Hoagland's Neb. Military Ball Grosses Weak \$2,100

LINCOLN, Neb., Dec. 27.—Everett Hoagland, who drew the Military Ball, formal season opener at the University of Nebraska Coliseum (5), gathered in \$2,100. Ball, whether it was because of dearth of collegiate money or that many of the former male ticket buyers are in the army, was not as heavily attended as usual. Price range was 55 cents to \$1.65.

John E. Sullivan, who played the Turnpike for the two nights following (his first appearance locally), at 45 cents top per person, got \$450, which was okay.

"Hot Box"

CHICAGO, Dec. 27.—*Chattanooga, Choo-Choo* became the official name of the new Dixie flyer of the Chicago & Eastern Illinois Railroad which started its Chicago-Florida route last week. Officials of the railroad participated in the formal christening ceremonies, labeling the locomotive in honor of the pop tune.

Stan Kenton a Hollywood Riot; So All the Bookers Take the Credit

HOLLYWOOD, Dec. 27.—With Stan Kenton knocking box-office figures off a high pedestal at the Hollywood Palladium, where he opened November 25 for a five and one-half week engagement, bookers by the dozen are claiming they knew the band "when."

Kenton's rise to dance band fame on the West Coast reads like a fairy tale. Real story is that Kenton opened at the Rendezvous Ballroom in Balboa with a new band of Los Angeles musikers last Memorial Day. Spot is only 50 miles from here and KHJ-Don Lee Mutual had a line out there three times a week. No one paid much attention to the band until the last week of the engagement, when Thomas G. Rockwell and Ralph Wonders, of General Amusement Corporation, dropped into Maurice Cohen's Palladium office and asked him to take a ride. Before Cohen realized what gave, he was at Balboa. He heard the band but was not overly impressed. He dismissed the idea of booking the band until he heard it later at the Glendale Civic Auditorium. There were 4,000 at the Civic, which has about an 1,800 average. Cohen decided then and there that Kenton must have something on the ball.

But he still didn't go overboard on booking the band. Overhead at the Palladium is high and Cohen can't take chances. But some time later when he found he needed a band for five and one-half weeks between Alvino Rey and Tommy Dorsey, he decided to try Kenton. The band had been sold to the Famous Door in New York, but after much dickering and long-distance phone calls, Famous Door released the ork.

Kenton opened on a Tuesday night at the Palladium, a night none too good at any Hollywood spot. He drew 3,300 against Jimmy Dorsey's 3,600. At 10:30 Kenton had 350 more than Dorsey had

at same hour, but Dorsey pulled a late crowd to get a better record. On his first Saturday Dorsey's record was better than Kenton's, but Kenton's first Sunday was better than Dorsey's.

No one found Kenton, and bookers didn't turn him down a year ago. The band was organized in May and Maurice Cohen was the first big operator in the country to give the new maestro a break. Kenton admits this and is grateful to the Palladium management for the chance.

Kenton's grosses will be right alongside those set by top name bands during their Palladium stay.

Music Items

Publishers and People

JOE DAVIS Music is starting a big campaign on *Yankee Doodle Rainbow*, by Harry Pease, Ed G. Nelson and Reldy Reid.

Artie Pine, Leo Corday and Harold Grant have placed *We're in It, Let's Win It!* with Colonial Music.

Bob Cole, formerly with the Joe Davis office, Chicago, is now manager of the Roe-Krippene firm in the Loop. Main headquarters have been moved to New York.

Bernie Scherer, late of Leeds Music, Hollywood, is now with Melrose Music.

Jewel Music's *Moonlight Cocktail* will make its bow on wax very shortly, with several name bands skedded to use it.

W. R. Williams, author and composer of the 1917 marching song, "We Don't Know Where We're Going, But We're on Our Way," has arranged to donate a percentage of future royalties to war charities. Seems that army bandmasters are reviving the song.

Songs and Such

ROY MUSIC is concentrating on two new ones, *Let's Stop Feudin'*, *Sarah Jane*, by Polly Jenkins, and *Moon Time*, by Jack Meskill and E. P. LaFreniere.

Just Remember, by Del Courtney, will be published by Maurice Weils, of Chicago.

If Love Is Blind is the latest effort of Sadie E. Dixon and James L. Brown, of Indianapolis.

Junior Miss, by Lee David, was Guy Lombardo's "Song of Tomorrow" a couple of weeks ago, and is published by Harms.

Pretty Little Girl, theme song of the Korn Kobblers band, is being dickered for by several publishers. Leader Stan Pritts wrote it.

Cherio Music is circulating a patriotic lyric to "I Don't Want To Set the World" (See MUSIC ITEMS on page 15)

Is Everybody Happy?

NEW YORK, Dec. 27.—Because Horace Heidt had two arrangements of *I'll Never Forget*, and because Heidt liked one of them and Mante Sacks, Columbia record exec, liked the other, Columbia will issue both versions.

The first arrangement, with Charlie Goodman doing the vocal, was released a couple of weeks ago. The second, with warbling by Donna and Her Don Juans, will be out shortly. That's one way of settling an argument.

Pays Royalties in Bonds

NEW YORK, Dec. 27.—Colonial Music Publishing Company is giving a bonus to any of their songwriters who state willingness to accept 50 per cent of their royalty payments in the form of defense bonds. The pub estimates that more than \$5,000 will be distributed in this manner among its tunesmiths for the current quarter. It is believed the first time a music pub has made such an arrangement.

Hampton Into Brunswick

BOSTON, Dec. 27.—Lionel Hampton ork moves into the Bermuda Terrace of the Brunswick Hotel here Friday, January 2, replacing Raymond Scott, who has been in the spot since October 24.

Hampton has three CBS spots per week from the Brunswick. Band has been signed for three weeks with options.

Local 484 Elects Officers

CHESTER, Pa., Dec. 27.—Local 484, AFM, has re-elected J. Wharton Goozee as president for 1942. This will be Goozee's fifth term as prexy of the local. Other officers elected were Melvin Janney, vice-president; Louis Rosenberg, secretary; Norman Forrest, treasurer, and Edward Grueninger, sergeant-at-arms. Rosenberg was elected for the seventh consecutive time.

ROLL TICKETS

Printed to Your Order 100,000 for
 Cheapest GOOD TICKET on the Market
Keystone Ticket Co., Dept. B, Shamokin, Pa. \$19.50
 10,000 .. \$8.50
 20,000 .. 7.75
 50,000 .. 12.25
 100,000 .. 19.50
 Cash With Order—No C. O. D. STOCK-TICKETS—\$17.00 per 100,000, any assortment.

NOISEMAKERS - PAPER HATS
CONFETTI - DECORATIONS
FAVORS & GIFTS ... GET OUR CATALOG NO 50.
BE SURE AND MENTION YOUR LINE OF BUSINESS
MIDWEST MERCHANDISE CO. 1012 BROADWAY KANSAS CITY, MO.

On the Records

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

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

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

By M. H. ORODENKER

HORACE HEIDT (Columbia 36365)

I Wish I Had a Sweetheart—FT; VC. *Tica Tee Tica Ta*—FT; VC.

A PAST MASTER at picking out the songs that shape up as hit leaders, Horace Heidt makes a strong bid with these two. The *Sweetheart* song, introduced earlier on wax, gets a brand-new coating now. A second-generation pattern of an earlier generation's song rags about the yodeler searching for a girl "just like the girl that married dear, old dad," this supplication is for a sweetheart "like that old sweetheart of mine." And this bit of song sentimentality is just as easy to sing, whistle and harmonize, all of which spells commercial appeal. The song searching of Ronnie Kemper, assisted by Donna and Her Don Juans, goes far in enhancing that appeal. Voices carry practically the entire side. Tempo is stepped up a bit for the title teaser on the reverse side. It's Louis Prima's rhythmic ditty, also high in song and dance appeal. Band boys cut in midway with a smooth and colorfully arranged chorus, with Donna and Her Don Juans having the rest to themselves to sing about a lassie whose name nobody could spell—so they called her *Tica Tee Tica Ta*. Considering how the public found favor in *Ti-Pi-Tin* and the long line of jumbled syllables that served as song titles, it's just as easy to get the tongue untwisted for this one.

Horace Heidt has proved himself to be quite a song seer when it comes to producing sides that hold much meaning for the phono operators. Such is the character of his "Sweetheart" entry in this instance. Song takes to the listener on the very first spin of the platter and the vocal force makes it sell all the stronger. And if the "Tica Tee" music gets any hold on the public, Heidt's version is a cinch to make it hold on for a long time.

TONY MARTIN (Decca 4101)

'Tis Autumn—FT; V. *Cancel the Flowers*—FT; V.

FOR the soulful singing of the love ballads, the vibrant baritone of Tony Martin is in a class by itself. Both songs here afford the troubadour a wide range in showcasing his vocal talents. Richer in melodic texture, making for an easier flow of vocal flourishes is Henry Nemo's seasonal nocturne on the A side. The *Flowers* torch is by the writers of *I Don't Want To Set the World on Fire*. The song story is true enough to the *Music Maestro Please* tradition, but it will have a tough time overcoming the forced melody. Even Martin has difficulty in raising his voice above the stillness of the tune. Harry Sosnick provides the colorful orchestral background.

It's the name strength of Tony Martin alone, rather than the song material, that makes for possible music machine play with this couplet.

CHARLIE SPIVAK (Okeh 6518)

Papa Niccolini—W-FT; VC. *Dreamsville, Ohio*—FT; VC.

SINCE the addition of the singing Stardusters to the sweet trumpeting of the maestro, the Spivak disks have become something to really occupy the attention. Following the cue of Glenn Miller, who originally brought the happy ditty about the happy cobbler to the waxes, Spivak offers a bright admixture of the waltz and fox-trot rhythms for *Papa Niccolini*. And it makes for contrasting sweet and swing. Spivak's trumpet opens, making for a sugar-coated waltz. Garry Stevens, with the Stardusters humming behind, carries thru for another chorus and verse. Band breaks in with a heavy rhythmic beat, which is the cue for the rhythm singing of the Stardusters. Mixed voices build it up big for the remainder of the side. Soft and slow, the plattermate is also on the sweet side. Again, Spivak's horn paces the side, which also serves to introduce the band's new feminine voice in the keeping of Jean Hutton, Ina Ray's sister. Gal's lyric projection with sultry overtones plenty pleasing.

Charlie Spivak is just beginning to fly his sparks in the music machines with his "This Is No Laughing Matter" click, and attention directed to his "Papa Niccolini" side is bound to bring a measure of play. Band's interpretation is designed for repeat play. And if the "Dreamsville" ballad ever assumes any song importance, Spivak's entry will take on added significance.

VAUGHN MONROE (Bluebird 11399)

I Don't Want To Walk Without You—FT; VC. *I Guess I'll Be on My Way*—FT; VC.

CHALK up a song hit in the Frank Loesser-Jule Styne lullaby on the A side. From the forthcoming *Sweater Girl* picture, it's one of those natural songs with a down-to-earth story that boy sings to girl and vice versa, with a matching melody that makes it contagious on the first listen. The Monroe lads take this romantic dish at an easily flowing medium tempo, introducing the theme in a bright rhythmic manner and then turning it over to Marilyn Duke to sell it strong vocally. The companion piece is a more serious romance ballad which also falls plenty easy on the ears and the band beats makes it just as easy on the hoof. The tempo is slowed down just a bit and maestro Vaughn baritone most of the way.

The "Walk Without You" side shapes up as a natural hit song if there ever was one and the combination of the Monroe band and la Marilyn's vocal makes it ripe for perpetual spinning in the music boxes. Its picture connection means added stimulus, altho it's plenty strong to stand up on its own.

GLENN MILLER (Bluebird 11397)

The White Cliffs of Dover—FT; VC. *We're the Couple in the Castle*—FT; VC.

THAT the bluebirds will again be flying over the white cliffs of Dover provides an easy-blend for the Miller style of ballad treatment. The war-inspired song gets going with the muted brasses carrying the theme, the woodwinds taking over and then returning it all over to song-selling capabilities of Ray Eberle. The same pattern is traced for the Frank Loesser-Hoagy Carmichael song from *Mr. Bug Goes to Town*, a Paramount cartoon. The woodwinds tee off with the trombones sharing the opening half chorus, and once again it's Ray Eberle for the romantic song dreaming.

The war song filled with so much hope and promise is the more timely of the two sides and Miller's strength in phono circles will be strong enough to entice the coins away from earlier recordings of the ballad. However, importance of the "Castle" side must not be minimized. Despite the fact that stems from a mere movie cartoon, the ballad is high in song and story qualities and is bound to attract plenty of attention.

JAN SAVITT (Victor 27724)

You Don't Know What Love Is—FT; VC. *Now and Forever*—FT; VC.

Latest to enter the Tschalkowsky sweepstakes is the master's famous *Pathétique Symphony, No. 6*, adapted by maestro Savitt for the *Now and For-*

ever lyrics devised by Al Stillman. The rich melody, taken at a moderate tempo, is only touched upon lightly by the band, most of the side being the singing of the unbilled Allan De Witt, since left the Savitt flock, for the serious and heavy song story that relates the vow of lovers. The A side is Don Raye-Gene dePaul's blues ballad, the minor strain sympathetically treated by both the band and vocalist for alternate choruses.

The name of Tschalkowsky is magnet for phono coins as much as any other name or title on the slip. That's the side for the machines, but operators should not fail in identifying its symphonic derivation. (See ON THE RECORDS on page 66)

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.

Joe Marsala

(Reviewed at Hickory House, New York)

PLAYERS of the rugged Chicago jazz are not as numerous as they once were. Many of them have turned traitor to the cause and are tooting away in the ranks of commercial orks. Others have dropped out of the picture entirely. The rest play in small combos in various swing dens across the country. Seven of the best have found their way to the Hickory House, New York, where, with Joe Marsala out front, they play jazz the way they think it should be played. They enjoy themselves thoroly, and so do the spectators.

Marsala's line-up reads almost like a present-day Who's Who in the Michigan Boulevard Brotherhood of Two-Beat Tootlers. There is George Wetzling on drums; Marty Marsala on trumpet; Carmen Mastren, guitar; Al DeRose, alto sax; Abe Walker, tenor; the sensational Max Chamitov, piano, and redoubtable Joe Marsala, clarinet.

The boys play all the accepted standards, everybody getting a crack at solo take-offs. They're all good, of course, but Chamitov on piano is something in the neighborhood of tops. In addition to playing some amazing rhythm and equally startling solos, he is a colorful bird, strictly for the onlookers, with his head-wagging, his body-bouncing and his grimaces. There isn't a band in the country which couldn't use him.

Band belongs on somebody's radio program. Also one would think there'd be a market for its records. *Carter.*

Reggie Childs

(Reviewed at Hotel Nicolet, Minnesota Terrace, Minneapolis)

AN INDICATION of how Minneapolis took to Childs and his combination is contained in the fact that the hotel management, contrary to recent policy, held the orchestra over an additional two weeks after its original four-week stand. First showing here, the orchestra has been a definite crowd-pleaser.

Made up of four brass, four rhythm and four sax, the ork carries with it 16 persons—two male vocalists, a fem canary and the leader in addition to the musicians proper. A combination of sweet and swing, Childs' library contains more than 1,000 arrangements. He and Freddie Roberts handle them.

A really danceable band, it is able to send when the occasion calls for it, as well as offering the "sweet" treatment the ork has.

In addition to fronting the band and emceeing the floorshow, Childs also does

a turn or two with his fiddle, and does it admirably well. In Nell Courtney he has a top tenor who is going places. Mal Emerson, the other vocalist, and Betty Carter, redheaded songstress, "give" in fine fashion, with Emerson handling the novelties and Miss Carter doing equally well on ballads and jive stuff.

The entire male personnel joins for glee club numbers under Childs' baton, while Carter, Courtney and Armand Anelli, trumpet, make up the trio.

Weinberg.

Ray Heatherton

(Reviewed at Bill Green's, Pittsburgh)

HEATHERTON'S first local appearance as a maestro was a definite hit. Band's sweet style, with resource also to musical comedy bits and show tunes, produces evening suitable for dancing and entertainment.

Heatherton's vocal numbers entice dancers to mike, as do displays of violin dueting by Mary and Virginia Drano.

Besides leader, outfit includes Frank McGuire on drums and vocals, Bernard Maltin at piano; Ed Sweeney, bass; arranger Art Lee, Conrad Silke and Hal Chase on saxes; Joe Barney, Art Kerr and Bud Sawyer for trumpets; the Drane sisters, and singer Anne Mae Taylor. Sid Dickler press-agented here. *Frank.*

Don Carper

(Reviewed at Roger Smith Hotel, Washington)

FORMERLY heavy on Hawaiian numbers, Carper's quartet does creditable work with popular tunes and Latin rhythm. The hotel's Cafe Caprice has enjoyed a steady dancing trade due to the work of these lads, now in their second season here.

Because of local tastes for slow tempos, the group features waltz, tango and anything else suitable for conservative dancing. However, twice-a-month recording sessions for Vogue have emphasized the band's flair for novelty tunes, of which many are original.

Carper is personable on the stand, spending most of his time on the vibro-harp and doubling with a trumpet when needed. All hands join on vocals, while Al Gomez, Hawaiian string bass, carries the burden of singing. Pianist Gene Steinbach sings a few solos and his playing is strong. Vince Terri, guitarist, works out arrangements for the crew.

Essentially a hotel quartet, type popular for cocktail lounges, Carper's organization is well knit and capable of adding other instruments with a minimum of confusion and inconvenience. *Jones.*

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

Glenn Miller

(Hotel Pennsylvania, New York, NBC-Blue Network, Saturday, December 13, 5:00-6:00 p.m.)

A weekly sustaining feature of the network, Miller's Saturday afternoon program is naturally a superior production job, comparatively free of the muddled engineering and middle-headed presentation so common to run-of-the-mill remotes. Shot is featured by the playing of songs chosen by various army camps, with listeners requested to vote for their favorites. Song copping the most votes gets a radio-phonograph for the camp which originally favored it.

Unusual length of the program allows Miller to display all the top items in his library. Since ork is unquestionably one of the best radio groups in the business, the hour serving of it can't miss scoring.

Day caught, Miller played all his most popular stuff, and it registered well. Ray Eberle was in excellent voice, as were the Modernaires and Tex Beneke. Ernie Caceres did a little Mexican dialect singing, and Marian Hutton struggled thru a few lyrics, too.

More programs of this caliber are in order.

The Three Suns

(Hotel Piccadilly, New York, NBC-Red Network, Saturday, December 13, 6:45-7:00 p.m.)

HERE was something out of the ordinary, and very welcome, too. The Three Suns are an electric organ, an accordion and guitar, and they produce some sensational musical effects.

Program consisted of three pops and a pepped-up semi-classic, all endowed with a wealth of instrumental color and adding up to top dinner-hour listening.

Singing was by Artie Dunn, who has neither the best nor the worst voice in the world, but sings with sincerity in an engaging style. Programing and music-making was in excellent taste, but the announcer was out of order from beginning to end. He talked too much and said too little.

In the Three Suns NBC has a musical group that may do big things some day; in the meantime is a real asset for remote spotting. It will help their cause if they are given an announcer who does nothing but announce the tunes.

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

A

Akin, Bill (Kelly-Cawley Grill) La Salle, Ill., nc.
 Alberto, Don: (Chico) NYC, nc.
 Allen, Bob (Arcadia Grill) Canton, O., nc.
 Allen, Bob (Roseland) NYC, b.
 Allen, Red (Club 181) NYC, nc.
 Alpert, Mickey (Cocoon Grove) Boston, nc.
 Arthur, Leonard (Roadside Rest) Oceanside, L. I., N. Y., nc.
 Ayers, Mitchell (Peabody) Memphis, h.

B

Bailey, Layton (Wardman Park) Washington, h.
 Barbara, Pat (Stork Club) NYC, nc.
 Barnett, Arne: (Harry's New Yorker) Chi, nc.
 Barrie, Dick (Tanilla Garden) Richmond, Va., nc.
 Barron, Blue (Edison) NYC, h.
 Barron, Paul (Rice) Houston, Tex., h.
 Bartal, Jenö (Lexington) NYC, h.
 Baste, Count (Mechanics Hall) Boston 31.
 Basile, Joe (O. E. S. Show) Paterson, N. J., 5-10.
 Baum, Charles (Copacabana) NYC, nc.
 Beck, Buddy (Indiana State) Terre Haute, Ind., b.

Becker, Howard (Utah) Salt Lake City, h.
 Benson, Ray (Ambassador East) Chi, h.
 Bergere, Maxmillian (Versailles) NYC, nc.
 Bestor, Don (Roosevelt) Jacksonville, Fla., h.
 Bizony, Bela (Pierre) NYC, h.
 Bondshu, Neil (Pierre) NYC, h.
 Borr, Mischa (Waldorf-Astoria) NYC, h.
 Bowman, Charles (Wivel) NYC, re.
 Bradley, Will (Central Passaic, N. J., 29-31, t; Flatbush) Brooklyn 1-7, t.
 Bradshaw, Tiny (Savoy) NYC, b.
 Breese, Lou (Elks Club) Kalamazoo, Mich., 31.
 Brown, Les (Blackhawk) Chi, nc.
 Bunts, Howard (Main St.) Detroit, nc.
 Burkhardt, Johnny (Overflow) Wichita, Kan., until Jan. 21, nc.
 Buschnell, Garvin (Lexington Casino) Phila, nc.
 Busse, Henry (Palace) San Francisco, h.
 Byrne, Bobby (Sherman) Chi, h.

C

Cabin Boys (Brown Derby Cellar Bar) Warren, O., nc.
 Caceres, Emilio (Green Mill) Saginaw, Mich., nc.
 Calloway, Cab (Temple) Rochester, N. Y., 31-Jan. 3, t.
 Calvet, Oscar: (Casa Marta) NYC, nc.
 Cappello, Joe: (Jimmy Kelly's) NYC, nc.
 Carlos, Don (Club Gaucho) NYC, nc.
 Carper, Don, Quartet (Roger Smith) Washington, D. C., h.
 Carr, Al (La Marquise) NYC, nc.
 Carroll, Irv: (Dempsey's) NYC, re.
 Carter, Benny (Famous Door) NYC, nc.
 Callan, Len (Markeen) Buffalo, h.
 Chiasta, Don (Ye Olde Cellar) Chi, c.
 Childs, Reggie (Roosevelt) New Orleans, h.
 Chiquito (El Morocco) NYC, nc.
 Clarke, Buddy: (Park Central) NYC, h.
 Codolhan, Cornelius (Russian Kretchma) NYC, nc.
 Collins, Joe (Flame Club) Duluth, Minn., nc.
 Conde, Art (Homestead) NYC, h.
 Coniff, Ray (Nick's) NYC, nc.
 Conna, Lee (Ten Eyck) Albany, N. Y., h.
 Contreras, Manuel (Henry) Pittsburgh, h.
 Courtney, Del (Stevens) Chi, h.
 Carbello, Herbert (La Martinique) NYC, nc.

D

D'Arcy, Phil (Monte Carlo Beach) NYC, nc.
 Dale, Marvin (Oh Henry) Chi, b.
 Davis, Eddie (Larue's) NYC, re.
 Daw, Freddie (Merry Garden) Chi, b.
 Dawn, Dolly (Roseland) NYC, h.
 DeLeon, Pedro (Palmer House) Chi, h.
 Dennis, Dave (Hurricane) NYC, nc.
 Dolan, Bert (Worthy) Springfield, Mass., h.
 Donahue, Sam (Coral Gables) East Lansing, Mich., b.
 Dougluez, Juan (Rogers Corner) NYC, nc.
 Dorsey, Jimmy (Palace) Albany, N. Y., 29-31, t; (Strand) NYC, Jan. 1-8, t.
 Dorsey, Tommy (Palladium) Hollywood, Calif., nc.
 Duffy, George (Commodore Perry) Toledo, O., h; (Graystone) Detroit 7-11, b.
 Dunham, Sonny (Valley Dale) Columbus, O., nc.
 Dunsmoor, Eddy (Eastman) Hot Springs, Ark., h.

E

Eddy, Ted: (Iceland) NYC, nc.
 Edwards, Tom (Walley's Gay 90's) Albany, N. Y., nc.
 Ellington, Duke (Trocadero) Hollywood, Calif., nc.
 Emerick, Bob (Cypress Cafe) Pismo Beach, Calif., nc.
 Ernie, Val: (La Rue) NYC, nc.
 Ernie & His Norsemen: Castleholm NYC, re.

F

Feminine Notes, Five: (Radio Franks) NYC, nc.
 Fernandez (Embassy) Phila, nc.
 Fiddle Bow Bill (Darling) Wilmington, Del., nc.
 Fidler, Lew (Tutwiler) Birmingham, Ala, h.
 Fields, Shep (Top Hat) Union City, N. J., nc.
 Flo Rito, Ted (Pacific Square) San Diego, Calif., nc.
 Fisher, Freddy (Lido) South Bend, Ind., nc.
 Fisk, Charlie (Tunetown) St. Louis 28-31, b.
 Fitzgerald, Ella (Auditorium) Durham, N. C., 31; (Aud.) Greenville, S. C., Jan. 1; (Aud.) Albany, Ga., 2; (Two-Spot) Jacksonville, Fla., 5, nc.
 Flacco, Jules (Weber's Hofbrau) Camden, N. J., re.
 Flora, Jimmy (Pennsylvania) NYC, h.
 Poincen, Basil (Copacabana) Rio de Janeiro, nc.
 Funk, Larry: Quincy, Ill., Dec. 16-Jan. 1.

G

Gaines, Charlie (Carroll's) Phila, nc.
 Gasparre, Dick (Plaza) NYC, h.
 Gilbert, Jerry (Gawthon) Mobile, Ala., h.
 Gilbert, Johnny (Southern Mansions) Kansas City, Mo., h.
 Gilberto (Havana-Madrid) NYC, nc.
 Gilford, Cal (DeWitt Clinton) Albany, N. Y., h.
 Gill, Emerson (George Washington) Jacksonville, Fla., h.
 Goodman, Benny (New Yorker) NYC, h.
 Gordon, Don: (Olde Cedar Inn) Brookhaven, N. Y., re.

Orchestra Routes



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

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

Gordon, Paul (La Salle) Battle Creek, Mich., h.
 Graham, Warren (Dexter) Woodhaven, N. Y., nc.
 Grant, Bob (Savoy Plaza) NYC, h.
 Gray, Chauncey (El Morocco) NYC, nc.
 Grayson, Val (Ohio) Youngstown, O., h.
 Green, Jack (Vienna Plaza) Zanesville, O., re.
 Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.

H

Hagenor, Herb (Statler) Buffalo, h.
 Haney, Myron: (Child's Spanish Gardens) NYC, re.
 Harris, Jack (La Conga) NYC, nc.
 Harris, Ken (Biltmore) Atlanta, Ga., h.
 Harvey, Ned (Queens Terrace) Woodside, L. I., N. Y., nc.
 Hassel, Frank (Silver Lake Inn) Clementon, N. J., nc.
 Hawkins, Erskine (Chicago) Chi 29-Jan. 1, t; (Wisconsin) Milwaukee 2-8, t.
 Haywood, Eddie (Village Vanguard) NYC, c.
 Heath, Billy (Rainbow Gardens) Wichita Falls, Tex., nc.
 Henderson, Fletcher (Grand Terrace) Chi, nc.
 Hendricks, Red (Tampa Terrace) Tampa, Fla., h.
 Henry, Bill (Shoreroad Casino) Brooklyn, nc.
 Herman, Woody (Earle) Phila 29-Jan. 1, t; (Plymouth) Worcester, Mass., 5-7, t.
 Hite, Les (Chatterbox) Mountinside, N. J., nc.
 Hoagland, Everett (Gibson) Cincinnati, h.
 Hoff, Rudy (Piccadilly) Pensacola, Fla., nc.
 Holmes, Herbie (New Kenmore) Albany, N. Y., 30-Jan. 16, h.
 Holst, Ernie (Stork Club) NYC, nc.
 Howard, Ralph (Rotisserie) Jackson, Miss., nc.
 Hudson-DeLange (Capitol Music Hall) Albany, N. Y.

I

James, Harry (Lincoln) NYC, h.
 Jelenik, Eugene (Escambron Beach Club) San Juan, Puerto Rico, cc.
 Jerome, Henry (Childs Restaurant) NYC, re.
 Johnson, Bennie (Southern) Lawton, Okla., nc.
 Joy, Jimmy (Green's) Pittsburgh, nc.
 Jurgens, Dick (Aragon) Chi, b.

K

Kardos, Gene (Zimmerman's Hungaria) NYC, re.

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

Karson, Maris, Musicals (Onesto) Canton, O., h.
 Kay, Chris (Casino Russe) NYC, nc.
 Kay, Herbie (Beverly Hills) Newport, Ky., cc.
 Kaye, Georgie (Hollywood) Bridgeport, Conn., re.
 Kendis, Sonny (Cafe Madison) NYC, nc.
 Kent, Peter: (New Yorker) NYC, h.
 King, Dottie (Murray's Rhythm Bar) Phila, nc.
 King, Henry (Mark Hopkins) San Francisco, h.
 King, Teddy (Odenbach's) Rochester, N.Y., re.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John (Cafe Society Uptown) NYC, nc.
 Knight, Bob (Monte Carlo) NYC, nc.
 Korn Kobblers (Flagship) Union City, N. J., nc.
 Kristal, Cecil (Surf) Sarasota, Fla., nc.
 Kuhn, Lee (Beachcomber) NYC, nc.

L

Lally, Howard (Belmont Plaza) NYC, h.
 Lande, Jules: (Ambassador) NYC, h.
 Lane, Tony (Canary Cage) Corona, L. I., N. Y., nc.
 Lang, Don (Colosimo's) Chi, nc.
 Lang, Lou (Belvedere) NYC, h.
 Laporte, Joe: (Old Roumanian) NYC, nc.
 Lazala, Ramon (Park Central) NYC, h.
 Lewis, Dick (51 Club) NYC, nc.
 Lewis, Eddie (Nat) Amarillo, Tex., b.
 Lewis, Ted (Oriental) Chi 29-Jan. 1, t; Riverside) Ft. Wayne, Ind., 2-8, t.
 Lilly, Gerry E. (Smitty's) Pennsville, N. J., c.
 Lishon, Hank (Colosimo's) Chi, nc.
 Lombardo, Guy (Roosevelt) NYC, h.
 Long, Johnny (Meadowbrook) Cedar Grove, N. J., nc.
 Lopez, Vincent (Taft) NYC, h.
 Lukewala, Royal (Cafe Bagatelle) NYC, nc.
 Lunceford, Jimmie (Apollo) NYC 29-Jan. 1, t; (Bronx O. H.) Bronx 3-4, t.
 Lyman, Abe (Royal Palm) Miami, Fla., nc.

M

McDowell, Adrian (Colonial Dinner Club) Nashville, Tenn., nc.

McGee, Johnny (Totem Pole) Auburndale, Mass., nc.
 McIntyre, Hal (Glen Island Casino) Westchester County, N. Y., nc.
 Machito (Beachcomber) NYC, nc.
 MacKenzie, Jimmie (Wolverine) Detroit, h.
 Malneck, Matty (Rainbow Room) NYC, nc.
 Majors, Three (Pelican) Palm Beach, Fla., nc.
 Marchetti, George (Neil Deighan's) Atlantic City, nc.
 Marconi, Pete (Caravan) NYC, nc.
 Mario, Don (Biltmore) NYC, h.
 Marsala, Joe (Hickory House) NYC, re.
 Martel, Gus: (St. Regis) NYC, h.
 Marti, Frank (Copacabana) NYC, nc.
 Martin, Dave (St. George) Brooklyn, h.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Marvin, Mel (Van Cleve) Dayton, O., h.
 Matthey, Nicholas (Casino Russe) NYC, nc.
 Maya, Froilan: (Havana-Madrid) NYC, nc.
 Melba, Stanley (Pierre) NYC, h.
 Melton, Jack (Jimmy Wright's) Plainville, Conn., nc.
 Messner, Johnny (McAlpin) NYC, nc.
 Miller, Glenn (Pennsylvania) NYC, h.
 Miller, Jay (Freddie's) Cleveland, nc.
 Miller, Russ (Jack & Bob's) Trenton, N. J., nc.
 Milton, Dick (Ray's Place) NYC, re.
 Minor, Frank (Red Mill) NYC, nc.
 Monroe, Vaughn (Commodore) NYC, h.
 Morand, Jose (Colony) Chi, nc.
 Morris, George (Armando's) NYC, nc.
 Mosley, Stub (The Place) NYC, nc.
 Mott, Vincent (Mayflower) Miami, Fla., h.
 Munro, Hal (Casino Royal) New Orleans, nc.

N

Nagel, Harold (Astor) NYC, h.
 Nance, Bill (Pony) Omaha, p.
 Nevel, Nik (Lookout House) Covington, Ky., nc.
 Newton, Frankie (Kelly's Stable) NYC, nc.
 Norris, Stan (Jefferson) St. Louis, h.
 Norvo, Red (Blue Gardens) Armonk, N. Y., nc.
 Novi, Mischa (Navarro) NYC, h.

O

Olman, Val (Biltmore) NYC, h.
 Onsko, Senya: (Commodore) NYC, h.
 Osborne, Will (Strand) NYC, 28-31, t.

Ovando, Manuel (Eldorado) Cleveland, nc.
 Owen, Tom (Knoop's Hall) Stockton, Ia., 31; (Lakeside) Guttenberg, Jan. 3; (Moonlight Gardens) E. Dubuque, Ill., 4.

P

Pablo, Don (Palm Beach) Detroit, nc.
 Page, Paul (Westwood) Little Rock, Ark., nc.
 Paisley, Eddie (Hollywood Beach) Hollywood, Fla., h.
 Panchito (Versailles) NYC, nc.
 Pancho (Statler) Detroit, h.
 Pantone, Mike (Lark Tavern) Albany, N. Y., nc.
 Parfums, Joe: (Belmont Plaza) NYC, h.
 Parks, Bobby (Monte Carlo) NYC, nc.
 Pastor, Tony (Chatterbox) Mountinside, N. J., 2, nc.
 Paul, Toasty (Olson's) Chi, re.
 Paulson, Art (New Yorker) NYC, h.
 Pearl, Ray (Claridge) Memphis, h.
 Penman, Blondy (Silver Dollar) Clinton, Ia., nc.
 Prima, Leon (Butler's New Room) NYC, nc.
 Prussin, Sid: (Diamond Horseshoe) NYC, nc.

R

Raeburn, Boyd (Chez Paree) Chi, nc.
 Ramos, Bobby (Chez Paree) nc.
 Ramos, Ramon (Drake) Chi, h.
 Raymond, Nick (Pierre) NYC, h.
 Reichman, Joe (Book-Cadillac) Detroit, h.
 Reid, Morton (St. Regis) NYC, h.
 Reineck, Harold (Osterhout Inn) Albany, N. Y., nc.
 Resh, Benny (Bowery) Detroit, nc.
 Roberts, Chick (Tally-Ho) Albany, N. Y., nc.
 Roberts, Eddie (Lido) NYC, b.
 Rodriguez, Jack (Rumba Casino) Chi, nc.
 Rogers, Dick (Roseland) NYC, b.
 Rogers, Eddy (Olympia) Seattle, Wash., h.
 Roifonda, Peter (Commodore) NYC, h.

S

Sanders, Sid (Rainbow Inn) NYC, nc.
 Saunders, Hal: (St. Regis) NYC, h.
 Savo, Jimmie Jr. (Chinese Village) Los Angeles, re.

Shand, Terry (Lookout House) Covington, Ky., nc.
 Shelton, Dick (Seven Gables) Milford, Conn., nc.
 Sherry, Herb (Paradise Cafe) NYC, c.
 Selger, Rudy (Fairmont) San Francisco, h.
 Sissle, Noble (Diamond Horseshoe) NYC, nc.
 Sless, Alvin (Gerard's) Albany, N. Y., nc.
 Smith, Bob (Knotty Pines) Alameda, O., nc.
 Smith, Russ (Rainbow Grill) NYC, nc.
 Smith, Stuff (Ubangi) NYC, nc.
 Spider, Billy (Glenn Rendezvous) Newport, Ky., nc.
 South, Eddie (Cafe Society Uptown) NYC, nc.
 Spanter, Mugsy (Arcadia) NYC, h.
 Spearer, Harold (Biltmore) NYC, h.
 Spector, Ira (Chateau Moderne) NYC, nc.
 Stokes, Harold (Edgewater Beach) Chi, h.
 Stover, Jules (18 Club) NYC, nc.
 Straeter, Ted (Fefe's Monte Carlo) NYC, nc.
 Sylvia, Don: (Bertolotti's) NYC, nc.

T

Tanassy, Cornel (Kern's) NYC, nc.
 Terrace Boys (Cora & Irene's) NYC, nc.
 Thompson, Lang (Castle Farm) Cincinnati 31, nc.
 Torres, Raymond (Rainbow Inn) NYC, nc.
 Trask, Buddy (Cocoon Grove) Manchester, N. H., nc.
 Tucker, Tommy (Essex House) NYC, h.
 Tyner, Evelyn (Waldorf-Astoria) NYC, h.

U

Ufer, Eddie (Cocoon Grove) Toledo, O., b.

V

Varello, Nick (Patsy's Venice Cafe) Phila, nc.
 Varrell, Tommy (Club Ball) Brooklyn, nc.
 Varios, Eddie (Park Plaza) St. Louis, h.
 Velero Sisters (Rainbow Room) NYC, nc.

W

Walter, Cy (La Martinique) NYC, nc.
 Wasson, Hal (Wm. Ferry) Grand Haven, Mich., h.
 Weems, Ted (Stanley) Pittsburgh, t.
 Welk, Lawrence (Trianon) Chi, b.
 Welch, Bernie (Graystone) Lima, O., nc.
 Wendell, Connie (Ace of Clubs) Odessa, Tex.
 Williams, Claude (Kelly's Stables) NYC, nc.
 Wilson, Dick (Cafe Bagatelle) NYC, nc.
 Wilson, Teddy (Cafe Society Downtown) NYC.
 Wingert, Doug (Pipe Creek Inn) West Falls, N. Y., nc.
 Winton, Barry (Congress) Chi, h.
 Worth, Ray (Chin Lee's) NYC, re.

Y

Yellman, Duke (Brown Derby) Chi, nc.
 Young, Eddie (Lowry) St. Paul, h.

MUSIC ITEMS

(Continued from page 13)
 on Fire," shipping it out along with band orchestrations, etc. Lyric suggests that "We don't want to set the world on fire, we just want to keep our sweet liberty!"

Philly Pickings

CLAY BOLAND, the Mask and Wig tunesmith, has been called in to fashion some ditties for the Eddie Cantor musical, *Banjo Eyes*.

Frankie Masters, currently making the music at Benjamin Franklin Hotel, bowing two of his new songs, *A Warm December Love* and *I Don't Wanna Go Home*, latter written with Saxie (*Three Little Fishes*) Dowell.

Max E. Kendrick, local rep for Paramount-Famous, is being tempted with and offer to head the music pub's Chicago office after the beginning of the year.

Johnny Fortis's *Dancer at the Fair*, a piano solo in modern rhythm, has been accepted by Cherio Music for a build-up as a tune without words. Fortis has also grabbed off the assignment to orchestrate Eddy Duchin's new song, *Let's Say Goodbye*.

Anne Lewis and Dick Wade have collaborated on *Curtain Time*, which is being considered by Paramount for a picture of the same name.

Joe Frassetto getting Columbia records to preem his new tune, *Rosa-Mia*.

Arsenal

NEW YORK, Dec. 27.—The Korn Kobblers, sometimes known as the Six Strati jacket Kids, took inventory the other day and discovered that their equipment consists of trombone, trumpet, string bass, tuba, solovox, drums, alto sax, baritone sax, tenor sax, clarinet, violin, gas pipe, corn-likker jug, washboard, ratchets, cowbells, automobile horns, thimbles, "skootchybutt" (two-belled horn), ocharina, tonette, slide whistle, mouth harp, slide cornet, "cacophone" (indescrivable), duck-quacker, vibraphone, xylophone, celeste, 34 screwy hats, a stuffed skunk, two dozen suits of frayed red flannel underwear and a half dozen ears of boiled corn.

Bands on Tour—Advance Dates

AL DONAHUE: Tunetown Ballroom, St. Louis, Jan. 13, week.
 WOODY HERMAN: Plymouth Theater, Worcester, Mass., Jan. 5-7.
 ARTIE SHAW: Capitol Theater, Washington, Jan. 22, week; RKO Boston, Boston, 30, week.
 SONNY DUNHAM: Flatbush, Brooklyn, Jan. 22 week; Windsor, Bronx, New York, 30-Feb. 1; Central Theater, Passaic, N. J., 28, week.
 GLEN GRAY: Palace, Cleveland, March 20, week.
 EDDY DUCHIN: Strand Theater, Brooklyn, Jan. 16-19; Adams Theater, Newark, N. J., 22 (week); Earle Theater, Philadelphia, 30 (week); RKO Boston Theater, Boston, Feb. 6 (week); State Theater, Hartford, Conn., 13-16; Stanley Theater, Utica, N. Y., 17-19; Buffalo Theater, Buffalo, 20 (week).

PHOTO REPRODUCTIONS

Flawless, glossy prints in all sizes. In large quantities at low as 4c each! References: MCA, RCA, Victor. Write for Price List.
 8x10 50—\$3.75
 100— 5.75
 MOSS PHOTO SERVICE, 155 W. 46, N. Y. C.

New Plays on Broadway

Reviewed by Eugene Burr

CORT

Beginning Tuesday Evening, December 23, 1941

LETTERS TO LUCERNE

A play by Fritz Rotter and Allen Vincent. Staged by John Baird. Settings designed by Raymond Sovey, built by Turner Scenic Construction Company, and painted by the Robert Bergman Studio. Business manager, J. H. Del Bondio. Press agent, Tom Weatherly. Stage manager, John E. Sola. Presented by Dwight Deere Wiman.

Olga Kirinski Sonya Stokowski
Custave Alfred A. Hesse
Erna Schmidt Grete Mosheim
Gretchen Linder Beatrice De Neergaard
Hans Schmidt Carl Gosa
Margarethe Lilla Skala
Mrs. Hunter Katherine Alexander
Bingo Hill Nancy Wiman
Felice Renoir Mary Barthelme
Sally Jackson Phyllis Avery
Marion Curwood Faith Brook
Francois Kenneth Bates
Koppler Harold Dyrenforth

The Action Takes Place in a Girls' School Near Lucerne, Switzerland. The Time Is Late Summer.

ACT I—Scene 1: The Main Hall. Noon. Scene 2: A Dormitory. Evening of the Same Day. ACT II—Scene 1: The Main Hall. Ten Days Later, Mid-Morning. Scene 2: The Dormitory. That Evening. ACT III—The Main Hall. Three Days Later, Early Afternoon.

Letters to Lucerne, the play by Fritz Rotter and Allen Vincent that was presented at the Cort Theater by Dwight Deere Wiman Tuesday night, says something that needs with terrible urgency to be said in the world today—or any day, for that matter. Its theme, compounded of humanity and truth, is one of the most important and most vital that could have been chosen—and yet Letters to Lucerne remains a very bad play. It represents with tragic timeliness the fact that now, more than ever, a weak or ineffective statement of a high ideal is worse than no statement of it at all.

Letters to Lucerne tries to say that, despite the world-wide battle in which we are all engaged, we should never lose sight of the humanity of the individual, that we should never vent upon the individual our hate of the government that he perhaps unwillingly represents. It is an expression of one of the most important things that our own ideals stand for—and something that is dangerously apt to be forgotten in the heat of battle, and so to be lost by its defenders as well as its opponents. Messrs. Rotter and Vincent, too, have chosen an apt fable to exemplify it; but the trouble is that their tale is, at most, a one-acter; expanded over three dreary acts it becomes boring and utterly undramatic.

The fable is of a girls' school in Switzerland at the start of the war. Best liked pupil is Erna, a German girl, whose brother loves and is loved by Olga, a Polish lass. Also included are girls from France, England, the Northern United States and the South. It is their custom to read their letters to one another in the dormitory before going to sleep—a simple expedient that allows the authors to give, very obviously and tritely, the viewpoint of each nationality.

Then the war breaks, and the English and French girls regard Erna as an enemy, an understandable but viciously junkeristic attitude, since Erna is the same fine lass she was before. The little Pole sticks to her nobly; but then news comes that Warsaw has been bombed, that Olga's home has been destroyed and her parents killed—and that Erna's brother was one of the armen participating in the attack. Even Olga then turns away, of course; and, despite the objections of the Northern American lass, the others institute a campaign of nastiness, ostracism and even spying, led by the cheap and thrill-seeking little Southerner who insists that Erna is a German and all Germans, ipso facto, are Nazi spies. After much talk in and around this situation—talk in which the headmistress participates and presents more or less the authors' point of view—Erna receives a letter from her mother, smuggled to Zurich and mailed there. She reads it aloud because the others viciously insist—and in it her mother tells how Erna's brother crashed his plane and killed himself rather than participate in the bombing of civilians. And Erna's mother tells of her pride in her dead son.

There's material here for about one good act; stretched over three it becomes so boring that along about the end this reporter, catching it on Christmas Eve, felt that it was probably time to wish his

neighbors Happy New Year. The dialog, the sincere, is utterly undistinguished; and the obvious device of the reading of the letters is as boring as the reading of real letters would be. In addition, the authors tip their entire hand in the first act by having Erna tell a fable her brother has told her—which clearly predicts what he is going to do. From that point on it's just a question of waiting interminably until the expected happens.

Grete Mosheim, a distinguished German actress, makes her American debut as Erna and does a really lovely job, restrained, passionately sincere and finely effective. The letter that rings down the curtain is sure-fire stuff, but Miss Mosheim brings it additional warmth and poignancy of her own. It was, however, rather brutal to introduce her to Broadway in this particular role, in which she is forced to do character work in order to play a young girl—and in which she is surrounded by a bevy of obviously youthful Broadway ingenues. As a matter of fact, as Mr. Wiman has produced it, the piece might fittingly have been subtitled *An Evening With the Daughters of the Great*. The schoolgirls include Sonya Stokowski (daughter of Leopold) as Olga, Nancy Wiman (daughter of Mr. Wiman himself) as the Northern American, Phyllis Avery (daughter of Stephen Morehouse Avery, the Hollywood writer) as the Southerner, Faith Brook (daughter of Clive Brook) as the English girl, and Mary Barthelme (daughter of Richard Barthelme) as the French youngster. Of the five, only the Misses Brook and Barthelme show any real ability. Both do excellent jobs and display high promise for the future. Miss Wiman is rather painfully posing and over-affected, while Miss Avery offers less a characterization than an annoying burlesque. As for Miss Stokowski, it is obvious that she should make music her career.

Katherine Alexander does a pleasant enough job as the headmistress, and Beatrice de Neergaard offers another of her luminous, beautifully right performances as one of the teachers. John Baird has directed to achieve many quiet effects.

New School's Studio Theater Offers Bruckner's "Criminals"

NEW YORK, Dec. 27.—The Studio Theater of the New School followed up its extraordinarily successful season's opener, Frank Gabrielson's *The Days of Our Youth*, with Ferdinand Bruckner's *The Criminals*, which was not nearly so successful, despite the fact that Lilli Darvas (Mrs. Ferene Molnar) made her English-speaking debut in the leading role. Presented last Saturday night (20) under Sanford Meisner's direction, the play turned out to be a potentially important script that frittered itself away in stupidly irrelevant plotting. The translation, furnished by Edwin Denby and Rita Matthias, wasn't any help, either.

Primarily, the play sets out to do two things—to issue a clarion call to intellect-bound republicans against the ruthlessly pragmatic methods of the rising Nazis during the last days of the Weimar republic, and to quest rather plaintively among the intellectual and moral abstractions of justice and criminality, as set forth in human conduct as against political codes. That Herr Bruckner failed to come to any conclusion in the latter regard is nothing against either him or his play; it is doubtful that he intended to do more than raise general but provocative questions, and in this he admirably succeeds. As for his warning against Nazism and its methods, it is taut, intelligent, rousing and finely dramatic. In these two things—which are the crux and reason of his play—he succeeds admirably; yet the play itself remains essentially an ineffective hodgepodge.

This is because Herr Bruckner saw fit to encumber his stark, primary design with a large hunk of plotting that sounds as tho it had been rewritten by a second-rate Freud from a tattered copy of *East Lynne*. Not only has it no fundamental relation whatsoever with the primary theme of the play, but it usurps most of the running time and the center of the stage. The resultant effect is a bit like scenes from *Hamlet*

FORREST

Beginning Sunday Evening, December 21, 1941

BROOKLYN, U. S. A.

A play by John Bright and Asa Bordages. Staged by Lem Ward. Settings designed by Howard Bay, constructed by William Keilam & Company, and painted by Center Studios. Lighting by Moe Hack. General manager, Leo Rose. Stage manager, Lou Leif. Press agents, J. D. Proctor and Peggy Phillips. Presented by Bern Bernard and Lionel Stander.

The Dasher, a Brooklyn Business Man. Tom Pedi
Smiley Manone, a Brooklyn Business Man...
Eddie Nugent
Nick Santo, a Longshoreman... Victor Christian
Josephine, a Manicurist... Irene Winston
Si Ornitz, a Longshoreman... Ben Ross
Lena Rose, a Storekeeper... Adelaide Klein
Louis Cohen, a Barber... Martin Wolfson
A Customer... Lou Leif
Willie Berg, a Punk... Sidney Lumet
Mike Zubriskie, a Brooklyn Business Man...
Robert H. Harris
Jean, a Girl... Julie Stevens
McGill, a Brooklyn Business Man...
Byron McGrath
Philadelphia, a Brooklyn Business Man...
Henry Lascoe
Tony Mazzini, a Baker... David Pressman
Albert... Roger De Koven
A Guard... Eli Siegel

THE TIME—Not So Long Ago. THE PLACE—Somewhere in Brooklyn.

ACT I—Scene 1: A Section of Brooklyn Waterfront. Thursday Evening. Scene 2: A Brooklyn Candy Store. Friday Evening. Scene 3: A Brooklyn Barber Shop. Saturday Evening. ACT II—Scene 1: The Candy Store. Several Weeks Later. Scene 2: The Candy Store. The Following Evening. ACT III—Scene 1: Pre-Execution Cells in Sing Sing. Several Months Later. Scene 2: The Candy Store. Immediately Following.

If you think the last tragic tableau at Elsinore, as Hamlet's cadaver is being carted off by extras, is a bloody thing, you ought to take a look at *Brooklyn, U. S. A.*, the new play by John Bright and Asa Bordages that Bern Bernard and Lionel Stander brought to the Forrest Theater Sunday night. In it no less than seven of the leading characters meet death by violent means—some extraordinarily violent—before the final curtain falls. There, however, the similarity to *Hamlet* ceases. *Brooklyn, U. S. A.* is a melodramatic and blood-curdling factual account of the doings of that select little group of Brooklyn business men that came to be known by the disrespectful title of Murder, Inc.

It's a strange play that Messrs. Bright

and Bordages have concocted, grippingly dramatic at times, tritely melodramatic at others, but always hammering home the lessons (sometimes with a fire-ax) that Murder, Inc., was less an isolated phenomenon than a typical example of under-cover activity thruout a nation grown lax and slack; that the people in and around the group, no matter what their other characteristics, are congenitally incapable of thinking in any but their accustomed terms. It presents a frightening and frightful situation; and the amazing thing is that it often manages to present it in starkly and luridly dramatic terms.

The plot is less a play-script than the pointed-up rewriting of a paragraph from our modern social history. Members of the little group of Brooklyn business men are presented: Smiley Manone, egomaniac and brutal young triggerman who aspires to leadership; Mike Zubriskie, oily family man who deals in doxies on the side; McGill, flash and smooth and ruthless; Philadelphia, a punctiliously punctual killer; the Dasher, round and slow-witted, whose chief enthusiasm is the butting averages of the Dodgers; Louis Cohen, a leader during bootlegging days but now a pushed-around lieutenant who runs a barber shop on the side; Lena Rose, Louis's long-standing sweetheart, who operates a small candy store as a front for a gathering place of the clan, and their various hangers-on. Their activities are also described—running of unions and mulcting of the members, exaction of "protection" from small business men, operation of the policy racket and much more—including the liquidation of those who oppose them. They all take orders from a mysterious personage named Albert, who resides up-State and has dealings with conferees thruout the country in operation of a many-million-dollar combine.

The heat is turned on when a crusading district attorney takes office, when an honest union leader is murdered in Cohen's barber shop (before the startled eyes of the audience), and when Zabriskie, taken up by the law, makes a deal and begins spilling. Albert thereupon issues orders to tighten up, and all those who might talk are summarily done away with, including Cohen's young punk of a nephew and, ultimately, Cohen himself. This last is the work of Manone, who was himself marked for mob extinction, but who instead finds himself with three others in the death cell. There he displays himself as the vicious and cowardly rat that he is. A last scene, after the executions, shows Lena and a drunken joy-girl planning to migrate to California and live in a little house of their own—a little house with flowers in the garden and only four or five girls in the rooms. It is an amazingly anti-climactic scene, tearing down the appalling effect created by Manone in the death cell; and it becomes even more of a drawback since it is played chiefly by two of the least fortunate members of the cast.

The many players perform unevenly under Lem Ward's extremely uneven direction, offering jobs that range from painfully puerile to breath-takingly taut

BROADWAY RUNS			
	Performances to Dec. 27 Inclusive.		
	Dramatic	Opened	Perf.
Angel Street (Golden)	Dec. 5	27	
Arsenic and Old Lace (Fulton)	Jan. 10	403	
Blithe Spirit (Morosco)	Nov. 5	62	
Brooklyn, U. S. A. (Forrest)	Dec. 21	8	
Candle in the Wind (Shubert)	Oct. 22	78	
Clash by Night (Belasco)	Dec. 27	1	
Claudia (Booth)	Feb. 12	371	
Corn Is Green, The (National)	Nov. 26	455	
Cuckoo on the Hearth (Morosco)	Sept. 16	119	
Hope for a Harvest (Guild)	Nov. 26	38	
Junior Miss (Lyceum)	Nov. 18	47	
Land Is Bright, The (Music Box)	Oct. 28	71	
Letters to Lucerne (Cort)	Dec. 23	7	
Life With Father (Empire)	Nov. 8	894	
Macbeth (National)	Nov. 11	55	
My Sister Eileen (Biltmore)	Dec. 26	418	
Pie in the Sky (Playhouse)	Dec. 22	8	
Spring Agony (Henry Miller's)	Nov. 10	56	
Theater (Hudson)	Nov. 12	54	
Watch on the Rhine (Beck)	Apr. 1	311	
Wookey, The (Plymouth)	Sept. 10	128	
Musical Comedy			
Banjo Eyes (Hollywood)	Dec. 25	4	
Best Foot Forward (Barrimore)	Oct. 1	101	
High Kickers (Broadhurst)	Oct. 31	67	
Lady in the Dark (2nd en-gage.) (Alvin)	Sept. 2	125	
Let's Face It! (Imperial)	Oct. 29	70	
Panama Hattie (40th St.)	Oct. 30	486	
Sons o' Fun (Winter Garden)	Dec. 1	82	
Sunny River (St. James)	Dec. 4	28	

and effective. In the latter category put Martin Wolfson, whose work as Cohen is one of the finest jobs of the season; Eddie Nugent, who, as Manone, finds a part that allows him to unleash unsuspected funds of vivid and melodramatic characterization; Henry Lascoe, whose carefully detailed portrayal and perfect timing as Philadelphia are memorable; Irene Winston, who indicates that, with more careful direction, she'd be one of the most sensational of our young actresses; Byron McGrath, a suavely ominous McGill, and various others. There are almost as many on the debit side, however, with special mention going to Adelaide Klein, who delivers Lena's lines as tho she were reading them out of a book, and Julie Stevens, who plays a drunken joy-girl like a Major Bowes unit imitation of Mae West.

Mr. Ward, as director, displayed some of the most amazingly effective dramatic timing on record in the more melodramatic scenes and in general handled all of his physical action—and there's much of it—in a brilliantly exciting manner. On the other hand, he allowed many of his people to offer blatantly ineffective and phony readings, as obvious as those in a radio serial. More than a word should be said for Howard Bay's startlingly realistic settings and Moe Hack's finely effective lighting.

It's a strong play that demands strong stomachs in its patrons, and it has very definite defects. But at its best it's taut and exciting and violently hair-raising, a thrilling experience in the theater.

HOLLYWOOD

Beginning Thursday Evening, December 25, 1941

BANJO EYES

A musical comedy with a book by Joe Quillan and Izzy Elinson, based on the play, "Three Men on a Horse," by John Cecil Holm and George Abbott. Music by Vernon Duke. Lyrics by John Latouche and Harold Adamson. Dances staged by Charles Walters. Book directed by Albert Lewis. Show staged and lighted by Hassard Short. Settings designed by Harry Horner. Costumes designed by Irene Sharaff. Arrangements by Domenico Savino, Charles L. Cooke and Buck Warrick. Orchestra under the direction of Ray Sinatra. Costumes executed by Hattie Carnegie, Eaves Costume Company, Mildred Manning and Karinska, Inc. Scenery built by Vail Construction Company and painted by Triangle Studios. Company manager, Leon Spachner. Press agent, Karl Bernstein. Associate press agent, Alfred H. Tamarin. Stage manager, Frank Colefetti. Assistant stage managers, Ray Clarke and Bob Sidney. Presented by Albert Lewis.

Miss Clark Jacqueline Susann
Mr. Carver E. J. Blunkall
Erwin Trowbridge Eddie Cantor
Sally Trowbridge June Clyde
Harry, the Bartender Richard Rober
Charlie Bill Johnson
Ginger Virginia Mayo
The De Marcos Sally and Tony De Marco
Patsy Lionel Stander
Frankie Ray Mayer
Mabel Audrey Christie
Tommy Tommy Wonder
The General John Ervin
The Captain James Farrell
The Filly Ronnie Cunningham
"Banjo Eyes" Mayo and Morton

THE QUARTET—Gloria Richmond, Phil Shafer, Doug Hawkins, George Lovosed.
SINGING SHOW GIRLS—Ann Graham, Linda Griffith, Adele Jergens, Doris Kent, Florence Foster, Miriam Gwinn, Helene Hudson, Sherry Shadburne, Shirl Thomas.

DANCING GIRLS—Betty Boyce, Norma Brown, Kay Coulter, Doris Dowling, Kate Friedlich, Grace Gilren, Peggy Holmes, Mitzel Haynes, Leona Olsen, Tina Rigat, Puddy Smith, Margie Young, Marie Vanneman, Mimi Walters, Evelyn Weiss, Audrey Westphal, Virginia Howe.

BOYS—Ray Arnett, Jimmy Corke, Clark Eggleston, Arthur Grahil, Chick Gagnon, Ray Harrison, Ray Johnson, Rayford Malone, Jack Nagle, Remi Martell, John McCord, Bill Skipper, Ray Weaver, Carl Erbele, Lynn Malone, Joseph Malvin.

SPECIALTIES—Lynn, Royce and Vanya; Gloria Gilbert, Ronnie Cunningham, Leona Olsen, Bill Bailey.

ACT 1—Scene 1: The Display Salon of the Carver Greeting Card Company. Scene 2: The Bar in a Midtown Hotel. Scene 3: Mabel's Room in the Same Hotel. Scene 4: The Dream Pastures. Scene 5: Mabel's Room. ACT II—Scene 1: The Bar. Scene 2: Erwin's Home, Jackson Heights. Scene 3: The Dream Pastures. Scene 4: Erwin's Home. Scene 5: Camp Dixon. Scene 6: The Clubhouse, Belmont Park. Scene 7: The Grandstand, Belmont Park.

After an almost sensational amount of tinkering and fixing on the road, Eddie Cantor brought his Banjo Eyes (Albert Lewis, producer) to the Hollywood Theater Christmas night. And the pleasant report is that it's been tinkered into something approaching good shape. It emerges as a pleasant musical, tho nothing even remotely approaching sensational, and with its chief attractions depending squarely upon Mr. Cantor himself. It's no great shakes—but as

Review Percentages

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

"Brooklyn, U. S. A."—56%

YES: Atkinson (Times), Watts (Herald-Tribune), Farrell (World-Telegram), Kronenberger (PM).

NO: Mantle (News), Coleman (Mirror), Waldorf (Post).

NO OPINION: Anderson (Journal-American), Lockridge (Sun).

"Pie in the Sky"—0%

YES: None.

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

NO OPINION: None.

"Letters to Lucerne"—22%

YES: Mantle (News).

NO: Anderson (Journal-American), Lockridge (Sun), Brown (World-Telegram), Waldorf (Post), Watts (Herald-Tribune), Kronenberger (PM).

NO OPINION: Atkinson (Times), Coleman (Mirror).

"Banjo Eyes"—100%

YES: Mantle (News), Watts (Herald-Tribune), Atkinson (Times), Coleman (Mirror), Lockridge (Sun), Anderson (Journal-American), Waldorf (Post), Kronenberger (PM), Brown (World-Telegram).

musicals have gone this season, it's among the best of the crop.

The story, as everyone must know by now, is based roughly—very roughly indeed—upon Three Men on a Horse, Cecil Holm's smash farce hit of several seasons ago. Little Erwin Trowbridge remains a writer of greeting card verses with a knack for picking the ponies, and he's still abducted by three penniless touts who smell a gold mine in him. And he still picks the wrong horse in the big race and then turns out to be right when the winner is disqualified. Now, tho, he gets his tips by dream conferences with the horses themselves—a silly and stupid procedure that destroys most of the comedy and serves only to introduce a couple of dream sequences that could have been introduced just as easily without the subterfuge. And now the story, by the start of the second act, sinks with a dull glug beneath thick waves of typical musical comedy plotting. Most of the fun has been taken out of the script, and it serves less as a spur to the musical than as a check rein.

On the other hand, tho, the song numbers by Vernon Duke, John Latouche and Harold Adamson are sprightly and amusing; the dances staged by Charles Walters are imaginative and highly effective; Irene Sharaff's costumes, except for two sets of acutely painful duds early in the proceedings, are colorful and handsome; Harry Horner's sets are excellent; and there is, of course, Mr. Cantor himself. That last point is what makes the show, if anything can make it.

Mr. Cantor, like Jolson and Jessel, is one of those performers whom you either like or dislike enthusiastically, entirely aside from their objective virtues or failings. That being so, an opinion on his work becomes self-revelation rather than criticism. Enough to say that he works like a diminutive and demented Trojan to punch over the comedy scenes, and succeeds admirably; that he sells several tunes in his peculiar nervous style, to the evident satisfaction of huge numbers of customers, and that the proceedings are climaxed when he comes out in blackface at the end to go thru a repertoire of his old-time hits. If you find Banjo Eyes a pleasant show you can blame it almost entirely on Mr. Cantor.

He is, however, given excellent support by some of the people around him, notably Lionel Stander, that ominous comedian with a hedgehog in his throat, who takes over the Sam Levene role and plays it to a fare thee well. Also com-

ing thru excellently in some of the more nearly straight roles are June Clyde, who is charming as Erwin's wife, and Audrey Christie, who does a sock moll job in the role that was once played by Shirley Booth as a human being. A good number of the specialty people also score handsly, led, of course, by the De Marcos, Sally and Tony. This is the first time this reporter has caught the team since Renee gave place to Sally—and the change is by no means disastrous. Sally is a much better dancer than her predecessor, and the routines sock over excellently. Also scoring on the dancing side are Tommy Wonder, who could be given far more than the one interlude he gets, and Gloria Gilbert, whose toe spins are still sensational—and, on the comedy terping side, Lynn, Royce and Vanya, whose hilarious burlesque adagio not only panicked the house but also includes some of the slickest straight adagio work now on view. The singers, of whom there are several, are with the exception of Mr. Cantor himself somewhat less successful. Ray Mayer struggles valiantly in the much-cut Millard Mitchell role, and there's just a great nostalgic blank where Teddy Hart ought to be.

It's not the best musical you've ever seen, but it's by no means the worst either. Compared to the rest of this season's entries, it looks pretty good.

THE PLAYHOUSE

Beginning Monday Evening, December 22, 1941

PIE IN THE SKY

A new comedy by Bernadine Angus, presented by Edgar MacGregor and Lyn Logan. Staged by Edgar MacGregor. Setting designed by Donald Oenslager. Scenery built by Vail Scenic Construction Company. Painted by Triangle Studios. Business manager, Mack Hilliard. Press agent, Nal N. Dorfman, assisted by Martha Dreiblatt and Jack Charash. Stage manager, Lucian Self. Assistant stage manager, Ted Emery.

Monte Trenton Jr. Oscar Shaw
Vera Trenton Luella Gear
Nellie Marjorie Peterson
Dan Harmon Ben Laughlin
Art Winton Lucian Self
Roger Montgomery Trenton III. Herbert Evers
Sylvia Kent Leona Powers
Corinne Bassett Enid Markey
Suzy Bransby Barbara Arnold
Lily deLacy Lyn Logan
Pepino Rodrigo Kirk Alyn
Mr. Sterling Ted Emery
Homer Bassett Herbert Corthell
William Taylor Bram Nossion
Emile LeBeau Rafael Corio

The Scene of the Play is the Living Room of the Trenton Residence, Fifth Avenue, New York City. Time: The Present.

ACT I—Morning. ACT II—Two Weeks Later. Afternoon. ACT III—The Following Evening.

Pie in the Sky, a comedy by Bernadine Angus, with Luella Gear and Oscar Shaw in the leads, opened Monday at the Playhouse and will very likely have a brief existence. In fact, by the time this notice appears, Pie may have already begun its trek to limbo, releasing Miss Gear, Mr. Shaw and other members of the cast for more worthy endeavors.

As a play, Pie is very thin. It is good for a few laughs and some good performances, but the comedy's content is not of sufficient caliber to warrant the legit admission.

Yarn deals with the attempts of the Trentons, a financially embarrassed but blue-blooded family, to recoup their treasury via the marriage of their son to an oil heiress. The son seems particularly stolid and bovine, and his engagement to the heiress leaves him unmoved, glandularly speaking. But young Trenton percolates very definitely in the presence of the family's parlor-maid, a girl of demure charm. Other plot threads are woven into this picture, including a handy Latin with his hooks out for the heiress and whatever other female happens along. There is also a potent perfume called Night-Blooming Crocus. This beautifully named liquid, however, is believed to be compounded of far less subtle ingredients, whose main purpose is the excitation of the baser passions. This knowledge results in some queer manifestations, particularly on the part of one of the Trenton relatives who ordinarily is crippled by arthritis but grows nimble when he gets a whiff of Crocus.

This goes on to the denouement, which finds true love victorious despite the machinations of the elder Trentons.

As a matter of fact, things work out well for the family, too, for the elder Trenton manages to snare the heiress after his son missed out. This is okay with Ma Trenton, who figures the dough is in the family.

Luella Gear and Oscar Shaw, well known

to musical comedy, were the elder Trentons. They played well. So did most of the supporting cast, particularly Enid Markey, Kirk Alyn, Marjorie Peterson and Herbert Corthell. Also on the credit side was the staging of Edgar MacGregor. The set by Donald Oenslager was handsome.

But the play had no structural strength and not enough sustained brightness. Paul Ackerman.

Feagin School Students Offer "Lady Windermere"

NEW YORK, Dec. 27.—Oscar Wilde's familiar witty comedy, Lady Windermere's Fan, was presented by the Feagin School of Dramatic Art in its own Little Theater, Rockefeller Center, last Saturday (13).

The play, performed by members of the school's senior class, would have caused the famed Irish literary eccentric little anguish, it being run off in a surprisingly polished and highly effective manner. If there were one person to whom the honor of the "performance of the night" fell it was blond Katherine Jones as the heroic Mrs. Eryllyne. Her portrayal as the outcast mother of Lady Windermere thrust the major balance of the cast into an almost blurry insignificance. Young and very attractive, Miss Jones behaved like a veteran and was entirely at ease in the many and varied characteristics called for; her Mrs. Eryllyne was convincingly sincere, radiant and at all times commanding of a willing attention.

Pretty Myrla Bratton offered a fine interpretation as the sweet Lady Windermere. Eugene Debs and Don Doherty did well in the frequent bits of comedy. Debs as Lord Augustus efficiently "damning" everything in sight. Credit goes to Robert Henderson for the play's direction. F. J. B.

Draper-Adler 7C, Mask And Wig 12C in Bridgeport

BRIDGEPORT, Conn., Dec. 27.—The University of Pennsylvania's annual Mask and Wig production, Out of This World, at Klein Memorial here for one performance December 12 did approximately \$1,200, while the Paul Draper-Larry Adler show, in for one performance, December 14, drew only \$715. Show was well liked by small audience.

STUDIO THEATER

(Continued from opposite page) Germany was not the only country where such things took place without the people realizing them until it was too late.

But most of the time all this plays second fiddle to Ernestine's stupid little story. There are indications here and there that Herr Bruckner may have thought the Ernestine sections imbued with some sort of symbolism; but, if so, it never comes thru. It defies any logical interpretation as a comment upon the larger questions in the play.

And the translation is so bad that it becomes occasionally embarrassing, sounding most of the time as tho it had been written by a not very subtle 13-year-old with a flair for middle-class melodramatic phrasing.

Miss Darvas, as Ernestine, gives a beautifully luminous and understanding portrayal of an essentially stupid role—and, at the same time, does more bad things than I've ever seen done before in a performance of comparable quality. Many of them (such as resting her hand nonchalantly on a supposedly red-hot stove) show merely sloppy direction; but others are clearly the fault of Miss Darvas herself. That they seem unimportant in retrospect is a double tribute to the quiet charm and deep honesty of her interpretation.

Sanford Meisner's direction, which failed so signally to aid Miss Darvas, creates havoc with many of the others. It is a large cast, and the effective performances are few—those by Paul Mann, Emily McNair, Peggy Meredith, Thomas Knight, Ross Matthew, Edmund Dorsay and perhaps one or two of the others. Some of the rest are almost ludicrously ineffective—which, along with Mr. Meisner's slipshod direction, doesn't do much to help the cohesion of an essentially sprawling play.

The chief asset of H. A. Condell's multi-scened sets are that he managed to fit them all on the small stage and ramps of the Studio Theater. The effect is as of a magician pulling several hundred families of rabbits out of a very small hat. Eugene Barr.

New York Para Spends 500G a Year on Talent; T. Dorsey and Andrews Sisters Longest Runs

(Continued from page 3)

for recording sessions, then the band should be encouraged by employers of music. In James' case, said Kalcheim, he was booked as soon as he broke away from Benny Goodman. Why? Because he had a following to begin with which was capable of even greater development.

Other top repeating bands include Phil Spitalny, with four playing dates and 13 weeks; Benny Goodman, four dates, 12 weeks; Xavier Cugat, four dates, nine weeks; Fred Waring, four dates, eight weeks; Eddy Duchin, three dates, nine weeks; Gene Krupa, also three dates and nine weeks; Glenn Miller, three dates, eight weeks, and Guy Lombardo, three dates and seven weeks.

Out of these top attractions, Spitalny, Duchin and Lombardo haven't played the house more often because of their switch to the Strand. Waring, who would ordinarily be a perennial repeater, hasn't been able to do so in recent years because of his broadcasting every night. Goodman, Miller, Cugat and Krupa have kept their allegiance to the house with frequent repeat dates.

Bands which have repeated also include Russ Morgan, three dates for a total of six weeks; Charlie Barnet, Shep Fields and Vincent Lopez, same; the late Hal Kemp, three dates and five weeks; Will Bradley, two dates and seven weeks; Clyde Lucas, two dates and six weeks; Larry Clinton, two dates and five weeks; Cab Calloway, two dates and four weeks, and Richard Himber, Ray Noble, Louis Armstrong, Ozzie Nelson, Jan Savitt and Mitchell Ayres, same. Playing two dates and three weeks were Johnny Green, Bob Crosby, Ina Ray Hutton, Emery Deutsch and Bunny Berigan when he had a band. The late Chick Webb also played two dates for three weeks. Two dates of one week each went to George Hall and Jimmy Lunceford.

Of this group, the Strand captured for their subsequent Broadway engagements Shep Fields, Larry Clinton, Clyde Lucas, Richard Himber, Ozzie Nelson and Bob Crosby.

One-timers at the Para include Isham Jones, Clyde McCoy, Mark Warnow, Little Jack Little, Enoch Light, Red Nichols, Hudson-DeLange, Benny Meroff, Artie Shaw, Red Norvo, Jack Benny, Lud Gluskin, Will Osborne, Eric Madriguera, Al Donahue, Mario Braggiotti, Nat Brandwynne, Mal Hallett, Henry Busse, Sammy Kaye, Frankie Masters, Tommy Reynolds, Ray Herbeck, Ella Fitzgerald, Claude Thornhill, Jimmy Dorsey, McFarland Twins, Tony Pastor, Alvino Rey, Vaughn Monroe, Joe Venuti, Erskine Hawkins, Kay Kyser, Blue Barron, Johnny Long, Count Basie, Woody Herman, Teddy Powell, Bob Zurke, Bob Chester, Matty Malneck, Van Alexander and Dick Stabile.

Recordings and air time, Kalcheim said, are the chief factors in bookings and return dates. Bands that make records with any frequency, he said, are usually safe bets for long-time contracts while the band is still unknown. One wrong guess that Kalcheim admits is Jimmy Dorsey, whom the Paramount played once and forgot about, concentrating more on brother Tommy. Strand took Jimmy over.

T. Dorsey, tho, is the house's real money band, and he usually walks out with \$8,500 or more for his end, which is quite a chunk of coin considering that the average expenditure for talent runs between \$10,000 to \$12,000 a week. Some weeks the bills cost less, but the average takes a sharp climb with bookings of names of the Dorsey caliber or film personalities. Budget is also decided by the time of the year and the picture. In any case, Kalcheim said, bands are given the proper selection of talent, a matter of house protection. When the house books in a new band, it is tried out at the Ritz Theater, Newburgh, N. Y., for one day. Kalcheim and Weltman go up there and work at the routine and changes.

From a standpoint of personal success, the Andrews Sisters have been the luckiest to play the Paramount, after their records had put them on the map. Three years ago the Andrews played their first date for Paramount in Boston at \$500 a week, moved to New York at \$1,000 a week, and have worked themselves up to \$4,500 a week in this house. Cass Daley is second for length of service on dates played, with five engagements for a total of eight weeks; but

Red Skelton, with four engagements, has played 14 weeks. Skelton has two more Paramount weeks to play, from which he was released this year when signed by MGM for picture work. Danny Kaye, after making a night club name for himself at La Martinique, got his first big-time break at the Paramount, and has played there twice for a total of seven weeks.

Kalcheim makes an annual trip to Hollywood to seek out radio and film names. Of film personalities at the house, Dorothy Lamour, Martha Raye and Tony Martin drew the greatest. Film names who have appeared at the house include Bob Hope, Frances Langford, Gene Raymond, Dick Powell, Zasu Pitts, John Boles, Tony Martin, Mischa Auer, Billy Gilbert, Jimmy Durante, Mary Martin, Allan Jones, Hattie MacDaniel, Rochester, John Hall, Irene Hervey and Rosemary Lane.

The Ink Spots, fourth in act playing time with four engagements and 12 weeks under their belt, signed the longest act contract with the Paramount last summer. It is for eight or more weeks. They have already played four of those contract weeks, and are booked to play a succession of another five.

Other acts which have repeated include Gil Lamb, Connie Boswell, Ray Bolger, Nicholas Brothers, Ella Logan, Jane Froman, Three Stooges, Jerry Colonna, Ken Murray, the Merry Macs, Dinah Shore, Ethel Merman, Rufe Davis, the Yacht Club Boys and Ben Blue.

Miami Beach Night Clubs Set New Bills

MIAMI BEACH, Fla., Dec. 27.—The Beachcomber reopened December 18 with an elaborate floorshow, and decorations including new hangings and murals, a raised stage and dancing floor and a revamped patio in the Argentine manner. The floorshow features Canay and Cardoba, Del Casino's ork. Juanita Juarez and a chorus of six under direction of Laronne Gundry. For afternoon cocktails, a group of eight dancers to teach the rumba, samba and conga. Beachcomber under management of Sam Gaines.

Harry Richman has leased the Floridian Bar for his brother Lou. . . Bruno, formerly of the Patio Moresque, now assistant manager of the Versailles. . . Joe Maiback will present intimate entertainment in the new 206 Room of the Madison Hotel. . . Arthur Warren booked for season at 5 o'clock Club. Due to the gambling ban the Royal Palm canceled the bookings of Tony Martin and Rita Hayworth. . . Lou Walters here for the winter. . . Nelson's Boxing Cats from Jimmie's to Baker's in Jacksonville. . . Dave Singer's Rumpus Room opens tonight.

The new 5 o'clock Club has reopened, with Lou Weiss, of New York, booking.

Band Units Grab Most Midwest Dates

CHICAGO, Dec. 27.—Band units are copping most of the dates at the indie Oriental here and the Riverside in Milwaukee, judging by advance shows set for these houses by Charles Hogan, local booker. This is due, primarily, to the lack of strong box-office vaude units making the rounds in this area.

Following Ted Lewis at the Oriental, week of December 26, will be Art Jarrett January 2. Laurel and Hardy top the January 16 bill, to be followed by Count Basie, week of January 23 and Clyde McCoy week of January 30.

Riverside will play Ted Lewis week of January 2, followed by Laurel and Hardy. Others set are Clyde McCoy January 15 week and Count Basie February 6.

"Life" Publicity Gets Job

RIO DE JANEIRO, Dec. 27.—Three couples of dancers from the Savoy Ballroom in New York opened at the Casino Uca December 9. Booking was due to spread of dancers in recent issue of *Life*. Jorge Margerie, booker at Uca, saw spread and cabled William Morris, New York, office to negotiate. Deal set for four weeks with options.

Did They Mean It?

PHILADELPHIA, Dec. 27.—The day after Japan declared war on this country Harry Biben, local vaude booker, received a letter from Osaki and Taki, Jap vaudeville act. Sent from Honolulu, the letter wished Biben the "Merriest of All Christmases."

Pennsy Regulation Of Bookers To Be Enforced This Time

PHILADELPHIA, Dec. 27.—The Pennsylvania State law which went into effect September 1 regulating theatrical bookers and agents will be enforced. State Department of Labor and Industry warned all percenters December 15 that all bookings must now be contracted for on the regular State forms, which restricts commissions.

Memo points out that the department is fortified by a Supreme Court decision in a similar Nebraska State law, upholding right of the State to fix and limit commissions.

Only exception to use of State forms in signing contracts is for emergency booking. In such instances, bookers must have a telegram confirming the booking. State law requires all contracts in triplicate, order signed by booker, performer and employer.

Anthony C. Sharkey, in charge of licensed agents here, under the new set-up extends his jurisdiction to take in the five adjoining counties.

Kyser Demands 50% Chi Theater Gross

CHICAGO, Dec. 27.—Kay Kyser turned down a \$15,000 offer for a week at the Chicago Theater, holding out for 50 per cent of the gross. Kyser hasn't worked the house since he hit the top, and his last figure wasn't half what he is being offered now.

Kyser has three weeks open in April, and the Chicago ops (Balaban & Katz) want him after Sammy Kaye, who plays a return date week of April 8.

Talent Agencies

JOLLY JOYCE, Philadelphia, will again book the Martinique Cafe, Wildwood, N. J., for the 1942 summer. . . MARK LEDDY, New York agent, has taken Marty Bohn, Philadelphia nitery comic, under personal management.

RAY LYTE, of Dave O'Malley's office, Chicago, landed an exclusive on the Brown Derby, Loop night spot, using four acts. . . EDDIE ELKORT, of MCA, Chicago, went to Mobile, Ala., to spend the holidays with his family.

EDDIE SLIGH, Chicago booker, is in the West Suburban Hospital in that city recuperating from a kidney ailment. . . BOYLE WOOLFOLK, Chicago, will book all vaude acts into the National, Louisville, starting Christmas. . . EMILE HOLINER will be the manager of the Mayfair Room at the Blackstone Hotel, Chicago, moving over from the Drake's Camellia House in that city, both operated by A. S. Kirkeby. Frank Amstedt will return from the Town House, Los Angeles, to take over Holiner's job at the Drake.

JACK MANDEL AND SENIA GAMSA, New York, have taken under their exclusive booking wing Club 18, Bill Bertolotti's, Iceland Restaurant and Cora and Irene's in New York, and Club 21, Baltimore. Phil Tyrell and Sam Rosey are representing Mandel and Gamsa in Chicago and Hollywood, respectively.

HARRY ZEITLIN, formerly of William Morris Agency, now in the Army, visiting the New York office on furlough. . . ROGER MOORE signed to Nick Agneta, New York. . . EUGENE DOUVAN, New York, to represent Jadin Wong and Sarita Herrera. . . ROGER DOUCAY now stened with Peter Steele, Montreal. . . WILLIAM MORRIS sufficiently recovered from a muscular sprain to be back at his New York desk.

ELSIE COLE, Chicago, set Al Trace's band for a tour with the International Harvester show and the Will Hill Society Circus, which filled four weeks at Gimbel's, Milwaukee.

Philly Niteries Plan Aiding U. S. Defense Bond Sale

PHILADELPHIA, Dec. 27.—Pennsylvania Cabaret-Restaurant Owners' Association, meeting at Frank Palumbo's Cafe, has pledged support for an all-out effort to win the war.

Plan which seemed to meet with the most approval was that the association buy Defense Bonds and also permit hat-check girls to sell bonds and stamps.

Charles S. Solit, counsel for the cabaret owners, disclosed that the State Superior Court case involving cafes paying unemployment compensation will come up before the end of the year. Test case was brought by Palumbo after the State Unemployment Compensation Board ruled that the nitery ops were liable for taxes.

AGVA in Drive In Buffalo and Up-State N. Y. Cities

BUFFALO, Dec. 27.—AGVA territorial organizer, Professor Maji, reports some progress in membership. Complaints against last-minute cancellations have fallen off, according to Maji. At a meeting December 11 a disappointing number of acts showed up, 40. The local advisory committee will get together once weekly. It includes Al Gable, Frank Meek, Ollie Hodges, Bill Riley, Tony Bello, Willie Smith and Bonnie Lane.

Only thorn in side of local AGVA was a whispering campaign recently which had it that musicians here was opposed to actors' union. It was found out later that Randall P. Caldwell, president of Local 43 here, is strictly "on the fence." He says he is sticking to his own problems, "of which there are quite a few."

Rochester, N. Y., has Al Fast in charge of organization under Maji's supervision. At Syracuse, N. Y., Wallace the Magician works as organizer.

Gambling Ban Tough On Miami Niteries

MIAMI, Dec. 27.—Local authorities weren't kidding in their war against gambling in this area. First to drop was Jeff's Club, which closed its show December 3, and the Mayfair, which folded December 6.

The Clover Club, formerly the Esquire, is skedded to open about Christmas. The recently opened Frolles Club did a sad biz, but brought in Luba Malina and Billy Vine December 9.

Jimmie's on the Trail is doing satisfactory with circus acts. Welby Cooke's Sydney, the dancing horse, is featured. Charlie's Tobacco Road, with Ray Bourbon getting top billing, is doing a nice business. Topping them all for attendance is Zissen's Bowery.

Morris Silver Aids Defense Commission

CHICAGO, Dec. 27.—Morris S. Silver, general manager of the William Morris Agency here, has been appointed chairman of the agency division on amusements and recreation of the Chicago Commission on National Defense. He will have charge of the free entertainment furnished men in uniform in this area. The appointment was made by Mayor Edward J. Kelly and sponsored by Jimmy Coston, Warner chief and chairman of the amusements and recreation division, and by Corporation Counsel Barnet Hodes, executive vice-chairman of the defense commission.

Silver has returned from New York, where he conferred with Abe Lastfogel. Silver is fully recovered from a recent minor operation.

Club Pipes News Flashes

ATLANTA CITY, Dec. 27.—Club Nomad is piping all important radio news flashes over its loud-speakers. It is the only nitery in town with a full show.

Harvey Lochman, operating the Round-the-World Room at the President Hotel, is bringing in a Latin show for the holidays.

Club Talent

New York:

LA CHINTA started at Leon & Eddie's December 26. . . . LARRY WEEKS bows out of the Village Barn January 1. . . . SYLVIE ST. CLAIR now at the Rainbow Grill.

ELENORE WOOD, dancer, opened December 17 at the Club Charles, Baltimore. . . . PAULA NORTON, dancer, in her 10th week at the Club Cinderella here.

Chicago:

RALPH COOK, a fixture at Harry's New Yorker, finally moved out to open a four-week date at Charlie Foy's Hollywood, December 26.

TITO GUIZAR is the first act to play a return at the Rumba Casino, coming in to head the January 9 show. . . . New York dates have "made" the DIGITANOS as far as this area is concerned. They have been set for the new Palmer House show, opening January 9 which will include Cardini and Donna Parker's Six Lovely Ladies. . . . JOY HODGES followed Adrienne into the Drake Hotel's Camellia House Tuesday (30). . . . MORTON DOWNEY will take over Tony Martin's spot at the Chez Paree December 31. Martin is enlisting in the navy. . . . VIRGINIA AUSTIN, now at the Palmer House, has patents on nine different puppets distributed nationally by a New York toy manufacturer. . . . PAUL AND GRACE HARTMAN lost their rights to tour with Mr. and Mrs. North when Metro decided to call in all stage versions prior to the release of its picture based on that play. . . . HARRY'S NEW YORKER has slashed its prices to 50 per cent for all men in uniform.

SYLVIA PROOS closed a four-week run at the Rumba Casino Thursday (25) and opens at the Hurricane, New York, New Year's Eve. . . . GUY CHERNEY is the new singing emcee at the 606 Club. . . . CATHY MILLER, dancer, on the Metro pay roll for a couple of months, will continue to work on that lot indefinitely. . . . BILLY JOHNSON, formerly of Billy and Betty Johnson, writes that his current address is Fort Bragg, N. C., where he is also busy producing and dancing in soldier shows.

THE SANS SOUCI DANCERS have been held over for an additional four weeks at Colosimo's and are slated to remain for another show. Set by Tommy Sacco. . . . RAUL AND EVA REYES will double between the Chicago and Chez Paree week of January 2. . . . GOMEZ, of Gomez and Minor at the Colony Club, has a 22-year-old son in the army.

WINNIE HOVELER's line returned to the Hi Hat Christmas night for three months. . . . DEAN MURPHY and his mother spent the Christmas holiday in Pensacola, Fla., where Dean emceed the benefit show at the naval training station. . . . TONY MARKS replaced Dezzo Retter at Harry's New Yorker Wednesday (31).

HARRY RICHMAN will return to the Chez Paree to headline the new show pencilled in for February 20.

Boston:

LEE SIMS AND ILOMAY BAILEY featured at the Latin Quarter. . . . JIMMY MARR in his 15th week at Steuben's Vienna Room. . . . PEGGY FRENCH at the Mayfair in Lawrence, Mass. . . . ROY STEVENS set for several clubs around Boston.

Philadelphia:

BARBARA LEE has joined the Benny Davis revue for a theater tour. . . . IRIS WAYNE back in town, at Lexington Casino. . . . THREE RADIO AGES hold over at Club Ball.

Los Angeles:

SOUTHERN SISTERS will soon head for Chicago. Now at Italian Village here. . . . CHICO MARX opens at the Commercial Hotel, Elko, Nev., December 23 for eight days, and then takes on theater dates. . . . CATS AND A FIDDLE open at the Radio Room here December 28 for eight weeks. . . . PAUL WINCHELL flew in from Chicago to open December 10 at the Orpheum Theater here. . . . STUMP AND STUMPY followed the Four Step Brothers at Jimmy Contratto's Trianon, South Gate. . . . DEVELLO AND WANDA, recently at the Strand Theater, Long Beach, are now playing casuals. . . . ANN TRIOLA is mulling picture offers. . . . FRANK PARRIS is completing a long stretch at

the Biltmore Bowl. . . . THE DEBONAIRS are completing 52 weeks at Earl Carroll's. . . . JOHNNY HOWARD continues at Pete and Billy Snyder's Band Box.

THE SHOOTING MARVELS (Captain Gregory and Pearl Black) are back again following a two-month layoff because of Miss Black's illness. Will return east soon after Christmas. . . . PAUL AND PAULETTE are going strong at Florentine Gardens. . . . THE DEBONAIRS are mulling an Earl Carroll road contract. Team recently completed 52 weeks at Carroll's theater-restaurant. . . . AMES AND ARNO recently appeared at the Beverly Hills Hotel.

Hollywood:

ART TATUM followed the Four Chocolate Drops at the 331 Club. . . . DE VELLO AND WANDA are working casuals while getting a new wardrobe together. . . . E. A. LACOLA and M. Henry have just returned from Honolulu. . . . STEARNS, DEAN AND LOUIS expect to go East soon. . . . McFARLAND AND BROWN recently purchased a new home in the San Fernando Valley. . . . RUPE DAVIS entertained a group of air corps cadets in Glendale recently. . . . THE MERRY MACS will publish tunes (See CLUB TALENT on page 27)

Bines Staging Unit for RKO

NEW YORK, Dec. 27.—The RKO Circuit is producing a unit, *Folies Internationales*, to play their houses. Dave Bines is in charge of the production. Opens at the RKO, Boston, January 16, to be followed by the Palace, Cleveland, January 30.

In the cast are Professor Lambert, Franklyn D'Amore, the Shyretlos, Frank and Jean Hubert, Karen Zoska, Charles and Celeste, Judith and Jack, Six Diplomats and a line of 16 ballet dancers. The unit will carry its own conductor, Gene Lucas.

After playing the RKO houses, the outfit will be handed over to the William Morris Agency for further dates.

Vaude Reviews for "Sun"

CHICAGO, Dec. 27.—Chicago Sun, new morning newspaper here, is the only daily sheet reviewing vaude shows regularly. Carl Combs, assistant to Movie Editor Wolfe Kaufman, covers all vaude shows. Competitive papers run puffs on combo bills, but avoid reviews.

Atlanta Hotel Tries Stunts

ATLANTA, Dec. 27.—Empire Room of the Biltmore Hotel has adopted audience participation programs each night, ranging from old silent movies to square dancing and tangos.

Chicago Niteries Raise Holiday Prices, Increase Talent Budgets

CHICAGO, Dec. 27.—While night clubs and hotel rooms are still suffering from the aftermath of this country's entrance into the war, ambitious plans are being made for the holidays and for the remaining winter months. More openings of new spots are being announced for after the first of the year than have been made all season. While New Year's Eve reservations are slow in coming, night club ops say the bulk of the orders come in after Christmas. Minimum charges will be higher than last year in many rooms, topped by the Drake Hotel's Camellia House (\$15 per person) and the Palmer House (\$11 per person).

John Mack, manager of the Congress Hotel, says that the New Horizon Room (formerly Congress Casino) will definitely open, altho the announced January 15 opening date will probably be postponed due to "war developments." A name band and three to four acts will be used, but none has been set.

A. S. Kirkeby is reopening the Blackstone Hotel's Mayfair Room January 9 with Emil Coleman's ork, set for four weeks, and Hildegard, opening a two-month run. William Morris Agency set Coleman, while the Hildegard booking has been made direct with her manager, Anna Sosenko.

More Facts Sought on Griffin's Alleged Anti-Semitic Remarks

NEW YORK, Dec. 27.—Ramifications over the hearing held Monday (22) by the American Guild of Variety Artists on charges that its national executive secretary, Gerald Griffin, was responsible for making anti-Semitic utterances at the opening of Tommy Dorsey's music publishing offices September 18 have reached the state of utter confusion, despite appointment of an investigating committee to interrogate eyewitnesses and principals in the fracas.

Committee, headed by Henry Dunn and composed of Joe Smith, of Smith & Dale; Walter Grezka, of Actors' Equity, and Mrs. Florence Marston, of Screen Actors' Guild, gets together next Friday (2) to find out, in the words of Alan Corelli, who presided over the hearing, if "either Griffin is a horrible character or someone is trying to vilify him." Dunn said that, meanwhile, he has gotten several depositions, but declined to reveal from whom.

All of those present at the hearing, supposedly a fact-finding session, including Corelli, Hal Sherman, Dewey Barto, Dave Fox, Smith, Dunn, Mrs. Marston and June Richmond, executive secretary of Chorus Equity (the two last names sitting in as advisors from the parent body, Associated Actors and Artistes of America), admitted they were still confused after hearing a reading of the deposition from Frank Sinatra, Dorsey's vocalist, who wrote from Hollywood that he engaged in a physical skirmish with Griffin because Griffin allegedly made intolerant remarks after an argument with Harry Goodman, Benny's brother. Griffin categorically denied all of the charges but admitted having some words with Goodman, which he said, were of a political nature, but that it only lasted for a few minutes. Argument had to do with the Spanish civil war and Griffin's brother's (William) paper, *The New York Enquirer*.

After hearing a parade of character witnesses for Griffin, those in attendance cautioned that the entire question must be approached with extreme delicacy because so much hearsay evidence was presented at the hearing. Griffin's character witnesses included Judge Benjamin Greenspan, former magistrate, who spoke to Harry Goodman before the hearing and quoted Goodman as saying that "someone is trying to stir up a lot of animosity" and that he wanted to forget about the whole thing and "wished that everybody else would"; Dave Ferguson, secretary of the Jewish Theatrical Guild; William Weiman, of Warner Bros.' Music Publishing interests, and Rabbi Max Feilshin.

Only one resolution was offered, by Dewey Barto, asking that Griffin clear the thing up himself in a reasonable time or resign from office. It was defeated. After hearing all of the arguments on how difficult this would be, Griffin citing that "this thing was started long before the party and is being car-

ried on by my enemies," Barto wanted to withdraw his motion but was not allowed. His was the only affirmative vote on the question.

Mrs. Marston pointed out that the affair reflected against AGVA and suggested that legal action be instituted on the grounds of slander, but the committee took no action in the hope that an out-of-count conclusion could be reached.

London Vaudeur Big; Stripper Solid Hit; Clifford-Marion H.O.

LONDON, Nov. 28 (Delayed by Censor).—Vaude and revue have brought to Phoenix Theater business unparalleled in its checkered history. Engaged for a week November 3, Phyllis Dixey, nearest approach to American strip-tease yet seen here, proved such a draw as to warrant her retention as resident headliner. Current bill includes Clifford and Marion, Americans, who were held over a further week.

George Black's highly successful revue, *Applesauce*, closes at the Palladium November 29. New show is expected early in December. At Christmas the Stoll Theater will switch from vaude to pantomime, conforming to policy at Stoll's other feature house, the Coliseum.

Brighton's 2,000-seater, the Imperial, reopens December 1 with twice-nightly vaude and revue. First bill, arranged by house agent Bert Montague, features Evelyn Laye, Herman Darewski and ork, and Billy Caryl and Hilda Mundy.

Club Resumes Colored Names

DETROIT, Dec. 27.—Club Congo, leading black and tan club, has found that a name or semi-name will draw. Business had slipped, because of weather and war conditions chiefly, with the Peters Sisters, booked for two weeks, running about 2,200 admissions, compared to 1,800 considered normal here.

Decision was to cut out the names for a while. Attendance did not slip very much but the grosses did. The acts kept patrons in longer and spending more dough.

Spot returned to names, with Peg Leg Bates opening last Friday for two weeks, to be followed by Una Mae Carlisle.

Veloz-Yolanda Resumes Concerts

HOLLYWOOD, Dec. 27.—Veloz and Yolanda will resume their national concert appearances with a six-day stand at the Colonial, Boston, beginning December 29. Then to the Metropolitan Theater, Providence; Klein Memorial Auditorium, Bridgeport, Conn.; Court Square Theater, Springfield, Mass.; Horace Bushnell Auditorium, Hartford, Conn.; Shubert Theater, Schenectady, N. Y.; His Majesty's Theater, Montreal (six days); Maplewood Theater, Maplewood, N. J. (six days); Cass Theater, Detroit (seven days); Royal Alexandria Theater, Toronto (six days) thru February 7.

Delavan Club Rebuilt

DELAVAN, Wis., Dec. 27.—Fireproof Dutch Mill is being constructed here by Tony Elnella to replace the former nitery gutted by fire. The new spot will be somewhat larger and will follow the Spanish motif.

FDR Okays Impersonation

CHICAGO, Dec. 27.—FDR has permitted his impersonation on the screen for the first time. It will be seen in Warner's *Yankee Doodle Dandee*, a blog of George M. Cohan, with Jimmy Cagney in the lead.

The impersonation will be performed by Dean Murphy, who has entertained the President on several occasions. Murphy will report on the Warner lot following his Paramount (New York) engagement, opening December 31.

La Conga, New York

Talent policy: Dance band; show and dance band; show with girl line at 8, 12 and 2. **Management:** Jack Harris, owner-operator; Jimmy Shiers, manager; Karl Posch, headwaiter; Mill Rubin, press agent. **Prices:** Dinner from \$1.25, minimum \$2.

A fine floorshow is on hand despite the temporary absence of Sonya Cortes due to laryngitis. She is a singer of Spanish and Portuguese tunes and is making her local night club debut here.

Several punchy acts and a nice looking, smartly costumed Wally Wanger line of six girls round out the show. Lee Dixon, tall and likable, emcees. His talk material is not funny, but he has a bright personality and that's a lot. In his own spot he does a bit of fair singing and then slips into nimble tapping which is always a delight. Also joins the girl line for a samba routine.

Harris, Claire and Shannon, boy-and-two-girls ballroom combo here for a long run last season, are back and are again a solid hit. Had to do five numbers before this audience would let them go, a lango, a paso doble, a slow pictorial, a musical comedy affair and a Brazilian number. Harris's manipulation of the sisters is superb. Outstanding hit of this show. Gloria Belmonte is on for a couple of numbers in which she displays a good castanet and classic Spanish dancing technique.

The six Congaettes open in fetching orange and black costumes to paso doble music, return in picture gowns for a waltz, and for the closing samba in cute bare-midriff costumes.

Jack Harris's band handles show music excellently, and the Noro Morales Latin band dishes out rumbas, sambas, tangos and congas in lively, inviting-to-dance style. **Paul Denis.**

Florentine Gardens, Hollywood

Talent policy: Dance band and floorshows at 9, 11 and 1. **Management:** Frank R. Bruni, president; Max Sisenwein and Harry Berg; Richard Hubert, headwaiter; Rose Joseph, publicity. **Prices:** Dinners, \$2 up; drinks, 40 cents up.

Nils Thor Granlund, billed as America's Premiere Cabaret Impresario, continues producing a girl show every eight weeks and is going into his third year here. This time the show is *Stars Over Hollywood*. Added attraction to catch the visiting firemen, in addition to the semi-nudity, is Paul Whiteman (five reed, five brass, four rhythm and three strings).

While the NTG show follows the usual pattern of plenty of flash and audience participation, *Stars* seem to reach the peak of the presentations so far. Costumes designed by Jounge and executed by Madame Houda are catchy and colorful, giving the production sparkle.

Show opens with Sugar Geise, pretty pivot girl, coming on the floor with NTG, who emcees with a line of banter so familiar to the repeat customers that they know it almost as well as he does. However, NTG is good enough showman to put his line across in fine fashion. Opener brings on a 12-girl line and four show girls while Fred Scott vocalizes in top fashion *On the Ziegfeld Roof*. Miss Geise and Gaby McLaughlin, both

Night Club Reviews

brimming with freshness, take the parts of Broadway newsboys. Striking part of the turn is girls with pasteboard instruments that are flashed out in black light. Pretty Dolly Mitchell, Yvonne DeCarlo and Vivi Brown depict Gershwin's song hits. This all serves to bring on the King of Jazz, who garners a big hand on appearance.

The Robinson Twins, redheaded, continue the speedy tempo of the show with rhythm tap and fine acro work. They work hard and are tops both together and individually. Chiquita, "Cuban Cutie," does an outstanding ballet job.

Sweater Girls in College, featuring Miss Geise, is good but not outstanding. Girls offer cheerleader antics and the Robinsons go strong with acro work again.

Corinne and Tito Valdez continue to be hits with their dancing, marked by fast turns and slick lifts.

Whiteman's band takes over here, with Buddy Weed doing outstanding piano work and Murray McEachron taking solos on trombone, sax, clarinet, bass sax and trumpet.

Spic and Spanish gives reasons to bring out the beauties in Spanish costume. Sylvia MacKaye, a curvy lass, scores heavily with her semi-nude dance. Graceful and a good looker. Patrons are brought to the stage for parts in the conga line.

Paul and Paulette, trampoline, do some good work, with Paul doing double twisters. Whiteman, now emceeing, invites public to try it, reward being a bottle of champagne. Movie actress Mabel Todd took a fling at it at show caught.

Show runs 75 minutes, smooth and entertaining. Whiteman has a smooth-working aggregation and his band is an asset to both show and bandstand. **Sam Abbott.**

Harry's New Yorker, Chicago

Talent policy: Floorshows at 9, 12 and 2; show and dance band; intermission trio. **Management:** Charles Hepp and Dave Branower, managers; Fred Joyce, publicity. **Prices:** Dinner from \$1.50; drinks from 50 cents; minimum \$1.50 (\$2 Saturdays and holidays).

For more than a year now the spot has been concentrating on better shows, and its revamped policy has been attracting the better grade of acts. New layout is a good example, altho not everyone in the revue sells sock entertainment. The combination of Ruth Petty, Jackie Green, Ted and Mary Taft, Dezzo Retter and Polly Day and Selma Marlowe's Starlets (6), however, is strong enough to hold its own, even in the highly competitive market of the holiday season.

Jackie Green has learned a lot about night club technique in the last couple of years and is more at home now as an emcee. He doesn't go in for gags, but handles the straight introductions nicely, and in his own inning creates interest with his familiar impersonations of old-timers and with songs of today and yesterday. A clean, youthful personality.

Ruth Petty is a classy, talented singer. In this spot she is better off empha-

sizing lively tunes of mass appeal, such as her *Band Played On*, her idea revolving around the West's wide open spaces and the Irish medley. Such slow ones as *Mean to Me* are all right for more attentive listeners.

Ted and Mary Taft stop proceedings with their flashy high-kick routine that is one of the best seen around town. They follow it up with brief and speedily paced novelty impressions that are amusing and entertaining.

Dezzo Retter could do better if he had a full act. He is a funny acrobat and his wrestler bit is good for laughs. But his work is too fragmentary and disorganized. In his opening comedy acro dance he is assisted by decorative Polly Day.

Selma Marlowe's Starlets open and close the bill with a couple of flashy routines, including a toy military idea (cute) and a jingle-bells wind-up in which the gals disrobe their bustle skirts to gallop about in skating briefs. During the show Claire Mungen, pretty brunette from the line, executes a fair rhythm tap.

Arne Barnett's band still on hand for show and dance music. Al Milton's combo, with Kay Dare on songs, work the intermissions. **Sam Honigberg.**

Jimmy Kelly's, New York

Talent policy: Band, floorshows at 8:45, 11:45 and 2:15. **Management:** Jimmy Kelly, operator; Emmett Coniff, press agent. **Prices:** Dinner from \$1.50.

"The Montmartre of New York" is still doing all right at the southern fringe of Greenwich Village, among a lot of old tenements. It's a colorful little club, much publicized, and still attracting a lot of out-of-town trade.

The floorshows, as usual, are long affairs replete with girl dancers and singers who expose skin liberally. How the performers manage to dance on the small strip of dance floor (about four feet wide and 30 feet long) is a mystery. But they manage. Each performer does a number or two and returns after a costume change for another number.

Manya Del Rey does an okay ostrich feather dance plus acrobatics, returning for a Javanese affair which includes finger cymbals. Peggy de la Plante is a cute little gal who really can't dance, however. Kea Loke does a "fantasy of the fans" in which she shows a nice shape and weaves the fans gracefully. Glenda Hope is a snappy looking girl who sings special material ditties nicely and throws in ad libs and comedy asides that are startling but not particularly funny. Margaret Gray is spotted for a balloon dance, stripping a shawl to display an okay figure while bouncing the big balloon around.

Helen Holmes, brunette, sings ballads nicely except when reaching for high notes. Has nice appearance, too. Isabel Brown, a small brunette, is the smoothest performer in the show. She does graceful acrobatics, including surprising floor stunts. Renee is on for a can-can in flimsy costume. Manages to find room for a bit of flouncing around. Ramon and Jo Ann, ballroom team, made a good impression, considering the floor limitations. Their tango and paso doble were okay, and their conga and rumba, in costume, were lively.

The Montmartre Boys, originally a quartet but now down to baritone Ira Yarnell and tenor-pianist Vaughn Comfort, are good singers, both solo and as a duet. Do pops and standard tunes. Yarnell also introduces the acts, garbling the names. For the last two shows emcee is Joe Carter, who also fills in lulls with his trick pogo-stick musical contraption and singing.

Joe Capello band, five men, do all right with show and dance music. Food and service just right. **Paul Denis.**

Roosevelt Hotel, New Orleans

Talent policy: Shows and dance ork; floorshows, 7:30 p.m. and 12:15 a.m. **Management:** Fay Thomas, executive vice-president; Al Bourgeois, publicity. **Prices:** Dinner from \$1.50; drinks from 50 cents. Bookings thru MCA.

Monologist of first water, Al Bernie jokes, puns, mimics and conversationally sings his way into the audience's hearts here.

The Six Starlets are as beautifully costumed a group of dancing stars as ever seen here. Offered three widely varied dance numbers with precision and grace.

Just the sight of a man 7 feet 0

inches tall standing with a man of normal height and a dwarf is funny enough. Lowe, Hite and Stanley turn their height differences into well-varied comedy and comedy acrobats. Bill Gary is a tap and ballet dancer, doing both things at one time.

The rolling style of Reggie Childs is danceful and pleasing, and proof of the ork's popularity is a full dance floor at all times. Neil Courtney, able to reach G above high C, is Childs's new featured singer, and he is a young man going places. Betty Carter, a titan, and baritone Mal Emerson are other band soloists. A feature of the ork is choral singing of *Danny Boy*. **Phil G. Muth.**

Hotel Sheraton, Mary Murray Room, New York

Talent policy: Continuous entertainment. **Management:** Spencer L. Sawyer, managing director; George MacMurray, press agent. **Prices:** Drinks from 60 cents; supper specialties at \$1; no minimum or cover.

The refurbished Mary Murray Room is a comfortable, restful spot with two very pleasant femmes to provide entertainment.

Ruth Lowe, composer of *I'll Never Smile Again*, is in charge of the room and entertainment. She's there on a p.c. basis and, if the songwriting fraternity gives her the support she merits, she'll do well. But due to the war, biz is at a low point. Fortunately, nut is at a minimum.

Miss Lowe confines herself to the piano and occasionally duets with Sair Lee. Her ivory thumping is good and, while her pipes are not too strong, she is easy on the ears.

Miss Lee similarly is a piano pounder and does both singles and duos with Miss Lowe. Most of the vocal chores are left to her. She does okay, her voice having an intimate quality. Most of her toning is confined to ballads. Her rendition of Miss Lowe's latest tune, *It's Raining Memories*, not yet published, is excellent. The tune itself is fine. **Joe Cohen.**

Hotel Adolphus, Century Room, Dallas

Talent policy: Show and dance band; floorshows at 1, 3:30 and 11:30 p.m. **Management:** H. Fuller Stevens, managing director; Charles Schenk, maître de hotel; Abe Berger, publicity. **Prices:** Admissions, weekdays 75 cents, Saturdays and holidays \$1; dinners from \$1.75 except Saturdays, from \$2.25.

Continuing its recently established policy of local bands, this hotel has found a very satisfactory combination in Herman Waldman and revamped orchestra from Station WFAA. Waldman is a capable director but could improve his showmanship. Band mixes nicely a wide variety of pops, from sweet tunes to fast tempos, with occasional rumbas and tangos for dancing. Show caught drew enthusiastic audience response with patriotic airs and a medley of Christmas tunes.

Buddy Hughes opens a nicely balanced four-act floorshow with a combination of magic and expertly trained dog act. His fast work in balancing and tossing his dogs got a good hand. Sylvia and Clemence, eccentric dance duo, have flash and speed. Pulled a good hand with their knockabout acro finale.

Frank Payne is a real artist at mimicry. His imitations of radio personalities are carbon copies of the real thing. He registered handily with Uncle Ezra, Fred Allen, Charley McCarthy and Edgar

SINCEREST WISHES FOR THE NEW YEAR FROM

HARRY SPEAR

AMERICA'S
DISTINGUISHED YOUNG MASTER OF CEREMONIES

Again Enjoying an Unprecedented Engagement at the Smart New Rio Casino, Boston. Now in 20th Week and Held Over for Entire Season.

ARTHUR BLAKE

America's Newest Comedy Star

Now Current at

RUMPUS ROOM, MIAMI BEACH

Thanks to Eileen Mercedes and Dave Singer

TOY & WING



★
★
★
★
**CHINESE
Dance
Stylists**

Opening Jan. 16

EDGEWATER BEACH HOTEL, Chicago
Dir. Wm. Morris Agency

Bergen, and Walter Winchell. His double-talk bit earned him a second encore. Lester Cole and his "six singing debutantes" round out a nicely balanced show. They clicked in their ensemble number, *A Pretty Girl Is Like a Melody*, and completely took the crowd with *Tonight We Love and There'll Always Be an England*. Electrified the crowd with *Silent Night* and took a second call with a medley of Christmas tunes. Cole is a smooth emcee who can sell a show. Acts are booked by MCA. *Frank W. Wood.*

Casino Russe, New York

Talent policy: Floorshow at 8:45, mid-night; gypsy band, show and dance band. Management: Sascha Maeff, operator; Peter Ligoff, host; Sobol & Hartman, press agents. Prices: Dinners from \$2; minimum, \$2 weekdays and \$3 Saturdays.

Another new Russ-gypsy floorshow here, and a pleasant one, too. Michel Mischon, with his ingratiating emcee personality, provides pleasant introductions and holds his own spot with Russ melodies delivered in manly, chest-out baritone style.

Dmitri Matvienko does his knife-throwing from lip to board on the floor, pinning dollar bills and also using flaming daggers. Works in Cossack costume. A good novelty turn and just what the visiting firemen love to see. Nadia and Sascha do peasant dances with considerable life and grace, with the girl soloing and the man also doing a solo on the balalaika. Nice looking duo. Olga Vadina, a tired-looking blonde, sings gypsy tunes with feeling, obviously sending herself. Has a throaty voice and polished delivery. Won two encores.

Nicholas Matthey, whose tzigane orchestra provides lovely melodies between shows, comes on for fiddle solos, holding close attention with his expert rendition of gypsy tunes. Show ends with the typical all-out finale in which Olga Athos, exotic brunet singer, also participates. The group provides group and solo singing, with Nadia and Sascha adding flashes of lively, punchy Russian dancing.

Chris Kay, portly sax man, fronts his pleasing dance band, and switches to fiddle and cello when his and Matthey's men merge to accompany the floorshow. Miss Athos also vocals pop and standards nicely with Kay's band.

Food, service, liquor and atmosphere fine. *Paul Denis.*

Casino Copacabana, Golden Room, Rio de Janeiro

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

Winding up its regular season, the Copa's production department has, with the assistance of Patricia Bowman and Paul Haakon, put together a 40-minute show that is fine entertainment. Unfortunately, Bowman and Haakon will not carry on in the new show, both being set to return to New York December

17. Dancers were to have continued on into the new year, but Copa released them due to entrance of U. S. into the war and team preferring returning to the States. Frakson, magician, returns to New York at the same time.

The U. S. girl line (Madelyn Cole, Mary Lou Graham, Betty Lou Graham and Billie Graham) will continue, four additional girls being expected from New York.

For the summer, a Brazilian line (8) will be added, each group working as a unit. For the larger production numbers lines will work together.

New show December 13 brought in an almost capacity crowd. Show moved along at a neat pace. Male vocalist, warbling *Hi Neighbor*, paved way for the Copa Girls, nattily attired, for a short peppy routine. Frakson, in an almost entirely new routine, did manipulation of lighted cigarettes, cards, disappearing milk poured into a paper cone, wine cooler, coins, magical rings. Worked the ringside tables. His ability to speak Portuguese kept the act moving fast, customers enjoying his line of chatter. Could have done more.

Copa Girls returned for waltz while male vocalist gave out *Close Your Eyes and Dream of Me*.

Patricia Bowman offered a jazz toe, gracefully executed, and a series of fouette tournes. Gathered heavy applause. Paul Haakon followed in a Russian solo; clicked solidly. Team jointly offered a polka, utilizing the stage and dance floor, winning a big hand and many bows at finish. Band then dished out *Xango*, and advance Carnival number, with male vocalist at mike.

Closing, *Gypsy Romance*, staged by Bowman-Haakon and the Copa staff, is augmented by three dancing couples from the Municipal ballet, violins and cello and the Copa Girls. Girls and boys do a period minuet, a gypsy violinist, accompanied by violins and cello giving out *Play Gypsy Play* and setting the stage for Bowman-Haakon gypsy duet, which brought show to smashing close. Bowman and Haakon brought back for many bows.

Simon Bountman's band, with Ethel Smith at the Hammond, played show music, alternating with Basil Fomeen band for dance sessions.

James C. MacLean.

Havana-Madrid, New York

Talent policy: Show and dance band, Latin relief band; floorshows at 8, 12 and 2, produced by Julio Richards, *Follies costumes*. Management: Angel Lopez and Raymond Ferrer, operators; Ed Weiner, press agent. Prices: Weekday minimum, \$2; Saturdays and holidays, \$2.50.

This show, *Ladies of the Tropics*, continues the same high standards set by Julio Richards in his last display here. Pacing is fast, and routines and costumes are colorful. It's a lavish display and pleasing from start to finish.

Richards follows the formula set by his previous show for equally good results. He is also half of the dance team with Kiki, a redheaded looker. Despite his huge build, he is graceful, and the samba and ranigo done with the femme go over well.

Opener is Magali Del Valle, a pleasing looker with very thin soprano pipes. In trying to compensate for her lack of volume, she sacrifices tone. Her numbers netted an okay hand.

Eleanor Greco, a new principal here,

does specialties in the line with Movita, and in her solo does a flamenco castanet number to Lecuona's *Malaguena*. Her choreography fails to measure up to the highly dramatic music.

Hefty Hector Del Villar, a Latin jive artist, does a punchy assortment of songs and brief dance bits. After encoring with *Peanut Vender*, he had to beg off.

Felipe De Flores, an affable emcee, in his own spot proves himself a fine singer. Opened with two Latin numbers and did a swing medley of rumbas and congas. Encored with *Stars Remain*. Caught on solidly.

Senor Quintero, of Don Gilberto's band, delivers sax and clary solos. Did a czardas, a paso doble and *Carnival of Venice* in samba rhythm. Has a fine tone and displays deft fingering.

The finale, *Streets of Havana*, brings out the entire company, with the line going thru a guaracha. Spotlight is taken by Richards, Kiki and Del Villar. This colorful number provided a solid closer.

Jammed house when caught. Froilan Maya alternate with Don Gilberto on the bandstand. Both outfits fill up the dance floor. *Joe Cohen.*

Casino Urca, Rio de Janeiro

Talent policy: Show and dance bands; floorshow. Management: Joaquim Rolla, managing director; A. D. A., Ltd., S. A., publicity. Jorge Margerie, booker; Luiz Peixoto, artistic director. Prices: Dinners, 10 mil-reis; minimums, 10 mil-reis at dinner, 20 mil-reis supper, and 30 mil-reis Saturdays.

The new show, which opened December 9 minus a name, packs plenty of entertainment. The 20-girl line (Brazilian) offers four routines, three of them new. Fonzal Trio, male acros, and Whitey's Congeroo Dancers (6) are the U. S. turns in the show.

Aguila Sisters, Mexican singers, are carried over from the previous show. Rest of program consists of Brazilian talent. The Five Tuelrolas, youthful acro combo, fem and four boys, practically tied up the show.

Early show was opened by Urca Girls, in Egyptian costumes, doing a variety of dancing. Fonzal Trio followed, starting with a short tap and getting into their comedy knockabouts which customers enjoyed. The younger male of the Tuelrolas family offered a wire act, doing swell tricks. Vic and Joe, Brazilian male acro duo, offered straight acro and hand balancing, winding up with one boy diving over stage table into a (See NIGHT CLUB REVIEWS page 57)

AGVA Wars on New West Coast Guild

HOLLYWOOD, Dec. 27.—Los Angeles Local of American Guild of Variety Artists served notice on its membership here last week that any member joining the new American Entertainment Guild will face expulsion.

Members expelled by AGVA would also be expelled from Screen Actors' Guild, Actors' Equity Association and the American Federation of Radio Artists.

When advised of the action, Lloyd Skeels, executive secretary of AEG, said, "When an actor joins AEG he repudiates all other like associations."

War Threatens South American Casino Dates for U. S. Talent

NEW YORK, Dec. 27.—The South American talent market is now one big question mark, due to the outbreak of the war, which has made sailings and cruises indefinite. South American bookers see the loss of the market for the duration.

Major factor is the improbability of sailings. An official of the Moore-McCormack Line said an attempt will be made to maintain a regular service, but could give no further information. A recent order from the Maritime Commission forbids release of information

concerning names and movements of ships.

Bookers now are finding that negotiations cannot be started for new acts, as opening dates cannot be determined because of the transportation problem. Again, many acts are now wary of leaving the country.

Plane reservations to and from South American are filled until March, and there are no rail connections there.

The South American casinos now fear the complete loss of the American (See WAR HITS TALENT on page 29)



FEATURE VODVIL ACT DR. LOU KAPIOLANI

The Hawaiian Athletic Marvel

Age 67 years. The fastest, strongest and most scientific Featherweight Boxer and Wrestler in the World and Originator of the Kapiolani System of Self Defense against fist, club, knife and gun. ACT: Punching Bag, Boxing, Self Defense Methods and Items embracing Skill, Speed, Endurance and Strength. Address:

DR. LOU KAPIOLANI

725 East 113th Street, Los Angeles, Calif.

PROFESSIONAL PHOTOS

Post Cards as low as 2½ cents each. Glossy 8x10 Prints as low as 9 cents each. Depending on quantity ordered. Eastman products used exclusively, a guarantee of satisfaction. Send negative, picture or write for price list. Specially designed groupings. Giant Enlargements.

MAYFIELD PHOTOS, INC.

1029 S. PATTERSON BLVD. Established in 1912 DAYTON, OHIO

THE SOUTHERN STATES SAY
"ACCOLADES"
 TO
THE
DESYLVA
TWINS
 Jon & Sylvia
 COMMENTATORS OF THE DANCE
 CURRENTLY
ANSLEY HOTEL
 ATLANTA, GA.
 Per. Dir.—JUDITH LAWTON

RAY
ENGLISH
 Going Over With a Bang
 Currently featured as
 MASTER OF CEREMONIES
SWANK 5 O'CLOCK CLUB
 MIAMI BEACH, FLA.
 THANKS TO:
HARRY KILBY
LEW WEISS
 Personal Management
HARRY KILBY
 GENERAL AMUSEMENT CORP.
 RKO Bldg., Rockefeller Center, N. Y.

Happy New Year
and Many Thanks
 To Jack Mandel-Mae Johnson, Eddie Elkort, Henry Herman, Mrs. Nevins, Guy Martin, Pete Larkin, Jack Miller, Leontine Rice and Eileen Mercedes.
CONSUELO FLOWERTON
 Now Current at RUMPUS ROOM,
 MIAMI BEACH, FLA.

HOWARD-PAYSEE
DANCERS
 Current at
PADDOCK CLUB
 Miami Beach, Fla.
 Personal Management of
JUDITH LAWTON
 Vanderbilt Hotel Miami Beach

Hal
HAVILAND
 THE BILLBOARD
 1564 Broadway, New York City

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

A

Abbott, Merriel, Dancers (Folies Bergeres) Mexico City, Mex. 4. Adams, Margaret (No. 1 Bar) NYC, nc. Adreon, Emilie (Wives) NYC, nc. Abins, The (Rica) Houston, Tex., 2-16, h. Alexander, Cecil (Rose) Cleveland 29-Jan. 1, t; (Grand) Canton 2-8, t. Allen, Dorothy (Armando's) NYC, nc. Allerton, Bert (Pierre) NYC, h. Allison, Lynn (Capitol) Washington, t. Aloha Serenaders (Metzger) Salem, O., 22-Jan. 3, h. Alphonse, Claude (St. Regis) NYC, h. Alma & Roland (Frank Palumbo's) Phila, nc. Alvarez, Fernando (Copacabana) NYC, nc. Ames, April (Colony Club) Chi, nc. Ambrose, Ruth & Billy (Stanley) Pittsburgh, t. Arlen, Faith (Jimmy Kelly's) NYC, nc. Arturo & Evelyn (Beverly Hills) Newport, Ky., cc. Ashburns, The (Rainbow Grill) NYC, nc. Ashley, Jane (Casanova) Detroit, nc. Austin, Marie (Beverly Hills) Newport, Ky., cc. Austin, Virginia (Palmer House) Chi, h.

B

Babette (Eltinge) NYC, t. De'Witt & Bristol (Desmond) Port Huron, Mich., Jan. 1-7, t. Banks, Sade (Old Roumanian) NYC, re. Banks & Fay (Fay) Providence, t; (Flatbush) Brooklyn 2-8, t. Bureco, Victoria (El Chico) NYC, nc. Barclay, Dick & Evelyn (Trocaider) Detroit, nc. Barrett, Sheila (Rumba Casino) Chi, nc. Barrys, The (Versailles) NYC, nc. Bart, Jan (New International Casino) NYC, nc. Bates, Peg Leg (Congo) Detroit, nc. Bates, Wanda (51 Club) NYC, nc. Belling, Clem (Island) NYC, re. Belmont Balladeers (Belmont-Plaza) NYC, h. Bernard Dancers (Lookout House) Covington, Ky., nc. Berry, Connie (Cafe Society Downtown) NYC, nc. Billington, Orrin & Betty Lou (Commodore) NYC, h. Blackwell, Carlyle (Diamond Horseshoe) NYC, nc. Blake, Larry (Bowery) Detroit, nc. Blackstone, Nan (Colonial) Detroit 1-9, t. Blanche & Elliott (Rosso) Omaha, nc. (Maitre) Des Moines 5-11, nc. Blond Rumba Team (Villa Bee) Jackson, Mich., nc. Blondell Twins (Royale) Detroit, nc. Bolger, Ray (Palace) Cleveland, t. Bordens, The (Casanova) Detroit, nc. Boreo, Emile (La Conga) NYC, nc. Borodkin, Manya (Old Roumanian) NYC, re. Bourne, Charlie (Park Central) NYC, h. Bouvier, Yvonne (Riviera) NYC, nc. Bowen, Sybil (Chez Paree) Chi, nc. Bradley, VI (Club Midnight) NYC, nc. Bricktop (Cerulea) NYC, re. Brown, Evans & Miss Garnett (Katsina) Springfield, Ill., re. Brown, Toby (Oasis) Muncie, Ind., nc. Brown & Ames (Shubert) Cincinnati, t. Burnell, Buster & Billie (Yacht) Pittsburgh 2-16, nc. Byrnes & Swanson (Leon & Eddie's) NYC, nc.

C

Callahan Sisters (Sherman) Chi, h. Cappella & Patricia (Brown) Louisville, h. Carla & Fernando (Havana-Madrid) NYC, nc. Carlisle, Kitty (Plaza) NYC, h. Carlisle, Charles (Bowery) Detroit, nc. Carlos & Carla (La Conga) NYC, nc. Carney, Alan (Strand) NYC, t. Carole & Sherod (Belmont-Plaza) NYC, h. Carpenter, Imogene (Pierre) NYC, h. Carrer, Charles (Rogers Corner) NYC, nc. Carroll's, Earl, Vanities (RKO-Kelth) Boston, t. Castle, Hubert (Palace) Cleveland, t. Caslo, Jean (Number One Bar) NYC, nc. Cerf, Alyse (806) Chi, nc. Cerney Twins (St. Moritz) NYC, h. Chanticleers, Four (Cerulea) NYC, re. Cherner, Guy (606) Chi, nc. Chinia (Leon & Eddie's) NYC, nc. Chords, Three (State) Hartford, Conn., t; (Empire) Salem, Mass., 5-10, t. Churchill, Savannah (Ubangi) NYC, nc. Clare, Lynn (New Yorker) NYC, h. Clark, John (Bronx O. H.) NYC, t. Coen, Imogene (La Martinique) NYC, nc. Cole, Jack (Plaza) NYC, h. Cole, King, Trio (Kelly's Stable) NYC, nc. Collette & Barry (Glenn Rendezvous) Newport, Ky., nc. Colt, Phyllis (Tower) Kansas City, Mo., t. Conrad, Cliff (Old Roumanian) NYC, re. Cooper, Jerry (Earle) Washington, t. Copp, James III (Le Coq Rouge) NYC, nc. Coral, Tito (Colony Club) Chi, nc. Coralee & Kaye (Colosimo's) Chi, nc. Cornell, Wes (Rogers Corner) NYC, nc. Covarro, Nico (Bal Tabarin) NYC, nc. Cross & Dunn (State) NYC, t. Cross, Chris (Stanley) Pittsburgh, t. Cunningham, Paul & Florrie (Village Barn) NYC, nc.

D

D'Arcy, Jeanne (McAlpin) NYC, h. D'Avalos, Rudolfo (Havana-Madrid) NYC, nc. Daniels, Billy (Kelly's Stable) NYC, nc. Danilo, Georges (Moulin Rouge) NYC, nc. Davis, Eddie (Leon & Eddie's) NYC, nc. Davis, Benny (Glenn Rendezvous) Newport, Ky., nc. Dawn, Alice (Rumba Casino) Chi, nc. Debs, Three (Park Central) NYC, h. DeCruz, Netha (McVan's) Buffalo, nc. De Flores, Felipe (Havana Madrid) NYC, nc. Del Rio, Diana (Palmer) San Francisco, h. Del Rios (State) NYC, t. DeLisse & Elliot Dwight (Yacht) Pittsburgh, nc. DeMarco, Isobel (Teddy's D'Algon) Chi, nc. DeMarco, Renee (Fefe's Monte Carlo) NYC, nc. DeMayos, The (George Washington) W. Palm Beach, Fla., h. Del Ray, Manya (Jimmy Kelly's) 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-road-house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

DeSimone, Cheena, Dancers (Yacht) Pittsburgh, nc. Del Valle, Magali (Havana Madrid) NYC, nc. Del Vilar, Hector (Havana Madrid) NYC, nc. De Vries, Enny (Pleasantville) NYC, h. DeWolfe, Billy (Earle) Phila, t. Di Gatano, The (La Martinique) NYC, nc. Dixon, Lee (La Conga) NYC, nc. Don & Mario (National) Louisville, 31-Jan. 6, t. Doral (Casino Russe) NYC, nc. Doraine & Ellis (Nicollet) Minneapolis, h. Durbin Dancers, Dorothy (Edgewater Beach) Chi, h. D'Arcy, Phil (West) Sioux City, Ia., h. Duano, The (885) Chi, nc. DuBois, Wilfred (Loosout House) Covington, Ky., nc. Duke, Marilyn (Commodore) NYC, h. Duke, Paul (Commodore) NYC, h. Dumont, Marie (Crisis) NYC, nc. Dvorak, Margie (Savoy) Brownsville, Pa., nc. Dyer-Bennet, Richard (Ruban Bleu) NYC, nc.

E

Eberle, Ray (Pennsylvania) NYC, h. Estrellita (Mayflower) Jacksonville, Fla., h. Evans, Bob (Colonial) Dayton, O., 29-Jan. 1, t; (Shubert) Cincinnati 2-8, t.

F

Faye, Frances (Bowery) Detroit, nc. Faye, Helene (Earle) Washington, t. Feary, Peggy (Copacabana) NYC, nc. Ferris, Tommy (Sinopole) Chi, c. Fields, Leon (885 Club) Chi, nc. Fifi, Gili (Leon & Eddie's) NYC, nc. Fisher, Stanley (Glenn Rendezvous) Newport, Ky., nc. Fiske, Dwight (Lookout House) Covington, Ky., nc. Fitchette, Jack (National) Louisville, 31-Jan. 6, t.

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

Fontana, Georges (Diamond Horseshoe) NYC, nc. Forbes, Ann (Bill Bertolotti's) NYC, nc. Franklin, Hazel (Biltmore) NYC, h. Freed, Carl (Tower) Kansas City, Mo., t. Froos, Betty (Gora & Irene's) NYC, nc.

G

Galante & Leonarda (Statler) Detroit, h. Gale, Ann (Chichy) NYC, re. Garwood, Jessica (Casanova) Detroit, nc. Gaudier's Steeplechase (Capitol) Washington, t. George, Flovee (Commodore) NYC, h. George, Vicki (Warwick) NYC, h. Georges & Jalna (Waldorf-Astoria) NYC, h. Gerrity, Julia (Rogers Corner) NYC, nc. Gilbert, Ethel (Gay 90s) NYC, nc. Gomez & Minor (Colony Club) Chi, nc. Gonzalez, Enya (Copacabana) NYC, nc. Good, Margo (Leon & Eddie's) NYC, nc. Gould, Caryl (Penobscot Club) Detroit, nc. Grant, Rosalie (St. Regis) NYC, h. Gray, Gilda (Diamond Horseshoe) NYC, nc. Gray, Gary (Gaz Am) Newark, O., nc. Green, Eleanor (Havana Madrid) NYC, nc. Green, Jackie (Harry's New Yorker) Chi, nc. Griffith & Wells (Mayflower) Jacksonville, Fla., h.

H

Hager, Clyde (Diamond Horseshoe) NYC, nc. Hale, Geoffrey (Park Central) NYC, h. Hall, Keith (Palmer House) Chi, h.

Advance Bookings

CARDINI, the DiGatanos, Six Lovely Ladies: Palmer House, Chicago, January 8, two weeks and options. XAVIER CUGAT: Chicago, Chicago, January 2, week. GRIFF WILLIAMS: Chicago, Chicago, January 9, two weeks. TIPO QUIZAR, Steve Evans: Rumba-Casino, Chicago, January 9, four weeks. LEON FIELDS, Kay Vernon: 885 Club, Chicago, January 2, four weeks. NORTHWEST MOUNTIES: Latin Quarter, Boston, March 22, two weeks and options. DONNA PARKER'S Lovely Ladies: Latin Quarter, Boston, April 19, two weeks and options. HOFFMAN SISTERS: Brown Derby, Chicago, January 5, two weeks. BOB EVANS: Strand, Brooklyn, Jan. 9-12; Loew's State, New York, 15, week; Esquire, Miami, 24, six weeks (tentative); Roosevelt, New Orleans, March 12, four weeks; Glenn Rendezvous, Newport, Ky.,

Hall, Patricia (Versailles) NYC, nc. Harmon, Ginger (Hurricane) NYC, nc. Harper, Lois & Dancing Girls (Colonial) Dayton, O., t. Harriet-Smith Dancers (Royale) Detroit, nc. Harris, Claire & Shannon (La Conga) NYC, nc. Harrison, Spike (Gay 90s) NYC, nc. Hart, June (Irving) Wilkes-Barre, Pa., t; (Hipp) Pottsville 5-7, t. Hartmanns, The (Palmer House) Chi, h. Harvey, Grace (New Yorker) NYC, h. Haukane & Lonya (Cocoanut Grove) Boston 22-Jan. 3, nc. Haviland, Dick (76) Battle Creek, Mich., nc. Hays, Virginia (Bossert) Brooklyn, h. Haywood, Billy & Cliff Allen (Cerulea) NYC, nc. Hayworth, SeaBee, Revue (State) Greenville, N. C., 31; (Carolina) Wilson, Jan. 1; (Academy) Lynchburg, Va., 2-3. Healey, Eunice (State) NYC, t. Heasley Jack & Bob (Biltmore) NYC, h. Hendricks, Marcella (Leon & Eddie's) NYC, nc. Herth, Milt, Trio (Palace) Cleveland, t. Hildegarde (Savoy Plaza) NYC, h. Hodges, Joy (Drake) Chi, h. Holaday, Billie (Famous Door) NYC, nc. Holmes, Marion (Bismarck) Chi, h. Hope, Glenda (Jimmy Kelly's) NYC, nc. Hostor, Harriet (Capitol) Washington, t. Howard, Bunny (Park Central) NYC, h. Howard, Joe E. (Diamond Horseshoe) NYC, nc. Hubert, John (Gay 90's) NYC, nc. Hudson Wonders (Latin Quarter) Miami, Fla., until Jan. 20, nc. Hulton, Marlon (Pennsylvania) NYC, h. Hyers, Frankie (Club 18) NYC, nc.

Ink Spots, Four (Chicago) Chi 29-Jan. 1, t; (Wisconsin) Milwaukee 2-8, t.

James, Ida (Chicago) Chi, t. Jardiniere, Mlle., and Medeleine Gardner (Latin Quarter) Miami Beach, Fla., nc. Jason, Bobbe (Old Roumanian) NYC, re.

POLLY JENKINS AND HER MUSICAL PLOWBOYS. Dec. 31-Jan. 1-2-3, Family Theatre, Scranton, Pa. For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Hien, N. Y.

Jason & Belle (Colonial Inn) Singae, N. J., ro. Jason, Art (Casino Royal) Washington, nc. Jewels, Juggling (Colonial) Dayton, O., t.

A HAPPY AND PROSPEROUS NEW YEAR may it be a joyous and JOLLY one. JOLLY JOYCE. Write Erie Theater Bldg. Walnut 4677. Wire Philadelphia, Penna. Phone Walnut 9451.

Johnson, Gil (La Conga) NYC, nc. Johnson, Jay (St. George) Brooklyn, h. Johnson, Merrie Vee (La Martinique) NYC, nc. Jones, Joe (Cafe Society Uptown) NYC, nc. Jordan, Joanne (5100) Chi, nc. Jordan & Grace (Casanova) Detroit, nc. Jose & Paquita (Utah) Salt Lake City, h.

K

Kaillue's Hawaiians (Gibson) Cincinnati, h. Kaimus, Bee (Beachcomber) NYC, nc. Kaly, Chandra, Dancers (Pierre) NYC, h. Kay, Dorothy (Sawdust Trail) NYC, nc. Keller, Louise (Casanova) Detroit, nc. Kent, Avis (Stevens) Chi, h. Kiddoilers, The (Colonial) Dayton, O., t. Kimber, Kay (Spivy's Roof) NYC, nc. King, Carol (Rumba Casino) Chi, nc. King, Charles (Diamond Horseshoe) NYC, nc. Kraber, Tony (Le Coq Rouge) NYC, nc. Krieger, Norma (Leon & Eddie's) NYC, nc. Kuznetzoff, Adla (Russian Kretchma) NYC, nc.

L

Lambot, Edith (Bill Bertolotti's) NYC, nc. Lameroux, Lorraine (Hurricane) NYC, nc. Lane, Richard (Ambassador) NYC, h. Lane & Small (Charles) Baltimore 22-Jan. 4, nc. Lane, Melcana & Bonnie (Federal Gardens) Buffalo, nc. Lane, Toni (La Conga) NYC, nc. Lang, Wilson (Park Central) NYC, h. Laska Sisters (Casanova) Detroit, nc. Laurence, Paula (Ruban Bleu) NYC, nc. LaVerne's, Virginia, Debutantes (Colony Club) Chi. LaZellas, Aerial (Wade) Dallas, t. Lee, Barbara (Glenn Rendezvous) Newport, Ky., nc. Lee, Bob & Betty (Lookout House) Covington, Ky., nc. Lee, Peggy (New Yorker) NYC, h. Leo, Sam (Sheraton) NYC, h. Lemmo, Jerry (Arcadia Grill) Canton, O., nc. Leslie, Frances (51 Club) NYC, nc. Lester & Irma Jean (Utah) Salt Lake City, h. Lester, Great (Palace) Cleveland, t. Leticia (Crawford House) Boston, h. Lewis, Dorothy (St. Regis) NYC, h. Lewis, Joe E. (Copacabana) NYC, nc. Lewis, Ralph (Lexington Casino) Phila., nc. Lind, Della (Diamond Horseshoe) NYC, nc. Ltd, Bernie (Earle) Baltimore, nc. Lloyd & Wills (Post Street) Spokane 1-7, t; (Beacon) Vancouver, Can., 9-15, t. Loke, Kea (Jimmy Kelly's) NYC, nc. Loper, Don, & Maxine Barrat (Copacabana) NYC, nc. Louis & Cherie (Palomar Supper Club) Vancouver, Can., 22-Jan. 4. Lowe, Ruth (Sheraton) NYC, h. Lunov, Bela (Club Midnight) NYC, nc. Lucero, Norma (Russian Kretchma) NYC, nc. Lyman, Tommy (Maison Pierre) NYC, nc.

M

McKays, The (Glenn Rendezvous) Newport, Ky., nc. McKenna, Joe & Jane (Palace) Albany, N. Y., t. McNellis, Maggi (Coq Rouge) NYC, nc. MacFarland, Frank (Barney Gallant's) NYC, nc. Mack, Mae (Cromwell) Miami Beach, Fla., h. Madera, Nedra (Club Gaucho) NYC, nc. Madison, Ruby (Gay 90s) NYC, nc. Maison, Gil (Shubert) Cincinnati, t. Mangan Sisters (Diamond Horseshoe) NYC, nc. Manning, Len & Mitzl (Leon & Eddie's) NYC, nc. Marlow, Great (Hanger's) New Bedford, Mass., c. Marlowe, Don (Walton) Phila 22-Jan. 3, h. Marlowe, Sylvia (Coq Rouge) NYC, nc. Marlowe, The Jimmy Kelly's NYC, nc. Marque & Marlys (Shangri-La Lodge) Kenosha, Wis. Marsh, Carolyn (Netherland Plaza) Cincinnati, h. Marshal, Jack (Nicollet) Minneapolis, h. Marshall & Shields (Bismarck) Chi, h. Marta, Richard (Chateau Moderne) NYC, nc. Masters, Charlie (Riverside) Milwaukee, t. Masters & Rollins (Beverly Hills) Newport, Ky., cc. Matvienko, Dmitri (Casino Russe) NYC, nc. Maughan, Dora (Park Central) NYC, h. May, Ada (Warwick) NYC, h. Mays & Brach (Strand) NYC, t. (See ROUTES on page 34)

DRAMATIC AND MUSICAL (Routes are for current week when no dates are given)

Arsenic and Old Lace (Cass) Detroit. The Tom Time (Municipal Auditorium) Kansas City, Mo. Claudia (Cor) Cincinnati. Claudia (Selwyn) Chi. Ellis, John, Rip Van Winkle: Grand Rapids, Mich., schools until Jan. 18. Gilbert & Sullivan (Locust Street) Phila. Hellzapoppin (Nixon) Pittsburgh. Hellzapoppin (Forrest) Phila. Johnny on the Spot (Plymouth) Boston. Louisiana Purchase (Eranger) Chi. Mr. and Mrs. North (Walnut Street) Phila. My Sister Eileen (Auditorium) Denver 31-Jan. 1; (Capitol) Salt Lake City 3. My Sister Eileen (Wilbur) Boston. Native Son (Sundbaker) Chi. Papa Is All (Harris) Chi. Pal Joey (National) Washington. Porgy and Bess (Shubert) Boston. Portrait of a Lady (Majestic) Boston. Rivals, The (American) St. Louis. Separate Rooms (Memorial Auditorium) Louisville 31; (English) Indianapolis, Jan. 1-3. Student Prince (Grand O. H.) Chi. Tobacco Road (Hartman) Columbus, O. Veloz and Yolanda (Colonial) Boston. White Cargo, with Aug Corio (Playhouse) Wilmington, Del., 21-January 1.

ICE SHOWS ON TOUR Henic, Sonja, 1942 Hollywood Ice Revue (Stadium) Chi 29-Jan. 4. Ice-Capades of 1942 (Boston Garden) Boston 29-Jan. 4 (Auditorium) Providence, R. I., 5-13. Lewis, Dorothy (St. Regis Hotel) NYC.

CHEENA DE SIMONE DANCERS. Currently YACHT CLUB, Pittsburgh, Pa. Opening Jan. 15 Roosevelt Hotel, New Orleans. Dir.: Sol Topper, RKO Bldg., N. Y. O.

Review of Units

"Hawaiian Nights"

(Reviewed at the Bronx Opera House, Bronx, New York, Friday Evening, December 26)

This Anton Scibilla 30-people unit has been on the road the past dozen weeks, mostly in the Midwest, and is now set for a string of Eastern houses, mostly indie time. Current three-day date, booked by Charles Yates, shows up the unit nicely despite the theater's uneven spotlighting, noise from backstage and faulty mike.

The house sells the vaude shows, giving no billing at all to the filler films. Prices are 20 cents up to noon. It's the only vaude house in the neighborhood, the only other Bronx vaudefiller being the Windsor.

Unit runs under an hour, and Collins and Peterson, veteran comedy team, set a lively pace for it. The comedians, as a sailor and officer, respectively, weave in and out of the show, spilling a few gags and bits of business in robust style and introducing the other acts. Collins does the mugging, a bit of fancy trumpeting and a dash of eccentric hoofing, while Peterson sings a bit in pleasant baritone voice and straights for Collins in smooth style. They punch their gags and the audience howled with delight.

Three Freshmen, two short and a tall youth, maul each other, take falls and pull applause-getting acrobatics and balancing stunts. Their encore airplane bit is weak, however. Don and Jane Ford are lively, young tap dancers whose singing bit didn't get across but whose dancing is okay. Beverly Clark is a small brunet whose special on *Kiss the Boys Goodbye* was fair and whose *This Love of Mine* was applause winning. Her "symphonic swing" arrangement of *The Italian Street Song*, with coloratura flourishes, put her over solid.

The Maushinos, short, stocky mixed team, do punchy acrobatics and adagio lifts barefooted. A strong novelty and, of course, their Hawaiian appearance fit in with the unit well. Danny Hein Jr., band guitarist, doubles as tenor for soft Hawaiian tunes. Has a nice voice. Don Seat, pianist, and his Royal Hawaiian Hotel compose the 10-man band working on stage and backing the show. They are okay on the Hawaiian stuff and quite zingy on a couple of live numbers.

Ten nice-looking, youngish girls are on for several numbers, mostly in hula costumes. Routines are conventional, but get by.

Several special drops are used; nothing expensive. Unit, as a whole, makes good entertainment, thanks to well-spotted acts. The Hawaiian title and atmosphere is no handicap either these days.

Audience was very responsive all during the show. *Paul Denis.*

"Harlem Merry-Go-Round"

(Reviewed Friday Evening, December 19, Bayoune Opera House, Bayoune, N. J.)

This outfit, caught on its first date, carries a load of potential entertainment. Harry Gourfain, former New York Strand Theater producer, has loaded this contingent with some sprightly routines, a solid band (Fess Williams), an energetic line, entertaining acts and a radio draw, the Deep River Boys. Layout packs a punch and, with the understandable opening kinks taken out, unit looms as a solid bet.

Duke Jenkins, a smooth tapster, opens with song delivered in a lisp, and goes into a comedy tap. His work appears effortless in spite of a large number of taps per second. Bowed off to a big milt. Ann Edwards does some nice song selling. In her single spot she sells *This Love of Mine* and *St. Louis Blues*.

Moore and Byrd are delegated to two spots. Their first is their familiar kill sketch and the second a drinking scene.



FOLLIES*
COSTUMES
209 W. 48th St., N.Y.C.
PHONE CIRCLE 5-9861

GREATEST VARIETY OF FLASH WARDROBE
COMPLETE CHANGES FOR 52 WEEKS IN STOCK
★ ANY SIZE SETS. UP TO 24 EACH. ★

While their material has been around for a long time, they clocked a good number of laughs. Ford, Bowle and Bailey are expert tap dancers with some good routines, both in unison and as specialties. Best clicker is a toe tap by one of the boys. The Deep River Boys top the show with an excellent delivery of pops and novelties. Registered best was their *Ella Loves You*, which just about tore down the house. The line appears in three routines for some okay stepping. Pearl McCormack does a coach specialty and Emory Evans does (See REVIEW OF UNITS on page 56)

New Boston Club

BOSTON, Dec. 1.—New Checker Cafe opened last week. Located in theatrical section, where three other clubs operated at various times. Originally Levaggi's Downtown, it became the Joyland and Cafe Society before breaking out under new management.

Don Humbert's orchestra is featured, and Ginger Gordon and Viola Davis head the floorshow.

Tyro Productions File

DOVER, Del., Dec. 27.—Tyro Productions, Inc., has filed a charter with the corporation department of the secretary of state's office to deal in theatrical business. Capital is 100 shares, no par. Principal office is listed as the Corporation Trust Company, and the incorporators named are R. F. Lewis, L. H. Herman and W. T. Cunningham, Wilmington, Del.

Southwick Club Opens

SOUTHWICK, Mass., Dec. 27.—Gino's Brass Ball has opened. On the shores of Congamond Lake, it is featuring Harry Talor and His Cuple Dolls, *The Beef Trust Revue*; the Manhattans, ballroom team; Karl Rohda and orchestra.

2 American Acts in Cantinflas's Hit Vaude Revue in Mexico City

MEXICO CITY, Dec. 27.—Cantinflas, Mexican comedy-hero, has put on another smash hit in his Folies Bergere Theater. Outbursts of applause greeted his drolleries opening night, December 19.

Current show, *De frente . . . marchen*, is just vaude, with Cantinflas skits furnishing the fun, while bright dance acts and songs fill up the intervals.

There are in it two fine U. S. acts, the Merriel Abbott International Dancers, recently at the Copacabana in Rio, and the Tanner Sisters, "Queens of Song." They made a hit by singing for the first time in Spanish the Mexican *Buenos Noches, Mi Amor*, in addition to *Elmer's*

Tune and an American swing version of *Alla en el Rancho Grande*.

The Abbott dancers, their blond beauty, their stunning costumes and their amazing acrobatics mixed with good dancing delighted the Mexicans.

As this is the season for Christmas Posadas, Cantinflas is giving his version of his historic rite, imposing on the Litany music his doggerel verses, jimpaling evildoers, "the coal dealers are profiteering rats" and many more such.

To Ramon Reach, who books the attractions, goes credit for some mighty good choreography in the dance acts, in which the Americans and Mexicans combined to good effect; and for the final scene, done after the manner of *The Mikado*, with Oriental costumes of flaming yellow gold, plus lanterns and parasols.

In the orchestra a guitar brightens up the three saxes, two fiddles, four brass, drums and piano.

The house was packed, sold out, as it is every night, with many Americans in the audience. A favorite spot for tourists. *Charles Poore.*

Vaudeville Notes

BILLY JACKSON'S unit, headlining Edward Zeltner, Brooklyn columnist of *The New York Daily Mirror*, for RKO nabe houses around New York, will also include the Miller Sisters, Dave Seed and Lillian White, Edwin and the Dodgers Bums band. A second unit of Jackson's, *Tiny Town Revue*, midget show, opened the RKO one-night circuit in New York December 20.

TIRZA, Wine Bath Girl, went into Fay's, Philadelphia, Christmas Eve week, her fourth consecutive holiday date at that house. She follows with the Globe, Boston, week of January 1. . . . DAVE VINE, who went into the State, New York, with Ed Sullivan week of December 25, broke his arm two months ago and it's just about mended.

ADRIAN DOLINI TRIO playing two weeks at the Roxy, New York. Opened Christmas Day. They have two one-week options. . . . COUNT BASIE set for the Earle, Philadelphia, January 2 week. . . . MARTIN BROTHERS opened at the Hippodrome, Baltimore, December 24. . . . MARION OLIVER touring Army camps with *Punzafire*. . . . JEAN EVANS now (See VAUDEVILLE NOTES on page 56)

Union Drops Rep Who's Also Editor; Job to Matt Shelvey

NEW YORK, Dec. 27.—Bert Green, organizer for the American Guild of Variety Artists in Florida, was replaced this week by Matt Shelvey, after Green's "resignation." Shelvey will be stationed in Miami after January 1. National board of AGVA approved the appointment of Shelvey, one-time unit producer, head of the WPA Vaudeville Project and a member of the defunct American Federation of Actors council.

Green, AGVA's rep the past eight months, was the subject of complaints from both AGVA members and other unions in Miami because he was organizer of an actors' union and at the same time editor and publisher of *The Miami Beach News*, which ran advertising from a night club which was on AGVA's unfair list.

Accusations against Green, who was receiving \$35 a week from AGVA, were also filed with AGVA's national office by the musicians' union in Miami, charging that Green was employing non-union help in his publishing venture. Green, however, submitted a copy of his contract with the Typographical Union and claimed the musicians' union was attempting to discredit him because of personal differences. Green cited a "Mr. Singer of the musicians' union" as being responsible for his (Green's) not being seated as a member of the Central Trades group.

Consequently, Green resigned "because of the press of other business." Gerald Griffin, exec sec of AGVA, says Green "did a good job," but that his resignation was accepted because of AGVA's feeling that a person more familiar with show business could do "an even better job." Alan Corelli, executive secretary of Theater Authority and a member of the national board, recommended Shelvey to AGVA.

Sanford Staging Floorshow

ALBANY, N. Y., Dec. 27.—Bobby Sanford, now producing for Leon and Eddie's in New York, has staged the revue for the Capitol Music Hall, on the site of the remodeled Capitol Theater, which opened as a night club Christmas night. Sanford is also president of the Capitol Music Hall corporation.

WANT TO JOIN IMMEDIATELY

A-1 Vaudeville Drummer (union), People for No. 2 thirty-people Unit opening late January. Musicians all instruments, young simply Line Girls, high-class Acts, Novelty, Comedy, etc. Long season. Address this week:

LINTON DEWOLFE, Mgr.

Midnight in Manhattan Revue, Park Theatre, Tampa, Florida, then per route Billboard.

NAT D. RODGERS WANTS

Small units that run one hour. Line Girls that do specialties, also Novelty Acts. Pleasant engagement. First time in army camps. 3 weeks' work with option. Write, stating all particulars; don't misrepresent. **NAT D. RODGERS**, Care Evangelina Hotel, Alexandria, La.

A Letter That Speaks for Itself

AMERICAN RED CROSS
NATIONAL HEADQUARTERS
WASHINGTON, D. C.

December 13, 1941

Mr. E.W. Evans
President
THE BILLBOARD
Cincinnati Ohio

Dear Mr. Evans:

From the beginning show business has been the Marines of the Civilian world. Always among the first to enlist in any cause where the heart is concerned, you have eagerly aided every RED CROSS drive.

Now again you have pledged the entertainment industry's support and the RED CROSS thanks you.

What can the industry DO - NOW?

Even before the war the Red Cross budget rose precipitately from a million dollars a month to four times that sum in preparation for all eventualities. Much more will be required. The President's Proclamation asks for a minimum RED CROSS WAR FUND of fifty million dollars.

Your efforts - we refer to the whole industry - are vitally needed. Your gifts as individuals are unceasingly important. Give all you can. Your collective gifts - corporate or group - are an inspiration to emulation. Your contributions of professional services - always so pleasing to the public - are again invited.

Motion picture exhibitors can do their part by running the official RED CROSS WAR FUND trailer. Lowell Thomas narrator. Running time 3 minutes.

I want to mention what most professional people know - that RED CROSS benefits are always 100% for the RED CROSS, with expenses financed independently or donated. This, as you know, is to prevent the commercialization of the Red Cross name and symbol.

The local RED CROSS Chapter, especially in all cities, can lead the individual to the right contact whatever the offer.

Again thanks for this opportunity of presenting these facts to your readers.

Sincerely yours,
Lowell Thomas
Director, Public Information Service

State, New York

(Reviewed Friday Evening, December 26)

Sid Piermont's talent line-up for Christmas week is applause getting. Bill's running is generally smooth despite Ed Sullivan's emceeing, which does not push the show along. Anyway, Sullivan is an ingratiating sort of guy with a gift of blarney and, besides, he's responsible for some added coin at the box office. Number of shows has been hyped this week. House business was very good when caught. First run on the screen is *Playmates*, a good laugh item.

The Del Rios open with their hand-to-hand balancing, acro, contortion and control work. The male duo and femme go thru some intricate formations, culminating in a three-high with the femme in middle spot supporting a gent while in a back bend. (The femme recently recovered from an injury sustained while performing this item.) Got a swell hand.

Tune Toppers, quartet of instrumentalists (bass, trumpet, accordion and electric guitar) are fine showmen and accomplished technicians. Solos and group playing are productive of good hands. Did an encore.

Benay Venuta, grown a little broader of beam, sells her songs solidly and had to come back for a pair of encores.

Dave Vine went over well with his Hebe chatter. Working in a loge box, he cross-fired with Sullivan for solid laughs. Sullivan's straightening in this instance was excellent.

Eunice Healy was not stong enough for the next to closing niche, despite her fine tap exhibition. Did two numbers filled with some fancy spins. Drew okay hand.

Cross and Dunn close with their special material numbers, all clean. After two encores they still couldn't get off the stage and had to speech off with Sullivan.

Joe Cohen.

Strand, New York

(Reviewed Friday Evening, December 26)

An hour and 10 minutes of stage fare and, for the most part, okay. The Will Osborne ork turns out to be a good show band, able to dispense swingers, sweet stuff and a couple of concertized arrangements.

Set-up has seven brass, five reed and three rhythm. Aggregation leads off with a hot *Jingle Bells*, followed by *Do You Care?*, *I'll Be With You in Apple Blossom Time* and *You Made Me Love You*. Medley arrangement stresses the siphorn section, Osborne's vocal piping and the saxes. All well done and showmanly. Band has a good unison style, with still a shade of the old Osborne "slide music," making for some very listenable rhythms. *Chattanooga Choo Choo*, with bass player Dale Jones doing a scat singing job, is good stuff.

Four Samuels throw an extra sparkle into the proceedings with their smooth tap work and subtle slapstick comedy.

RAY BOURBON

Records, Owns and Operates

IMPERIAL RECORDS

and Has for the Past 5 Years.

The TITLE Is Fully Protected.

P. O. Box 2964
HOLLYWOOD, CALIFORNIA

Happy New Year

HOLLYWOOD BLONDES

"Gates On Skates"

Vaudeville Reviews

One of the gals intersperses a single acro turn which is tops. Flash wind-up has the two boys and two girls, in natty military uniforms, mixing comedy turns with some very fine unison tap work. Sock finish.

Marianne, ork's fem thrush, is set off with the boys' work on *This Time the Dream's on Me* and *The One I Love Belongs to Somebody Else*. Gal would do a better job if she didn't force her voice so much. Stands fairly close to the mike and it blasted on some bars. Gal's appearance sold her anyway.

Band works out on a hot swing version of *Anvil Chorus* next, which was okay but could have been skipped.

Maysy and Brach do their good standard act on the varied sized unicycles. Brach's balancing of the gal while perched on the high one-wheeler is top showmanship. Before a good finish, with the gal doing balanced poses with Brach on a single wheel, he twirls 11 hoops while peddling with one leg.

"Red" Mack, Osborne trumpeter and writer of *Give Me Some Skin, My Friend*, sings and tootles the five number. Okay at both.

Alan Carney, comic, gets off to a bad start with an old joke. Goes into a series of impersonations of male film stars, winding up with LaGuardia and Al Smith. Does all right with most of them, including the facial contortions. He could have stopped here, because his next series, a soap-box sequence, was stupid and unfunny. Crowd liked him.

Band swings into a session of imitating other orks' radio signatures, and drummer Dick Shanahan does a Krupa take-off.

House just about full last show second day. Film is Warner's *You're in the Army Now*.

January 1 Jimmy Dorsey comes in with pic version of *The Man Who Came to Dinner*. Harold Humphrey.

20th Century, Buffalo

(Reviewed Thursday Evening, Dec. 18)

The Century has managed to emerge from a poor grosser 2 1/4 years ago into a successful house. It now ranks as one of the best theaters here, certainly as the most progressive as far as quality of entertainment is concerned. Night reviewed inaugurated a new "In Person" policy plus single pictures and news. Crowd was pleased with *Dumbo* and first appearance of the new 15-piece house orchestra under Meyer Balsom. Production, entitled *A Christmas Festival*, 20 minutes, clicked solidly. Policy now calls for featured acts to top the overture presentations. Gertrude Lutzi and Warren Hardy, soloists, are radio personalities with good local following.

Balsom has an understanding of public taste in theater music. He is discreetly "unshowmanly," and captures patrons with his naturalness. His many years' experience as featured violinist and vocalist with Shea's Buffalo Theater ensemble here are obviously aiding his grasp of popular desires. Ork is well welded, as practically all of its men worked together before in the Buffalo ensemble. Unit is just large enough to give full tone.

Production opened with *Toy Trumpet March* and featured the Bono brothers' fine trumpet work. Band places emphasis on excellent brass section, and otherwise is well balanced, with comparatively subdued string division. A medley of Christmas carols is introduced with *Noel*, and played in sincere fashion. Show's star, Gertrude Lutzi, rendered *Ave Maria*. Displayed a well-trained coloratura soprano. Her work is much

improved since she was last seen on a theater stage two years ago.

A lighter medley of yuletide tunes was played with sleigh-bell effects, and Santa himself strutted out in traditional get-up with sack of gifts. Warren Hardy does okay here with lusty song, *That Extraordinary Fellow, Old Santa*, and then unpacks bag, handing various musicians toy replicas of their own instruments which band lads promptly try out. Cute novelty. Best is Harry Stern on a tiny violin. The latter also displayed splendid technique in *Ave Maria*.

Art Crossen at the organ awakens nostalgia with fine work and smoothly pilots the full band into a religious finish of *Kyrie Eleison*, which Miss Lutzi interprets beautifully. This is capped by the National Anthem, given with strength and meaning.

Line-up in band includes Nicholas Alico, Jules Pillar, Steve Lisafeld, Don Whipple on saxes; Norm Wullen, piano; Art Crossen, organ; America Bono, Gino Bono, trumpet; George Breckenridge, trombone; Harry Stern, Harry Slick, Frank Plagge, violins; Tony Militello, guitar; Gus Stoerr, drums; Cross Magglo, bass; Cal Janis, arranger.

Eva M. Warner.

Roxy, New York

(Reviewed Friday Evening, December 26)

Stage bill for the Christmas-New Year holiday week is a solid piece of showmanship, with each act banging away. In addition, the flicker, *Remember the Day*, received the critics' blessings, resulting in S. R. O. business.

House has dropped emcee Archie Robbins, who was here for about five months, and will bring in Bob Hannon, singing emcee, January 9. Filling in the emcee duties for this bill is Paul Gerrits, who handles the show with velvet suavity. He breaks up his act in sections and goes over big each time: first, with a lesson in table manners and second, with his standard skating bit which employs classy humor, a bit of juggling and his closer, skating on his ear.

Paul Remos and his toy boys open the show. Dressed in toyland costumes to reflect the spirit of the show, they do their usual show-stopping balancing act and high pole work, with the midgets on top.

The Adrian Rollini Trio, doing only two numbers besides the intro, were jumping and rhythmic with a version of *Dark Eyes* to the accompaniment of a Gae Foster production number of girls in white gowns and black gloves, and *Hallelujah*.

The Berry Brothers (3) scored the best show-stopper of the evening. The colored lads, in soup and fish, are strictly personality kids with wild feet, a lot of teeth and plenty of hamminess in fancy dancing and split work.

Foster girls excelled in two major production numbers; one a wooden soldier march and the other a winter background with the girls on rubber balls. They pulled the usual applause provoker of one girl going off balance and then pulling herself together. Paul Ash backing the show up nicely from the pit.

Sol Zatt.

Mainstreet, Kansas City, Missouri

(Reviewed Friday Evening, December 19)

Quality of shows will have to be improved if this house expects to keep doors open. Only competition, Tower Theater, has been booking name acts. This week's production is generally poor, altho spots of talent appear. Show opens with swing version of a minuet, done nicely by Mary Graham Minor Girls (local), whose number has recently been increased from 12 to 16.

Marsh and Ginny Truex, next, execute a tap routine which draws fair applause. Their concluding number, "How To Learn To Tap Dance," went over big.

Emcee Jack Marshall, on next, delivers a rather corny line of patter while waiting to announce next number, which is Ray Goody, tight-rope artist. Goody's act is unsatisfying and leaves audience with sense of fear for his safety.

Charlotte Browning, local gal, does tap and song routine to good results. Was well accepted. The Four Skating Marvels follow with an intricate and neatly handled roller act, which boosts quality average of show. Had to beg off.

Top billing was handed to Mercedes and Her Dance of the Black Lights. Altho rather striking in lighting effects,

act left audience cold. Dance is backed by line and Eddie Shultz house orchestra, with Charlotte Browning in neat background vocal. Jack Marshall, emcee, delivers some novelty stunts which drew best hand of show. Imitations are especially well received and final number, *They Belong in the Funnies*, left audience crying for more.

Line interrupts applause in finale on patriotic note with number entitled *Spirit of '76*.

Picture was dull farce, *Scattergood Meets Broadway*. John Scott Kerns.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 26)

A short (40 minutes) and action-full holiday stagemore co-headlining Moe Gale's pride and joy—the Ink Spots and Erskine Hawkins and orchestra. With Metro's *Shadow of the Thin Man* on screen, house should garner a prosperous \$55,000 for the holiday week, the best in months.

Ink Spots close the bill with a set of tunes they made popular and the only way they get off the stage is by staying on it while the curtains are drawn together. As good a reason as any for their success, if one must be advanced, is the contrast with the act. One member boasts of a good, colorful voice; another furnishes effective relief with a pair of deep pipes, a third is the perennial jitterbug, and the fourth concentrates on doing a good job on the guitar. Together they blend harmoniously and, what is more important, to the extreme pleasure of the paying customers. For the record, the boys sold *Java Jive*, *Until the Red Thing Comes Along*, *I'm Still Without a Sweetheart*; *Hey, Doc* and *I Don't Want To Set the World on Fire*.

The Hawkins aggregation gets along nicely on its own, fronted by its trumpeteering leader who is a good musician and good enough as an emcee. The boys start the musical sermon with *Lady Be Good*, followed by Red and Curley, a couple of neat lads with rhythm in their feet and souls. In addition to some tap work, they display their talents on a set-up of drums.

Ida James, attractive colored vocalist with a charming personality and a sugar-sweet voice, registered with a couple of pop tunes and could have done more. The thirst for swing comes to an end with the ork's rendition of *St. Louis Blues*, singling out several members in torrid choruses.

Moke and Poke precede the Ink Spots with their mirthful chapter of vocal and foot-loose nonsense. It doesn't take a college degree to appreciate the act, but it's fun.

Combination opened with a five-a-day schedule. S. R. O. biz in the afternoon.

Sam Honigberg.

Orpheum, Los Angeles

(Reviewed Thursday Afternoon, Dec. 18)

Stage offering this week is one of those coast-along programs that falls short of being adequate entertainment. Al Lyons and orchestra are back doing their usual adequate job, and Lester Harding continues to get a big hand. Bobby Whalen and Company is the other professional act, with more than half the program being allotted to a kiddie revue.

Lyons' ork offered some Christmas music. Ork work, especially brass parts, is very good.

Bobby Whalen and Yvette, bicycle act, do slick cycling that reaches a climax with some balancing atop a unicycle. Whalen uses break-away bike, but the comedy fails to put anyone in the aisle. He rides both the bicycle and unicycle with ease to get a well-deserved hand.

Harding's engagement is going into months. He show-stopped with *We'll Slap the Japs Right Into the Laps of the Nazis*. This tune followed a medley of Stephen Foster's numbers, on which Harding did all right, too.

The *Keep 'Em Dancing* revue is fair, and Gladys and Maury Rubin have done a good job on it. Precision dance work is outstanding, but vocal assignments are flat.

On the screen, *Small Town Deb* and *Buy Me That Town*. Sam Abbott.

Irving Theater, Wilkes-Barre, Pa.

(Reviewed Thursday Afternoon, Dec. 25)

Opening was Jack Lane and his love birds in a pleasing and unique presentation, during which his well-trained birds wheeled a small baby carriage, used a miniature Ferris Wheel and rode a miniature Merry-Go-Round.

In addition to performing as emcee,

Danny Drayson proved his ability as a tap dancer with his eccentric steps and falls. His few emcee quips also touched off much laughter.

A program of gags, songs and comedy is presented by Neal Keaton and Georgette. Using the girl as a foil, Keaton pulled gag after gag, with Georgette maintaining a dead pan. Georgette finally broke the spell and did a modified strip as he sang a parody on *Down on the O-Hi-O*, crowning the feat by appearing clad from the waist up only in a brassiere, and as the stage lights were lowered two flashlight bulbs attached to the brassiere lit up, drawing many laughs. Displaying further genius in the way of dress and undress, she soon appeared in a smart outfit with a trick white skirt.

Ted Waldman, in blackface, and Susie were pleasing with their combined harmonica and ukulele rendition of *You Are My Sunshine*. Waldman also did well in his harmonica specialties of a railroad train racing with a dog, *Beer Barrel Polka* and a Southern folk song, getting many laughs on the last named. As an encore he did a medley of *Chattanooga Choo-Choo*, *Elmer's Tune* and *St. Louis Blues*.

Climaxing the show was the Neiss Trio in a series of mid-air gymnastics, with one member further pleasing the audience with his comedy antics. The trio staged a splendid finish thru the medium of colored lights showing thru the trampoline, as the three twirled around in the air and on the bars.

Pic was *Tuxedo Junction*. The Feinberg Agency booked the show. Don MacLuskie and his orchestra in the pit over-tured with *God Bless America*.

Mitt Miller.

Earle, Philadelphia

(Reviewed Friday Evening, December 26)

It's one of the swiftest and peppiest shows in many a week that bridges the old year with the new at the Earle. With seldom a lagging moment for the 60 minutes, it has clarinet-tooting Woody Herman holding sway over the swing.

The Herman band comes as a special holiday offering for the hep cats that invade this house in hordes, and from his opening notes of *Woodchoppers' Ball* to the closing bars of *Blues on Parade* the Hermanites kept close to the solid side. Save for a glee club arrangement for *This Time the Dream's on Me*, with Woody in the vocal lead, band selections all inspired fervid foot tapping and hand clapping on the first downbeat. Righteous rhythms dished out for *Piano Concerto*; *Chiapanecas*, a Mexican five bit; *Body and Soul*, featuring the tenor saxing of Herbie Haymer; *Blues in the Night*, with Herman singing the blues, and *Golden Wedding*, which turns out to be a swing arrangement of *La Cinquaine*, featuring the relentless drum-nastics of Frankie Carlson. Band's fem decors also scored heavily. Billie Rogers showed stamina of the male variety when it comes to blowing a hot trumpet for *Yes Indeed* and *Billie's Blues*. Carolyn Grey makes a fetching swing canary for *Cookin' With Gas* and the novelty *I Said No*.

Two specialists rounding out the bill with variety turns make it all the more complete. Billy DeWolfe, last seen here at the nitery lanes, makes for a most amusing clown with a variety of satiric and contortionistic impressions. His mimicry makes for a comedy classic, particularly his take-offs on movieland's horror men and his impression of the whole floorshow at a small-time nitery.

The Shyrettos, two men and a girl, show breathtaking skill at manipulating bicycles. Turn is replete with perilous stunts and scores as solidly as the rest of the bill's company.

Screen offers a dull *Swing It, Soldier*. Aisles cluttered with standees at late supper show caught. Tony Martin is being added for the three New Year's Eve performances.

Maurie Orodener.

Tony Martin for 3 Eve Shows Only

PHILADELPHIA, Dec. 27.—Warner's Earle, only downtown film-flesher, for the first time is adding an extra headliner for New Year's Eve. With Woody Herman's band set for the entire week, house is bringing in Tony Martin for the evening and midnight shows. Martin closes at Chicago's Chez Paree Tuesday (30) and opens at New York's Loew's Theater Thursday (1). Scale also upped for the holiday shows from 68-cent top to \$1.71.

New Detroit Ritz Club a Quick Click

DETROIT, Dec. 27.—Newest local swank spot has caught on in its first week despite the war. Lester Gruber's Penobscot Club, opening Tuesday (16), the night of the President's talk, did not start its advertising until Sunday. Drew a big crowd over the week-end.

The Penobscot, on the 13th floor of an office building, is now the only genuine upstairs club in town. Two rooms, Chartreuse Room and Champagne Room, the latter an aristocratic spot reached down a stairway from the entrance, divide the trade.

Entertainment is musical. Kalman Juri orchestra is in the Champagne Room, while vocalists Marianne Arden and Caryl Gould and pianists Barney Greene and Freddie Busch divide their time between the rooms.

"HEY RUBE"

(Continued from page 3)

American Guild of Variety Artists, sent instructions to all of AGVA's locals and to its board members on how its members can aid the defense program.

In his letter Griffin suggested that "the master of ceremonies remind the public assembled, during the show or at the end of each performance, to 'buy Defense Stamps and Bonds and help the country win the war.' We do not want this to be a spasmodic effort; rather it should be an effort upon the part of everybody, and should extend over the entire period of this emergency."

"Mr. Cluesmann," the letter continued, "representing the American Federation of Musicians, stated that they would get in touch with their band leaders and have them make an announcement prior to the show. It was felt that in order not to overdo the matter there should be a conference between the master of ceremonies and the band leader regarding the announcement at the beginning by the band leader and at the end by the master of ceremonies."

"It was also suggested that many of our acts, filled with a fervent desire to do their bit in order to furnish the money to keep our armed forces supplied with ammunition, food, clothing, etc., would be glad to add some line or so in their act, or possibly some song, urging the public to buy Defense Bonds and Stamps."

Managing Director Robert Weitman, of the Paramount Theater, has extensively publicized the fact that, in co-operation with the Civilian Defense Council of New York, he has started training his house staff of 160 to be ready for black-outs and air raids.

WASHINGTON, Dec. 27.—Office of Production Management this week hinted that marquee and other exterior lighting may be blacked out next year and thru-out the emergency, to insure a sufficient supply of power for essential war industries.

It was explained that in many sections of the country there is not enough power to keep the machines going.

Most threatened areas at the moment, according to the OPM order, are the Southeastern States, Upper New York and the Pacific Northwest. In other States there may be a rationing of power.

SOCIETY PREFERENCES

(Continued from page 3)

looking lads. Lyrical tenors or singers with a falsetto range are out. The dowagers want their warblers youthful but manly in voice as well.

About the only variety act used is the magician. Age no matter here nor is talent, for that matter. The older he is, the corner his bag of tricks can be. And the corner he is, the better they like it.

Most unusual is the type of act desired most at society "hen" parties. When the blue-blooded dames gather by themselves, without benefit of males, the call is invariably for a burlesque strip-tease dancer.

KYSER'S 36G

(Continued from page 4)

Beachcombers of 1942, starring Willie Howard; only average \$19,000 for week. Pic, *Parachute Battalion*, September 26—John Boles, Mitzí Mayfair and the Three Stooges; weather a little off and gross only \$18,500. Pic, *Mexican Spitfire's Baby*, October 3—Andrews Sisters with Joe Venuti's band; despite one of the

girls missing plane connections and a couple of hundred refunds opening day, show grossed a terrific \$25,500. Pic, *Badlands of Dakota*, October 10—Ted Lewis and band; a fine \$21,800. Pic, *Sing Another Chorus*, October 17—Clifford Fischer's *Folia Bergere* unit; a good \$22,500. Pic, *Burma Convoy*.

October 24—Sally Rand, Mills Brothers; good \$22,000. Pic, *Never Give a Sucker an Even Break*, October 31—Bill Robinson with Jimmie Lunceford's band; very good \$22,000. November 7—Kay Kyser and band, with night admission raised to 65 cents and an extra show daily; a sensational \$36,000. Pic, *Flying Cadets*, November 14—*Hollywood Sweater Girls* unit; another good \$23,000 week. Pic, *Three Girls About Town*, November 21—Ritz Brothers; first local appearance since setting a house record about four years ago; at regular price scale; a very nice \$22,500; inclement weather hurt. Pic, *Sealed Lips*, November 29—Martha Raye; a good \$20,500. Pic, *Week-End for Three*, December 5—Cab Calloway and orchestra; headed for a swell take, the Pearl Harbor attack Sunday hurt somewhat and the phony air-raid alarm Tuesday finished the business off; an all right \$18,000. Pic, *A Date With the Falcon*.

House is booking all full weeks this year. Last year, majority of bookings were for last half, with an average of one full-weeker per month. Artie Shaw, Blackstone, Earl Carroll's *Vanities* and George White's *Scandals* among the shows booked for the remainder of the season.

SUGAR'S DOMINO

(Continued from page 4)

months or even in the last few years.

The good trouper will never turn down an opportunity to make the underprivileged happier. He gives of his time and talents wherever and whenever he may, often voluntarily and without thought of monetary gain, especially where the sick and needy are concerned. He is doing a good unheralded turn in any community where he is temporarily engaged, stimulating business for merchants, hotels and business institutions in general. He is the means of attracting people from adjacent towns and rural communities. These out-of-town patrons not only pay revenue to the theaters employing these performers, but leave many other dollars thru purchases of merchandise or other services while in our midst, which again emphasizes the point that these Ambassadors of Entertainment are entertaining our residents, attracting non-residents, thereby spreading happiness, prosperity and a full measure of good will and contentment, all of which goes to make any community a better one in which to work and live.

Fitzpatrick adheres to a fine tradition. The Comerford Circuit, we remember very clearly, was one of the last to drop flesh during the advent of talkies back in the early thirties. Perhaps the Comerford theaters will one of these days take the lead in bringing back stageshows. If that happens we are sure Brother Fitzpatrick will be active in the movement. When sending the editorial to us Fitzpatrick stated, in part: "I intend to follow thru on the bait offered in the editorial to encourage interviews with performers appearing at the Capitol Theater, building up a bond of friendship between the press, public and performer. This will satisfy my undying faith that vaudeville can and will be returned to the American stage as America's great and indestructible play toy."

We wish Fitzpatrick luck and meanwhile in behalf of those who believe with him that stageshows can be brought back to their old place in the American theater—we thank him.

FBI ADVICE

(Continued from page 3)

town about a couple of German acts who have been working in this area. The FBI was informed about them and asked to check on their standing. Following an immediate check-up, the FBI reported that the performers in question are registered aliens, altho they have not secured citizenship papers.

The FBI also brought out the point that bookers can do as they please with foreign acts, but they should be careful of accusations unless definite proof is secured. The FBI wants the bookers' co-operation at all times, however, and urges them to check with the office on information re alien acts.

Operators Strike On N. Y. Loew Cirk Threatened Jan. 13

NEW YORK, Dec. 27.—Possibility of a motion picture projectionist strike in 400 Loew operated houses, including the vaudeville State, is a possibility, as the result of Loew's filing a suit asking for an injunction prohibiting Local 306 of the IA from enforcing its demand that Loew cut off MGM films from 125 non-union theaters in this area. Strike action is being withheld by the local until January 13, date set for a reply by the union.

The contract with Loew's does not expire until 1945, but the union can issue a strike call on orders from the IA. In case of a general strike, Loew's faces a loss of \$400,000 weekly revenue and an equal amount from the withdrawal of MGM product from indie houses.

Koerner Reorganizes N. Y. Area Divisions

NEW YORK, Dec. 7.—New divisional set-up and realignment of houses to provide a better supervision of theaters, is announced by Charles W. Koerner, general manager of RKO theaters, for January 8.

A new division of out-of-town theaters has been assigned to Sol Shapiro, division manager of Bronx and East Side houses. Theaters now supervised by Shapiro will be split into two groups. John Hearn, now city manager in Yonkers, will take over many of the Bronx houses while the rest will be added to Charles B. MacDonald, division manager of Manhattan and Queens houses.

Louis Goldberg retains his present Brooklyn and Queens houses, with the Orpheum and Albee added.

Barry Sisters Booked

NEW YORK, Dec. 27.—The Barry Sisters, on the strength of their recordings for the Standard label, have a theater and night club tour lined up for them. Starting January 1 they open for Brandt at the Flatbush and Windsor Theaters here on the bill with Will Bradley. Then they tour the Midwest.

JUST OUT!

McNALLY'S BULLETIN No. 21

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club, Revues, Radio and Dance Band, Entertainers. Contains:

- 15 Screaming Monologues
- 8 Roaring Acts for Two Males
- 7 Original Acts for Male and Female
- 30 Sure-Fire Parodies
- Great Ventriloquist Act
- A Roof-Lifting Female Act
- Trio, Quartet and Dance Specialty
- Musical Comedy, Tab and Burlesque
- 16 Coking Minstrel First-Paris
- McNally Minstrel Overtures
- 5 Grand Minstrel Finales
- 46 Monobits
- Blackouts, Revue Scenes, Dance Band Stunts, Hundreds of Jokes and Gags.

Remember, McNALLY'S BULLETIN No. 21 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 15, 16, 17 and 21 for \$4.00, with money-back guarantee.

WM. McNALLY

81 East 125th Street, New York

FREE REHEARSAL HALL

For Bands and Acts

PARK-VIEW HOTEL

the "Showman's Home" in COLUMBUS, OHIO
Lowest Professional Rates

WIGS BEARDS MAKE-UP

FREE CATALOG

F. W. NACK

209 N. State St. CHICAGO, ILL.

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

SCHELL SCENIC STUDIO, Columbus, O.

Borde Out of Chi Hi Hat as Booker

CHICAGO, Dec. 27.—Al Borde is out as exclusive booker of the Hi Hat Club here following a squabble with Operator Louis Falkenstein. Reportedly, split is due to the booking of Willie Shore, comic, into the competitive Chez Paree. Borde is Shore's personal manager.

Falkenstein claims that Shore played a number of lengthy engagements at the Hi Hat which boosted his local stock and felt that he deserved him back. Shore, however, was anxious to play the Chez, a better known spot, and opened an eight-week run there Christmas Eve.

Hi Hat is on the open booking market for the first time in seasons. William Morris Agency set Judy Starr as the feature of the current show, while other offices booked in the supporting acts.

Minn. AGVA Wins AFL; Agents Aid

MINNEAPOLIS, Dec. 27.—Peace has come to AGVA Twin Cities Local 3. AGVA suddenly came back to life with the announcement that the Central Labor Union had voted that every union in the city recognize and co-operate with AGVA.

A committee was appointed to negotiate an AGVA contract with Delaney's Bar. On the committee are George Murk, president of the Minneapolis musicians; Ted Brown Aich, of AGVA; H. J. Kildare, of the bartenders' union, and Roy Weir, organizer for Central Labor Union.

Meanwhile, franchised AGVA agents have banded to support AGVA, and signs are being posted at their various offices that after January 1 only AGVA acts will be used by them.

Charioteers Set After "Hell" Tour

PHILADELPHIA, Dec. 27.—The Charioteers, septa vocal group, who have until next June 1 to go on their four-year contract with Olsen and Johnson, are already set to open June 3 at New York's Paramount Theater for three weeks and June 26 at the Martinique Cafe in Wildwood, N. J., for 10 weeks.

Jack Diamond, operator of the Martinique, closed the booking here last week with Jean Goldkette, Charioteers' personal manager, thru the Jolly Joyce office here. Group will have a network wire at the Martinique. Diamond has been the first Wildwood nitery op to bring in names, last season bringing in the Four Mills Brothers, Baby Rose Marie and the Three Peppers.

More Film Names Set

WILMINGTON, Del., Dec. 27.—Bill Elliott, movie cowboy, leaves Hollywood to tour Delaware, Pennsylvania, Virginia and West Virginia, with a date at Wilmington January 10.

Charles Starrett and Cliff Edwards, Roy Rogers, Don Barry and Jack La Rue also have January vaude dates.

A Postman's Operation

CHICAGO, Dec. 27.—Sam Honigberg, of The Billboard staff here, couldn't dodge reviewing an act even when he entered the Lutheran Deaconess Hospital for an appendectomy. His roommate was Victor Anderson, who at one time did a hand-balancing act with a partner under the name of Fields and Coco.

Before Honigberg was taken to the operating room, Anderson recalled the tricks he used to do and performed them in bed as best as he could.

Youngstown Clubs Boom

YOUNGSTOWN, O., Dec. 27.—Outbreak of war curtailed night club business for a week, but it bounced back with the holidays.

District clubs are using more talent than at any time during the past year, more bands are on locations and more big names are slated than in many months. While increased overhead has resulted in upping of prices and imposition of cover and amusement charges at most clubs where entertainment is offered, so far there has been little or no resistance on the part of the pleasure-bent public.

Paul Alvino's Rendezvous Villa and Pete Meyers's Grey Wolf Tavern, two top-flight clubs, plan even more expensive shows in weeks to come. Sam Parilla, manager of the Blue Crystal at near-by Girard, took a flier on bringing in Stepin Fetchit for a week, and biz was so good that the Negro comedian was held for a second week to even better patronage. Encouraged, Parilla has announced that other name attractions have been lined up, including Nick Lucas, Harry Richman and Sophie Tucker.

The Pines, near here, is now offering floorshows seven nights a week, due to increased crowds. Other clubs have added floorshows and there is every indication that the remainder of the winter season will be one of the most profitable in a long time.

Circus-Style Club Opens in Miami B.

MIAMI BEACH, Fla., Dec. 27.—Dave Singer's Rumpus Room in the Park Avenue Grill opened as a new spot December 25. Room looks like a "big top," with trapeze and other props. An innovation will be an annex for carnival concessions.

Opening show features Arthur Blake, Mayla and Rex Owens, with Red Thornton as emcee. Music by Frank Hernandez, four pieces, and Consuelo Flowerton. Bookings and production in charge of Eileen Mercedes.

Musicians Want Vaude

PHILADELPHIA, Dec. 27.—Local 274, the colored musicians' union here, has joined the forces championing the opening of a theater here for colored vaude shows. Doc Hyder, president of the Negro local, has placed ads in local newspapers, stating, "We are willing at all times to assist in the opening of any theater for vaudeville shows in Philadelphia."

Name Bands for Bridgeport

BRIDGEPORT, Conn., Dec. 27.—Name bands and vaude return to this city January 1, when the Loew-Lyric opens with Tommy Tucker for four days, followed by the Earl Carroll Varieties unit January 5 for three days.

Other shows booked are Sammy Kaye, Bill Robinson and Jimmie Lunceford. Nat Rubin is house manager. Four shows a day.

Last Week's Broadway Openings

(Reviews of the three new vaudefilm shows on Broadway, which were held out of our Holiday Greetings issue due to an early deadline, are being printed herewith for the record.)

State, New York

(Reviewed Thursday Evening, Dec. 18)

Altho the current show impresses as keeping strictly within the budget, it's a smooth and well-played affair. The screen accompaniment, *Night of January 16*, is surprisingly good for a State first run. House at show caught was little better than fair.

Openers are the Yacops, seven men and a gal, with one of the most skillful teeterboard acts in the business. Some of the routines are as complicated as a Rube Goldberg invention, but all of them are productive of gasps. Highlight is a triple somersault for a three-high while the bottom man carries a perch. Went over big.

Deuce has Tommy Trent opening with his Punch and Judy and then going into puppet numbers Stroblited with radium effect. Got a solid hand.

The Watson Sisters, two hefty good-natured gals, gab and sing. Their harmonizing, like their talk, follows an old, old pattern, but it's solid. The femmes are superior show women and their humor is contagious. Took several bows. So what if they did milk a little?

Phil Regan gave an excellent account of himself with his piping. Stuck mainly to standards and plugged a ballad written by his accompanist. Encored with *Wild Irish Rose* and *Boy of Mine* and took several bows after that.

The Three Sailors do their standard knockabout comedy. Their zany work is busy and gets across. Went over big here.

Closers are Raye and Naldi, as smooth a pair of class ballroomers as any around today. Their work is graceful, exciting and beautifully designed. Opened with a waltz and followed with a paso doble and a beguine, the latter done to vocal transcription accompaniment. Their lifts look effortless and their spins are well executed. Provided a solid closer.

Joe Cohen.

Roxy, New York

(Reviewed Thursday Evening, Dec. 18)

Opening day here hasn't been so empty in this reviewer's memory. The war taking its toll at the box office undoubtedly had a lot to do with it, but the attractions, both stage and screen, are mediocre enough to keep anybody away.

A Major Bowes unit is on stage and *Confirm or Deny* on screen. Supper show only had about 1/10th of the house filled (capacity 5,835).

This Bowes show is overloaded with 11 acts, most of whom perform only one number, mostly on the minus side.

The Philharmonics (four-boy harmonica act), Stan Early, Danny Drayson and Merle Miller, were the only ones who showed any life or talent. Harmonica boys are still wet behind the ears when it comes to presentation, but they play well. Early, an impressionist, has a lot of talent and tore at the heartstrings with an impression of Jimmy Stewart orating on the Bill of Rights. Solid applause. If he must use cracks from Winchell's column, however, he ought to spot them better.

Danny Drayson, a Bowes grad from way back, has a nice dancing style and is quick on comedy. Merle Miller possesses a nice strong baritone which the house liked. Won an encore. Make-up, however, was bad.

Rest of the show consisted of the Youmans Brothers, instrumental trio (clary, fiddle and accordion), with some hard playing, but not good; Irene Carroll, singing one Russian number, very ordinary; Stephen Phillips, who unsuccessfully apes George Tappas, even to the costume; Sam Sarti, who does the same act Roy Davis is doing, synchronizing actions to a phonograph record (he does the same numbers), but doesn't give the act the sock Davis gives it.

Teddy Black indulges in some sound effects, starting off on the wrong foot with air raid and siren calls, which the audience didn't like. Joane Lane, fem whistler, has a warm smile and a sweet personality and was aided by a production routine from the Gae Foster girls. Those who like whistlers liked her. June Brady, also with a chorus backing, sang the closing number.

Archie Robbins, house emcee, handles the intros, spliced with some bad gagging.

This Bowes show is a sleeping powder on Broadway.

Sol Zatt.

Music Hall, New York

(Reviewed Thursday Evening, Dec. 18)

With a dull picturization of the best seller novel, *H. M. Pulham Esq.*, on the screen, this theater is presenting its ninth annual Christmas spectacle on stage.

Leon Leonidoff's *The Nativity* is a brief pageant that employs Christmas trees on the ramp, scrim drops and cloud effects for the far-away singing of soprano Selma Kaye, the singing of the ensemble and the dignified procession of the Three Wise Men, and the climax, a background inset flash of the Holy Family in the manger. The entire scene is tastefully and beautifully staged.

After a swell technicolor Walt Disney cartoon, the stagemore proper goes on. It is a half hour labeled *Kris Kringle's Carnival*, with Leonidoff producing and Bruno Maine providing the excellent sets. Working before a one-ring circus set, show opens with a parade of about 20 beautiful horses, then the 36 ballet girls doing the work on bass drums and forming pleasing formations and marches for applause. Capt. William Heyer puts his handsome horse thru a lively dance, later being joined by Col. Alexis Sellhoff and Michael Miller on horses, the three animals then doing formations and dances, to the delight of the audience.

Adriana and Charly, trampoline act, next, punched across. The man, in Charlie Chaplin get-up, gets laughs and expressions of amazement with his bouncing, turning, flipping, comedy gestures and acrobatics on the trampoline, with the girl assisting and doing the catching and understanding for some of his stunts. They drew several bursts of applause. A solid hit. Van Leer's Eight Champing Champions, magnificent horses, pranced around the ring in various formations, including two horses waltzing. Drew heavy applause. Then the Rockettes, in tri-cornered hats and costumes decorated with tiny multi-colored bulbs, dance and group themselves cleverly to provide the punchy spectacle of a huge live tree blinking in the dark. Symphony orchestra works on stage thruout.

A swell kiddie stagemore.

Paul Dents.

Carroll's Opens Big Show Dec. 26

HOLLYWOOD, Dec. 27.—New show at Earl Carroll's Theater-Restaurant started yesterday (26) and consists of Dave Apollon, St. Clair and Day, Marc Ballero, Ginger Harmon, Cynda Glenn, Willie West and McGinty; the Debonairs, Bud Brady, Dick and Dot Remy, and Gail Gail, as well as the usual line.

The Debonairs and St. Clair and Day are being held over for the fourth show.

New Roxy House Emcee

NEW YORK, Dec. 27.—Bob Hannon is to be installed as permanent emcee at the Roxy, succeeding Archie Robbins January 9. Hannon will stick to straight intros and chirping. Deal was made thru Music Corporation of America.

Bridgeport Club Opens

BRIDGEPORT, Conn., Dec. 27.—The new French Village, Hotel Howard, has opened under management of Matt Lucey. Opening bill has the Great Maurice, Pat Miller, Happy Hal Thornton and music by the Apaches. Spot capacity is 450.

FRED BLOCK, one of the founders of the Friars' Club and of the Jewish Theatrical Guild, and Frank Mathews, formerly of the vaude team of Mathews and Ayres, have taken over Jack Doyle's Billiard Academy and Bridge Club near Radio City, New York.

Prophetic?

NEW YORK, Dec. 27.—Broadway comics are changing their material to fit the war tempo, but George Jessel, in *High Kickers*, gives his adapted lines a trade slant.

In one scene, when the show is about to break up, Sophie Tucker asks Jessel what's going to become of him. Jessel replies, "I guess I can get a week at Loew's Iceland."

Denison's Plays
60 Years of Hits
Songs, Minstrels, Musical Comedies, Operettas, Vaudeville Acts, Blackface Skits
We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and for every occasion. Catalog Free.
T. S. DENISON & CO.
203 N. Wabash Ave., Dept. 18, Chicago, Ill.

<p>LANDSEER HOTEL APTS. 245 WEST 51ST STREET NEW YORK CITY Tel.: CO 5-3950</p>	<p>1 2 3 4 ROOMS</p>	<p>HILDONA COURT 341 WEST 45TH STREET NEW YORK CITY Tel.: CI 8-0880</p>
<p>FURNISHED HOUSEKEEPING APTS. Modern, attractive studio accommodations. Light, gas, linen included in moderate rental. Elevator and telephone service 24 hours.</p>		

Vaudefilm Grosses

Broadway Business Strong; Roxy, MH Big; Para Fair; Strand, State Okay

NEW YORK.—The box office bounced back, now that Christmas shopping is over and schools and colleges have a week's recess. The younger generation's attendance is having an appreciable help on the gross, as did Christmas Day.

The Paramount (3,664 seats; \$37,000 house average), now going into the third week of Orrin Tucker's band and *Birth of the Blues*, is anticipating around \$38,000 for the final stanza. Last week took a nice \$37,000 while opening got \$40,000. New bill in Wednesday (31) will include Dinah Shore and *Louisiana Purchase*.

The Strand (2,758 seats; \$33,500 house average) opened Thursday (25) with

You're in the Army Now and Will Osborne band. Good opening days indicate a \$43,000 take. Last week, with the second session of Count Basie's orchestra, Hatie MacDaniels and *Blues in the Night*, took a poor \$18,000; first week did a meager \$22,000.

The Roxy (5,835 seats; \$36,000 house average) opened Friday (26) with *Remember the Day* and stage bill with Paul Gerrits, Paul Remos, Adrian Rollini Trio and Berry Brothers. Pic got raves and general excellence of stagemore is expected to give this house the best week of the year, perhaps \$75,000. Last week, the single session of *Confirm or Deny* and a Major Bowes unit, took a punk \$31,000. Previous week with the second canto of *Rise and Shine* and stage bill with Archie Robbins, Bobby May and Lucille Page bowed out with \$20,000. First week of that show took \$37,000.

The Music Hall (6,200 seats; \$84,000 house average) going into the second week of *H. M. Pulham, Esq.*, and stager with Captain Heyer, Adriana and Charly, and Selma Kaye, is expected to go to \$100,000, after the opener of \$98,500. Previous bill, the single week of *Men in Her Life* and stagemore with Eunice Healy, and Wayne and Marlin, got a poor \$65,000.

Loew's State (3,327 seats; \$22,500 house average) is also expecting a solid week with Ed Sullivan, Del Rios, Tune Toppers, Eunice Healy, Dave Vine, Benay Venuta, and Cross and Dunn, along with a first run, *Playmates*. Anticipations run to \$29,000. Last week, with Phil Regan, Raye and Naldi, Watson Sisters and *Night of January 16*, got \$17,000. Prior week, with Artie Shaw and *Honky Tonk*, took \$22,000.

"Scandals" Record In Seattle, With Ellington Also Big

SEATTLE.—George White's *Scandals Cavalcade of 1941*, with a cast of 60, grossed \$9,000 at the Orpheum last week to hit the high for vaude shows here this year. Orpheum (2,500 seats) played the full-week show against Duke Ellington at the Palomar, so neither show did as well as was expected.

Having strong competition at the Orpheum and battling a Christmas slump, the Palomar (1,450 seats) equaled its high for the year, with Ellington grossing \$8,000. The only time the Palomar equaled this was for the Polack Bros.' Circus engagement last July. Effects of the war and blackouts appear to have disappeared completely, with nearly all theaters doing far better during the holidays this year than last year.

Strong matinee trade early the previous week and good week-end trade grossed \$6,500 last week at the Palomar, to go \$1,500 over the weekly average despite the war scare and blackouts. Palomar acts booked in by the Bert Levy office included Maude Hilton, Rosta and Deno, Edith Griffith, Bento and Rita, and Mickey King. On screen was *Mob Town* and *Tuxedo Junction*.

"Scandals" Best Biz In Five Denver Years

DENVER.—Two successive weeks of flesh, the first since this same house held A. B. Marcus over for two weeks in April, 1940, proved most satisfactory at the Danham Theater. George White's *Scandals*, November 28-December 4, hit a high \$14,000, the best vaude gross the house has had in five years. Prices were upped, with a top of 50 cents plus tax for nights.

Pic, *New Wine*, with Dora Massey. Major Bowes *Seventh Anniversary* unit, December 5-11, drew a \$7,000 gross, which was slightly less than previous Bowes' units to play the house, but this one took the brunt of a low due to the first war news. Pic, *Glamour Boy*, with Jackie Cooper.

New Year's Week Topples Chi Records; Ink Spots-Hawkins Combo 55G; Lewis 31G

CHICAGO.—Looks like the biggest week of 1941 in the Loop's vaudefilmers. School is out and both New Year's Eve and New Year's Day fall under the week of December 26 wing, a combination of advantages that will keep box offices humming with activity. Chicago and Oriental aren't taking advantage of the situation by trimming their shows, but are running the most costly bills in months. Their schedules call for 35 shows this week.

Chicago (4,000 seats; \$32,000 house average) opened to capacity Friday (26) with a combination of Erskine Hawkins' band the Ink Spots on stage and *Shadow of the Thin Man* on screen. Terrific \$55,000 in sight, counting the New Year's Eve show which is priced at \$1.50 per head. Week of December 19, house pulled out with good enough \$34,000, considering the fact that only the closing day (Christmas) meant anything more than dull business at the box office. Drawing attractions were *I Wake Up*

Screaming, on screen, and a presentation show with Tony Martin and acts.

Oriental (3,200 seats; \$16,000 house average) also opened to capacity Friday (26) and will have no trouble hanging up a new record since its return to a combo policy a couple of months ago. Holiday trade, including the New Year's Eve show, priced at \$1.25 per, will boost week's take to a mighty fine \$31,000, and perhaps a little more. Chief draw is Ted Lewis and his unit who played this house New Year's week two years ago to a \$32,000 gross. Screen has *Three Girls About Town*. Week of December 19, house came out with an okeh \$16,800. *Bowery Follies* unit and screen's *Melody Lane* were on tap.

Spokane Houses Down; Blame Xmas

SPOKANE.—The Christmas slump hit Spokane's two flesh houses hard last week, knocking receipts down \$400 under the previous week.

The Post Street grossed \$1,000 December 19-21 with one of its best shows—Jack LaVier, Four Sidneys, Maude Hilton, Reems and Fanchou, and Bobby Henshaw. Screenings were *Flying Cadets* and *A Dangerous Game*.

The Rex (335 seats) pulled in \$800 for week ending December 21. Its girls-esque show headlined the Smith Sisters. Pix for latter half of week were *Flying Deuces* and *Kit Carson*.

CLUB TALENT

(Continued from page 19)
written by members of their personnel. First is *Tea-off-ee-go Swing*, by Roy Chamberlain, the Mac's musical director, and Edna Fisher.

Here and There:

LOU HOLTZ opens at the Mayfair, Boston, January 23 for two weeks; set by William Morris. . . CAPPELLA AND PATRICIA, dance team, opened December 29 for three weeks at the Brown Hotel, Louisville. . . JASON AND BELLE have opened at Colonial Inn, Singac, N. J. . . MILDRED LEE in her 10th week at Kaufman's, Buffalo. . . BUDDY AND JUDY ALLEN doubling at the Rio Casino and the Coconut Grove, Boston. They replaced Billie and Buster Burnell at the Grove when Billie hurt his ankle. . . WHITSON BROTHERS now at the Bal Tabarin, San Francisco. . . LETICIA in for six weeks at the Crawford House, Boston. . . CHIENA DE SIMONE dancers now at the Yacht Club, Pittsburgh, with De Lisse and Elliot Dwight, Read Sisters and Jerri Vance; placed by Sol Tepper. . . RALPH LEWIS set for an indefinite run at the Lexington Casino, Philadelphia.

DANNY RICHARDS, emcee, opened Monday (22) at the Main Street Club, Detroit. . . MAARCYA AND RENE GUNSETT have opened at the Gibson Hotel, Cincinnati.

DI CARLO AND DUBOIS, ballroom team, have left the business due to the girl's illness. They may return as a magic act. Now in Melvindale, Mich. . . FRANCIS RENAULT, after three weeks at the Hildebrecht Hotel, Trenton, N. J., opened December 22 at the Glen Park Casino, Williamsville, N. Y. Played there 15 weeks last season. . . BILLY VINE, who quit *High Kickers* cast recently, went into the Frolics, Miami, December 9, for four weeks, with options for eight more.

DOROTHY BLAINE drew another two-week holdover ticket at the Rice Hotel, Houston.

RAVAYE AND MARGO, dance team just closed at the Tropics, Detroit, have postponed bookings in the Detroit area due to Margo's ear infection.

ESTRELLITA opened December 22 at the Mayflower Hotel, Jacksonville, Fla. . . BUSTER AND BILLIE BURNELL, after their fourth return engagement at the Coconut Grove, Boston, open January 2 at the Yacht Club, Pittsburgh, to remain thru the 16th. . . HOWARD ANTHONY, West Coast, emcee, has just finished three movie machine pix for *Featuring*. They're labeled *Mr. and Mrs. Snowman*, *The Little Snowman* and *Sailor Be Good*. . . VALDEZ AND PEGGY are current at the Casino Royal, Washington. . . PAUL REGAN has been handed a holdover at Hotel Gibson, Cincinnati. . . CHARLES GILBERT, formerly p. a. at the Gibson, is now a private at Fort Knox, Ky.

Philly Earle Neat 23G; Fay's \$5,800

PHILADELPHIA.—In face of pre-holiday shopping, a big week ended Thursday (25) was registered at the Earle Theater (seating capacity, 4,000; house average for straight picture bookings, \$14,000). With Charlie Spivak's band, for the first time in town, sharing the spotlight with Ray Bolger and Carol Bruce and Gary Stevens, the Stardusters and Bunny Shawker on the assist, Earle exceeded expectations with a big \$23,000. *Confirm or Deny* on the screen.

New bill opened Friday (26) to standees the entire day and, getting in the New Year's holiday, points to a figure around the \$30,000 mark. Topped by Woody Herman's band, with Billy De Wolfe and the Shyrettes added along with Carolyn Grey, Frankie Carlson and Billie Rogers from the band, there are 36 shows on the boards for the week. In addition, three New Year's Eve shows at upped prices has Tony Martin for the extra added. *Swing It Soldier* is on the screen.

Fay's Theater (seating capacity, 2,300; house average, \$6,900) satisfied with a light \$5,800 for the pre-holiday slump ended Wednesday (24). Vicki Wells was in the top spot, and fare included Jack Anthony and Harry Rogers, Johnnie Woods, Paul Rich; Jean, Jack and Judy; Gae Foster's Roxettes and Billy Klais's band. *Sing Another Chorus* was the pic.

New bill opening Christmas Day got off to a good start, and with Tirza, the burly lead, points to a highly favorable \$9,500 getting in the New Year's Eve coin as well. Marty Bohn and Nancy Lee, Jed Dooley and Andree Evens, Max and His Gang and the Six Singing Diplomats round out the bill with *The Perfect Snob* on the screen.

Welk Grosses Big 36G in Three Weeks

CHICAGO.—Lawrence Welk and band grossed a big \$36,292.44 in three weeks of theaters in the Midwest, ended Sunday (21). Only disappointing stand was Des Moines, the band having been caught there the first three days after this country's declaration of war.

Welk started his tour at the Orpheum, Minneapolis, week of November 27, where he grossed \$14,500. The date at the Orpheum, Sioux City, Ia., December 5-7 brought \$4,555, followed by \$2,600 for the December 9-11 run at the Orpheum, Des Moines. A good gross of \$5,500 was registered at the Orpheum, Davenport, Ia., December 12-14. The single day (17) at the Capitol, Madison, Wis., drew \$1,879.44. Another \$1,858 was pocketed at the Rialto, Joliet, Ill., December 18. The Orpheum, Springfield, Ill., date on December 19-20 grossed \$2,941, while the closing at the Paramount, Hammond, Ind., Sunday (21) registered \$2,459.

Jamboree Show OK

SPRINGFIELD, Mass.—*American Jamboree* on stage and *The Perfect Snob* on screen drew well at the Court Square Theater for the three days ending December 13.

Buffalo Biz Up; Century Okay 82G; Hope Pic \$14,000

BUFFALO.—Vaudefilmers are regaining their breath after a slow two weeks prior to Christmas. Declaration of war also cut in on biz, altho a pick-up is already being noticed. Christmas Day saw pretty good crowds, and the holiday week should garner plenty of kid trade, with school vacations in force. New Year's Eve should see capacity biz at most houses. Century has successfully inaugurated its new flesh policy, and the Buffalo is announcing new vaude units coming in during January. Palace, offering burly-vaude layout, is bringing in some neat shows, with Charmaine current following on the heels of Pinky Lee and Mayita, heading unit presentation.

The 20th Century (seating capacity, 3,000; house average, \$7,500 for straight pix) chalked up a good week ended December 24 considering handicaps. The new policy of overture-presentation, plus semi-name headliners, was inaugurated as a steady weekly diet, and patrons went for it hook, line and sinker. A crowd-getter was Walt Disney's full-length feature, *Dumbo*, which had its local premiere along with the new Century house orchestra under the direction of Meyer Bulson. The take amounted to an okay \$8,172, which is expected to build to around \$10,000 for second week ending December 31. Gertrude Lutzi was featured vocal star with Century band, with Warren Hardy, singer, as added act. *March of Time's America at War* and short, *The Tanks Are Coming*, were added help.

Kay Kyser's *Playmates* is set for New Year's Eve midnight show, and Ben Yost's New Yorkers are starred with house ork for that show and the following week. For week ended December 17 the Century got a so-so \$7,200 with film *International Lady*.

The Buffalo (seating capacity, 3,500; house average, \$11,800 for films only) opened very well December 25 for a week of *Louisiana Purchase*, single billed, which is expected to grab around \$14,000. Bob Hope is always a good bet here. Cab Calloway is set for January 9 week. For six days ended December 24 the Buffalo grossed \$6,500 at b. o. with *Chocolate Soldier* and *Glamour Boy*, which wasn't too good. Week ended December 18 did poor \$8,200 with pic *H. M. Pulham, Esq.* and *Small-Town Deb*.

Spokane Post Down; Tab Show Biz High

SPOKANE.—Post Street's vaudefilm gross for December 12-14 was \$1,100, down \$300 from previous week-end's season high, and \$100 under average. Bill included Sammy Cohen, plus *Road Agent*, and *Mob Town* on screen. Vaude may be pulled soon in favor of a straight second-run film policy.

However, the tiny Rex house pulled in \$1,200 for week ended December 14, up \$400 from previous week for a new high. A sex picture, *Souls in Pawn*, supporting the tab show headlining the Smith Sisters, was believed by the management responsible for the upturn.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

HIGH KICKERS, musical at the Broadhurst, has five former burly aces in Jack Mann (Greenman), Joe Marks, Chaz Chase, Sid Stone and Jack Howard. Still another, Sam Carlton, helped write the book and is collaborator with George Jessel in the latter's air programs. Mann, in most of the reviews, received swell mentions. . . . **JUNE COX** again doubling in scenes and chorus on the Hirst Circuit, this time in Unit 1, which has Norma Werle, a singer, making her first time around the wheel and in Follies houses. . . . **MILT BRONSON**, who recently invested 2G in Defense Bonds, has been shifted from the stage management of the Gaiety, where he has been 175 weeks, to the Eltinge. . . . **EDDIE (NUTS) KAPLAN** and Dick Dana tried out a comedy skit on the Rinso program over WEAJ Saturday, December 20.

OLIVE SHARRON, at the Gaiety, and Helen Russell, at the Star, Brooklyn, co-principaled while at the Follies, Los Angeles. And both played almost two weeks at their respective theaters before they knew of each other's presence in town. . . . **N. S. BARGER** and Milt Schuster visited here from Chicago December 19-20 just to renew local Follies acquaintances. . . . **HUGHIE GRAHAM**, flyman at the Gaiety, given a big send-off by co-workers on his departure for Camp Upton December 18. . . . **JEAN WILLIAMS**, in Pittsburgh, threw a farewell party last week attended by Buster Lorenzo, Marian Morgan, Nadine Marsh, Garcia Renaldo, Jules Leventhal, Frances White and Harry Branze. . . . **DICK BERNIE**, new burly comic in Hirst Unit 25, his second season out, is a recent release from Camp Upton. Also new in this unit are Mary Lou, just promoted from the chorus to stripper, and Mary Miles, dancer. Al Murray, straight man, was last here six years ago at the Irving.

MARGIE KELLY, who was Christmas gifted with sables, topaz ring and \$500 in Defense Bonds, closed on the Hirst Circuit at the Eltinge December 27 to return to commercial modeling. . . . **HELEN ANTALEK** doubling between the A-1 Club, Astoria, and sundry banquet dates. . . . **HOWARD MONTGOMERY**, ex-producer, back to his single dancing specialty. Extra-attractioned at the Star, Brooklyn, recently. . . . **MIKE GENDEL**, candy butcher of the Republic's staff, now a private at Fort Benning, Ga. . . . **SAM BRISKMAN**, operator of the City Theater, celebrated a birthday December 24. . . . **TILLIE GRIFFIN**, former burlesquer, is now in Stockton, Calif., according to her Christmas card. . . . **TOMMY RAFT**, Dick Dana and Chet Atland to remain as house principals at the Gaiety when Hirst Circuit road companies take possession January 4.

VALERIE PARKS, who feature-attractioned at the Eltinge Christmas week, fills four more week dates in Waterbury, Newark, Baltimore and Washington before returning to New York January 15, this time at the Gaiety. . . . **WALT COLLINS**, straight man in Unit 10, headed by Monkey Kirkland, was here last as far back as 10 years ago when he played in two legit musicals, *Good News* and *Follow Thru*, both the same season and at the same theater, the 46th Street. Kenny Brenna and Marion LaMarr, in the same unit, were last here nine years ago. All that time, excepting 10 months in Australia, they played the Rialto, Chicago. . . . **ANNETTE ALLEN**, of the former Strand Sisters, dancers, is making her first trip over the Hirst wheel as a stripper in Unit 27. Previous strip engagement was in Chicago last season. Same unit has Susan Shaw, Louise Stewart, Ann Smith, Steve Mills, Al Rio, Sammy Smith, Lew Denny, Stanley Simmons and Jack and Adele Martin. All at the City Theater Christmas and New Year's weeks. **UNO.**

PHILADELPHIA:

GLORIA DALE heads the "Glorified Burlesque" policy at the Roman Grille. . . . **JEAN CARTER**, current at Carroll's, modeled for the current Magic Chef gas range ads. . . . **FLORENZ**, new burly lead at Hopkins Rathskeller. . . . *Troc Theater* has skedded a "milkman's matinee" at 2:30 a.m. in addition to the New Year's midnight show. . . . **GALE ARDEN** in top spot at Totem Ranch, Maple Shade, N. J., with the other near-by Jersey spots using burly leads, bringing in Jean Mitchell and Marcellita at the Smart Spot, Haddonfield; Bea Wanda at Twin Cedar Inn, Clementon; Molly Marris at Murray Inn, Haddonfield; Joan Clark at Ole's Cafe, Moorestown, and Helen St. Clair at Red Fox Tavern, South Merchantville. . . . **ROBERTA CARNEY**, daughter of comic Bob Carney, bowing as a nitery single at Carroll's.

MIDWEST:

MARGIE HART, Lois DeFee, Charmaine and Hinda Wausau were set as features for the Midwest Circuit by Milton Schuster during his recent trip to New York. While in the big town he and N. S. Barger, Midwest executive and operator of the Rialto, Chicago, looked over the burlesque shows. . . . **MARIAN MORGAN** is the initial attraction at the Follies, Kansas City, Mo., this week. . . . **THE FOX**, Indianapolis, which reopened with Empire Circuit shows Friday (26), has in its first show Cleotoria, "Bimbo" Davis, Jack LaMont, Estelle Montillo, Terry King, Venus and Ernie Rich. . . . **JEANNE WILLIAMS** is added attraction at the Avenue, Detroit, this week. . . . **EVELYN TAYLOR**, who closed at the 606 Club, Chicago, last week, joined the Midwest Circuit at the Palace, Buffalo, Friday (26). . . . **GLADYS FOX**

is opening attraction at the Alvin, Minneapolis, this week, followed by Lana Bari and Nancy Hart January 2. . . . **BOB CARNEY** and Mary Joyce will be featured at the Rialto, Chicago, week of January 2. . . . **JOE DE RITA** is the new stock comedian at the Rialto, Chicago. House hasn't had one since the departure of Kenny Brenna, who, incidentally, moves over from the Hirst to the Midwest Circuit at the Palace, Buffalo, January 2. . . . **CHARLES FOX**, operator of the Empress, Milwaukee, left on a trip East and will visit Detroit, Cleveland and Toledo. . . . **LESTER MACK** joined the Looney Lewis unit at the Palace, Buffalo, Friday (26), replacing Billy Crooks. . . . **MARGIE AND DALE BETTINE**, Jackie Teeters and Toby Lee have joined the Empire Circuit. . . . **CONCHITA** is the current feature at the Grand, Youngstown, O. . . . **JIMMY WALTERS**, manager of the Gaiety, Akron, spending the holidays in New York.

Peoria Bans Strippers

CHICAGO, Dec. 27.—The Peoria city council again reversed itself and has banned strippers in burly shows. A previous vote okayed the shows, but nine aldermen switched their votes without giving an official reason.

Youngstown Burly Clicks

YOUNGSTOWN, O., Dec. 27.—Jack Kane's burlesque at the Grand here completed the longest uninterrupted run in many years, 16 weeks, on December 25. Seven days a week, midnight show Saturdays, change of bill Fridays.

Corio on Stage, Screen

PHILADELPHIA, Dec. 27.—Ann Corio for January 5 week will open at the Locust Street Theater, making her local legit bow in *White Cargo*. Same day will find her getting the top billing in her *Swamp Woman* motion picture at the Capitol Theater.

Review

Alvin Theater, Minneapolis

(Reviewed Friday, December 26)

Harry Hirsch and Harry Katz have brought in a swell talent array for their reopening of the Alvin, dark since last spring and rebuilt after being gutted by fire last July. Crowd filled all but the last four rows downstairs and packed the balcony at opening. Five strippers were on hand for the opener, with Gladys Fox and Jean Carter sharing top billing. Sen Lee, Chinese peeler; Francine Morgan and Gayle Page were the other undressers. Morgan and Page also fit in well in the skits.

Titled *Hello, 1942*, three-hour show got off to a fast start, with the Alvin Girls (10) doing a jitterbug number. Chorus is well trained. Scenes are more or less conventional and could stand a bit more sock. Best comedy was presented by Manny King, with Walter Brown and George Hill working to fair results. Straight men are John Head, Bob Kuhen and Ray Kolb. Gene Curtis handles the vocals excellently.

Specialties are by Marque and Milys, ballroom dancers; Rochaly and Lee, hoofers and jugglers, who stopped the show; George Roche, personable hooper whose dancing on plates specialty wowed, and Richards and Moran, jitterbug dancers.

Most spectacular number was *Forty-Second Street*, which opened the second portion. A beautiful set with smart costuming help tremendously. Costuming throat was excellent. Sen Lee's *Dance of the Golden Chains*, an interpretative number, pleased, but of the peelers Jean Carter was tops. Gladys Fox was okay, but this house has seen better topflighters. Francine Morgan does well with her undressing, while Gayle Page waits far too long before she starts to take 'em off.

Jackie Richards is in charge of the chorus and production numbers, with Ray Kolb handling the scenes. Fred Oldre is pit maestro. Two shows are offered daily, with prices ranging from 25 to 99 cents. Hirsch and Katz have done a good job with their initial offering, but it is reasonable to expect that show's running time will be cut about a half hour. Scenes could be snappier.

Jack Weinberg.

MORRIS ZAIDINS, manager of the Gaiety, Cincinnati, sustained concussions and bruises when the car in which he was riding collided with another early last week. He's mending nicely.

Magic

By BILL SACHS

PAUL ROSINI returned Friday (26) to the Gibson Hotel, Cincinnati, his third stop-off there within a year. He'll remain at least two weeks. . . . **ALEXANDER**, mentalist, after two weeks at Hotel Gibbons, Dayton, O., opened Christmas Day at the National Theater, Louisville, the first mental turn to appear on a Louisville stage in nine years. . . . **CHARLES A. LEEDY**, magician, humorist and columnist of *The Youngstown (O.) Vindicator-Telegram*, is in Jefferson Memorial Hospital, Philadelphia, for an operation on his vocal cords. . . . **HAL GRIFFIN**, magician and juggler, is still working in the St. Louis area, assisted by his wife Mabel and daughter Patsy. He recently added three new illusions to his act. . . . **ADE DUVAL** played the Carman Theater, Philadelphia, last week. . . . **DAGMAR THE GREAT** heads the current bill at Jack and Bob's nitery, Trenton, N. J. . . . **PAUL DUKE** is presenting his *Symphony in Smoke* in the Century Room of the Hotel Commodore, New York. . . . **HAL HAVILAND**, the paper-tearing magician, joined the Coast Artillery at El Paso, Tex., December 8. . . . **WALDO AND WILMA** are set for an extended stay at the Wheeling night club, Wheeling, Ill., with their escapes and magic. . . . **HARRY AND ELIZABETH ROSS** (Albertus and Elizabeth), mentalist, this week wind up a nine-week return engagement at the Social night club, Danville, Ill. Their daughter, Betsy, accordionist, has been strolling at the same club, teamed with Aileen, vocalist and guitarist. . . . **SIR EDWARDS**, the "man who sees tomorrow," has opened at Golden Garden, Ellwood, Ind., for a fortnight's stand. . . . **LU BRENT** hopped into Baltimore recently to play for 200 employees of the Equitable Trust Company. . . . **LITTLE JOHNNY JONES**, until recently on the advance of Marquis the Magician, has resumed with his own magical turn. Jones has been set for the International Harvester show that will play Eastern Iowa and Western Illinois this season, opening in January and winding up in April. Don Sween, East Moline, Ill., magish, had the contract the last two seasons.

SHEPHERD THE MAGICIAN postals from Hollywood: "After waiting three weeks for an MCA showing date here, Mr. Freeman, of that office, called me for a date at the Beverly Hills Athletic Club. While en route to the club I was caught in Hollywood's first blackout. Three hours later I arrived at the athletic club only to find that the athletes had eaten all of the food and gone home. Hence, I opened in one and closed in a blackout." . . . **C. THOMAS MAGRUM** was kept busy thru the holidays working private club and kiddie parties between his home village, Rock Island, Ill., and Chicago. . . . **HINDU MARCELLO** (H. E. Ryan), who has made magic his business for more than 30 years, writes from La Grange, Wyo., under date of December 19: "I am augmenting my show in my spare time. The rest of the time I put into my other business interests here, the Ace High Cafe—pool hall, bowling alley and theater—all under one roof, plus a six-town circle of picture road showings. I carry a two-hour show in my car in case anything goes wrong with the picture equipment. My wife, Madame La Mae, mentalist, runs the cafe business. She tells 'em what they want to eat." . . . **LORING CAMPBELL**, who for the last several weeks has been playing thru Utah, Idaho, Wyoming and Nevada for the Graham Music and Lyceum Bureau, winds up in that territory at Lyman, Wyo., January 8, after which he returns East for bookings that will carry him up to June 1. They spent the holiday week at their home in Burbank, Calif. . . . **THE GREAT NICOLA** is reported framing a new show to play the country's army camps. According to a newspaper report, Nicola has offered his services to the United Service Organization and has volunteered to perform without compensation as a patriotic gesture.

CHARLES ABBOTT, comic, has left for Anniston, Ala., to serve as emcee at the Playland Theater. . . . **MARIE CORD** will be the added attraction at the Grand, Youngstown, O., week of January 2.

New Year's Greetings

DUVALDA

(BETTY DUVAL)

Featured Attraction Touring the Hirst Circuit

A HAPPY NEW YEAR TO THE PROFESSION

ISADORE HIRST

Winstead's Ready for Early Opening

FAYETTEVILLE, N. C., Dec. 27.—Winstead's Mighty Minstrels, which closed its 1941 season at Hamlet, N. C., November 15, was to have cracked its 1942 tour early in April, but arrival of new canvas (a 70 with three 30-foot middle pieces) at quarters here this week has caused Manager E. S. Winstead to push up the opening to around February 15. Winter quarters here are buzzing with activity.

Frank Keen, late of the Cole and Wallace Bros.' circuses, is building new wagons. A new light plant has been finished, and a new wardrobe wagon is now in the making. Three new trucks have been added, and Jack Bolden and Charles Evans promise to have the old rolling stock looking as good as new in time for the opening. A new semi-trailer has also arrived. Everything is being painted a bright blue, except the trucks, which will be a bright yellow. New costumes and parade uniforms also have been ordered.

The staff, practically the same as last season, will include the following: E. S. Winstead, owner-manager; Frank Stone, assistant manager; Red Jernigan, electrician; Stafford Swain, musical director; Davis Wiles, director; Joe Williams, boss canvasman, and C. E. McPherson, agent.

Truck Shows Must Watch Va. Limits

RICHMOND, Va., Dec. 27.—Motorized shows playing Virginia must watch their load limits. The present 35,000-pound limit will stand until such time as the Virginia General Assembly sees fit to change it, according to Highway Commissioner James A. Anderson, and it will, beginning now, be even more strenuously enforced than before.

All of the agitation to raise the load limit has been given additional impetus in recent months by the increase in the shipment of defense materials. Those who favor an increased limit contend that the present top weight hampers the speedy flow of vital materials. The highway department's answer to this argument is that it issues special permits whenever a request to exceed the limit seems legit.

Meanwhile Virginia highway patrols are stopping trucks which even look suspiciously close to the limit.

Sadler Winds Up; Stores in Waco

WACO, Tex., Dec. 27.—Harley Sadler Tent Show closed its season last Saturday night, with all trucks and show equipment being stored here. Unless Manager Sadler is called up for army service, he show will reopen in Waco in January.

The past year has been most unusual from a weather standpoint, Sadler reports. "We had some very bad business and some phenomenal business," Sadler says. "But we had more good than bad, so we are very thankful."

Roe Nero Players End 40-Week Trek

RICHMOND, Va., Dec. 27.—Roe Nero Players concluded a 40-week tent tour near here December 20. Manager Nero describes the season just ended as having been "most unusual," with both the weather and business being favorable throughout the tent tour.

After visiting relatives and friends here over the holidays, Mr. and Mrs. Nero (Neil Gray) and daughter Mary will hit out for Miami on a combined business and pleasure jaunt.

WANTED IMMEDIATELY

Join now, open Jan. 20, Ingenue Woman, also Leading Woman that does specialties. Real show Piano Player, read and fake; General Bus, Man, Season's work and top salary if you fill the requirements. Address: "SEABEE" HAYWORTH ATTRACTIONS, care Carolina Theatre Bldg., Wilson, N. C.

LEADING MAN WANTED QUICK

Six feet, 160 lbs. Wardrobe and ability. Send photo with full particulars. Email Conley, wire.

MADCAP PLAYERS
2300 N. Haskell Ave. DALLAS, TEXAS



DOUG MORRIS, juvenile, last season with the Bryant Showboat in Cincinnati, who has landed a role in the Boston company of "My Sister Ellen." Show opened at the Wilbur Theater, Boston, December 29 for an indefinite run. Prior to joining the Bryant floating theater, Morris had trouped with various tent shows, carnivals and circuses.

Mundees Moved to Abilene Hospital

ABILENE, Tex., Dec. 27.—Mr. and Mrs. Connie Munde, known professionally as Munde and June, jugglers, critically injured in an auto crash near Midland, Tex., December 10, have been removed by Harley Sadler, well-known Texas tent showmen, from the Western Clinic Hospital, Midland, to the Memorial Hospital in Abilene for a special operation on Munde's broken legs.

According to Sadler, Mrs. Munde is mending nicely from her injuries. Munde is still in a grave condition, altho he is bravely holding on, says Sadler. The entire side of his head was badly crushed. The Mundees worked with the Sadler show for six years prior to 1938. If Munde recovers, Sadler reports, it will be six months before he is able to walk.

Sadler urges that rep show friends drop a line to the Mundees in care of the local hospital.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Ross Show in Third Week; Biz Hefty; 12 and 3 Going

PHOENIX, Ariz., Dec. 27.—Hal J. Ross's Derbyshow, being staged just outside the Phoenix city limits, entered its third week December 24, with 12 couples and three solos still on the floor.

Show opened to big biz, Ross reported, and with the exception of the two or three nights immediately preceding Christmas, attendance has held up to record proportions. A pick-up is expected immediately after Christmas, Ross said.

The local derbyshow, he added, has one of the best fields of contestants he has ever handled and a good set-up in general. Show is being conducted in specially equipped and designed quarters.

Couples still going are Charlie Smalley and Vivian Branch, Johnny Bowman and Opal Ferdig, Johnny Makar and Kay Gibson, Jimmy and Minnie Perez, Dale Thorpe and Helen Caldwell, "Skippy" and Jackie Sullivan, Eddie Leonard and Virginia Anderson, Marvin and Jean Habaugh, Joe Sanchez and Hallie McCalley, Red Sheppard and Bobby Ellis, Bob Johnson and Frenchy LaRue and Sammy Kerby and Adele Balless. Solos are Jackie Carr, Corky Jacobs and Denny Smith.

JOE NALTY letters from Alameda, Calif., that he and the frau, the former Cloris Wears, are probably out of the derbyshow field for good. Joe is work-

Rep Ripples

BILL AND BEULAH CUMMINGS are still with the South Jackson Tent Theater in Kingsville, Tex. It was their sixth Christmas on that show and it is the tenter's seventh year in Kingsville. Troupe mixes in an occasional vaude show with its regular bills, and business has been running fair. Members of the company had their own Christmas tree in front of the big top this season.

... THOM'S SHOW, presenting vaude and pictures, is reported doing well in schools and halls in Cochise County, Arizona. ... HENRY (HY) HEATH, erstwhile tab producer, manager and comedian and well known in Southern tent rep circle, is still confined in the National Military Hospital, Los Angeles, but expects to be out by the last of January. Hy has been active in song-writing and movie work on the Coast the last several years. ... WILLIE J. BERNARD, of South Liberty, Me., info that he has partnered with Bob Hall, of Lewiston, Me., in presenting hillbilly shows in Maine halls this winter, opening January 7 in Liberty, Me. ... WADSWORTH HARRIS, 76, for many years a leading man in dramatic repertoire and on the stage for over a half century, has been engaged by Paramount studios in Hollywood to coach Eddie Bracken, stage and film comedian, in Shakespearean scenes for a comedy now in production. ... A NEW THEATER being opened at Eastport, Me., is being named after the late Wilbur A. Shea, of Eastport, who had dramatic repertoire troupes on tour thru Maine, New Brunswick and Nova Scotia for many years. The companies bore his name. ... ROTARY STOCK has been proposed for towns located on both sides of the Canadian border. Considered in the lineup are Calais, Eastport, Houlton, Presque Isle, Fort Fairfield, Caribou, Van Buren, Fort Kent in Maine and St. Stephen, St. George, Fredericton, Woodstock, Perth-Andover, Grand Falls and Edmundston in New Brunswick.

WAR HITS TALENT (Continued from page 21) tourist trade, which would kill a considerable portion of their income. Casino managers may have to resort to local talent only. The shutdown of the gambling rooms is possible if the tourist trade drops out completely.

Consequently, there may be little call for name talent, as operators will cut out the entertainment budget to a minimum. Casino operators are, however, reported optimistic. Wartime economy may create a wave of prosperity in the South American republics. These countries are

rich in vital natural resources, and the export trade is likely to boom to unprecedented heights. They also produce meats and food products which are also vital.

It may be necessary for casinos to develop more local patronage. Most vitally affected will be the casinos Urca, Copacabana and Atlantico in Rio de Janeiro; the Icarahy, which is across the river from Rio, and Santos. The Urca, Copacabana and Atlantico are the biggest spenders for talent. The Icarahy usually gets its talent from the Urca. Many acts double between those spots.

Most vitally affected talent agencies here include Hal Sands and the William Morris Agency. The Morris Agency currently has the Novak Sisters, Urca, and Whitey's Congaroo Dancers (6), Atlantico. The Martells and Mignon and the Jansleys have just returned from the Urca.

Hal Sands has booked Frakson at the Copacabana, there currently. The Three Arnolds are scheduled to sail for Sands, as are four additions to the Copa chorus. There are six chorines at that spot currently.

Paul Haakon and Patricia Bowman are currently at the Copacabana.

Nabe House Drops Vaude

DETROIT, Dec. 27.—Harper Theater, leader among neighborhood vaude houses, has dropped stagers after a solid year. Straight pictures until after January 1, when the house will resume vaude.

Probes the Probers

LANSING, Mich., Dec. 27.—State Liquor Commission investigators who probed into Michigan night clubs are now themselves being investigated. This time the State auditor general has started to observe more closely the expense accounts of some investigators.

Roof Nitery Prepares

PHILADELPHIA, Dec. 27.—Jack Lynch's Walton Roof, atop the Hotel Walton, appears to be vulnerable to airplane bombings. As a result, Lynch has already started painting the windows black and installing a Delco electric system to provide emergency light in the event of a blackout.

Griff Williams Two Weeks

CHICAGO, Dec. 27.—Griff Williams nabbed the two-week date at the Chicago opening January 9, coming in at the close of an 18-week run at the Palmer House here. He will be preceded into the Chicago by Xavier Cugat, week of January 2.

Brandywine Club Expands

BRANDYWINE SUMMIT, Pa., Dec. 27.—The Brandywine Tavern has extended floorshows from two to four nights, Wednesday thru Saturday. Booking by Neil Belmont, Philadelphia.

The Original Geo. W. Pughe

DERBYSHOW

Opening Thursday, January 8

State Fair Auditorium, on the Michigan State Fair Grounds

Sponsors guaranteed recognized teams.

Want capable help in all departments

Address

GEO. W. PUGHE, Mgr.

TULLER HOTEL DETROIT, MICHIGAN

OPENING JANUARY 15, 1942

SOUTHWESTERN CHAMPIONSHIP WALKATHON

Show well financed. Need help in all departments. All people knowing Lenny Paigo and Monte Hall, contact me at once.

JOE E. LEE

TUCSONIA HOTEL

TUCSON, ARIZONA

Roadshow Films

SUPPLIES 16mm. & 35mm. EQUIPMENT

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

16mm. Field Has Banner Year; Anticipates War Boom in 1942

NEW YORK, Dec. 27.—With each passing year the 16mm. industry continues to gain stature, and the importance of the industry has been acknowledged by schools, churches, clubs, organizations and isolated communities. The year 1941 was marked by many outstanding advances in the industry as a whole, and roadshowmen from all sections of the country reported steady profits.

According to reports received from active roadshowmen there was considerable stress on showmanship. Successful roadshowmen are fully aware of the advantages of proper exploitation to put their programs across, and many who

heretofore had been inclined to overlook this phase of the business fell in line during the year. Many operators revamped their equipment and acquired films to give extra service to the public.

One of the most outstanding events of the year was the opening up of fight pictures of the past and present for the 16mm. field. Jack Dempsey went to Washington to plead for the repeal of the Interstate Commerce Commission law against the transportation of fight films thruout the U. S. and its possessions. Jack was successful in his mission and now the field has been opened up for roadshowmen to show fight pictures.

The year 1941 witnessed the ushering in and expansion of the use of color in the 16mm. field. The first color cartoons in the 16mm. field were released by Castle Films, and gradually additional color product has been made available. It is anticipated that in 1942 color travelogs, feature lengths and short subjects will be made available to give added enjoyment to 16mm. audiences.

There was a consistent expansion of use of sound in the 16mm. field during the year. Activity was noted in the production of 16mm. product, and in Florida studios have been built to photograph films in 16mm. The Hollywood movie moguls finally acknowledged, albeit grudgingly, the growing importance of the 16mm. camera by using it for screen tests and other technical experiments. In a way this was one of the major victories for the industry even tho actually it does not benefit from the Hollywood capitulation.

There was systematic further development of the foreign language field. Roadshowmen suddenly realized that they were overlooking a vast segment of the public by not showing foreign films. While foreign films can only appeal to

(See BANNER YEAR on opposite page)

New and Recent Releases (Running Times Are Approximate)

THERE GOES MY HEART, released by Post Pictures Corporation. This nine-reel sound film deals with the story of a reporter in search of a missing heiress. Plot is plausible and dialog is good. Leading roles are played by Frederic March and Virginia Bruce. Running time, 85 minutes.

INTERNATIONAL SPY, released by Institutional Cinema. A seven-reel expose of fifth-column activities, particularly timely at this time. Plenty of action and intrigue. Neil Hamilton and Doris Day are starred. Running time, 70 minutes.

THE ETERNAL MASK, released by Brandon Films, Inc. This Swiss-made film is truly unusual since it is one of the rare experiments in using the cinema to show the mind's twists and illusions. This story of a young doctor's fight to return to the real world out of his dream-world is said to be one of the best and most widely approved psychological films ever produced. Leading roles are played by Mathias Wiemann and Olga Tschechowa; directed by Werner Hochbaum; musical score by Anton Profes. Running time, 75 minutes.

ZAMPA, released by Nur-Art Films, Inc. This one-reel story, accompanied by the beautiful overture *Zampa* by Herold, the French composer, tells of a swashbuckling brigand, who abducts a young and beautiful girl. Romance, action and heart interest. Running time, 10 minutes.

JACK FROST, released by Castle Films, Inc. A one-reel mirthful cartoon color movie showing what happens to a little bear cub who disobeys his parents by refusing to hibernate. Jack Frost finally rescues the disobedient bruh. Whimsical entertainment. Running time, 10 minutes.

New 16m. Tax Fight Looms

NEW YORK, Dec. 27.—According to reports from Albany, the New York Legislature, at the session opening January 5, plans to tackle the question of equalization of tax on films reviewed by the Motion Picture Division. Senator William Bewley of Lockport, N. Y., chairman of taxation, introduced a measure late in the 1941 session. However, the bill was put over on the last night of the 1941 session, due to a defect, after it had passed the Senate and came up for a third reading in the Assembly.

Briefly stated, the provisions of the measure would raise the tax on 16mm. film to \$6 per reel on the original film and \$4 on copies thereof. This compares with \$3 per reel on original film and \$2 on copies now assessed against the 35mm. field. It is claimed that the larger impost on 16mm. films is made necessary because 16mm. full-length features require twice as much work in review as 35mm. It is also said that the equalization

(See TAX FIGHT on opposite page)

LET'S GO AMERICA!
This year let's pledge ourselves to achieve victory—victory over our enemies—victory over adversity.
THE VICTORY DRIVE IS ON!
INSTITUTIONAL CINEMA SERVICE, Inc.
1560 Broadway, New York, N. Y.

BIG SCREEN LITTLE MONEY!
MOGUL-LITE FOLDING SCREEN. Best, heavy white "Glosscreen" material; assures bright, clear picture. Sturdy, tape-reinforced edges fitted with rings for hanging and stretching.
List Special List Special
6'x4' \$8.00 \$8.10 12'x9' \$22.50 \$20.25
8'x6' 13.50 12.35 15'x12' 37.50 33.75
10'x8' 18.00 16.20 (Each in zipper carrybag)
35mm., 16mm. projectors. Low prices, easy terms. Trades accepted. Roadshow Film Library.
Bargainess Free. Monthly Terms.
MOGULL'S 59 W. 48th (Radio City)
NEW YORK, N. Y.

\$19.50 PUTS YOU IN SHOW BUSINESS
We ship you everything, motion picture projector, sound equipment, films. Guarantee you to make good. Show you how to line up circuit from the 5,000 theatres towns in U.S.A. Make up to \$50.00 week. Write Southern Visual, Box B-3, Memphis, Tenn.

RELIGIOUS FEATURES
Thine Is the Kingdom, Passion Play, Brother Francis, Christus (The Life of Christ), etc. Also Westerns and Actions. 16MM or 35MM.
OTTO MARBACH, 630 Ninth Ave., N. Y. City.

FAR WESTERN 16 MM. CIRCUIT MEN
Deal at home. Save time, money. Good subjects, prints, rates. Used prints for sale.
AUDIOFILMS COMPANY
262 Scenic, Piedmont, Oakland, Calif.

SACRIFICE
Perfect condition, complete De Vry 16mm. Sound Projector Outfit, 1000 Watt Lamp, \$195. Suitable for large or small audiences.
FLYNN
96 Greenleaf Ave. W. Brighton, S. I., N. Y.

DON SAYS:
By all means write TODAY for NEW 16mm. sound rental catalogue, including features and shorts at reasonable prices—also silent shorts in both 8mm. and 16mm. Films shipped anywhere in U. S. A. **DON ELDERS**, Dept. BB-6, 730 Boylston St., Boston, Mass.

Roadshow Business Prospects Excellent During War Period

By HARRY POST, President, Post Pictures Corporation

THE roadshow field has no need to be panicky now that this country is at war. The 16mm. field will not be adversely affected. As a matter of fact there is every indication that roadshowmen will continue to prosper during the war period. During the last year there was a slump in the film business for the first week or two, but as the war went on the industry recovered and advanced. The same parallel holds true today and all the signs point to a profitable year in 1942 and the years that lie ahead.

According to a forecast by The Wall Street Journal, widely reprinted by the film industry, expectations are that film business in 1942 will run ahead of 1941 despite the fact that this country is engaged in war. The 16mm. field also will not suffer seriously as a result of the war, even tho attendance might drop off in coastal areas as a result of excitement and blackouts. But this is not expected to continue for long, as people are in a receptive mood for entertainment.

Another factor which will materially contribute to continued widespread activity in the 16mm. field is the fact that the national income has risen to new peak levels. This, naturally, means more spending power. Combined with the restricted output of so-called durable goods for the duration of the war, this means that the public will spend heavily for entertainment.

Many other favorable factors which will influence 16mm. attendance are apparent. Heretofore the public thought nothing of riding 15 or 20 miles to go to a theater. Now, in keeping with the defense effort, gasoline and tires must be conserved and as a result the public will have to stick closer to home. This makes possible greater opportunity for roadshowmen to expand their activities. In addition to increased attendance in home towns, the war defense measures will be instrumental in opening up towns not available for 16mm. before.

Roadshowmen will find it profitable to build their programs around musical films, comedies and historical subjects. During war periods the public wants to laugh and forget, for a time, the realities that confront it. Roadshowmen who anticipate going into service should train their wives or sisters to take over. Women can very easily take over the showing of 16mm. programs, as it does not entail any hard work.

16mm Roadshowmen
Over 2000 Features—Over 7000 Shorts in Our GIGANTIC LIBRARY.
Rentals from \$5.00 to \$20.00 per day. From \$10.00 to \$35.00 per week.
We supply Projectors, Stereopticons, Turntables, Microphones and Screens on small weekly payments. Everything except the Audience! WRITE FOR OUR SPECIAL ROADSHOWMEN'S BULLETIN.
IDEAL PICTURES CORPORATION
28-34 East 8th Street Chicago, Illinois
18 South Third St. Memphis, Tenn. 89 Cone St., N. W. Atlanta, Georgia

ROADSHOWMEN COMPLETE 16MM. SOUND PROGRAMS
1000 To Choose From. Sound Projectors, \$3.00 Weekly.
Write Now—Start Saving Today
BOX D 125, BILLBOARD, CINCINNATI, OHIO

35 MM. SOUND FILM—OUTRIGHT SALE!
Features from \$10 up. Plenty good Western and Action Features. Very low prices. Also Serial and Shorts. Write for listing, enclosing 3¢ stamp. Quality prints. Also rental service. Low rates.
OAKLEY FILM EXCHANGE, Nelsonville, Ohio

FOR SALE
DeVry Theatre Projector With Brankert Low Intensity Arc Lamp and Karve Rectifier. A-1 Condition, Used Only 250 Hours.
S. F. JAMESON, Principal
Ashland High School, Ashland, O.

JAPS BOMB U. S. A.!!
Actual scenes of Pearl Harbor and Philippine Bombing. 1 reel 16mm. sound—sale or rent. Free One Sheet. Get our big 1942 Roadshow Catalog.
SWANK'S
620 N. Skinker Blvd. ST. LOUIS, MO.
BUY DEFENSE BONDS AND STAMPS

8 MM. ★ ★ ★ 16 MM.
Sound and Silent Films, Projectors and Cameras. Bought, sold and exchanged. Trades and terms accepted. Free bargain bulletin available.
ZENITH THEATRE SUPPLY CO., INC.
308 West 44th Street New York City

BEERHALTER—Ella L., 85, former musical director. December 20 at her home in Philadelphia. The daughter of Moritz Beerhalter, she directed instrumental and vocal groups in Philadelphia for 50 years until her retirement seven years ago. A sister survives. Services and burial December 23 in Philadelphia.

BOWEN—Scott Howe, 53, president and owner of Station WIBX, Utica, N. Y., at his winter home in West Palm Beach, Fla., December 22. After serving in the Air Force during the last war he was in the advertising field with numerous publications, leaving Conde Nast and Collier in 1927 to form Scott Howe Bowen, Inc. He placed on the air such outstanding clients as Chevrolet, Buick, Dodge, Nash, Philco, Bulova and Benrus watches, Gillette and others. He pioneered in the development of National Association of Broadcasters. Survived by his widow, three sons and a sister, Mrs. John Garfield, Cleveland.

BOYCE—John G. (Jack), former vaude performer, December 15 in Boston City Hospital. A dancer, he appeared as a solo and also with the teams of Boyce and Black and Boyce and Wilson. Survived by his widow, Grace C. Services and burial in Boston.

CADORET—William H., theater manager, December 20 in Rochester, N. Y., of a heart attack. He entered the theater business as owner of the La Petite Theater, Kankakee, Ill., in 1909, remaining there until 1921, when he went East to join Comerford Theaters, Inc.

CHARTERS—Mrs. Spencer, 53, the former Irene Myers, in Los Angeles, December 22. At one time headed her own stock company and had appeared in vaudeville. Burial in Forest Lawn Cemetery December 24. Her husband, daughter and mother survive.

CROWTHER—John Wilkinson, 45, former publicity man for circus enterprises and at one time a member of *The Press-Union*, Atlantic City, December 19 at his home in Chester, Pa. Survived by a sister, Mrs. Edward Miller, and two brothers, Frank and Earl, both of Chester. Services and burial December 23 in Chester.

DALTON—Victor, 50, owner of Station KMTR, Hollywood, and founder of Radio Newsreel, December 18 in Los Angeles. He made his debut in the industry about 12 years ago when he purchased Stations KMIC, Los Angeles, and KGPH, Glendale, Calif. Survived by his widow and a daughter by a former marriage.

DONALDSON—John M., 87, designer of a number of Detroit theaters and the Detroit Zoo, December 20 in Harper Hospital there. Survived by one son. Interment in Woodlawn Cemetery, Detroit.

DUSERN—Ray, 44, in Long Beach, Calif., December 18, from injuries sustained when struck by a bus. He was manager of the Rivoli Theater. Survived by his parents and widow.

FAUST—Frank G., 76, father of William Faust, known professionally as DePolo, recently at his home in Reading, Pa. Burial in Charles Evans Cemetery, Reading.

FRIEDMAN—Dolly (Dean), 38, formerly with Johnny J. Jones, Hennies Bros., Rubin & Cherry and other shows, December 17 in Rushville, Ind. Survived by her husband, Abe; a daughter, Betty Joe, and parents, Mr. and Mrs. E. E. Davis, Orange, Ind. Burial in North Cemetery, Orange, December 20.

GIBSON—Ellwood, 70, with carnivals for 30 years, recently in Sulphur Springs, Fla. He was formerly a ride foreman but in late years was with Clyde Hovey's Monkey Show. Burial at Tampa.

HAMMEL—Bernhard, father of Lester Hammel, of the William Morris agency, December 20. He leaves two daughters and three sons.

HOFFMANN—Benjamin, 73, for 25 years leader of the Great Western Military Band, Cincinnati, in that city December 25. Survived by his widow, Josephine W., and a daughter, Amanda. Services and burial in Cincinnati.

HOWARD—Lorraine (Mrs. Lorraine Howath), 55, former vaude performer, December 16 when the car in which she was riding was struck by a train near South Fallsburg, N. Y. She was best known as a member of the act of Howard and Lind.

HOWARD—David, 45, film director, at St. Vincent's Hospital, Los Angeles, December 21. He was a native of Philadelphia. Funeral services at Hollywood Chapel December 23. His widow and son, William, of Hollywood, survive.

HUGHES—Charles L., for many years with Sanger Crouses, in Dudley, England, November 12. Burial in Dudley Cemetery November 18.

JORDAN—John A. (Happy Jack), 55, carnival ride man, at his home in McClellandtown, Pa., December 20 from a complication of diseases. He debuted in show business with the Harkins & Fox

The Final Curtain

and Al G. Field minstrels and also appeared with the Cotton Blossom Floating Theater. For a number of years he owned and operated a Merry-Go-Round and in 1938, his last on the road, he was with Ideal Exposition Shows. His widow, Eva, and son, Jack, survive. Burial in Percy Cemetery, McClellandtown, December 23.

MUNRO—Mrs. Wallace, former actress and wife of Wallace Munro, first agent with the road company of *Claudia* and in point of service one of the oldest legit agents in the country, December 22 in Los Angeles. As Charlotte Tittell, she appeared with many noted stars in such vehicles as *Adrienne Locoureur*, *Camille*, *Mary Stuart*, *Noblest Roman of Them All*, *She*, *The Highest Bidder*, *Lord Chumley*, *The Prodigal Daughter*, *Young Mrs. Winthrop*, *The Prisoner of Zenda*, *Rupert of Hentzau*, *The Cavalier*, *Carmen*, *Sappho*, *The Second Mrs. Tanquary* and *The Writing on the Wall*. Stars with whom she worked included Modjeska, William Muldoo, Lewis Morrison and Richard Mansfield. She retired from the stage to devote her time to the crusade for better and cleaner plays.

PAINE—Bessie E., 46, radio performer and conductor of *Aunt Bessie's Corner Cupboard*, Station WMAS, Springfield, Mass., December 19 at her Springfield home. She also conducted *The Hour Between* over Station WSPR, Springfield. She leaves two sons, a daughter and two brothers.

PHILLIPS—David Ray (Doc), old-time med worker, in Kansas City, Mo., December 15. Survived by his widow, Adell.

RETHY—Joseph Bernard, 47, New York advertising man and former vaude author, December 16 in Riverdale, N. Y. Al Lewis and Max Gordon produced many of Rethy's vaude acts. He also collaborated with Samuel Shipman on a play about Edgar Allan Poe. He leaves his wife.

SPENCER—Alexander, advertising agent for the Stanley Company of America and a member of the Billposters' Union, Atlantic City, December 21 in that city. Survived by his widow, Anna B.; a sister, Mrs. Bainbridge, Philadelphia, and two brothers, Bert, Philadelphia, and William, New York. Services and burial December 24 in Atlantic City.

STILES—Emery, 77, with circuses for 55 years, December 20 in Peru, Ind., of a heart attack. He was formerly superintendent of animals on the Hagenbeck-Wallace show. Survived by his widow, Cathryn, and two stepsons, Charles Gaskell, Memphis, and Floyd Gaskell, Hastings, Mich. Services and burial in Peru.

SUGGS—Mrs. Anne, 44, wife of Leo Suggs, outdoor showman, concessionaire and former outdoor performer, December 21 at home in Jacksonville, Fla. Mrs. Suggs assisted her husband in the operation of his concessions. Besides her husband, she leaves a daughter and a son. Burial in Jacksonville.

SUPPENEY—Charles E., 70, former minstrel, December 18 at his home in Pennsauken, N. J. He was widely known at the turn of the century under the name of Charles Perry. A son and a sister survive. Services December 23 in Camden, N. J., with burial in Locustwood Memorial Park there.

THOMPSON—George L., recording artist and motion picture actor, recently at his home in Brooklyn. Thompson made the original *Cohen on the Telephone* recording. More recently he appeared in 16mm. films for Starlight Studios, Newark, N. J. He leaves his wife.

WATKINS—Sanford (Sandy), 26, Hollywood press agent, recently in that city. Survived by his widow and a son.

WHITE—Charles F., 61, owner of Consolidated Amusement Company, Jacksonville, Fla., December 16 at his home

in that city. Survived by his widow, Florence, and two sisters, Mrs. Madeline Sokol, New York, and Mrs. Harry Elder, Elmford, N. J. Services and burial in Jacksonville.

Marriages

ABER-COOPERSMITH—Ted Aber, manager of Fairmount Theater, Philadelphia, and Zena Coopersmith, nonpro, in Millford, Del., December 28.

BRANDOW-BARTON—Jerry Brandow, songwriter and dancer, and Jane Barton, his stage partner, December 23 in Philadelphia.

CAPPELLA-ROMERO—Jacques Cappella and Patricia Romero, recently in Armonk, N. Y. They comprise the dance team of Cappella and Romero.

DITLOW-NORKIN—Harry Ditlow, auto racer, and Ruth Norkin, stage and concert singer, December 25 in Philadelphia.

GRESHOLDT-HAMMELMAN—Garfield D. Gresholdt, manager of Gresholdt's night club, Sheboygan, Wis., and Ella Hammelman December 15 in Sheboygan.

HAMMERSTEIN-LEDBETTER—William Hammerstein, composer and son of the late Oscar Hammerstein, and Margaret Ledbetter, actress, December 18 in New York.

KING-MUNCIE—William Knott King head of Motion Picture Equipment Company, Philadelphia, and Martha Muncie, nonpro, December 21 in Philadelphia.

LEVITT-MERMAN—Robert D. Levitt, nonpro, and Ethel Merman, stage and screen singer, recently.

LISSELLA-ENGELBERG—Richard Lissella, prop man with Tommy Dorsey's orchestra, and Jane Engelberg, secretary to Leonard Vanderson, Dorsey's manager, at Bethany Lutheran Church, Hollywood, December 24.

MARTIN-BRAZNEILL-THEBAUD—Darwin Martin, operator of the Stuyvesant Hotel and night club, Buffalo, to Laura Brazneill-Thebaud, recently.

MILGRIN-SEIDMAN—Bruce Milgrin, nonpro, and Helen Seidman, film bit player, December 25 in Hollywood.

WEINER-SMOGAR—David Welner, nonpro, and Mary Smogar, pianist and organist at Station WHAT, Philadelphia, December 28 in that city.

Coming Marriages

Will Price, film dialog director, to Maurine O'Hara, screen actress, soon.

Sam Roth, nonpro, and Pearl Williams, pianist-singer at Lou's Chancellor Inn, Philadelphia, in New York in April.

Dick Stone, vocalist with Muggsy Spanier's orchestra, and Nancy Sampson, nonpro, next summer.

Lyle Talbot, film and stage actor now touring with *Separate Rooms*, and Tommye Adams, showgirl and former model, in Omaha January 22.

Thomas Humphrey, chief engineer at Station WEYN, Holyoke, Mass., and Helen Bresnahan, conductor of the *Helen Hope Program* over that station, in Holyoke in January.

Peter Doraine, head of Doraine Music Company, and Gertrude Lutz, nonpro, January 18 in New York.

Births

A son, James Everett, to Mr. and Mrs. Jimmy Knight December 15. Mother is former Evelynne Lee, dancer and singer.

BLANCHE BATES CREEL

Blanche Bates Creel, 69, former actress, died December 25 in San Francisco after suffering a stroke six months ago.

Brought to New York in 1897 by the late Augustin Daly, she made her debut in *The Taming of the Shrew*. Her greatest hits were as Cigarette in *Under Two Flags* and as the girl in *The Girl of the Golden West*. She also appeared in *The Great Ruby*, *Madame Butterfly*, *The Darling of the Gods*, *Hedda Gabler*, *The Fighting Hope*, *Nobody's Widow*, *The Witness for the Defense*, *Half an Hour*, *Diplomacy*, *East Lynne*, *Getting Together*, *The World Mother*, *Moliere*, *Medea*, *The Famous Mrs. Fair*, *The Changelings*, *Mrs. Partridge Presents*, *Caroline*, *Dangerous Corner* and her last play, *The Lake*, in 1934.

She married Lieut. Milton F. Davis of the U. S. Army in 1900, but they soon separated, and in 1912 she married George Creel, head of the Committee on Public Information during the last war. Her parents, Mr. and Mrs. Francis M. Bates, were rep performers in California.

She is survived by her husband; a son, Bates, and a daughter, Mrs. Leslie Lubliner.

and father plays tenor sax with Buddy Sawyer orchestra.

A daughter to Mr. and Mrs. Ralph Berkowitz December 16 at the Hahnemann Hospital, Philadelphia. Parents are with the Curtis Institute of Music, Philadelphia.

A son to Mr. and Mrs. Victor Lozinak December 16 at the Osteopathic Hospital, Philadelphia. Father is assistant manager of Walton Hotel Roof, Philadelphia night club.

A son to Mr. and Mrs. Arnold Sundgaard December 23 at Johns Hopkins Hospital, Baltimore. Father is a playwright.

A son to Mr. and Mrs. Joe Alvin at Monte Sano Hospital, Glendale, Calif., December 23. Father is an NBC press representative.

A son to Mr. and Mrs. C. A. Bryant December 25. Father is a concessionaire.

Divorces

Beth Beri, night club producer and former dancer, from John E. Adams, nonpro, December 19 in San Francisco.

Charlotte Rutledge Marshall, former dancer, from Lockwood Marshall, in Los Angeles December 18.

BANNER YEAR

(Continued from opposite page) limited groups, roadshowmen revealed profitable operations in areas where foreigners form an important part of the population. All that was necessary to tap this market was the intelligent mapping out of bookings, it was reported.

The church field also continued to grow and it gives every indication of becoming even more important in 1942. The church field has become important to roadshowmen, and especially the Catholic Church, which contracted for many film programs to show to boys and girls in parochial schoolrooms. The product shown was in all cases approved by the Legion of Decency.

Religious films and showings in camps, hotels, night clubs, grills, cafes, as well as the customary spots, boosted roadshow revenue. Merchant-sponsored shows enjoyed a good season.

Space limitations make it impossible to list categorically all the other achievements of the year 1941. Suffice it to say that the industry did much to advance 16mm. films, and wider public acceptance was noted. Therefore the prospects for the 1942 season, a war year, are particularly bright.

TAX FIGHT

(Continued from opposite page) tion will bring more revenue over and above all costs necessary.

The fallacy of the statement that 16mm. requires more work than 35mm. was pointed out by William K. Hedwig, secretary of Nu-Art Films, Inc., and president of the Allied Non-Theatrical Film Association. He stated that a film with a running time of 70 minutes in 35mm. runs 70 minutes as well in 16mm. Furthermore, there is the point that since 16mm. product is obtained from 35mm. it has already been passed by the board of censors.

Hedwig is the moving spirit in a movement to try to kill the legislation or at least obtain modification of the provisions as far as they concern the 16mm. field. He is writing to the ANFA membership, asking for a united stand, and letters and other means are being used to communicate with the legislature, the governor and other officials to appraise them of the stand of the 16mm. field on the tax issue. If necessary, Hedwig said, a representative will be sent to Albany to present additional facts. He stressed the fact that 16mm. revenue is less than 1/10th of 1 per cent of 35mm. revenue and, therefore, modification in the tax should be made.

Windsor Benefit Takes 14C

DETROIT, Dec. 27.—One of the first fruits of full-fledged American participation in the war was an international midnight show at the Palace Theater, Windsor, Ont., that raised \$1,400 for the benefit of the Mayor's Overseas Smokes Fund, to provide cigarettes for British and Canadian soldiers overseas. Show included practically all American talent from shows currently in Detroit, and according to Cem Merritt, manager of the Palace, represented the biggest array of talent that has ever played in Windsor, which is just across the international line from Detroit.

MSWC Elects Viola Fairly

Club plays host to members of IAS at click Christmas party

ST. LOUIS, Dec. 27.—Viola Fairly, heading the only ticket in the running, was elected president of the Missouri Show Women's Club for 1942 at the regular meeting December 11 in the clubrooms in Maryland Hotel here. Other officials voted into office by acclamation were Frenche Deane, first vice-president; Ethel Hesse, second vice-president; Irene Burke, third vice-president; Grace Goss, secretary, and Gertrude Lang, treasurer.

Installation will be held in the American Hotel, January 17, and a banquet, celebrating the 12th anniversary of the club, will be held following installation exercises. Jane Pearson will be installation officer and emcee.

Club played host to members of the International Association of Showmen at a Christmas party in the clubrooms December 18. A huge Christmas tree held gifts for all in attendance and Art Bott's Orchestra provided the dance music. Frenche Dean, entertainment committee chairman and assistants, served a bountiful supper. Jane Pearson came in from Ramsey, Ill., for the party and she and Grace Goss will represent the club at the Heart of America Showmen's Club's Ladies' Auxiliary luncheon in Kansas City, Mo.

Afgan award went to Beatrice Dawson and club voted to lease its present rooms for another year. Treasurer Gertrude Lang was instructed to purchase Defense Bonds for the club. Marietta Vaughn is reported to be in Dallas, seriously ill.

Hyde Playing Macon Stands; Initial Engagement Is Okay

MAGON, Ga., Dec. 27.—Eric B. Hyde Shows, with George W. Smith as manager, came in here recently to play a series of engagements. Shows are the first to attempt a winter stand locally in many years.

First stand in neighboring Crumps Park, just over the city limits, gave fair results despite variable weather. Shows are currently playing a lot in East Macon to fair returns with 3 rides, 3 shows and about 15 concessions.



BERNARD MENDELSON (left), of Chicago, and Neil Webb, Canadian secretary of the Showmen's League of America, each of whom were presented with a gold life membership card in the League for obtaining 100 members each during 1941.



Conklin Shows Get Coast Showmen Look Sherbrooke Midway To Big 1942 Season

HAMILTON, Ont., Dec. 27.—J. W. (Patty) Conklin, president Conklin Shows, said here this week that his organization had again been awarded the midway contract for the 1942 Sherbrooke (Que.) Exhibition. Event was canceled in 1941 because the grounds were turned over for use of the Department of National Defense.

In awarding the contract to Conklin, N. W. Price, secretary of the exhibition, said: "The Department of National Defense of Ottawa has turned over the grounds to us, but Montreal headquarters would like to keep them in case of an emergency. They have, however, told us to go ahead with our fair, which we will do. Mr. Davidson and I have instructions to go to Ottawa and make final arrangements with the department, and we plan to make the trip soon. We will hold our fair unless anything unforeseen happens."

Rose's Midgets Repeat With BG; Frat Time Set

CHICAGO, Dec. 27.—Rose's Midget Revue, under direction and ownership of Mrs. Ike Rose, is again signed with Beckmann & Gerety Shows, second season there. Unit is set for Shrine dates thru Jack Tavlin, with whose layout it has

concluded a holiday run at Goldblatt's store, also a repeat engagement.

Mrs. Rose is receiving congratulations on having become a grandmother recently.

LOS ANGELES, Dec. 27.—West Coast carnival operators are anticipating a big season in 1942 and work of improving equipment is going along at a fast pace despite blackouts and other war influences.

Out at the Crafts 20 Big Shows' quarters in North Hollywood, 27 men are at work, and the only let up in the regular schedule was Christmas Day. After January 2 a crew of 80 will start on the job and continue until shows opening in the spring. Orville N. Crafts, owner-operator, said he will have his three shows on the road. They are Crafts 20 Big, Golden State and Fiesta Show and Circus. Roy E. Ludington is general manager. Ben Dobbert will manage Golden State again and Bill Meyers will be in charge of Fiesta. Lee Brandon will be general representative of the shows and Harold Mook auditor.

PCSA Plans For Defense Day

LOS ANGELES, Dec. 27.—Local showmen completed plans this week for the Pacific Coast Showmen's Association National Defense Bond and Savings Stamps Day Wednesday (31). City Defense Bond Committee is co-operating, and ceremonies will mark the club's purchase of \$6,000 worth of the bonds and the Ladies' Auxiliary's \$2,500 purchase.

Club's committee, headed by Jack Grimes and Harry Chipman, have laid plans to obtain as much representation as possible from outdoor showmen. Event, which will be held from 11:30 to 4 p.m. at Pershing Square, will feature a number of bands and acts on a specially constructed stage in the park.

Patrick's Closer In Ceres Is Good

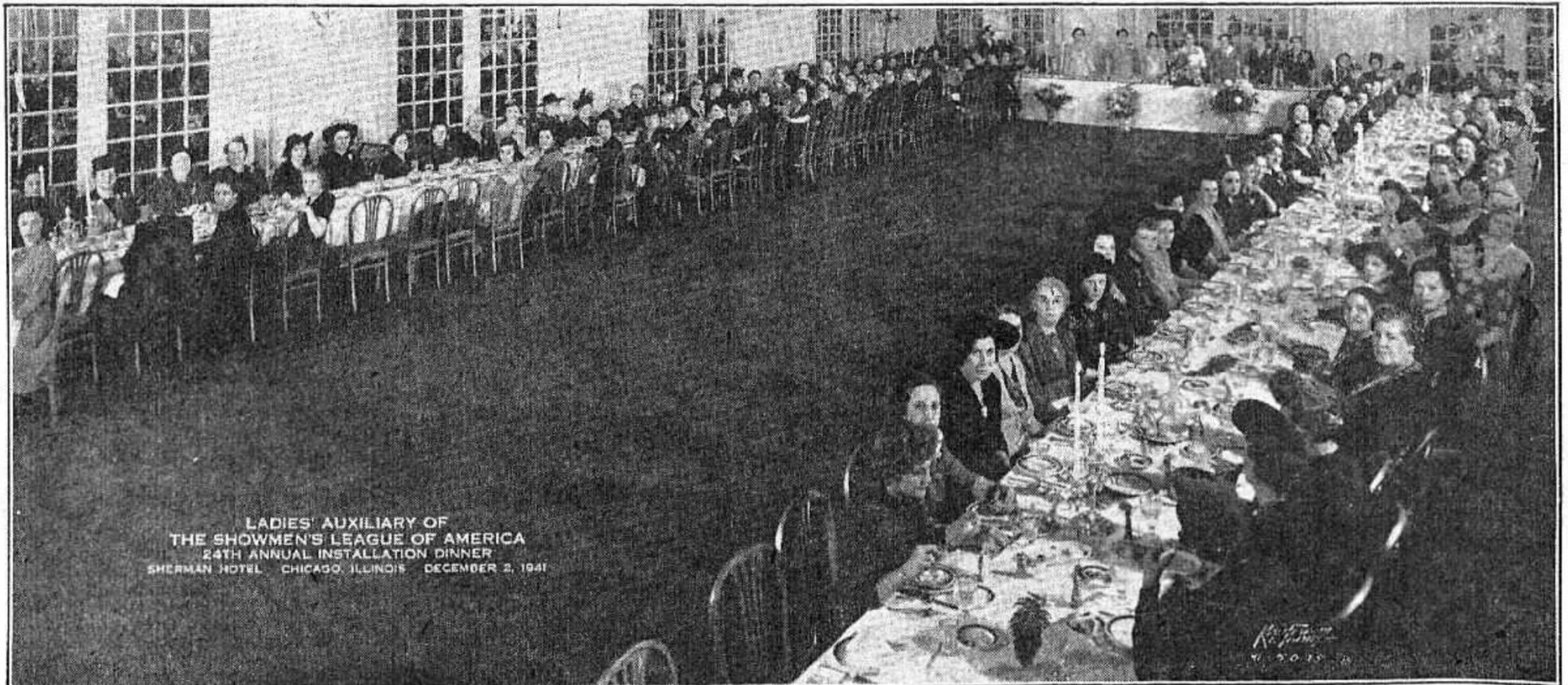
CERES, Calif., Dec. 27.—Patrick's Greater Shows wound up a successful 1941 tour here Monday following a week of good business, Peggy Bailey reported. All trucks were sent to quarters in Modesto, Calif., where T. H. Bailey and ride men are repainting and repairing equipment. Owner and Mrs. W. R. Patrick left for Spokane, Wash., to spend the holidays with relatives.

Personnel held a Christmas party on the closing day and the Patricks received many gifts from show members. Quarters' crew includes Mr. and Mrs. T. H. Bailey, Mr. and Mrs. James Hiel; Nick Fabulal, Ferris Wheel foreman; Herb Owens, Merry-Go-Round foreman; Frank Landis, cook, and Red Kelly, sound technician.

Blevins (Ark.) Engagement Successful for Hall Bros.

BLEVINS, Ark., Dec. 27.—Hall Bros.' Shows, under management of George and Jackie Hall, chalked up fair business at their recent local stand despite rain and cold weather. Harry Lamont, who joined with his string of concessions, purchased two new rides for the organization, bringing the total to seven. New canvas has been ordered and will be delivered soon.

Billie Allen came on with his concessions, as did Roy Allen with his lineup. Mac McClellan returned with his cookhouse and is doing good business. Mr. Smith has the shows well illuminated. Shows have been playing defense project towns. White Jones is lot man, while Helen Potts handles the mail and The Billboard sales.



LADIES' AUXILIARY OF THE SHOWMEN'S LEAGUE OF AMERICA
24TH ANNUAL INSTALLATION DINNER
SHERMAN HOTEL, CHICAGO, ILLINOIS, DECEMBER 2, 1941

THESE MEMBERS AND GUESTS OF THE LADIES' AUXILIARY, Showmen's League of America, witnessed the impressive ceremonies which marked the club's 24th annual installation dinner in the Louis XVI Room of the Sherman Hotel, Chicago, when Mrs. Joseph L. Streibich, president, and other officials were inducted into office.

West Coast Notes

By WALTON DE PELLATON

LOS ANGELES, Dec. 27.—Yuletide season was spent happily by showfolk in this section and highlighted by the successful Christmas Day dinner of the PCSA, which brought out record attendance. Many dinner parties and receptions in homes preceded the dinner, among those entertaining being Mr. and Mrs. Orville N. Crafts, Mr. and Mrs. Martin E. Arthur, Mr. and Mrs. Elmer Hanscom, Mr. and Mrs. Manfred Stewart, Mr. and Mrs. Allen H. Fine, Mr. and Mrs. Ben Martin, Mr. and Mrs. Milt Runkle, Mr. and Mrs. Claude Barie, Mr. and Mrs. Hugh Bowen, Mr. and Mrs. Frank Downie, Mr. and Mrs. Ross Davis and the writer.

The writer has been tempted to apply for a diploma as a first-class chef, having been honored by groups of from four to ten as his dinner guests. Helen Brainerd Smith received a royal welcome from many friends and was guest of honor at a meeting of the Ladies' Auxiliary over Christmas before her return to her home in Kansas City, Mo. She announced her intention of moving to Los Angeles permanently in the spring so as to be with her son and daughter-in-law during the present emergency.

Reeley Castle Borglon and Billy Bozell returned to San Francisco after a brief visit after the PCSA Banquet and Ball. Keith Sutton is wintering in Houston, and Mr. and Mrs. Hunter G. Farmer left for a brief visit with relatives in San Francisco. Leo Leos, secretary West Coast Shows, is spending the holidays at his Los Banos home. Ted and Ming Toi Right are spending their vacation at their home in Sacramento, Calif. Mrs. Nellie Anderson O'Farrell is visiting relatives in San Diego, Calif. Mr. and Mrs. Lou Drescher are at their home in Sacramento. Mr. and Mrs. Leon Whitney are wintering in Wilmington. Mike Rogotino is repairing his ride at his home here. Jean LaValle Bernard is employed at the Bell Telephone Company as chief operator.

Mr. and Mrs. Earl McCann are at their home in Salt Lake City. Lola Rhinehart is employed in a Ventura cafe. Mr. and Mrs. Howard Tydings and latter's mother and daughter are wintering at their home in Baltimore. Mr. and Mrs. Cannonball Bell are in Phoenix, Ariz., as is Harry Gordon. Bert Francis, show owner, arrived for a brief visit. Mr. and Mrs. Max Williams are with Martin's United Shows. Reports from Honolulu indicate that showfolk there are carrying on despite the blackouts. They include Whitey Claire, Mabel and Jimmy Thomas and Eddie Manley. All are in good health. After a year's absence from the road, Leone and Claude Barie are preparing to return in 1942. Only shows operating in this section at present are Martin's United and Pickard & Arnold. Ivan Carter visited his home in Monterey for the holidays.

Pearl de Pellaton is spending the holidays with her mother in Oakland and will return to Los Angeles early in January. Reggie Marrion is residing at his home on Catalina Island. Operation at winter quarters of Arthur's Mighty American Shows will start January 2, under direction of Owner Martin E. Arthur. Hi and Gertie Severson have been entertaining showfolk all winter at their home in the Silverlake district. Mr. and Mrs. Rudi Jacoby and Mr. and Mrs. Jack Dykes are living on Carvey Boulevard, while Mr. and Mrs. Everett Butler are located in Bell. Joe Blach has purchased a new house car. Mr. and Mrs. William Groff and daughter, Ruth, are wintering at their home in Bellgardens, where they are overhauling their shows for 1942.

After a successful season with Crafts 20 Big Shows, Jerry Godfrey is wintering at her home in Venice while her mother, Jane, visits relatives in Northern California. Harry and Marvis Matthews have been presenting their aerial act at many local events. Donzelli received a cub lion as a Christmas present from Joe and Anna Metcalf. The Harry Mason's arrived for a brief visit after a successful 1941 season. Jack Gordon came in after a brief visit to his parents in Montana.

ATTENTION

Maudiebell E. Moore, also known as Rosalie Eula Moore, or anyone knowing her is requested to contact BOX #D-151, care of The Billboard, Cincinnati, O., immediately. Information of financial importance awaits her.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 27.—During the past week the association received numerous holiday greetings from President Floyd E. Gooding, William C. Fleming, Bob Hallock, Earl R. Benedict, James R. Kelleher and A. R. Hodge. We gratefully acknowledge all of them. During the winter we shall resume discussion of the various subjects of interest to the membership and would appreciate hearing from members on subjects to be considered.

The Appellate Division, in an opinion handed down December 8, ruled that a permanently placed Merry-Go-Round having a substantial enclosure is a structure and subject to New York zoning regulations, altho two members dissented and held that the Merry-Go-Round was an amusement device and not subject to zoning regulations. In view of the divided court there is strong likelihood that the case will be sent to the Court of Appeals for final decision.

Association also has received from the Department of Commerce a detailed survey of business on the West Coast including Washington, Oregon, California, Nevada, Idaho, Utah and Arizona. From the OPM came detailed information on motor trucks, electric power, tires and amusement machines. Any of this information is available to members upon request.

Los Angeles

LOS ANGELES, Dec. 27.—Coast showfolk gathered again this week at the Pacific Coast Showmen's Association clubrooms for the annual Christmas dinner. While most of the talk was away from "shop," the subject in many quarters regarded plans for next season and despite the war showmen are predicting that outdoor show business will be good next season. George Surtoc, last season with the Ted Metz Side Show, is here for the holidays. He was handling novelties on the beach near San Francisco but was forced to leave that sector when the government closed activities of this sort in that region. Ben Beno is back after his first visit in 20 years to San Francisco. Frenchy LaMonte, of the Flying LaMontes, is managing Pennyland on Main Street here. Walter (Hollywood) Towers is vacationing here. Topsy Gooding arrived from Seattle. John J. Re, Rubin & Cherry Exposition, is in town but will return to shows' quarters in Tucson, Ariz., about January 1. Charles Marshall, Arthur's Mighty American Shows, is here for the holidays. Chuck Gammon, Cole Bros.' Show, has been out with Ralph Losey's Santa Claus float. Margaret Soderberg is seriously ill at Rancho Hondo Sanitarium here. Johnnie Parsons is working in a local novelty factory.

Joe and Emily Mettler will leave for San Diego after the holidays. Dutch Schue will have the eat stands at the Veterans of Foreign Wars event at the Shrine Temple here. Charlie Walpert has the concessions. Jim Rogers, Polack Bros.' Circus, rejoined his family here last week. Jack Grimes, Hennies Bros.' Shows, is in town for the winter. Doc and Clara Zieger expect to come in after the first of the year. Stanley Ray, Long Beach game concessionaire, will have games on both Rubin & Cherry and Royal American shows next season. D. C. Stover, popular West Coast showman, has recovered from injuries sustained when struck by an automobile. Mark Kirkendall is out again after a brief illness. Milt Runkle spent Christmas day visiting friends in a San Fernando Valley hospital. Jack Brooks, Santa Claus at the May Company during the holidays, left Thursday night for Houston.

Shel Barrett, Foley & Burk Shows, is here for the holidays and is his son's guest. Lloyd Daly is in town, but will leave soon for Las Vegas for a look-see into activities there. Johnnie Branson, of Rubin & Cherry Exposition, was in town Monday and visited the Pacific Coast Showmen's Association rooms. Ed Herrick is wintering here. Dave Shapiro, of Royal American Shows, is on the Coast. Joe Horowitz is putting together a show to be presented in Pershing Square to boost the sales of Defense Bonds and Stamps.

With the Ladies

By VIRGINIA KLINE

KANSAS CITY, Mo., Dec. 27.—Heart of America Showmen's Club Ladies' Auxiliary bazaar in lobby of the Reid Hotel December 18-19, was a success. Mrs. Harry Duncan brought in a sunshine cake that didn't even touch the counter before it was sold. Mrs. Al Wilson brought some of her famous chocolate cup cakes and Mrs. Roger Haney offered a loaf of her popular nut bread. There was a great variety of canned fruit and several kinds of cookies, all of which found ready buyers. There was also a good selection of needle work and aprons. Mrs. Noble Fairly will spend Christmas in Wichita, Kan. Mr. and Mrs. C. F. Zeiger have an apartment at the Commonwealth Hotel. Clara had a letter from her niece, Allerita Foster, of Los Angeles, saying that she had been notified to be ready to have her son evacuated from the city if necessary.

Hattie Hawk had a letter from her sister asking for blue globes and dark cloth to be sent her at Santa Barbara, Calif., as there is a shortage of those two articles. Mr. and Mrs. Elmer Velare and Grace Geoffrey were in the city for a short stay while en route to Mrs. Geoffrey's home in Salina, Kan. They gave the crowd in the Reid Hotel lobby many laughs telling of their experiences in the recent California earthquake. It was their first earthquake and Mrs. Velare said she would take the Florida storms any time.

Art Brainerd, George Howk, Chester Levin and Doc Zeiger go on daily trips with Abner to look at so-called Palomino horses. So far a few old grey mares are all that they have located. Margaret and Sammy Ancher always take a long ride in the country on Sunday afternoons, and some people say romance is dead. Mr. and Mrs. Chester Levin, Mr. and Mrs. A. T. Brainerd, Mr. and Mrs. Norman Cresswell and Abner and I attended the Ankara Grotto Christmas party at the Ivanhoe Masonic Temple. Mr. and Mrs. Al Wilson also attended.

June and Jim Taylor were in for a day and a night while en route to Shenandoah, Ia., and June expects to spend the holidays with her parents. George Ross, who is in the hospital at Leeds, Mo., is sending out some snappy Christmas cards this year. Lola Hart, in the same hospital, is feeling fine and hopes to see some of

her out-of-town friends. We plan to spend the holidays here and attend the New Year's Eve banquet and ball. We had planned to go to Florida and spend Christmas in Mexico City, but the war conditions changed our plans.

Mr. and Mrs. Jess Nathan entertained at a cocktail party at their home on December 20. Evening was spent in reminiscing and continuous rounds of delicious cocktails and cocktail sandwiches. Those present were Mr. and Mrs. Noble Fairly, Mr. and Mrs. Chester Levin, Mr. and Mrs. A. T. Brainerd, Mr. and Mrs. C. F. Zeiger, Mr. and Mrs. Clay Weber, Mr. and Mrs. Roger Haney, Mr. and Mrs. George Howk, Jimmy Patterson, Maxine Nash and the Klines. Mrs. Grace McIntyre spent a few hours with the crowd in the Reid Hotel en route to Fort Leonard Wood. Grace is wardrobe mistress for a U. S. O. unit playing army camps. She has one son in the service and another who is married and at draft age. Her train left at a late hour, so we saw her off at the station and Clara Zeiger entertained the group with a late luncheon at the Harvey House Cocktail Grill. Reid Hotel Coffee Shop had its Christmas party and tree celebration on Christmas Eve. A Mexican orchestra and dancing were the hits of the evening. Tree had presents for all.

Heart of America Showmen's Club held its Christmas party and erected its tree for the poor children, who received their gifts in the lobby of the Reid Hotel. Christmas afternoon saw Mr. and Mrs. C. F. Zeiger entertain with a Christmas dinner at the Savoy Grill. Places were laid for Mr. and Mrs. George Howk, Mr. and Mrs. Art Brainerd and the Klines. After dinner the group attended the Ladies' Auxiliary Christmas party in the HASC. Mr. and Mrs. Roger Haney are entertaining tonight at their home on 73d Street with a cocktail party. News of the death of Sammy, the chimp, owned by the Strassburgs, of North Miami, reached us this week, and it seemed as tho we had lost an old friend. Sammy was well known here and all regret his death and sympathize with the Strassburgs in their loss. Mr. and Mrs. Keith Chapman are en route to Florida, but were stopped before arriving by the sudden illness of Peggy. We hear that she has had a serious operation and that her condition is as good as can be expected. Edith Walpert writes that she had a grand trip to Old Mexico and while there visited the Cardenas Carnival. She was accompanied by her sister and brother-in-law, Mr. and Mrs. Bob Work.

MUSEUMS

Address Communications to Cincinnati Office

Joplin Four-Weeker Good For J. T. Hutchens's Unit

SPRINGFIELD, Mo., Dec. 27.—John T. Hutchens's Modern Museum opened a two-week's stand at 305 South Street here December 17 to good results, Bessie Rameau reported. Unit completed a successful four-week engagement in Joplin, Mo., despite inclement weather the last week, before coming here. Museum now presents 14 attractions on the main floor, with two in the annex.

Carl (Doc) Martin's Dope Show is clicking, as is Lou-Lucille. Mr. and Mrs. Hutchens plan to motor to California to vacation with their son and daughter-in-law, Mr. and Mrs. Ralph Hutchens.

Schiedler's Assembly Opens Successfully in London, O.

LONDON, O., Dec. 27.—Sam J. Schiedler's World's Assembly of Strange People opened a week's engagement at 18 Main Street here December 17. Business was hampered somewhat by the war tension, with the biggest day's business be-

ing chalked up last Saturday, Walter D. Nealand, general agent, reported.

Albert (Flo) White, magician clown, recently ended a six-week engagement at a Cincinnati store, joined here, bringing the total of acts to 12. While en route here Scheidler and Nealand stopped off to visit with Raymond B. Dean, circus press agent, who is handling publicity for the Ohio State Infantile Paralysis Campaign. They also visited with P. Beverly Kelly, of Ringling Bros.' circus at Delaware, O., where Beverly owns and manages a furniture store.

"DOC" PALMER

Get in touch with me at once. Have something good for you. Address

RAY MARSH BRYDON

118 Main St. Little Rock, Ark.

Want---James E. Strates Shows, Inc.---Want

FOR WINTERQUARTERS AND 1942 SEASON:

Want Builders, Carpenters, Scenic Artists, Mechanics. Can place useful Help at Quarters and 1942 Season. Want to hear from Griswald, builder, address Dick O'Brien. Want for 1942 Season—Train Help, Tractor Drivers, Caterpillar Drivers, Ride Foreman and Ride Help. Want Assistant Electricians, Towerman. Men capable of plating Neon. Want Man capable of taking charge of Neon Plant and turning out the finished product. Want Porters for train. SHOWMEN: Will book meritorious attractions that don't conflict with what we have and furnish outfits and wagons for same. Will book Caterpillar Ride or any Flat Ride that does not conflict and furnish wagons for same. FOR SALE—Have fourteen tops, all sizes, for sale on account of all new canvas for the new season. Write what size you want, will quote right prices on good canvas. Address: JAMES E. STRATES, James E. Strates Shows, Inc., Winterquarters, Mullins, S. C., Box 32.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

James E. Strates

MULLINS, S. C., Dec. 27.—Crew has been decorating, wiring and lighting the giant pine tree in front of Barn No. 2 on the highway. Chief Electrician Giff Ralyea placed a large neon "V" on the top of the tree, which has scored a hit with the town folks. Ralyea is also building platforms on four of the towers for the giant searchlights and the other two towers will be fitted with powerful sirens to give warnings in case of blackout. Hank Campbell is here and has started redecorating the various attractions. Mrs. James E. Strates has a crew remodeling the interior of the Strates's private car. Manager Strates returned from a business trip to Charleston, S. C. Sky Putnam, from Gibsonton, Fla., that Mrs. Putnam, show's secretary, is recovering from a recent illness. Tony Gordon advises from Savannah, Ga., that he is building new outfits for his concessions. Colonel Casper, Midget Show emcee, is wintering in Trenton, N. J. Visitors included Kld Adams, Mr. and Mrs. Charles Tremont, Louis Sterling, Sam Beckman, George and Steve Hollahan, Luke McPhearson, Charles Tilley, Lou (Lefty) Stoneman and daughter, August Hines, Clarence Dudley and Buckley Walters. MARK BRYAN.

Four Star Exposition

ARANSAS PASS, Tex., Dec. 27.—The writer returned here after a hurried business trip to Louisiana, where a small winter unit of the shows is being well managed by C. C. Vernon, brother of C. A. Curley Vernon, owner-manager of the organization. Billy Dixon accompanied Owner Vernon on a duck-hunting expedition. Among recent arrivals were Mr. and Mrs. Maple Williams and son and daughter-in-law, of Greater United Shows; Jimmie and Carl Byers, Byers Bros.' Shows; Mack Langley and Mr. and Mrs. Ike Wolfenbarger. Larry Lawrence, who has been vacationing here, went north to visit relatives, as did Mr. and Mrs. Panther and Tex Chambers. The writer and family, after spending Christmas at home, went to shows' quarters in Shreveport, La., to help Manager Vernon supervise repainting and revamping of shows for 1942. Several

new shows will be built and two new rides will be added. Considerable new canvas has been ordered and management will add three new light towers. The writer visited Ma Nation at Palacios, Tex., and enjoyed dinner at her cafe there. N. L. (WHITIE) DIXON.

Bremer's Consolidated

TEXARKANA, Tex., Dec. 27.—A crew has been working on local quarters since shows closed on November 8. J. C. Kleckner and the writer designed and built a new style cookhouse. Before taking to the road a soda fountain will be installed. It is currently in use near the main gate of the Lone Star Ordnance plant near Hooks, Tex. H. Norman Smith, Motor-drome operator, is building a new tourist camp. J. J. Smith has about completed construction on three stores and a cabin camp. Dutch Waldron built a new home. The writer will leave soon for the Minnesota fair meeting, St. Paul. R. F. MYERS.

Mighty Sheesley Midway

ANNISTON, Ala., Dec. 27. — Owner John M. Sheesley and E. C. May returned to local quarters from the Chicago meetings and both are optimistic over 1942. Under supervision of James Doncaster, all flat cars are being overhauled with new decking and new paint jobs. Five men are being used on the flats. Blackie Penyton went to his home in Nashville for the holidays. Frank Flanagan, chief electrician, and Mrs. Flanagan visited relatives in Kansas City, Mo., for the holidays. Wintering here are Mrs. Jeanie Williams, Fred Fredlerksen, Al Renton family, the writer and Mrs. May, Adolph Watson and Mr. and Mrs. Bill Rice Jr. Soon after January 1 work in quarters will be started full blast to get all paraphernalia in condition for next season. Several new shows will be built and several new rides will be added to the midway for next season. Mr. and Mrs. Wille Zeidman, who are vacationing at Hot Springs, are expected in quarters about January 1 to start work on their rides. Al Renton was called home to Newark, N. J., because of his mother's illness. Mrs. Renton and children re-

mained here. Mr. and Mrs. John D. Sheesley and children, Joan and Dorothy, are wintering at Jacksonville Beach, Fla., where the children are attending school. After spending the holidays here, Owner Sheesley will visit the Sheesleys at Jacksonville Beach. He will then make some of the fair meetings. Shows will present Harry Pollak, monster cannon act; Diving Horse Act, and Ulaime Malloy, aerial act, as free attractions in 1942. Six light towers are being built in quarters. A. D. Smith, ride foreman, left to spend the holidays with friends at Montgomery, Ala. He will return to quarters after the first of the year. J. B. Hendershot arrived this week for a conference with Owner Sheesley. E. C. MAY.

ROUTES

(Continued from page 22)

- Meachum, Homer, & O'Hara Sisters (Center) Greenville, S. C., 31; (Mojeska) Augusta, Ga., Jan. 1-3; (James) Newport News, Va., 4-7, t.
 - Mercer, Frances (Versailles) NYC, nc.
 - Mercer, Mabel (Le Ruban Bleu) NYC, nc.
 - Midnight in Manhattan (Beachum) Orlando, Fla., 31; (LaPlaza) St. Petersburg, Jan. 1; (Florida) Sarasota 2; (Park) Tampa 3-4; (Capitol) Plant City 5; (Florida) Gainesville 6, t.
 - Mildred & Maurice (Colosimo's) Chi 21-Jan. 3, nc.
 - Miller, Marion (606) Chi, nc.
 - Moffet, Adelaide (Pierre) NYC, h.
 - Moke & Poke (Chicago) Chi, t.
 - Monte, Hal (885) Chi, nc.
 - Moore, Monica (Pierre) NYC, c.
 - Morgan, Eddy (Ritz-Carlton) Atlantic City, h.
 - Morgan, Grace (New Yorker) NYC, h.
 - Morgan, Stuart, Dancers (Shubert) Cincinnati, t.
 - Morris, George (Armando's) NYC, nc.
 - Munro & Adams (Jimmie's) Miami, Fla., nc.
 - Murray, Charlie (Pierre) NYC, c.
 - Murray, Honey (Hurricane) NYC, nc.
 - Murray, Jan (Hurricane) NYC, nc.
 - Myers, Thinnie (Nan-Jo) Port Huron, Mich, nc.
- N**
- Nadia & Sasha (Casino Russe) NYC, nc.
 - Na Pua (Lexington) NYC, h.
 - Naldi, Nita (Diamond Horseshoe) NYC, nc.
 - Nalley, Velya (New Yorker) NYC, h.
 - Neller, Bob (Royale) Detroit, nc.
 - Nelson & Hartt (Coq Rouge) NYC, nc.
 - Nonchalants, The (Stanley) Pittsburgh, t.
 - Nordstrom Sisters (Cafe Bagatelle) NYC, nc.
 - Northwest Mounties (Colosimo's) Chi, nc.
 - Novak, Wilma (51 Club) NYC, nc.
 - Novelle, Ron (Park Rest) Newark, N. J., nc.
- O**
- O'Dell, Dell (Rogers Corner) NYC, nc.
 - Oman, Lester (Hi-Hat) Chi, nc.
 - Orla, Nina (Colony Club) Chi, nc.
 - Ortega, Belen (Rainbow Room) NYC, nc.
 - Ortiz, Luis (Gaucho) NYC, nc.
 - Osta, Teresita (El Chico) NYC, nc.
- P**
- Padilla Sisters (El Chico) NYC, nc.
 - Page, Ruth (Rainbow Room) NYC, nc.
 - Page & Nona (Tivoli) Sydney, N. S. W., Australia, Dec. 3-Feb. 1, t.

- Pickert, Ollie & Verna (Shubert) Cincinnati, t.
- Park & Clifford (Netherland Plaza) Cincinnati, h.
- Parsons, Kay (Taft) NYC, h.
- Patterson, Grace (St. Moritz) NYC, h.
- Paulson, Lehua (Lexington) NYC, h.
- Paysee, Howard, Dancers (Show Box) Seattle 29-Jan. 3.
- Peggy & Moro (Edgewater) Chi, h.
- Perrin, Mack (Cafe Sutton) NYC, nc.
- Peters Sisters (Ruban Bleu) NYC, nc.
- Petty, Ruth (Harry's New Yorker) Chi, nc.
- Pickens, Jane (Versailles) NYC, nc.
- Pickens, Patti (Hurricane) NYC, nc.
- Polack's Circus (Mainstreet) Kansas City, Mo., t.
- Pollakova, Nastia (Russian Kretchma) NYC, nc.
- Pot, Pan & Skillet (Palace) Albany, N. Y., t.
- Price, Sammy (Cafe Society Downtown) NYC, nc.
- Price, Georgie (Beverly Hills) Newport, Ky., cc.
- Princess & Willie Hawaiians (Ford) Rochester, N. Y., h.

R

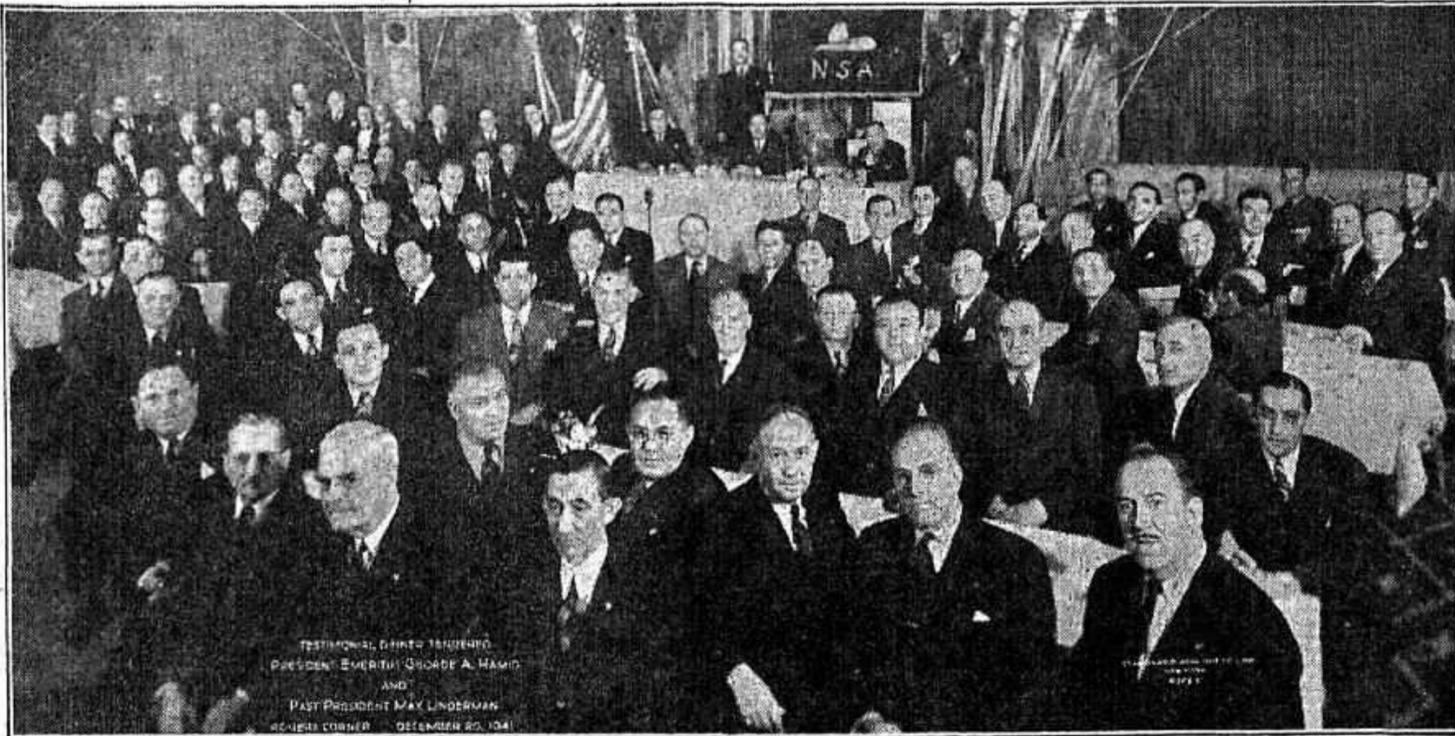
- Rae, Jimmy (Hi-Hat) Chi, nc.
- Rae, Nan, & Mrs. Waterfall (Palace) Cleveland, t.
- Raeburn, But (Cafe Madison) NYC, nc.
- Ramirez, Carlos (La Martinique) NYC, nc.
- Ramon & Jo Ann (Jimmy Kelly's) NYC, nc.
- Ramona (Club Midnight) NYC, nc.
- Raphael (Waldorf-Astoria) NYC, h.
- Ravaye & Margo (Wolverine) Detroit, h.
- Raye & Naldi (Palace) Cleveland, t.
- Raymon & Arlene (Forrest) NYC, h.
- Read Sisters (Yacht) Pittsburgh, nc.
- Red & Curley (Chicago) Chi, t.
- Renault, Francis (Altman's Glen Casino) Williamsville, N. Y., nc.
- Renee & Root (Netherland Plaza) Cincinnati, h.
- Revuers, The (Spivy's Roof) NYC, nc.
- Rhythm Rockets (Capitol) Washington, t.
- Richards, Don (Gay Nineties) NYC, nc.
- Richards, Julio (Havana-Madrid) NYC, nc.
- Richards, Lynne (Lincoln) NYC, t.
- Richey, Jean (Colosimo's) Chi, nc.
- Riffs, Three (Famous Door) NYC, nc.
- Ring, Ruby (Glenn Rendezvous) Newport, Ky., nc.
- Ringo & Harris (Cora & Irene's) NYC, nc.
- Rio & Rita (Mar-Jo) Detroit, nc.
- Roberts, Whitey (Tower) Kansas City, t.
- Rochelle & Beebe (Park Central) NYC, h.
- Rodriguez, Aida (Havana-Madrid) NYC, nc.
- Rogers, Joy (Royale) Detroit, nc.
- Rollet & Dortha (Palace) Ft. Wayne, Ind., 31-Jan. 4, t.
- Rollini, Adrian, Trio (Dempsey's) NYC, nc.
- Rosal, Anita (Club Gaucho) NYC, nc.
- Rosario & Antonio (Pierre) NYC, h.
- Royettes (Earle) Washington, t.
- Rozini, Carl (Park Central) NYC, h.
- Rudolf, Morgan & Lunard (Leon & Eddie's) NYC, nc.
- Rushing, Jimmy (Cafe Society Uptown) NYC, nc.
- Russell, Bill (Park Central) NYC, h.

S

- Samuels, Estelle (Jean Kesses) Waukegan, Ill., nc.
- Sandler, Harold (Casino Russe) NYC, nc.
- Scott, Hazel (Cafe Society Uptown) NYC, nc.
- Screwballs of 1942 (Riverside) Milwaukee, t.
- Sebastian, John (Palmer House) Chi, h.
- Selbilla, Anton, Time of Your Life Unit (Tower) Kansas City, t.
- Shadrach Boys (Beachcomber) NYC, nc.
- Shaw, Naleo (Lexington) NYC, h.
- Shea & Raymond (Earle) Washington, t.
- Shelley, George (Belmont-Plaza) NYC, h.
- Shepherd, Ethel (Stevadora) Detroit, nc.
- Shepard, Norma (Hickory House) NYC, nc.
- Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc.
- Smith, Rogers & Eddy (Colonial) Dayton, O., t. (Shubert) Cincinnati 2-8, t.
- Spencer, Kenneth (Cafe Society Downtown) NYC, nc.
- Stadlers, The (Royale) Detroit, nc.
- Stanley, Irene (Le Poissonier) NYC, nc.
- Starr, Judy (Hi-Hat) Chi, nc.
- Stockwell, Gene (Leon & Eddie's) NYC, nc.
- Stone, Bentley (Rainbow Room) NYC, nc.
- Stovanovsky, Arcadi (Russian Kretchma) NYC, nc.
- Street, Christeen (Lincoln-Douglas) Quincy, Ill., h.
- Sullivan, Joe (Cafe Society Downtown) NYC, nc.
- Sullivan, Ed (State) NYC, t.
- Summer, Helen (Ivanhoe) Chi, re.
- Summers, Andrew (The Avenue) NYC, nc.
- Sunda (Congo) Detroit, nc.
- Suns, Three (Piccadilly) NYC, h.
- Suzanne & Christine (Benjamin Franklin) Phila, h.
- Swan, Lyda (Russian Kretchma) NYC, nc.
- Swann, Russell (Rainbow Room) NYC, nc.
- Sybil & Sandra (Dinty's Terrace Gardens) Cohoes, N. Y., nc.

T

- Talley, Mary (La Conga) NYC, nc.
 - Tana (La Conga) NYC, nc.
 - Tanner Sisters (Folies Bergere) Mexico City, Mex., t.
 - Tarasova, Nina (Casino Russe) NYC, nc.
 - Tenor & Swift (Hurricane) NYC, nc.
 - Thomas, Danny (5100 Club) Chi., nc.
 - Thomas, Shiril (Armando's) NYC, nc.
 - Tirza (Globe) Boston 4-10, t.
 - Tomack, Sid, & Reis Bros. (Capitol) Washington, t.
 - Torrens, Fay (Havana-Madrid) NYC, nc.
 - Torres, Alberto (Havana-Madrid) NYC, nc.
 - Toy, Noel (Leon & Eddie's) NYC, nc.
 - Toy, Kimi (Famous Door) NYC, nc.
 - Trahan, Al (Colonial) Dayton, O., t.
- (See ROUTES on page 57)



A TURNOUT OF MORE THAN 100 attended a testimonial dinner staged by the National Showmen's Association in honor of George A. Hamid, president emeritus, and Max Linderman, immediate past president, in the Rumba Room of Brother Joe Rogers' smart restaurant, Rogers' Corner, New York, December 20. It was declared the most successful function of its kind ever staged by the Eastern showmen's club. The honored guests, with Hamid at left, are holding the club banner. In front of them, on the dais, are (left to right) Frank C. Miller, third vice-president; Art Lewis, president, and Jack Rosenthal, second vice-president. Event was a stag confined to members, and among those pictured are Andre Dumont, Dave White, Joe Landy, Phil Glaser, Jimmy Davenport, Arthur L. Hill, Herman Blumenfeld, Sammy Lawrence, Mack Brooks, Casper Sargent, Nate Weinberg, Harry Kaplan, Freddie Phillips, William Rabkin, Jim McHugh, Harry Schwartz, Max Tubis, David S. Lindenbaum (Linderman), Jack Zupan, Jules Lasures, Neal and Jack Carr, Sam Lager, Harry Sussman, Willie Gottlieb, Sid Goodwalt, Phil Isser, Sam Levy, Joe End, Herbert Leves, William J. Bloch, Sidney Herbert, Donald D. Simons, Paul Spitzer, Fred Fournier, Adolph Schwartz, John M. Liddy, Walter K. Sibley, Fred C. Murray, Elias E. Sugarman, Joe Rogers, Dr. Jacob Cohen, Mack Harris, Lew Dufour, Joe McKee, Al McKee, Bert Nevins, Max Hofmann, Clem Schmitz, Marcus Katz, Dr. Mor Lewinski, George W. Traver, Louis G. King, Johnny J. Kline, Gerald Snellens, L. Harvey Cann, Red Finkelstein, Ross Manning, Mack Kassow, Harry Rosen, Orest J. Devany, Sam Finkle, Eddie Elkins, Sam Rothstein, Ajax, Dave Solti, Murray Polans, Jack Harris, Archie and Milton Paer, Benny Lewis, Max Miller, Ben Merson, Harry Heller, Jap Feldberg, Dave Epstein, Louis Light, Red McCune, Max Eichholz, Al Jampole and "Blind" Johnny. Event was under direction of Ross Manning and Mack Kassow. The entertainers: The Tunc Toppers, Julia Gerity and Lilyan O'Dell, Charles Carrer, and Fisher and Gold.

WANTED WANTED

J. J. Bejano

WORLD OF TO-DAY SHOWS

Can use outstanding Freaks to feature, a few more Platform and Pit Attractions.

J. J. BEJANO

Box 566 Waco, Texas

Club Activities

Showmen's League of America



Sherman Hotel
Chicago

Ladies' Auxiliary

Club held its regular biweekly meeting December 18 with President Mrs. Joseph L. Streibich presiding. President Streibich appointed these chairmen for the following committees: Chaplain, Mrs. Nate Hirsch; Blanche Latto, entertainment; Mrs. Lew Keller, ways and means; Mrs. Robert H. Miller, press, and Lillian Lawrence, sentinel.

Letters and cards were received from Mrs. Charles T. Goss, Mrs. Bess Hamid, Ruth Martone, Mrs. Curtin and Mrs. Kerwin, and a Christmas card and gift was received by the ladies from Mrs. Anne Doolan's children. Past President Mrs. Ida Chase is at home recuperating from injuries sustained in a recent auto accident. Messages of cheer will be appreciated. Sister Pearl McGlynn is still in Los Angeles.

San Antonio Showmen's Club

216 Soledad St., San Antonio, Tex.

SAN ANTONIO, Dec. 27.—Louis Ringo is out of the hospital and resting at home, as is L. S. (Larry) Hogan. Chester Arthur, who died here, was buried in Mission Cemetery with over 100 club members attending the funeral. B. S. (Barney) Gerety, Beckmann & Gerety Shows, visited the clubrooms. Membership totals 406. Clubrooms are featuring two large Christmas trees. Both are well illuminated and decorated. Perk Perkinson's restaurant is popular. Club bar is under management of Steve Harding and Bill Bass.

All carnival help is employed by the club. Plans for the New Year's Eve party are complete and President Ruback is planning a number of surprises for members. Denny Pugh and Bill Hirsch plan to visit soon. James Delao, of Kansas City, Mo., visited with Secretary Dave Stevens. Chester Levine, also of Kansas City, advised he will come in soon.

Clubrooms are open 24 hours daily. On December 18 a birthday party was held in club's cocktail lounge by Charlie Schub. His guests included Mr. and Mrs. Jack Ruback, Mr. and Mrs. Dave Stevens, Mr. and Mrs. Ben (Lefty) Block, Mr. and Mrs. Red Cadenas, Sam Feinberg, Mr. and Mrs. Barney Orklein, Martha Rogers, Mr. and Mrs. Glenn Sullivan, Mr. and Mrs. Dutch Rierdan, James DeBow, Cookhouse Perkins, Clarence Katz, Major Simpson, Mrs. Charlie Schub and Mr. and Mrs. Willie Wilson.

FOR SALE

One 1940 seven-car Tilt-a-Whirl, one 1940 Super Roll-o-Plane, each of these rides in excellent condition; one 24-ft. Springfield Rack Trailer with 1940 Ford Tractor, one 24-ft. Springfield Rack Trailer with 1937 Chevrolet Tractor, one 22-ft. Kingham Rack Trailer with 1936 International Tractor, one 1940 Chevrolet Truck with 14-ft. Rack Body. All the above equipment is in good shape with practically new tires. Address:

GEORGE HODGES

General Delivery JACKSONVILLE, FLA.

WANT GIRLS

for Girl Show, all winter's work; salary. Or will turn beautifully framed show with drums over to men with 2 or 3 girls. 70,000 soldiers here. Also can use 20 girls for taxi dancing, salary and commission. Wire

J. B. CAMPBELL

Care Western Union STARKE, FLA.

WANTED TO BUY

Kiddie Auto Ride and Kiddie Ferris Wheel. Give full description. Will pay cash.

CLINT V. MEYER

General Delivery NORFOLK, VA.

National Showmen's Assn.



Palace Theater Building
New York

NEW YORK, Dec. 27.—Kiddies' Christmas Party held in the rooms Wednesday afternoon was attended by nearly 300 children. Rosoff's was the caterer and each kid was given two or more presents with plenty of candy. The entertainers kept the youngsters until 5 p.m., when they were taken home. Christmas Day festivities for the "big" boys and girls held at 3 p.m. and was a catered function. About 200 attended the fine dinner and entertainment and party broke up late in the evening. Decorations were from Brother Spitz, florist. Joe Grayson's band is engaged to play at all of club's social activities. First call will be a dance on January 10, to be followed by other events every Saturday night and on holidays. Mrs. Peggy Holtz's brother's name and address is William Landry, U. S. S. Kalmia, care of Postmaster, New York City. Whitey Pelley is in Augusta, Ga., working on a defense job. Phil Cook is smiling these days for he became the father of a boy. Members, don't forget the get-together on New Year's Eve for members and their relatives. Come about nine.

Birthday congratulations to Robert Ketrow, Sam Crowell, Fred C. Bothwell, Harry Weiss, Frank C. Miller, Edward S. Raffa, Ben Cohen, Carl Mutze, Elmer W. Weaver, Jack Bloom, William Carsky, Abraham Seskin, George Krimes, Abe Rubens, Albert Ricard (Ricardo), Samuel Generallo; Harry Witt, Elias E. Sugarman, Louis Rappaport, Edward P. Rahn.

Ladies' Auxiliary

Annual Christmas dinner was provided for 300 children thru the efforts of our members in contributing to the Midge Cohen Fund for that purpose. Contributions of toys, food, candy and other articles helped to make the event a success. Edith Brody, the daughter of Sister Rose Lange and a registered nurse, spent the afternoon at the club to render any aid in her line that might be needed. Christmas boxes were sent to the members of the NSA, also sons and brothers of members who are in the various branches of government services. Sister Dorothy Packman, who left for a well-earned vacation in the South, arranged for entertainment for the children. Brother Sam and Sister Molly Spitz have again generously donated the holiday decorations for the rooms. Installation of new officers will take place on the night of January 6 at the Hotel Abbey. This is the one party of the year at which the auxiliary plays host to its members. Members are urged to notify the secretary without delay if they are coming in to attend. Sister Phyllis Alexander and Brother Thomas Hefferman were married on December 16. A daughter has arrived to bless the home of Sister Hilda Vincent.



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire, Los Angeles

LOS ANGELES, Dec. 27.—Regular Monday night session was called to order by President Joe Glacy, with Vice-President Roy E. Ludington and Secretary H. A. (Pop) Ludwig also on the rostrum. About 150 members were present. Communications were read from Brother Lou Berg from Hawaii, who also sent a check for the Christmas Dinner Fund; Brother Whitey Clare and Brother Red Crawford. Brother Harry H. Hargrave reported the Banquet and Ball was the most successful in club's history and turned over a check to President Joe Glacy for \$1,038.19, representing profits from the event. Chairman Hargrave thanked all for their support.

President Glacy announced that the December 29 meeting would be dedicated as Ross R. Davis Night. Davis has served as treasurer for 12 consecutive years. (See PCSA on page 38)

Heart of America Showmen's Club



Reid Hotel
Kansas City

KANSAS CITY, Mo., Dec. 27.—Regular weekly meeting was called to order by Past President Norris B. Creswell, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present. A collection was taken up for three troupers who are confined in local hospitals, and the money will be given them as a Christmas gift.

Memorial services, under direction of Brother W. Frank Delmaine, will be held in the clubrooms tomorrow. Herbert Duncan will officiate, and a brief ceremony will be held at club's plot in Memorial Cemetery. Annual Banquet and Ball will be held in the Hotel Continental Pent House on New Year's Eve. Ladies' Auxiliary Tacky Party will be held in the banquet room at the Hotel Reid December 30.

Brother and Mrs. Mel Vaught and Brother and Mrs. Jake Erizendine left to spend Christmas with relatives. Mr. and Mrs. Russell Hull and baby and Mrs. Hull's sister arrived last week to open with the burlesque company at the Polly Theater. C. S. Earl, Elite Exposition Shows, is working in Edinburg, Tex. Mr. and Mrs. Bill Parsons are in Abilene, Kan., and Edward Lenhart and family are located in Parsons, Kan. Mr. and Mrs. Merlin Pinley left for Hays, Kan., and Mr. and Mrs. Jack Straling are here (See HASC on page 51)



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, Dec. 27.—December 15 meeting was called to order by Vice-President Hymie Stone, with Vice-President Ora (Pop) Baker and Secretary Bernard Robbins, assisting. Sammy (Maiten) Wilson was judge. Plans for the Christmas Eve open-house party were approved. All are invited to attend. Club has taken over the front of the building and quarters have been enlarged. New layout was designed by Past President Harry Stahl. Cardrooms are separated from the meeting rooms; walls and ceiling have been repainted, and new furniture has been installed, as has a new refreshment booth. Usual refreshments were served at adjournment.

Tommy Paddles returned from the South with a load of pecans. Nate Golden sent in a newsy letter. Club will hold a party at Fort Shelby Hotel January 21 in conjunction with the Michigan Association of Fairs meeting. Chairmen are George Brown and Cameron Murray. Chairman of the Christmas Eve party is Vice-President Hymie Stone. Election will be held the second Monday in January. Johnny Piamango (Fox) is at the Northville (Mich.) Sanatorium, and Joseph Vernick is in United States Veterans' Hospital, Rutland, Mass.

International Showmen's Association

Maryland Hotel
St. Louis

ST. LOUIS, Dec. 27.—Noble C. Fairly, second vice-president, presided at the regular meeting December 18. Charles T. Goss, secretary, and Francis L. Deane, treasurer, also were on the rostrum. Tom W. Allen reported the club arranged with the Maryland Hotel to maintain the same quarters for 1942. New members (See ISA on page 38)

3000 BINGO

No. 1 Cards—Heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

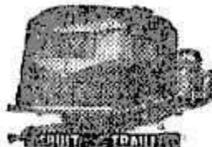
3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. 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 Glass... \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000... 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, size 4x5, per 1,000... 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Lots, \$1.25 per M. Stapled in pads of 25. Per M... 1.50
Box of 25,000 Black Strip Card Markers... 1.00

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago



**WRITE
SIOUX TIRE
& BATTERY CO.**

SIOUX FALLS, S. D.
Buy on Our
Easy Terms.

SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills
Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS NEW YORK
MINNEAPOLIS NEW ORLEANS KANSAS CITY KAN.

TENTS-BANNERS

For defense against disappointment
place your canvas orders now.
CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4862 North Clark Street CHICAGO, ILL.

LET'S GO AMERICA!

FOR DEFENSE

Happy New Year
and
Best Wishes
From
CHAS. T. GOSS
With
STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.



CONCESSION TENTS CARNIVAL

Our Specialty for Over 46 Years
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street Chicago, Ill.

**"EDDIE" HACKET with
"MAC" McNALLY**
IMMEDIATE DELIVERY—ALL MODELS
LUBY CHEVROLET
MIAMI, FLORIDA

1942 PENN PREMIER SHOWS 1942

Playing the Best Still Dates and Fairs in the East

Can place Cuck House, Arcade, Diggers, Palmistry, Lead Gallery and all other Concessions except Bingo, Ball Games, Photo, Want Managers for Side Show, Girl Shows, Freak Show, Motor Drome, Monkey Show, Peep Show, Illusion Show and Wax Museum. We own all of our own Shows, complete with new Canvas, Fronts, Sound, Will book, lease or buy Fly-o-Plane, Octopus and 32-ft. Merry-Go-Round. Want Scenic Artist that can deliver. Also want to hear from Help in all departments. This Show will be motorized and railroad for 1942. Address all mail to
LLOYD D. SERFASS, GEN. MGR., STROUDSBURG, PA.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

NEW headaches!

PVT. NORMAN ANDERSON, former bingo operator on Pryor's All State Shows, is now in the coast artillery.

SINCE closing with Cumberland Valley Shows, Johnnie Riddick has been wintering in Columbia, S. C.

EVERY midway flat tire carries a spare.

FORMER Ferris Wheel operator with Funland Shows, Whitey Davis is wintering in Miami.

MR. AND MRS. A. C. PERRYMAN are operating a barbecue stand in St. Louis. He is a former carnival general agent.

GENERAL AGENT work is broadening, especially around the belt.

FORMER ride man on Gold Medal and other shows, James (Red) Lollar has been called for duty in the United States Navy and will report January 18.

C. L. (TWISTO) McCORMACK, who visited *The Billboard* office last week,

after a lengthy tour with a number of carnivals.

MARVIN HOFFMAN, carnival ride foreman, visited *The Billboard* Cincinnati offices last week.

MEMORIES: Yanking on the whistle rope of a Merry-Go-Round engine back when the ride was run by steam.

MR. AND MRS. TAFT WEBB, who closed with Cumberland Valley Shows, are wintering in Augusta, Ga., where Webb is doing defense work.

MR. AND MRS. GEORGE TROTTER, of Superior, Neb., are guests of Mr. and Mrs. Ray Koppelman at their home in Baton Rouge, La. Koppelman is operating his photo gallery there.

ALWAYS save a little fall money. If you don't need it that fall it will come in handy during the winter.

AFTER a good season with their Caravan of Wonders, John and Floss Boyle are vacationing with their niece and nephew in Miami. They will play Florida fairs with Crescent Amusement Company.

CHARLES DeKREKO, well-known outdoor showman, is confined in his St. Louis home under the care of his physicians. While his condition is not serious, he will be confined for several weeks.

A BIG season merely means being able to pay cash for things that our midway doesn't need.—Cousin Poley.



MRS. MARTHA ROGERS, well known in outdoor show circles, was elected president of the newly organized Ladies' Auxiliary of the San Antonio Showmen's Club at a recent meeting. Club membership totals 51 and group meets in a private room at 216 Soledad Street, home of the San Antonio Showmen's Club.



MRS. MARGARET FARMER, former second vice-president of the Ladies' Auxiliary, Pacific Coast Showmen's Association, was elected president of the organization at the annual election in the clubrooms December 8. She succeeds Allerita Foster. Mrs. Farmer has had more than 10 years' experience in outdoor show business and because of her intense interest in club activities she has won many friends since joining the Coast Defenders.

advised he will leave soon for Florida to play fairs with Dick Best's Side Show.

REMEMBER when carnivals gave the natives curb service by playing on the streets?

WELL-KNOWN general agent, W. H. (Duke) Brownell is wintering in Miami. He advises that the town is full of carnival and circus folk.

MARIO AND MARIO, Australian knife throwers, have signed with J. J. Bejano's Side Show with World of Today Shows for 1942.

YOUR agent taking things for granted may be okay, but a signed agreement is safer.

SINCE closing with Snapp Greater Shows in Monroe, La., Cleve Reeder is working for a cab company in Amarillo, Tex.

WHILE en route to Mississippi recently, Mr. and Mrs. Bill Dunn spent a week's visit at J. F. Sparks Shows' quarters in Ensley, Ala.

THOSE positive routes of past years may be negative ones this year.

H. L. KELLEY, cookhouse operator, is confined in Skiff Hospital, Newton, Ia., after suffering a heart attack, Clarence C. Ritter reports.

ARCADE SHOWS played a successful 11-day stand in Zwolle, La., beginning December 22, Charles S. Noell, general agent, advises from Shreveport, La.

IGNORANCE of local laws excuses no showman—unless his legal adjuster is good.

ENGLISH JACK CONNERS, concessionaire, is wintering in Beaumont, Tex.,

Not Pearl White

AN OPEN TOWN in a Midwest State lay in the path of every carnival going east, west, north or south. The fact that the spot could be booked with a postal card kept midways streaming in. Two neighbors who lived across from the lot met each morning on their way to work. "I wonder why they tore down the show on Saturday and are again setting it up today," pondered one to the other. "H-m-m-m-m," thought his friend, "this stuff looks different." Every Monday the two bewildered neighbors discussed the show on the lot. Each time it looked about the same to them, with a Merry-Go-Round, Ferris Wheel and kiddie rides, and yet there was something different about it that they couldn't figure out. Late in October the lot was bare for a week. An agent, trying to find out who owned the lot, stopped the two neighbors one morning with, "Have you had many carnivals here this year?" "Carnivals or carnival, we can't say which," squawked one of the neighbors. "We either had a hell of a lot of 'em or 25 weekly episodes of a carnival serial."

and constructing a trailer for a grab stand. They will return to J. F. Sparks Shows in 1942.

CONCESSIONAIRES with J. F. Sparks Shows last season, Mr. and Mrs. Cliff Knox are wintering in Sacramento, Calif., where Mrs. Knox is visiting her parents for the first time in 25 years.

OWNER of the shows bearing his name, T. A. Puzell has returned to Hot Springs, Ark., after attending fair meetings in the North, where he obtained a number of bookings.

WHEN a manager was asked why he was buying cheap clothes he replied, "If I lose my shirt next season I won't be out so much."

AFTER spending several weeks visiting with Howard Boaz at Concord, N. C., Billie Burke, annex attraction, has returned to Carl J. Lauther's Museum in Reading, Pa.

MR. AND MRS. JAMES T. SPARKS are spending the holidays with Mrs. Sparks' mother and sister at Luling, Tex. Mr. and Mrs. Joe Sparks will go to Palm Garden Camp, Tavares, Fla., for a month's vacation after January 1.

FORMERLY with Rubin & Cherry Exposition and last season with Hennies Bros. Shows, William (Blackie) Nosker is still working in a defense plant in Battle Creek, Mich. He says he'll remain off the road until after the war.

SPENDING the winter in Augusta, Ga., since closing a fair season with Sam Proll's World's Fair Shows is B. (Whitey) Pelley. He says he's doing sheet metal work on a defense job there and that the town is full of showfolk.

DEFENSE Bonds are safer to carry than travelers' checks and harder to crack when the dice are wrong.

MR. AND MRS. BLACKIE STEINFELDT, who recently purchased a new trailer, are vacationing with Mr. and Mrs. Jimmie Smith, of Daytona Beach, Fla. The Steinfeldts and Smiths will tour the State after New Year's.

WINTERING at his home in Grand Rapids, Mich., is Jack Stevens, concessionaire, who enjoyed visits from Eddie and Eva Herman, Bert and Bill Geyer, Con and Helen Nylander and Doc and Charley Ellet recently.

CHARLES F. WATMUFF, for many years general agent with various carnivals but

BIGGEST GROSS

J. W. Conklin, of Conklin & Garrett Shows, recently wrote: "I am happy to say that our four No. 5 Wheels had by far the biggest gross this year than over in the history of our Show." Why not increase your 1942 profits with another BIG ELI Wheel?

FOR DEFENSE BUY UNITED STATES DEFENSE SAVINGS BONDS AND STAMPS

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Cass Avenue, Jacksonville, Ill.

PENNY PITCH GAMES

Size 48x48", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$12.00

BINGO GAMES

75-Player Complete \$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

SLACK MFG. CO.

124-126 W. Lake St. Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

1942 ASTRO READINGS ALL COMPLETE

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each .03
Analysis, 8-p., with White Cover. Each .15
Forecast and Analysis, 10-p., Fancy Covers. Ea. .05
Samples of the 4 Readings. Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each .35
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Oulja Boards, etc.

NEW DREAM BOOK

126 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15c.

HOW TO WIN AT ANY KIND OF SPECULATION. 24-p. Well Bound 25c
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
Signs Cards, Illustrated, Pack of 36 15c
Graphology Charts, 9x17. Sam. 5c, per 1000 \$6.00
MENTAL TELEPATHY. Booklet, 21 P. 25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10c.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO
Instant Delivery. Send for Wholesale Prices.

PHONE MEN

Polished, experienced, with appearance. Unusual auspices. No phonies or drinkers. Those now in Florida preferred. Reply by letter only to

W. J. O'BRIEN
Care The Billboard
1564 Broadway New York City

AL WALLACE WANTS

Reliable Spitfire Ride Foreman for long season starting January 12th and closing Thanksgiving week. State previous salary. Write or wire

AL WALLACE, Box 228, Ocala, Fla.

GREATEST ILLUSION

To Feature or Bally. Levitation. Complete \$37.50. Details, catalogue free.

ABBOTT'S—Colon, Michigan
World's largest Illusion Builders

REYNOLDS & WELLS SHOWS

Winter Quarters:
TEXARKANA, TEXAS BOX 794

SOL'S LIBERTY SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1942 SEASON

Address: P. O. BOX 223, Caruthersville, Mo.

WORLD OF PLEASURE SHOWS

Now Booking for 1942

RIDES—SHOWS—CONCESSIONS

100 Davenport St. Detroit, Michigan

BLUE RIBBON SHOWS

NOW BOOKING FOR 1942

Want to hear from money-making attractions and useful Show People all departments. All address: JOE J. FONTANA, Box 994, Atlanta, Ga.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

who has been out of show business for the last five years, will return to his first love in 1942, promising an announcement of his new connection soon.

"SPENT a month with Bill and Mary Ridings hunting and fishing in South Texas," cards Lucky Mitchell. Spent the holidays in Decatur, Ala., but will winter in Birmingham. I was with Cotton Ellis's concession last season."

GEORGE VOGSTEAD, posing and girl show operator, who for the past two seasons was engaged in a commercial enterprise, has been signed for 1942 by World of Mirth Shows. He will have two shows with it.

THOSE office pots who spend half of their time sitting under the office wagon awning will be demoted and put to work next season.

MICHAEL MACKEY, who operated a Monkey Motordrome and sound truck on Vic Horwitz's Motor City Shows, is proprietor of a roadside zoo near Alma, Ga., this winter. He purchased a Congo Show recently.

"BUSINESS here has been satisfactory for Harrison King's Museum," cards Billie Baker, annex attraction, from Ironton, O. "Harry Lewiston, whose unit is playing Ashland, Ky., and Jerry Shaver and Irene Ferrell visited me here."

GEORGE F. WHITEHEAD, who has been re-engaged as business manager of Kaus Exposition Shows, advises that he is in Fox Hospital, Oneonta, N. Y., where he will be confined about two weeks. He says he would like to read letters from friends.

FOOD prices have soared so high that it has become necessary for an out-all-winter cook-house to gaff the grits.

"HAD a good season with Rubin & Cherry Exposition and have been re-engaged for 1942. Enjoyed the conventions and my vacation in Chicago and seeing my many old friends there was a treat," Elsie (Calvert) Brizendine writes from New Orleans.

BLACKIE SHERWOOD, Merry-Go-Round foreman on J. F. Sparks Shows, is overhauling the ride in quarters at Ensley, Ala. Charlie Gordon also is in quarters building a new office trailer, and John (Pappy) Linton is repairing the electrical equipment.

"NOW if your organization will accept the sponsorship your committee members can do all the work and our show will stand all expenses involved."

FRANK M. WELSCH, concessionaire and game operator, letters from Rochester, N. Y., that he has accepted a position as head guard at a big defense plant there and is loaning his game equipment to organizations which are conducting Defense Bond and Stamp drives.

MANY leading sports events in and around Los Angeles have been called off because of assembling of crowds and traffic hazards. Showmen in that sector hope that by early spring the situation may be eased somewhat and carnival organizations wintering in that vicinity



JACK EDWARDS, general agent of Byers Bros. Shows in 1941, has been re-engaged in that capacity for 1942. Before joining the organization the middle of last season Edwards was agent for Bill Hames, T. J. Tidwell, C. A. Vernon and George J. Loos's Greater United Shows. Edwards, with Carl and Jimmie Byers and H. P. Hill, are on a fishing and duck hunting trip in Texas.

will be able to open and operate as usual.

SPEAKING of junk, there are enough old water heater tanks, ralls, broken bells, triangles, pounding irons and other noisemakers on some bally platforms to build an army tank.

SINCE closing with J. F. Sparks Shows, L. D. (Bill) Dollar has been producing Merchants' Trade Shows thru Alabama to good results. Lee's Society Circus, featuring Captain Lee and his fighting lions, has been presenting the program. Show closed for the holidays, but will reopen January 15. Dollar will vacation at his home in Jasper, Ala., until opening.

MR. AND MRS. SAM GORDON, last season with Hennes Bros. Shows, where he was superintendent of concessions, visited The Billboard St. Louis office December 24 when they arrived up from San Antonio. They left the same day for Charleston, Mo., to spend the holidays with Mrs. Gordon's parents. Gordon will be concession superintendent on Rubin & Cherry Exposition in 1942.

SINCE buying an apple orchard near winter quarters we have done away with our company doctor. The two-bit pieces collected weekly from our employees will now go toward orchard taxes.—Gate & Banner Shows.

FUNLAND SHOWS' notes from Columbia, S. C., by Ted C. Taylor: This week marked the end of a nine-week engagement on the same lot and the end of the 1941 tour as well. A farewell party was staged in Slusser's cook-house. Mr. and Mrs. Bill Kimble went to Florida, as did White Davis, Ray Sharp; L. H. Travis and son, Ronald; L. E. Heth will winter here. J. C. Roberts will enter business here, as is H. E. Bridges. Reddick's Minstrel Show is working local clubs.

NOTES from Patrick's Greater Shows from Visalia, Calif., by Peggy Bailey: Jump from Exeter, Calif., was made in good time, and shows, rides and concessions were ready to open on time, but because of poor weather did not open until the following day. Owner and Mrs. W. R. Patrick were in Los Angeles on business and did not return until Thursday. However, Lot Superintendent T. H. Bailey kept shows in good shape. Pierre Ouellette left to take over advance of Capt. Eric Van Der Wall's show. The writer returned after playing five weeks at Hollywood Theater, San Diego, Calif. Tom Bailey's Dope Show, under Wimpy James, continues to click, as does the Girl Revue and Girl in the Fish Bowl. Bailey's cookhouse is popular with showfolk.

BEGINNERS learn fast on our midway. The ostrich we placed at the front gate for a bally now doubles as lookout by burying his head when "the man" arrives.—Duke & Shilling Odorless Midway.

JOHN (DOC) FISHER, widely known showman, has scored in Macon, Ga., with a new type of undertaking. Billed as "The Girl in the Iron Lung," Fisher conducts a demonstration of a new (See MIDWAY CONFAB on page 43)

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25 Opera Place, Cincinnati, O.)

San Antonio Fiesta Plans Are Canceled

SAN ANTONIO, Dec. 27.—Representatives of the Fiesta de la San Jacinto Association and affiliated organizations, at a recent meeting here, voted to cancel the fiesta program for 1942. Program was curtailed during the first World War, but this decision marks the first time in the fiesta's history that it has been called off.

The resolution canceling the program was voted at a meeting of the group after Mayor C. K. Quin asked that the fiesta be discontinued for the duration of the war.

N. O. Pan-American Fete Off

NEW ORLEANS, Dec. 27.—For the second time this year this city has canceled proposed events for 1942 because of the war. One week after the Mardi Gras was banned for the third time in its 115-year history, the sponsoring group of the Pan-American Fiesta, exposition of 21 nations of the Western Hemisphere, called off its show.

Plans called for the construction of permanent buildings at City Park, with exhibits from all Latin American nations proposed. General Chairman William Zetzmann said event will be held at some future date when "peace has returned to the hemisphere."

Sarasota Pageant To Continue

SARASOTA, Fla., Dec. 27.—This city's annual Sara De Soto Pageant will be held in 1942, according to present plans, it was announced this week, altho near-by Bradenton has called off its Hernando De Soto Exposition because of the war. However, Junior Chamber of Commerce officials, sponsors of the event, said if an official request were tendered them to postpone the event it would be adhered to. For the present they will sit tight and proceed as in former years. For the last several years the pageant has drawn as many as 50,000 to Sarasota.

Shorts

ANNUAL Christmas Charity Ball December 23 in the Armory, Jacksonville, Fla., under Moose auspices, proved a big success, Harry E. Wilson reports. Proceeds netted sponsoring committee \$1,051 for its Christmas baskets.

EDWIN N. WILLIAMS is director of the Home Modernization Exposition to be held in Birmingham under Building

and Construction Trades Council auspices. Six vaudeville troupes will provide the entertainment. About 50 display booths will be used to demonstrate features of home modernization to prevent waste of materials. Roy Copeland is secretary of the event.

CONFLUENCE (Pa.) Volunteer Fire Company has signed the Bright Lights Exposition Shows to provide the midway at its Old Home Week Celebration in 1942, Irvin M. Fortney, secretary, announced. Shows will also provide the attractions at the annual Confluence Fall Festival, under fire company auspices.

EXECUTIVE COMMITTEE of the Midsummer Festival Commission, Milwaukee, at a recent meeting voted to purchase \$20,000 worth of Defense Savings Bonds out of its sustaining fund of \$32,000.

Evans' BINGO

Growing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazaars, carnivals, night clubs, ballrooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass Bingo Globe, 9 1/2" diam.; Cards (up to 3,000 without duplication), Ball Board and 75 numbered and lettered Balls. Well built to stand up under hard use. Now at new LOW PRICE!

FREE CATALOG

Send today for Free Catalog of Evans' complete line of Midway and Carnival Equipment—for 50 years the standard of quality.

H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago

Nosebag Braying

RETURNING home penniless at the close of the season, a ride boy kept up a continuous chatter, within earshot of his parents, about the good things he was enjoying. "My, but these cakes and eggs are good the way mother cooks them," he started the day to his sister at the breakfast table. "In cookhouses they are often so soggy it is a wonder they haven't killed me." At lunch it was, "This is a real meal. It's great to sit down to a white tablecloth and comfort." At dinner they heard, "What a meal! What a meal! On the road we had to eat a light dinner on account of meal tickets running low. Often I left the table hungry." He would start the night off with, "I sleep like a log in that feather bed. Some of the berths I've slept in were as hard as a rock. Often I would get up as tired as I was when I retired." "Getting fed up with the boy playing politics, his father asked him, "If it's as bad a life as you say it is, then why don't you get a job and settle down where you can enjoy these good things." Stymied for a minute, the boy replied, "Hell, Dad! You have to get up too early in the morning to get in on all of them."

We Wish Everyone

A Prosperous and Happy New Year

EYERLY AIRCRAFT CO., Salem, Ore.

ABNER K. KLINE, Sales Mgr.

M. AND M. SHOWS

Playing the choice spots in New England Territory

Announcing

A new policy for the 1942 Season. It has always been the contention of the management of this show that a show which did not carry any controlled wheels or controlled concessions of any kind would both meet with the approval of committees and the public and at the same time show a very nice profit at the end of the season. This policy will be strictly adhered to the coming 1942 Season. All rides are owned and operated by the show, and all trucks and semi-trailers (enough to transport the entire show) are also owned by the management. Can place any show that does not conflict with those already booked. Most of the shows that have been with the M. and M. Show for the past three seasons will be with me again this season. A new outfit will be furnished for Capt. McErwin's Chimp Show this season. The following concessions are booked: Cook House, Pop Corn, Bingo, Striker, Long Range Shooting Gallery, Fish Pond, Bowling Alley, Pitch Till You Win, all Ball Games and all Percentage. Will book any other concessions that are legitimate. Want Custard, Cane Rack, Balloon Pitch, Candy Floss, Guess Your Weight, etc. Want Semi-Trailer Drivers and Ride Help. Can place good Electrician. Address all correspondence to

PHIL S. McLAUGHLIN, Owner and Gen. Mgr.
1839 WYOMING AVE. FORTY FORT, PA.

Claude Ellis's

The Editor's Desk

CINCINNATI

UNLESS there is a sudden rightabout-face in the attitude of the army, OPM and some other federal departments, it appears doubtful that fair plants will be used in any great number by the government during the war. From where we are now sitting it certainly does not look as though grounds will be taken over to the extent that many fairs will have to be called off. That the average fair plant is not suitable to purposes of the army, OPM or SPAB is reported to be the verdict in Washington now. Of course, the suggestion from army circles that State Guard units might be interested in using fairgrounds is something else again. In Springfield, Ill., and Dallas, where it is said some use of plants will be made, there is now no expectation that 1942 fairs cannot be held. There should be more opportunity this year than ever before for fair managers to co-operate with showmen. As transportation becomes more difficult it will be up to fair men to help get shows moved as necessities to their fairs. They can give plenty of co-operation in persuading overworked draymen to get wagons on and off the lot and in facilitating movement of trucks on and off. They can enlist the aid of local workers in getting it up and down and look after many details that can be handled easier locally than by the shows.

AS HELP becomes scarcer as the war goes along and men join the colors, show managers may have to resort to that efficiency formula of the old-timer who once was brought on by a woman owner to straighten things out for her. "I'll tell you, ma'am," he diagnosed. "Instead of having five men doing one job on this midway, we must have one man doing five jobs."

MANY midway showmen are of the give-and-take type who have never bothered much about casual workers around the lot. One reason for not finding out who and what they are is that during depression years boys rode the flats and trucks and lived in jungles behind the lot and were ready to work as extra help in setting up and tearing down. This year it will behoove managers to know who is who and what is what. Registration cards should be seen, regardless of whether holders are regular employees or hangers on. Government agents may ask whether he is more than just a good boy but a poor boy.

SHOW women are great believers in being with it and for it. When the task of getting it up, down or out of town presents itself they can be depended upon to do their bit. With a labor shortage looming, anyone who would relegate the girls to tramping the easy way may learn again that "Hell hath no fury like a woman scorned." Most of 'em are well supplied with pep and slacks.

THEATER interests in Florida are reported to be tying up the State tighter and tighter each year. Hundreds of outdoor showmen own property there and are voters in that commonwealth, yet they have not gone to the front in any degree to protect their bread and butter. Letters to their legislators might help considerably.

IF THEY are trying to sell the rodeo as a 'sport,' which they all claim," types Guy Weadick from his Stampede Ranch in far-off Alberta. "It will never go over until there is a real tolerant and co-operative get-together of all who are legitimately engaged in the business and they proceed to eliminate all those who are not legitimate. I am working on my book, which I hope to send to the publisher after the first of the year. It should have gone to him long ago, but I have just been too busy to complete it." . . . "So they don't want us, eh?" queries R. F. McLendon from Eastman, Ga. "It seems that every writer who ever thought of the carnival as story material labored under the impression that to ridicule and belittle and try to make his raving authentic by an ill-wooded and almost sordid 'expose' would meet popular fancy. These articles have been so one-sided and so clearly the product of an unscrupulous pen that the so-called exposes and generally vitriolic lambasts have actually reacted

as assets to carnivals rather than to damage them—as attested by attendance records throught the country being shattered year by year."

PRESS Agent Holiday Story: As a build-up for a 1942 contract, a p. a. sent individual Christmas cards to his former boss and members of the family. Then he sent one of his father's prize turkeys for the winter quarters boys' yule dinner and followed up with gifts for his former boss's family. As a last big splurge to clinch the contract, he wired holiday greetings, not only to each member of the manager's household but to staff members in quarters as well. A week later he heard that another press agent had been given the job. To his wife he raved, "I went for a double-saw and then blowed the job." "So what!" laughed the spouse. "You would have been out that much money even if you had landed." "Only temporarily," yelled the p. a. "I already had it marked down on next season's expense account."

Nat Green's

The Crossroads

CHICAGO

GREETINGS on the threshold of a new and, we hope, a better year. As Old 1941, weary, footsore and groggy, hobbles out of the picture, Young '42, unhampered by disillusioning experience, comes briskly onto the scene, wearing a look of determination that fittingly reflects the attitude of our people. We're going into 1942 with a gruelling job ahead of us. We won't whine, grovel or lay down on the job just because it's a tough assignment and things won't be going to our liking. We'll give the job everything we've got—and win. That's the spirit of the American people! So—greetings, good luck and best wishes on the threshold of the new year!

REMEMBER the picturesque sight-seeing trains that traveled unendingly around the grounds of the Chicago and New York world's fairs? We had no idea what had become of them until a showman just returned from Louisville told of his visit to the huge army ordnance plant at Charleston, Ind., just west of Louisville. As he walked about the grounds he noticed some familiar looking busses which at first he couldn't place. Then it suddenly dawned on him that these were the same open busses that Greyhound had used to transport visitors about the grounds of the two world's fairs. The government ordnance plant stretches for miles, making it necessary to provide some sort of transportation for the workers. The problem was solved by purchasing the busses and now, instead of carrying carefree merry-makers, they are hauling defense workers busily engaged in turning out death-dealing ordnance supplies. In industry, as in our lives, the pendulum swings from gaiety to grimness!

IF YOU know of any show boys who have enlisted in the service, drop them a friendly line occasionally. They'll be glad to hear from you. As a rule, mail for soldiers or sailors has to be sent to their home addresses, as they don't know from one day to the next where they will be. Frank B. Winkley, thrill show impresario, is one of the latest to enlist. He'll appreciate notes from his friends. Address him at 2222 Queen Avenue, North, Minneapolis, Minn. . . . C. D. Odom went to San Antonio to spend the Christmas holidays, but planned to return to Chicago for another hospital session. . . . Thanks to James L. Merrick, public relations special representative of the Santa Fe Railroad, for one of the most attractive calendars of the season. It is surmounted by a beautiful reproduction, in a riot of color, of *Going To the Sun*, by Gerard Curtis Delano, noted Denver artist, and depicts a group of Navajos riding a trail among the painted cliffs.

JUDGING by the news British showmen are not letting the war get them down. Winter fairs are being held, supply houses are functioning and manu-

facturers still manage to turn out goods. One firm advertises: "We are still manufacturing, as we are an old-fashioned firm." An ad of the Rochdale Christmas Fair says: "Ground to let for all kinds of round-abouts, shows and games." And the Salford Christmas Fair advertises: "Space to let for rides, side and round stalls—under blackout conditions."

EMMETT KELLY, panto clown, in from Louisville to confer with Orrin Davenport on winter dates. Kelly left for Detroit, where he will play some night club dates. . . . Jack Story, announcer and emcee, and his wife, the former Margery Ringling, spent part of the holiday season in Pawnee City, Neb. . . . Eumor has it that Dorothy Herbert, equestrienne, plans to open a riding academy in Cincinnati. . . . Bud Anderson's baby elephant, brought here from Emporia, Kan., has been entertaining hundreds of kids at the morning shows at the Palace Theater, where Walt Disney's *Dumbo* is showing. . . . Art Concello, ace flyer on the Ringling show, up from Bloomington, Ill., his home, to visit his sister in Chi. Art's 1941 corn crop down Bloomington way (Concello's a farmer by proxy) will provide a tidy nest-egg for '42. . . . The J. C. Donahues held a family reunion in Chi during Christmas week. . . . Jack Tavlin closed a successful five weeks on Christmas Eve with his midget show at a State Street department store and left for a sojourn in Miami. Tavlin will have the concert on the Orrin Davenport Shrine show in Cleveland.

PCSA

(Continued from page 35)
cause of urgent duties now confronting him he must retire from that office. However, he will continue to handle his regular duties on the Cemetery Board. Brother Ed Walsh reported that the house committee is prepared for any sudden black-out emergency. Yearbook Committee reported that every effort is being made to have the books ready for distribution by January 1. Recent visitors were Brothers Eldon R. Harris, John J. Ge, Russell Faulkner, and Bob Nichols. Brother Jack Grimes returned from Henries Bros.' Shows. Brother Dave Shapiro, Showmen's League of America, also visited. Brother Harry Mason gave an interesting talk on a recent trip, as did Brothers Bert Fisher, Jim Rogers and Johnny T. Branson. Brother Rosa presented the club with mirror plaque. Brother Pat Shanley is recovering from a severe illness.

President Glacy announced the board of governors voted to purchase \$3,000 worth of Defense Bonds from the general fund and \$3,000 from the cemetery fund. Chairman Harry Chipman and Brothers Jack Grimes, Walter De Pellston and Bobby Cohen were appointed to assist on that committee. After the adjournment, lunch and re-

Leonard Traube's

Out in the Open

NEW YORK

Thanks to . . .

EDWARD J. CARROLL, Harry Stornin, Joe Drambour, Riverside Park, John Miller, Elwood Hughes, Fred Wilson, Canadian National Exhibition, Max Linderman, Jim McHugh, World of Mirth Shows, Frank Wirth, Mack Kassow, A. W. Ketchum, Al Hodge, National Association of Amusement Parks, Pools and Beaches. . . .

Louis E. Dufour, Road to Good Health Exposition, Lucky Teter and His Hell Drivers, Volney Phifer, F. Darius Benham, Norman Witte, Central States Racing Association, Claude and Jane Ellis, Anita Goldie, Al Sweeney and Gaylord White, National Speedways, Mack and Dorothy Goldberg, Jake J. Disch, Oscar C. Buck, Lon Ramsdell, O. C. Buck Exposition. . . .

Len Humphries, Frank C. Miller, Herb Dotten, New York State Fair, Jesse Kaye, Arthur Knorr, Jack Partington, Sam Rauch, Sam Shayon F. & M Stageshows, Blanche M. Henderson, Harold and Clint

Barnes, George J. Diefenbach, Lieut.-Gov. S. S. Lewis of Pennsylvania, James E. Strates, W. C. Fleming, Strates Shows, Viola and Kenneth Blake, Bobby Kork. . . .

Milton Danziger, Paul N. Denish, Art and Charles Lewis, Roy B. Jones, Art Lewis Show, Joe Minchin, Isabel and Rex Billings Jr., Mr. and Mrs. Frank H. Klingman and Barry Klingman, L. C. (Ted) Miller, Claire Braun, Chuck and Doris Burke, Frank Fellows, Ozark Empire Fair, Eddie Elkins, Dr. and Mrs. Ira L. Bere, Leslie and Rose Anderson. . . .

Benn and Helen Hall, Ralph and Mollie Decker, Capt. Dan Fox, Mr. and Mrs. David Solti, Mrs. Victor Lee, Walter Hale, Doc and Ma Kelley, Byron Gosh, Louie G. King, Elmer A. Kemp, Mr. and Mrs. B. H. Patrick, Ada and Lew Dufour, Frank and Frances Shean, Frank B. Hubin, Dan Morlarly, Thomas Brady. . . .

Marian and Gene Burr, Bill Watters, Royal Dana Tracy, Walter L. Main, George A. Hamid, Harry E. LaBrique, New Jersey State Fair, Ralph and Frances Lockett, Mr. and Mrs. Charles C. (Doc) Morris, Clara and Vic Caldwell, Jones Beach, Charles Meyer, Harry Dunkel, W. L. (Bill) Montague, Peaches Sky Revue, Joe and Maggie McKee. . . .

Edythe and Patty Conklin and Jimmy Conklin, Fred C. Murray, International Fireworks, Jack D. and Lena Wright, Henry Kyes, Sam Nunis, Mr. and Mrs. Almon R. Shaffer, Donald T. Hankins, Ira Vall, Rex D. Billings, Walter C. Stebbins, Fred Fansher, Bill McCluskey, Jack Bell, WLW Boone County Jamboree, Louis A. Rice, Endy Bros.' Shows. . . .

Tex Sherman, Jerome T. Harriman, Summit Beach Park, Crafts Shows, Harriet and Clyde Beatty and Albania Beatty, Matthew J. Riley, Ben and Martha Weiss, Ralph and Josie Hankinson, Orange City Hotel, Ban Eddington, Joseph J. Godin, Sammy Lawrence, Alfred G. McKee, Ora Ernst, J. C. (Tommy) Thomas, Eugene Randow and Aunt Jemima and the Pancakes, Sam Wagner, World Circus Side Show. . . .

Rose and Jim Malone, June and Cliff Strom, Earle Reynolds, Nellie Donegan, Pyramid Skating Girls, the "Sherlock" Schindlers, Eddie Akerson, Sgt. Fred Phillips of the Canadian overseas army, Dr. Hugh Grant Rowell, Sam Abbott, Mr. and Mrs. Irving J. Polack, Ralph J. Clawson, Gertrude and Bob Matthews. . . .

Mr. and Mrs. William Glick, Ideal Exposition Shows, Mr. and Mrs. George B. Flint, Boyle Woolfolk Agency, W. C. (Billy) Senior and Teeter Sisters, Sky High Girl, Hollywood Thrill Girls, Senioretta, Gus Sun Attractions, Henry Cogert, Rochelle Forest, Frank V. Baldwin Jr., Lusse Bros., P. Beverly Kelley, Frank L. Morrissey, Allen J. Lester, Roland Butler, Ringling Bros.-Barnum & Bailey Circus. . . .

Agnes and Pat Purcell, Arch E. Clair, Roy Rupard, State Fair of Texas, L. B. Cunningham, Iowa State Fair, L. W. Lott, Mildred and Shepard (Angel Street) Traube, Betty and Walter Jerome, Marlea and Joe Hughes, Phil Isser and Jack Gilbert, Conrad Trubenbach, Percy Turnstiles, Dave and Ralph Endy, Mr. and Mrs. John M. Liddy, Marion and Bert Nevins and Peter Nevius. . . . and Jake Shapiro of Triangle Poster Printing Company of Pittsburgh, Chicago and Atlanta.

freshments were served by Brothers Charles Haley, Charles Soderburg, Overland Murphy and Jim Dunn.

ISA

(Continued from page 35)
bers elected at the meeting were J. C. Hesse and Robert W. Morlock.

Clubrooms are decorated in holiday motif, with a large V for victory on one wall and a large American flag on the opposite wall. In the corner of the meeting hall is a mammoth Christmas tree. Brothers Emil Schoenberger, John Sweeney and Harry G. Coulson were in charge of decorations. Club presented the Missouri Show Women's Club with a large basket of flowers as an expression of their esteem and gratitude. Women's Club was host to the men at an elaborate luncheon after the meeting. Dancing prevailed until 2:30 a.m. It was decided to hold a special meeting December 29 to make final arrangements for the New Year's Eve party in the clubrooms. Tom W. Allen is general chairman.

Van Horn Quits RSROA; in New Post; Kiefer Resigns

MINEOLA, N. Y., Dec. 27.—Earl Van Horn, owner of Mineola Roller Rink, announced December 11 that he had resigned from the board of control of the Roller Skating Rink Operators' Association of the United States "in protest of professional or rink-operator domination over amateur roller skating."

Walter E. Kiefer, operator of Skate-land, Saginaw, Mich., also resigned from the board, according to Van Horn, who sent his resignation to Fred H. Freeman, RSROA president in Boston, on November 14.

NEW YORK, Dec. 27.—Committee for

Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

celebration of the President's Birthday, National Foundation for Infantile Paralysis, Inc., announced here on December 11 that Earl Van Horn, operator of Mineola Roller Rink, had been appointed chairman of its national sports committee, roller skating division.

Van Horn said his tentative plan is to ask every rink in the country to hold a special night on January 30, the President's Birthday, with not less than 10 per cent of gross receipts to be turned over to the committee for its work.

N. Y., on December 20. Waltz contest got under way December 6 and closed December 27. Three winners were picked weekly. They will compete in finals.

ROLAND MARTIN, son of Fred Martin, general manager of Arena Gardens, Detroit, has enlisted in the Marine Corps and is to leave Detroit in January. He has been a professional at Arena Gardens.

CHALFONTE Roller Rink, Lake Worth, Fla., staged a successful Christmas party for school children on December 12, re-

ported Reba and Inez Chalfonte, proprietors.

EDWARD GODFREY is installing a basement game room in his Flint (Mich.) Rollerdrome.

EASTWOOD Gardens Rink, Detroit, is to be enlarged, with extension of the structure some 20 feet. Work is now under way. Rink is remaining open.

ROLLER Skating Club of Chicago has scheduled a bus trip to Atlas Rink, Chesterton, Ind., January 17, reported Secretary Gwen Ray.

OLIVER KELFINE, picture machine operator, reported he is at Danceland Roller Rink, Decatur, Ill., which reopened recently. Much remodeling has (See RINKS on page 51)

5 Riverview Men in Service

CHICAGO, Dec. 27.—Five members of Riverview Roller Rink here have resigned their positions to enter the service of Uncle Sam for the duration. It was announced today by "Red" Paul, rink manager. They are Mel Leon, assistant manager, who is with the army in Cheyenne, Wyo.; Pete Abfall, doorman, with the Signal Corps at Red Bank, N. J.; Charles Jubert, wardrobe department, somewhere in South Carolina; Irv Ziedel, with the Air Corps at McClelland Field, Sacramento, and Art Buckwinkler, with the army in Kentucky. Assistant manager's duties have been taken over by Sid Stern.

Boyer Has Sioux City Spot

DES MOINES, Dec. 27.—Fred Boyer, Des Moines roller rink operator, has taken over management of Ringadon Rink in Sioux City, Ia. He will operate the Sioux City rink and the Coliseum Rink here during the winter. Boyer took teams from Des Moines and Sioux City to stage an exhibition at redecorated Gibson Roller Rink, Harlan, Ia., on December 21. Over \$12,000 was spent on remodeling the Harlan spot.

FRED (BRIGHT STAR) MURREE, 30-year-old Pawnee Indian figure skater, received a good publicity break in the sports section of the December 18 edition of *The Charleston (W. Va.) Daily Mail* while playing a week's engagement there at Kanawha Roller Rink. Murree gave exhibitions each afternoon and night. *The Mail* published his picture and a considerable portion of his biographical background.

FOREST PARK, Hanover, Pa., is admitting servicemen free to its roller rink.

FIRE of undetermined origin on December 4 destroyed a frame building in Douglass Park, Indianapolis, which for several years had been used as a Negro roller rink.

FALLS ARENA, Cuyahoga Falls, O., has opened. Jessie Waite Olin is at the electric organ. Sessions are held nightly, with matinees on Saturdays and Sundays.

ED RUETECKE, fancy skater, is being featured nightly at White Horse Roller Rink, Watsonstown, N. J. During the pre-Christmas period two turkeys were awarded nightly.

PARADISE Roller Arena, Allentown, Pa., devised a novel calendar for skaters. Group pictures were taken of skaters and the photos were used to adorn calendars.

ROLL-ARENA, Gloucester City, N. J., successfully promoted a farm night on December 20 for benefit of Red Cross. Skaters came in rural costumes to compete for prizes. Those not in costume were asked to donate 10 cents to the Red Cross.

PLANS are being made for resumption of roller skating in Dado Hall, Sheppton, Pa.

SKATING rink is being constructed in St. Stephen's Hall, Plymouth, Pa. Joseph S. Rice will instruct beginners.

MEMBERS of Friendly Rollers, Carlin's Park Roller Rink, Baltimore, visited new Playland Rink, York, Pa., on December 6. Over 25 couples took part in La Conga and rumba contests at the rink on December 3. Frank Gerriets, professional, was slated to appear in the Christmas program at Walcliffe Roller Rink, Elmont,

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3318 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

WANTED!
ROLLER RINK MANAGER
To work in Chain of Roller Rinks, State Age, Experience and Salary Expected.
Have Opening for several Professionals. Only R.S.R.O.A. Medalists need apply! Skate Mechanics Wanted!
Apply by letter only!
VIC BROWN'S
NEW DREAMLAND ARENA
985 Frelinghuysen Ave. Newark, N. J.

SKATING RINK TENT
No. G-404—Oblong Square End Hip Roof Tent, 40x120 feet, 11' pitch, 7' sidewall, top in six pieces to lace with overlaps. Top roped at every 3 widths. Sidewall 7' high, roped all around. Top material 9.93 oz. double and twisted filling khaki Seco. Sidewall 9.93 oz. S. F. khaki Seco. Good condition. Top and wall \$992
Write—Wire—Phone
BAKER-LOCKWOOD
14th Ave. at Clay St., KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City, N. Y.

WANTED
Good Lifter for Standard Skating Act. One who can do a double lift. Write, don't wire.
JACK BROWN
540 West 126th St. New York City

FOR SALE
Roller Rink Skates, Sound System, Hammond Organ. Rink now running good. Or will take good partner that can manage the rink. Rink 15 miles from Philadelphia.
BOX D-150, Care The Billboard, Cincinnati, O.

VICTORY STICKERS
\$5.50 Per Thousand
Be PATRIOTIC. Tie in with this National Emergency. RED, WHITE & BLUE. Send for samples. Rink operators only. Emblems \$8.00 per 100. Laces 80¢ doz.
TYLER RINK SUPPLY
Box 3415 Highland Park, Mich.

No. 321 DUSTLESS FLOOR DRESSING
Cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in .5 gal. containers. Terms: 25% with order, balance C. O. D.
GAGAN BROTHERS
444 Second St. Everett, Mass.

"One for All—All for One"

on to VICTORY

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

is doing its Part Now.

Roller Skate

deliveries will be slower from now on until it is over, over there.

"UNITED WE STAND"

1942 Calendars have been mailed. If you haven't ordered some for your rink do it NOW before the supply runs out. \$11.00 per 100, \$25.00 for 250 with your Rink and Address.

CHICAGO ROLLER SKATE CO.
Winner of WORLD'S Records for 40 years
4427 W. LAKE ST. CHICAGO, ILL.

Betty Lytle ROLLER RINK SHOES



Display, recommend and sell the shoes that bear her personal endorsement. Genuine Goodyear Welt Construction, 19 other styles in stock.

Write for Catalog

HYDE ATHLETIC SHOE CO.
Division A. R. Hyde & Sons Co.
CAMBRIDGE, MASS.

WAR SLOGAN BUTTONS
FAST 5c SELLER!
Sweeping the country—a sure-fire hit! Remember the election campaign buttons? This is MUCH bigger!

We have the largest assortment of different titles, such as REMEMBER PEARL HARBOR, WANTED DEAD OR ALIVE (with cartoon of Jap), TO HELL WITH JAPAN, JAPAN WANTED FOR MURDER, ME AMERICAN YES—NO JAPANESE, U. S. WILL TAKE THE NIP OUT OF NIPPONESE, and many others.

SPECIAL NEW BUTTONS FOR PIN-ON MEN AND VETERANS

Buttons complete with R., W. & B. Ribbon, \$2.00 per 100. Just out—3x27 Pennants with the lettering PACK UP, JAPAN, THE YANKS ARE COMING!—\$1.00 per dozen. 1/3 With Order, Balance C. O. D.

BUD & SCHATT Manufacturers, 456 Pearl Street, New York City

ROLLER SKATING OPERATOR
Playland, Rye, N. Y.

Will consider proposals for roller skating concession in Casino Rink during either summer season or full year. Details may be obtained by writing or calling on Director.

King Ready in Detroit for May 1 Opening

DETROIT, Dec. 27.—King Bros. Circus, new motorized show, will take to the road for the first time next season, to open on May 1 at Plymouth, Mich., 25 miles west of Detroit, under auspices of the local American Legion Post. Allen King told a representative of *The Billboard* at the winter quarters, 121 Selden Avenue, here.

Show will carry 25 truck units under its ownership and about 25 additional units belonging to individual act owners booked for the season. All equipment has been received, and the management is thus free of worry over scarcity of necessary materials, King said. Show will use a 110-foot round top with 50-foot middles, and it will seat 3,000.

Ten truck and trailer units have been completed at quarters in addition to other equipment, including seats. Color scheme in red, white and blue will strike a patriotic motif.

Show will use a single ring with a hippodrome track, King said. A number of acts have been tentatively booked. Contracts have been signed by Zavatta and Zoeppe troupes, unsupported ladder and canine numbers. Jack Andrews, manager of the King Midgents, will assist Allen King in production.

Milwaukee HM Shrine Show Profit Going to Red Cross

CHICAGO, Dec. 27.—All profits from the 1942 Hamid-Morton Circus, under auspices of Tripoli Temple in Milwaukee, will go to the American Red Cross Chapter there, said Omer J. Kenyon. Five of the Ringling brothers were members of Tripoli Temple, he said.

He came here from Milwaukee, where for two weeks he has been arranging for printing of tickets and advertising, on his way to Ventura, Calif., for a holiday visit with relatives. He will return to Milwaukee about January 2 to start the ticket and advertising campaign.

Swanner To Produce Show

ST. CHARLES, Mo., Dec. 27.—Ray Swanner, last season with Elman Bros. Shows, will produce and direct the Police Circus here at the K. O. Hall. Swanner, during a visit to the St. Louis office of *The Billboard*, advised that he will present about 15 acts, plus the usual clown numbers, and that he has booked Bernice Kelley's Circus Revue, Morris perch, pole act, and Savilla Brothers, acrobatic act.

CSC Elects New Officers

CANTON, O., Dec. 27.—J. Paul Flory was elected president of the Canton Showman's Club, succeeding Robert Schreiber. Other officers elected are Roy Maughman, first vice-president; Gerald Tritch, second vice-president; George Rinehart, chairman of trustees; Jack Malloy, three-year term trustee; Schreiber, two-year trustee term; William Taylor, inner guard; Mrs. Frank Adams, chaplain; William Mause, secretary; Mrs. Ruth Malloy, assistant secretary, and George Portman, treasurer.

Local No. 15 Elects

SPRINGFIELD, Mass., Dec. 27.—During the regular meeting of Local No. 15, International Alliance of Billposters, Billers and Distributors, here on December 4 these officers were elected: Jack Marcus, president; Ray Shea, vice-president; Robert Clark, secretary-treasurer; Mike Shea, business agent; Abe Becker, sergeant at arms.

Turnaway for SA Show

HAVANA, Dec. 27.—Santos & Artigas Circus at the National Theater here had a turnaway on the afternoon of December 20. Fred Bradna, of the Ringling-Barnum circus, booked the show and is equestrian director.

EARL SHIPLEY will not play winter dates this year. Writing from Chicago on December 25, he said: "Last week I started as inspector in U. S. ordnance plant near Chicago. As a veteran of AEF, I wanted to do my bit this time."



OMER J. KENYON will have charge of the ticket and advertising campaign for the 1942 Hamid-Morton Circus, under auspices of Tripoli Temple Shrine in Milwaukee. He announced that it had decided to turn over all profits from the show to the Milwaukee Chapter of the Red Cross.

Acts Play for Annual Kids' Party on Courthouse Lawn

ROCHESTER, Ind., Dec. 27.—An annual charity show for children was staged last Sunday in this old circus town, where former quarters of the Cole show were located, under sponsorship of Louis Ninios, owner of the Berghoff Cafe here. Event was set on the lawn of the courthouse, with traffic detoured to accommodate 3,000 spectators.

Acts appearing all donated their services, some coming from as far as 500 miles away. Ninios gave each youngster a large package of Christmas goodies and gifts, including portraits of the King Midgents.

Among acts appearing were the Grettonas, high wire; Zavatta Troupe, unsupported ladders; Jorgen Christensen's Dogs; King's Midgents, managed by Jack Andrews; Walter Goodenough and Jimmie De Cobb, clowns; Johnny Zoeppe, canine unsupported ladder number, and Anne Helm, dancer.

MR. AND MRS. DON COOK, last season with Clyde Beatty's Circus, are wintering at Beatty's Jungle Zoo at Fort Lauderdale, Fla. Cook was general superintendent for that show last season.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Fifth Wheel, Ga.
December 28, 1941.

Dear Editor:

After much wrangling over the show's winter route the owners finally decided to play Florida. Manager Won wanted to play Louisiana, claiming it to be traditional small-circus winter territory. Manager Horse agreed to take the show across the State to Texas and play the Rio Grande Valley, believing the natives down that way were educated to see circuses during January. Manager Mike Upp won his Florida point by showing his partners where they could play every packing plant in the citrus belt and stay clear of city licenses. The show opened here yesterday and is Sundaying on the lot rather than going into the next town and tipping off the size of the show to the usual Sabbath lot visitors.

Boasting 25 wagons and 60 head of baggage stock, the wagon train left quarters early on the morning of the opening. It arrived in Fifth Wheel by 10 a.m. Not wanting to tip off our show to a light matinee crowd, we called off the afternoon performance. Our announcer told the few who arrived to see the show that "Due to our herd of 25 elephants not arriving, only a night show will be given." It was then that the owners learned elephant paper had been posted. After the top was up the news that we had no seats was broken to the office. Not bulldging seats was just an oversight that will soon be corrected.

Where they came from we can't say, but the crowd was there and so was our announcer, who kept telling them after they were in the top. "On account of our

Work on Equipment Started At Mills Bros.' Quarters

PAINESVILLE, O., Dec. 27.—Mills Bros. Circus, motorized, has established winter quarters on fairgrounds here, Jack Mills, owner-manager announced. Johnny Wahl, general superintendent, is in charge of quarters and is directing overhauling of the show's motor fleet, equipment and props. Show will open late in April in Northeastern Ohio. Mills said he planned to purchase his own performing stock. He and Mrs. Mills are making their home in Cleveland this winter.

Zanesville Show Draws

ZANESVILLE, O., Dec. 27.—Second annual indoor circus, sponsored by Disabled American Veterans Post, drew two overflow crowds to Municipal Auditorium on December 9. Bill Myers was in charge of the promotion. Bernard's circus unit provided the major trained animal acts. Clinton Kramer was chairman of the committee in charge of arrangements.

Stanbery People Scatter

CINCINNATI, Dec. 27.—Following close of Stanbery's Christmas Parade Unit No. 2 the personnel went to these destinations: Mr. and Mrs. Snell, Ole and Lyle Ackerson, Dexter Whipple, L. C. Shalley and B. A. Daniel, Fort Dodge, Ia.; Hinnie Marcum, Salem, Ill.; Mr. and Mrs. Mill Herriott, St. Peter, Minn.; Walter and Ole Strait and Roy Law, Clare, Ia.; L. E. McCall, Big Fork, Minn.; Mr. and Mrs. Matt Laurisch, Emporia, Kan. Bud Anderson's ponies, horse and camel were shipped to his quarters, Emporia, Kan.

At Charleston Circus

CHARLESTON, W. Va., Dec. 27.—Buck and Rose Steel had the concert with police-sponsored indoor circus here last week. Chief White Eagle and company were also in for the aftershow. Bob Stevens handled advance program and banner advertising for C. A. Klein Attractions. Bill Tumbler, last season with Wallace Bros. Circus, directed the publicity campaign.

BUCK BANARD furnished circus acts for Christmas parties in Indiana Harbor, Hammond and Michigan City, Ind.; Blue Island and Franklin Park, Ill. Acts included Captain Banard, dogs and ponies; John Kramer, bear act; Larry Duane, sharpshooting and whips.

Gainesville Will Contribute to War Funds From Takes

GAINESVILLE, Tex., Dec. 27.—Board of directors of Gainesville Community Circus at a meeting on December 19 adopted a budget for the 1942 season and made plans for the show's war effort.

A cash contribution was made to the Red Cross war relief fund. It was decided to make additional contributions to war funds during the season as finances permit, and it was further decided to give preference to sponsors that will use proceeds of engagements for war purposes.

A. Morton Smith, program director, outlined plans for the program, which will feature a Pan-American spec, a Gaucho garland tournament and a dozen new acts to support the standard numbers which will be a part of the line-up.

Verne Brewer will be in charge of breaking animals, and there will be 10 horses, 16 ponies and several trained dogs. Mr. and Mrs. Arthur Henry will again be in charge of training quarters, with two assistants to be selected. Rehearsals will get under way February 1. Special lighting effects will play a larger part in the show next year, and equipment designed by General Superintendent Alex Murrell is already under construction. Wardrobe for a special aerial number in which 15 girls will participate has been ordered from Hollywood, Calif.

President Roy Stamps presided for the business session, which followed a dinner served by Mrs. Stamps, G. D. Bell, Murrell and Smith.

Paul McGehee, boss canvasman, has returned from Albuquerque, N. M., where he had the big top on an eight weeks' rental.

Art Martin, of the World of Today Shows, was a recent visitor.

Joel's Circus Scores; 10 Posters Restriction

LONDON, Nov. 20.—Tom Arnold's stage circus-revue *Walk Up! Walk Up!* finishes at Exeter Theater Royal November 29 after a brief run of three weeks. Show was spoiled by circus items being broken up for wearisome cross-patter by two comedians who at no time fitted into the scheme of things.

Dates on Stoll Tour which were expected to be played by the show have been given to Arthur Joel's stage circus, The Anglo-Russian Circus. Altho not possessing one feature name, this show scores thru being honest-to-goodness circus. Produced at Golders Green Orpheum November 10, Joel's program runs, 1, Parade in ring of performers and animals; 2, Paulo's voltige; 3, dance routine by six Jackson Girls; 4, presentation of four cream ponies in Liberty routine by Fred Yelding; 5, gag by talking clowns, Austin and Cooke; 6, specialty potpourri by Tarran; 7, educated pony; 8, comedy mule; 9, gag by Austin and Cooke; 10, two Himalayan bears, Fred Yelding; 11, Jackson Girls' dance number; 12, straight and comedy wire act; 13, musical entree, Austin, Cooke and Moxham; 14, Jackson Girls; 15, aerial act by Four Sensationals; 16, single Liberty horse; 17, walking horses, Fred Yelding; 18, stilt entree; 19, gag, Austin and Cooke; 20, Victor Julian's dogs and monkeys; 21, June Knight, contortionist; 22, high school, Valeska and Yelding; 23, clown band; 24, Paulino's riding act.

Tent circuses next summer will have to rely largely on newspaper publicity thru new restrictions limiting posters to 10 for any one place and reduction by half of all outside publicity matter.

Fernandez Personnel Safe

CINCINNATI, Dec. 27.—In a letter from Honolulu, La Motte Dodson stated that the entire personnel of E. K. Fernandez Circus, playing Schofield Barracks at time of the attack by Japs, was safe. Attack came at 7:30 a.m. when the members were at their homes around Waikiki. Fernandez personnel includes Mr. and Mrs. Reuben Castang and Bobby, Mr. and Mrs. Albert Spiller, Nalte Troupe, Flying Behees, the Osakis, McConnell and Moore, Mr. and Mrs. C. Rivers; Gilbert, hypnotist; the Crawford, Margo and Gay, Al and Connie Fanton, Phil Dodson, Dorothy Dodson and the writer.



With the Circus Fans

By THE RINGMASTER

President: FRANK H. HARTLESS, 2930 W. Lake St., Chicago
 Secretary: W. M. BUCKINGHAM, P. O. Box 4, Chicago
 (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenedel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Dec. 27.—L. B. Greenhaw, former circus agent and now connected with a Chicago bond house, was a recent caller at the office of *White Tops*.

A letter from Past President J. A. Wagner, dated December 10 from Tucson, Ariz., said, in part: "I left home December 7 with the radio telling of the Jap attack in the Hawaiian Islands and the Philippines. In this atmosphere I awakened on the Golden State Limited on the morning of the 8th.

"On the train were many men and women from the Pacific Coast. Some had boys and husbands in the navy, others had boys stationed at Pearl Harbor, and you can imagine the tenseness with which those parents and wives listened to the radio in the lounge car.

"Arriving in Tucson, I found the same atmosphere here. With the cosmopolitan inhabitants of this city of 50,000, Indians, Americans and Mexicans, there was considerable poise in all conversations. I am returning to my home in Des Moines tomorrow."

Hubert Castle Tent No. 35, being organized in Utica, N. Y., will comprise members of the CFA in the vicinity of Utica. Date for formal raising of the Tent has not been set, but applications from several men for membership have been received and forwarded to the national secretary.

Francis, son of Mr. and Mrs. W. H. Hohenedel, stationed at Fort Sill, Okla., drew a blank and was not able to get home for the holidays. He spent Christmas with friends in Fort Worth, Tex.

Circus Saints AND Sinners' Club

By Fred P. Pitzer
 (National Secretary, 292 Madison Ave., New York City)

NEW YORK, Dec. 27.—Pictorial notice released for the George V. McLaughlin luncheon was a wow, and members should be sure to get this for their collections. . . F. D. Benham gets a postal reading. "The first elephant brought to America came on the 561-ton ship *America* in 1788. The captain logged it as 'accommodating itself' to its straitened quarters and hard fare with a patient philosophy worthy of general mention." This item was abstracted from *The Lookout*, a Seaman's Institute magazine of October, 1940.

A letter from the Bob Matthews group reports their lion stunt is going over big. They are doing the King Tarz Tour and their promotion of the Tarzan picture is sure-fire. They played Texas Christmas week. They had 10 days of snow and ice in Wisconsin.

At the last luncheon of the Dexter Fellows Tent, F. Darius Benham was presented by the national organization with a plaque commending him for his pioneering days for the Circus Saints and Sinners' Club.

At the George V. McLaughlin initiation in the Hotel Astor all of the burlesques and gags pulled on this former police commissioner made him gasp. The scene was Santa Claus's headquarters but, owing to priorities, Santa couldn't get any toys, so they had to cable for Santa to come from Ireland and that was McLaughlin. He wore a green outfit with green whiskers. About 1,200 attended. His job as president of the Brooklyn Trust Company wasn't left unpoked at, for the medal which was presented to him at the end of the luncheon, together with his membership card, bore his title as Bank Knight. The medal is about the size of a soup plate, and these hundred medals, including those of all Fall Guys, are on display in the side show. Since Chuck Tremaine, Joe Pearman and Ben Zufall have been put in charge of the side show that part of the day has been built up wonderfully.

England Does Not Approve a Too Early Curfew

The government does not approve the closing of places of entertainment earlier than 10 p.m., except where heavy raiding calls for special measures. Mr. H. Morrison, Home Secretary, told the House of Commons that the government attached importance to giving the public reasonable opportunities for recreation consistent with the war effort. "With a view to securing some uniformity," he added, "I am advising chief police officers that, unless heavy raiding calls for special measures, the closing hour should not be fixed earlier than 10 p.m., and that wherever possible they should not fix a closing hour, thereby securing the 11 p.m. closing under the order."—*The World's Fair* (British Amusement weekly).

Circus Model Builders and Owners' Association

By RUSS T. WARNER
 (Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., Dec. 27.—In view of the present emergency the CMBOA has issued a statement that it will continue to function as before and all plans for the gathering of circus friends at the national convention in Peru, Ind., in April will go forward as previously announced. This policy will continue as long as possible and will only be terminated if some unforeseen extreme emergency, in connection with the present war, makes it impractical to go ahead.

Now that the election is over the convention committee will get the ball rolling and definite information concerning

the CMBOA gathering will soon be sent to all members as well as all others that will be interested. All communications regarding the convention should be sent to either Charles Doelker, 1,000 North 19th Street, Harrisburg, Pa., or to Russ Warner.

"Wagner's Circus," under management of Russ Wagner, GMB, Harrisburg, Pa., has been on display at the Strand Theater, Pottstown, Pa. several weeks and many thousands have viewed this fine miniature circus built to 1/2-inch scale. The purpose of display is to build more circus interest among the public.

Altho the circus model builder is on the job all year around placing his small shows before the public many of these fellows took advantage of the Christmas season and worked their circuses into the setting of scenery beneath Christmas trees.

Several letters have been received from members stating that they have volunteered their services as air-raid wardens, etc. It is interesting to note, however, that they have scheduled these extra duties in such a way as not to interfere with the building of their little shows.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

NEW—Priorities.

OTTO GRABS, circus bass drummer, is wintering in Springfield, O.

BOB EUGENE Troupe is booked at Morton-Hamid dates for about 10 weeks.

CIRCUS world of today is full of surprises.

MICKY BLUE is handling the Polack date, auspices of Shrine, in Cincinnati week of February 16.

BILL AND EDNA ANTES, who closed the season with Russell Bros.' Circus at El Centro, Calif., are in Hollywood.

A SMART showman keeps his ideas to himself.

ROY MARSH, son of Buster Marsh, former clown on Ringling-Barnum and

other circuses, enlisted in the Army and is stationed at Fort Custer, Mich.

"JUST closed a five-week engagement clowning in Toyland at Sears-Roebuck store, Cincinnati," letters Lee Smith.

SO was moving a circus last season, General Sherman. But you ain't seen nothin' yet!

BERNICE KELLEY's Circus Revue, ponies, dogs and monkeys, completed two weeks of holiday dates December 22 in Akron for C. A. Klein Attractions.

FORMER light plant operator and circus trouper for 10 years, Frank Chorman is now with Staten Island Edison Company.

WORST thing about amateur circus men who never trouped is that they always want to argue against a real circus man's views.

ROBERT (ANGEL) GRAY, formerly with Ringling-Barnum circus, is in U. S. Army Air Corps, Keesler Field, Biloxi, Miss.

THOMAS R. POPLIN, who was chief electrician on Cole Bros.' Circus several seasons, is now in U. S. Naval Air Corps, Norfolk, Va.

CIRCUSES earn, thru hard labor, every dollar that they get. The best anyone gives them is unappreciated impracticable advice.

HAL GRIFFIN, tramp juggling clown, played the annual Christmas Eve banquet and ball for employees of Star Binding Company in St. Louis, thereby cinching a few more dates in that area.

"THO reported dead some time ago, Bert Mayo, of the Flying Mayos, is very much alive and now residing in Pasadena, Calif.," writes Gordon H. Waring from that city.

BILLY E. THOMPSON, tramp clown, who worked 38 weeks without a layoff last season, clowning in Toyland for Montgomery Ward & Company, Wichita, Kan., during Christmas season.

CANVAS, concert and big show, perhaps doubling in brass, will be the duties of troupers before long. Again war will prove what circus men are made of.

AFTER completing an engagement in the cocktail lounge of San Carlos Hotel, Pensacola, Fla., Phil and Bonnie Bonta, (See UNDER THE MARQUEE on page 49)

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

Finch Elected SRA Prexy; 1942 Meet To Elk City, Okla.

CANADIAN, Tex., Dec. 27.—Allyn D. Finch, prominent rancher of Dalhart, Tex., was elected president of the South-west Rodeo Association at its third annual convention in Dalhart, December 18. Group voted to hold the 1942 meet in Elk City, Okla., and closed the confab with a successful banquet and ball, sponsored by the American Legion Post. Finch, vice-chairman of the general XII reunion committee, Dalhart, succeeds Jim O. Selman, Woodward, Okla. Scott D. Hamilton, manager Ark-Okla Rodeo, Fort Smith, Ark., was named first vice-president and Floyd B. Rigdon, Carlsbad, N. M., second vice-president.

Carl Studer, Canadian, was re-elected secretary-treasurer. Number of directors has varied from year to year, but the convention set it at 12 in addition to the four top officers. H. D. Binns, Colgate, Okla., and Hoyt Hefner, Wichita Falls, are Cowboys' Turtle Association representatives on the board. Other directors are Ralph Woolf, Waco, Tex.; M. D. Fanning, Lubbock, Tex.; Clarence Schaubauer, Midland, Tex.; Roy Evans, Dodge City, Kan.; George P. Gilbert, Sidney, Ia.; Hal B. Ramsey, Salisaw, Okla.; J. O. Selman, George McLeomore, Alexandria, La.; Eddie Allen and Lynn Beutler, Elk City, Okla.

The CTA hands who participate in the SRA affiliated shows annually chose from their members an advisory committee which thru the year consults with SRA directors. For 1942 it is Everett Bowman, CTA president; Vic Schwarz, Jess and Buck Goodspeed, Andy and Eddie Curtis and Louis Brooks. Louis Brooks was named SRA grand champion cowboy. Other winners, all determined by the number of total points amassed in more than 40 SRA affiliated rodeos held in 12 States last year, are Jess Goodspeed, calf roping; Buck Goodspeed, steer roping; Andy Curtis, steer wrestling; Hoyt Hefner, bull riding; Grant Marshall, bareback riding, and Vic Schwarz, saddle bronk riding. Top prizes included several \$200 silver mounted saddles, two 2-horse trailers and cash awards ranging up to \$200. All were given by national and Southwestern firms.

Circus Chronology

(Continued from last week)

DRUKENBROD RE-ELECTED—Sterling (Duke) Drukenbrod was re-elected president of Charles Siegrist Showmen's Club, Canton, O.

HW INTERESTS FILE SUIT—Suit for return of two elephants, Jennie and Trilby, said by the Hagenbeck-Wallace show to have been abandoned in the East during a circus tour, was filed in Superior Court, Los Angeles, April 15 against Sam Howard and Leo Singer, who, it was claimed, rented the bulls for a tour of the country with Singer's Midgets.

WALLACE BIZ, AHEAD OF '40—First three weeks of the season for Wallace Bros. revealed increased business over last year during the same period.

GAINESVILLE GROSSES \$1,200—Gainesville Community Circus continued its record start made in the home town by playing to two full houses in Denton, Tex., May 1 and 2, with profit of over \$1,200.

MILLS BIZ WAY UP—Mills Bros.' Circus concluded its Ohio run at East Pales—(See Circus Chronology on page 49)

READ THE Christmas Number of WHITE TOPS

\$1.00 Per Year. Single Copies, 25¢. WHITE TOPS, Rochelle, Illinois

CIRCUS ACTS WANTED

of all descriptions that do two or more for January 7-8-9 and 10. State lowest.

PATTERSON BROS.' CIRCUS

Milner Hotel, Sandusky, Ohio

Market Crash

IF YOU trouped during the early wagon-show era before the days of paved highways, when roads were two ruts that varied in width between the North and South and you had to carry a length of haywire to cut clay from between the spokes when in the blackland district in Texas, then you can appreciate this jackpot: Two wagon circuses day and dated each other and took squatters' rights on the village square. The advertised prices were 25 and 35 cents to both shows. That night both shows' eight-piece bands played concerts out in front simultaneously. Patrons who arrived were bewildered because both marquees had been set at an angle almost facing each other. To beat its competitor show No. 1 cut to 15 cents for everybody. Not to be outdone, show No. 2 cut to a dime. Then No. 1 announced its admission free. Quickly the other dropped its sidewall and, with the aid of the workingmen, herded the crowd in, thus beating its competitor to the crowd. The No. 1 show then brought its crowd over and let No. 2 have the day. When the winning show started its performance those who had paid before the sidewall was dropped went to the ticket wagon and angrily demanded their money back. "Sorry," said the ticket seller, "you folks bought when the market was high."—Bale Ring Barney.

24G Net, All-Time Gate, Stand Marks Set by Bloomsburg

BLOOMSBURG, Pa., Dec. 27.—Record-breaking 1941 Bloomsburg Fair earned a profit in excess of \$24,000, the treasurer's report showed. Paid admissions were 98,865 and total grandstand receipts were \$31,213, both all-time highs.

Nearly \$30,000 was spent on plant improvements, including \$14,314, new agricultural building; \$8,766, cattle judging arena; \$2,200 arena bleachers; \$1,880, fencing; \$393, transformers; \$129, landscaping, and \$1,476, materials and repairs. There is a balance for 1942 of \$22,938.

Record attendance was all the more remarkable because a State precautionary ruling against spread of polio prevented children under 17 from attending. Paul D. Jacobs, secretary of grandstands, handled duties of Treasurer Jacob H. Maust, who was ill. Principal receipts included \$38,310, gate; \$31,213, grandstand; \$12,393, ground rents, and \$2,654, rents from exhibition building. Chief expenditures included \$10,907, horse race purses; \$12,700, grandstand, and \$3,000, automobile races.

9G Hillsdale Profit Best; Plant Expenditures \$7,000

HILLSDALE, Mich., Dec. 27.—Profit of \$9,628.78 in 1941, largest in the 91-year history of Hillsdale County Agricultural Society, was reported at the group's recent annual meeting, when election of officers was confirmed, said re-elected Secretary H. B. Kelley. Of the profit, \$7,679.75 was spent on improvements. In 1942 the midway will be blacktopped.

Officers are J. J. Nachtrieb, president, succeeding Howard Williams; John Southworth, vice-president, replacing Nachtrieb, and J. L. Post, treasurer, re-elected. William Hale was named a director.

SPRINGFIELD, Mass.—Joshua L. Brooks, president of Eastern States Exposition here, who recently underwent a serious operation in New England Baptist Hospital, Boston, is recovering. His son, J. Loring, said reports from the hospital were encouraging.



W. G. MANROW, Goshen, president of Indiana Association of County and District Fairs, will preside at sessions of the annual meeting on January 6 and 7 in the Hotel Lincoln, Indianapolis. Secretary-Treasurer William H. Clark, Franklin, announced that the opening-night smoker, tried out successfully last year, will again be held, with talks and entertainment for concessionaires and attractionists.

NS Bookings Gain; 2 More Are Added

CHICAGO, Dec. 27.—According to Al Sweeney and Gaylord White, co-owners of National Speedways, 12 contracts signed to date for auto races at 1942 fairs is a decided increase over the number signed during the corresponding period of last year.

Latest contracts to be received here were from Sioux Empire Fair, Sioux Falls, S. D., for a renewal of the two-day show put on in 1941, and Freeborn County Fair, Albert Lea, Minn.. Secretary Andy Hanson advising that 1941 races proved so satisfactory that the board decided to add a day and open and close the fair with races.

Fire Razes Colorado Stand

HUGO, Colo., Dec. 27.—Fire of undetermined origin destroyed the Lincoln County Fairgrounds grandstand here on December 17, with estimated loss of \$5,000. It was rebuilt two years ago to seat 5,000, about a third of the fair's annual attendance.

Wirth Revue Set for Tampa; Special Cars To Carry Show

NEW YORK, Dec. 27.—Frank Wirth's *Thumbs Up* revue is being whipped into shape for run of Florida State Fair, Tampa. Special car will take the troupe out of here on the Silver Meteor on January 31, with Seaboard Airline providing an exclusive coach, baggage car and recreation car.

Included in contingent will be 24 girls, 12 male singers and acts.

Harwinton Defense Minded

HARWINTON, Conn., Dec. 27.—Harwinton Fair Society voted to buy \$500 worth of Defense Bonds at its annual meeting and election of officers, reported Louis L. Campbell, who was named superintendent of concessions and grounds, publicity manager and will book acts. Others named were Charles Page, president; Henry Delay, Horace Boggett and James Hogan, vice-presidents; Eloy Johnson, secretary, and Seff Rauch, treasurer. New artesian well is to be drilled on the grounds. Fair has been held consecutively 85 years, with exception of two years during the Civil War.

Danbury Passes Its Dividend

DANBURY, Conn., Dec. 27.—Officials of Danbury Agricultural Society passed the dividend payment this year due to extensive damage caused by fire which razed the fairgrounds administration building last spring. In response to complaints from stockholders, who contended that the dividend should not be discontinued since the 1941 fair broke all attendance records, President G. Mort-

Expert Goes All-Out for More "Common Music" at All Fairs

Albert P. Stewart, national chairman of Music for State and County Fairs of the National Federation of Music Clubs, made the following address at the annual convention of the Association of County and District Fairs, Sherman Hotel, Chicago, December 1:

I have asked for the privilege of a few minutes with you gentlemen to discuss a subject which I feel should be of mutual interest—of interest to you as officers of that great American institution known as fairs and of interest to one who is greatly concerned with the development of music throughout the United States, i. e., common music that might appeal to the general people.

I should like, first, even at the possible expense of appearing conceited, to give you a bit of my personal background. I am first of all director of Music of Purdue University, La Fayette, Ind. I am also director of music for the State of Indiana thru the field of agricultural extension, and I am thus greatly interested in the music of rural people. I am also interested in church music and at the present time hold the position of president-general of the National Association of Choir Directors. Then my main reason for being here today is my national chairmanship of Music for State and County Fairs for the National Federation of Music Clubs. When I say National Federation of Music Clubs, many of you may feel as I used to feel—that these clubs consist of a group of "stuffed shirts" who were using music as a vehicle to social progress, and I grant you that there are some who would come under that category, but my experience in the last few years with this group of well-meaning and sincere people leads me now to say that they are definitely working and united in striving for wider American culture.

You may wonder why I am asking co-operation from you as officers of fairs, and I believe that I can explain that to our mutual satisfaction. Certainly you are concerned with your program in general. I know that you want to excel in every educational feature. I know that you want to represent thru your fair program the life, activities and culture of your entire State. I am quite sure that you have a great desire as business men to make this fair business pay out, financially speaking.

Co-operation in bringing these above points about in a musical way can be had thru close relationship with the State music chairman in your State. The National Federation of Music Clubs has a State chairman of fair music in every State, and I ask your indulgence in giving them an opportunity to present their views to you. I am sending

a letter to every State chairman when I return to my desk and hope that I might say there that every man hearing me today is at least willing to grant them an interview.

I fully realize that this is not a new idea, nor an innovation at many of your fairs, as I know that you have done a tremendous amount, particularly in some sections in this field already. I both congratulate you and thank you for this.

May I at this time list seven suggestions which I have for possible developments in behalf of better music at our State and county fairs:

(1) That a music department be established as a permanent project of the State fair.

(2) That a place in the State fair program be set aside for special musical features.

(3) That contests be sponsored with a cash appropriation for prizes in both junior and senior divisions.

(4) That some kind of program making use of massed choruses be planned. This might be school children, high school students, church choirs, women's choruses, etc.

(5) That arrangements be made for daily broadcasts from the fairgrounds, featuring talent from all over the State. Group talent would be more valuable than individuals.

(6) That group singing be used in these trying days when self-defense against jitters, worry, and economic pressure is of utmost importance.

(7) That a special attraction be billed using two or three good programs in the nature of outstanding bands, opera companies, light opera, or musical comedies, in conjunction with a program of jamborees, hell drivers, barn dances, etc.

If I may speak in a practical nature then I should like to say that in my opinion more attention to this type of cultural program in the fair would more greatly interest many of the present clientele and would most certainly be an appeal to a large part of every State that probably now does not have any particular interest in the fair. For instance, we all know that rural people of our States are interested in the fairs. We also know that the equestrian type of society is attracted by this, but this leaves out a tremendous number of people in every State who, like myself, might be interested in an inspiring program of common-sense music.

I am not trying to sell you gentlemen music, for music does not need to be sold. It is an absolute necessity in our present-day life. I am, on the other hand, trying to be a help both to your program and to my love and interest.

Around the Grounds

CINCINNATI.—Guy Stoval, 1941 director of Everglades Fair and Bean Festival, Pahokee, Fla., visited offices of *The Billboard* while here on business and reported he will be a candidate for congressman from Florida's fourth district at Democratic primaries in June.

BEAVER DAM, Wis.—Annual report of Dodge County Fair Association showed a 1941 loss of \$2,888, due largely to unfavorable weather during the fair.

WOOSTER, O.—Walter J. Buss, secretary-treasurer of Wayne County Agricultural Society, reported the society paid \$9,500 on a mortgage, \$2,353 for permanent improvements and \$11,282 for premium and purses in 1941, with \$972 remaining in the treasury.

WARREN, Minn.—Marshall County Agricultural Association reported reduction of its indebtedness in 1941 to \$1,847. Receipts were \$8,915.

LAFAYETTE, La.—With \$5,000 in premiums setting an all-time mark, officers of Midwinter Fair here look for the

mer Rundle described the loss as terrific and said stockholders received about \$10 worth of individual, automobile and grandstand tickets each year. Secretary George M. Nevius placed the fire loss at over \$40,000. He said \$25,000 still remains to be disbursed.

biggest and best annual on record. Food To Win the War" will be its theme. Three-day program will open with a camella pageant and short course in agriculture at Southwestern Louisiana Institute here.

EUNICE, La.—Despite much unfavorable weather during fair week, Tri-Parish Fair Association showed profit of \$2,000 on the 1941 annual, reported Secretary-Manager M. J. Pruge.

HARRISBURG, Ark.—Polk County Fair Association awarded the 1942 annual to Harrisburg and voted to sell association stock in order to finance erection of permanent buildings.

PLAINVIEW, Tex.—Area for annual Plainview Fat Stock Show has been tripled with addition of 14 counties of East Texas.

IOWA PARK, Tex.—Good weather helped the successful Wichita County Fair here. Attractions included opening-day parade, chuck wagon dinner for plowmen, programs by civic organizations, Herrington Sisters, Lone Star Ramblers, Lone Wranglers and free picture show. Exhibit entries exceeded expectations of Fair Manager George Barber.

SASKATOON, Sask.—Proposal of Saskatoon Industrial Exhibition to settle its indebtedness to the city on a 50 per cent basis was approved. (See *Around the Grounds* on opp. page)

Pari-Mutuel Tax Aids Calif. Annuals

SACRAMENTO.—Some interesting data on California fairs and what the State pari-mutuel tax does for them is contained in *Horse Racing and California Agriculture*, published recently by Western Fairs Association and California Breeders' Association. For the fiscal year ended June 30, 1940, the 4-per-cent tax brought in \$2,810,246, of which \$27,500 went to the California horse racing board; \$4,446, State employee retirement fund; \$10,000, department of finance; \$140,164, citrus fairs and sixth agricultural district; \$344,203, California Polytechnic College; \$454,348, University of California, and \$1,329,582 for agricultural fairs, including \$1,001,320.90 for premiums; \$125,000 each for the State fair and Los Angeles County Fair, Pomona, and \$578,261 for new fair buildings and other improvements.

Statistics on fairs showed 12,493 livestock exhibitors at 50 fairs reporting; 49,919 exhibitors in all divisions, 51 fairs; 2,732 acres of land in use, 50 reporting; 5,104 employees, 55 reporting; 8,045 concession employees, 47 reporting; 11,810 exhibitor employees, 47 reporting; attendance, 2,424,220, 55 reporting; total invested in grounds, \$15,086,856, 55 reporting; value of land (owned and leased), \$1,912,050, 49 reporting; investment in buildings, \$12,610,558, 47 reporting; value of equipment, \$383,234.99, 53 reporting; pay roll, \$616,746.96, 55 reporting; approximate pay roll in all operations, \$1,157,625.99, 48 reporting; expenditures in local purchases, \$1,052,323, 56 reporting; local purchases by concessionaires, exhibitors and horsemen, \$1,044,068, 53 reporting; newspaper advertising, \$62,990, 54 reporting, and new buildings, mostly since 1937, \$4,955,967, 38 reporting.

Fair Elections

ASHLAND, O.—Ashland Agricultural Society elected C. L. Kestner, president; James Atterholt, secretary, and re-elected C. P. Congwer, vice-president; G. L. McClaren, treasurer.

KENTON, O.—Bert Frederick was elected president of Hardin County Agricultural Society; Harley P. Shick, vice-

president; Charles Fulton, secretary; James H. Allen, treasurer.

MILLERSBURG, O.—Fred C. Snell was named president of Holmes County Agricultural Society.

WOOSTER, O.—Russell E. Rice was elected president of Wayne County Agricultural Society and Walter Buzz was re-elected secretary-treasurer.

LEBANON, O.—Lyle Stewart was named president of Warren County Fair Association.

BEAVER DAM, Wis.—H. C. Reckner was elected president of Dodge County Fair Association.

GRANTSBURG, Wis.—Burnett County Fair Association named Newton Branstad, president; Erick Olson, vice-president; Ray G. Lidbom, secretary-treasurer; Milton I. Jensen, assistant secretary-treasurer.

PRINCE ALBERT, Sask.—Prince Albert Agricultural Society re-elected C. S. Lacroix, president; J. P. Curror, secretary-manager.

BELLEFONTAINE, O.—Telford Blackburn was elected president of Logan County Agricultural Society.

DELAWARE, O.—Joseph A. Neville was named president of Delaware County Agricultural Society; Bruce Burgess, vice-president; F. Beverly Kelley, treasurer, and Secretary John Wagner was re-elected.

CARBERRY, Man.—John G. Brown was re-elected president of Carberry Agricultural Society.

NEEPAWA, Man.—James Hill was re-elected president of Neepawa Agricultural Society. Other officers are G. H. Kilburn, vice-president; Jessie Curtis, secretary-treasurer.

SAGINAW, Mich.—Re-elected as directors of Saginaw County Agricultural Society were Secretary-Manager Clarence H. Harnden, John M. Brooks, William L. Otto, John C. Rauchholz and Alfred Grueber.

MELFORT, Sask.—W. E. Hornby was elected president of Melfort Agricultural Society. Vice-presidents are Dr. R. B. Dunbar and J. E. Grant.

CANTON, O.—Stark County Agricultural Society re-elected President J. E. Holm, Vice-President W. T. Shekels, Secretary Ed S. Wilson and Treasurer A. G. Smith.

SHELBY, O.—Fred L. Bricker was re-elected president of Shelby Community Street Fair Association.

ELKHORN, Wis.—Paul Gavin was elected president of Walworth County Agricultural Society; Emil Schimmel, vice-president; R. V. Brown, treasurer. F. M. Porter was re-elected secretary.

GALESVILLE, Wis.—Trempealeau County Agricultural Association re-elected Alfred Ravnum, president; Clarence Brown, vice-president; Frank M. Smith, secretary; Leonard Larson, treasurer.

PORT ROYAL, Pa.—Juniata County Fair Association elected H. B. Groninger, president; Dwight B. Hower, R. S. Groninger, L. B. Towsey, vice-presidents; J. Holmes Book, secretary; A. H. Springsteen, treasurer.

CHILTON, Wis.—Calumet County Fair Association elected Oscar Moehrke, president; Herbert Goeldt, vice-president; Herbert Harder, treasurer; T. Henry Weeks, secretary.

LANGDON, N. D.—Victor Sturlaugson was named treasurer and assistant secretary of Cavalier County Fair Association. Re-elected were Secretary Dick Forkner, President Ryan and Vice-President J. T. Wild.

SULPHUR SPRINGS, Tex.—Ed I. Palmer was elected president of Northeast Texas Dairy Show. Mack Merrell, vice-president; Zack Taylor, secretary-treasurer.

WOODSTOCK, Va.—Shenandoah County Fair Association elected C. M. Shannon president.

EUNICE, La.—Tri-Parish Fair Association re-elected Ferdinand Quirk, president; Secretary-Manager Frugo and named Joslin Ardoin, vice-president; M.



GEO. W. LANNING

presents

The Newest High
Novelty Sensation-120 Ft.

The SENSATIONAL ROYALS

ONLY—

Person doing a Handstand on a Swaying, Revolving Pole.

ONLY—

Rigging of its kind—not just a pole or ladders.

Two women and one man doing rings, traps, pole, with all kinds of acrobatics and gymnastics — a complete show full of thrills and breath-taking moments. A real World's Fair Act. Beautiful animated colorful lighting effects assure utmost attention at night.

Due to the ever increasing shortage in all fields of outdoor entertainment, now is the only time to assure your Fair, Park or Show one of the finest acts that will be available for 1942.

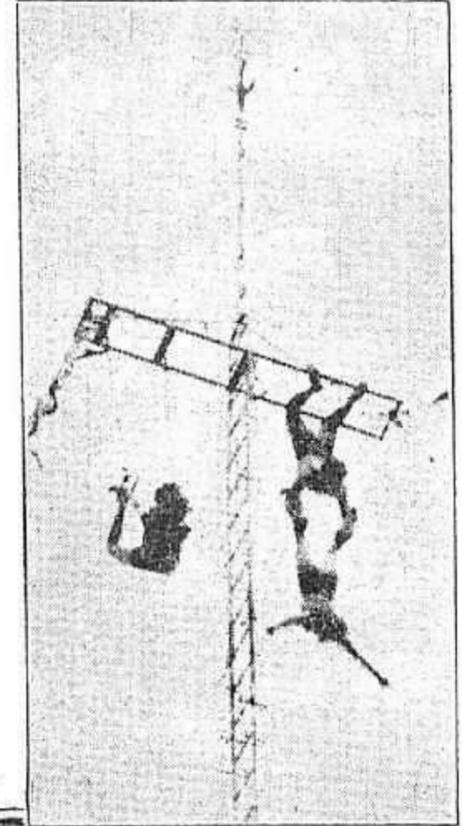
NOW BOOKING
FOR 1942

WRITE OR WIRE

GEO. W. LANNING

Care of The Billboard, Cincinnati, O.

(Also Managing THE SENSATIONAL METEORS—another thriller!)



M. Milburn, treasurer; Mrs. Richard Parrott, assistant secretary-manager.

CONROE, Tex.—Dr. T. S. Falvey was elected president of Montgomery County Fair and Livestock Show; S. R. Hersford, vice-president; Oscar B. Jones, secretary-manager; W. L. Everett, treasurer.

BROOKHAVEN, Miss.—A. F. Parkinson was re-elected president of Lincoln County Fair Association. E. E. Randie was named vice-president and G. D. Williams secretary-manager.

WARREN, Minn.—R. B. Taralseth was re-elected president of Marshall County Agricultural Association. Others named were Charles Kranz, vice-president; L. O. Winberg, treasurer; O. M. Mattson, secretary.

AROUND THE GROUNDS

(Continued from opposite page)

cent basis was accepted by city council. Total debt on October 31 was \$181,280.17, on which interest and sinking fund charges were \$7,045.96. Under the proposal \$9,900 paid in 1934 on fire loss is to be considered payment from the fair, to which will be added \$2,500.

REIDSVILLE, N. C.—Reidsville Fair Association has booked W. C. Kaus Shows for its 1942 12th annual.

MONROE, Wis.—Green County Fair Association reported profit of \$2,200 in 1941, one of the best financial showings in recent years.

ELKHORN, Wis.—Constitution of Walworth County Agricultural Society was changed to provide that the secretary shall manage the fair, subject to supervision of the executive committee, and shall devote full time to the job, which carries salary of \$1,200 a year. R. V. Brown, treasurer, reported balance of \$12,285.90, including State aid due. Receipts in 1941 were \$79,119.98. Disbursements were \$56,241.84.

HOUSTON.—Executive committee of Houston Fat Stock Show and Livestock Exposition voted to make production of more and better meat chief theme of the 1943 annual. President J. W. Sartwelle pointed out that stock raisers must

be educated by good shows during the war emergency. W. O. Cox, secretary-manager, said preparations for the show are well advanced.

KENOSHA, Wis.—Receipts of \$6,614.00 were reported for 1941 Kenosha County Fair by County Agent E. V. Ryall. Disbursements were \$6,502.69. Receipts included \$1,718.65, gate, and \$332.00, grandstand.

MIDWAY CONFAB

(Continued from page 37)

\$3,500 respirator. He uses a girl in the iron lung. Because of the polio scare here last fall and widespread public subscription campaign to buy a respirator, now installed at the Macon Hospital, the attraction pulled heavily from the start. Fisher leased a building next door to the Capitol Theater in the heart of the business district and has been drawing capacity crowds from 10 a.m. until the close late at night. American Legion Post is sponsoring the exhibition. Macon physicians and public health officials give it friendly boosts and Fisher has received good newspaper and radio publicity.

WANTED — ACTS

For 6 Weeks Indoor Dates
Starting January 25

BOYLE WOOLFOLK
AGENCY

Woods Theater Bldg., Chicago
LaBelle-Ray Troupe, Please Contact Us

WINDOW CARDS



Clever Designs for Fairs,
Festivals, Etc.

Write for Details

BOWER SHOW PRINT FOWLER, IND.

BUY U. S. Defense Savings Bonds and
Stamps

Meetings of Fair Assns.

Indiana Association of County and District Fairs, January 6 and 7, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Oregon Fairs' Association, January 9 and 10, Imperial Hotel, Portland. H. H. Chindgren, president, Molalla. Washington Fairs' Association, January 9 and 10, Imperial Hotel, Portland, Ore.

Kansas Fairs Association, January 13 and 14, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Ohio Fair Managers' Association, January 14 and 15, Deshler-Walliek Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Maine Association of Agricultural Fairs, January 14 and 15, Beal's Hotel, Norway. J. S. Butler, secretary, Lewiston.

Minnesota Federation of County Fairs, January 14-16, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Georgia Association of Agricultural Fairs, January 15, Dempsey Hotel, Macon. E. Ross Jordan, secretary, Macon.

South Carolina Association of Fairs, January 17, Wade Hampton Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

North Carolina Association of Agricultural Fairs, January 19, Sir Walter Hotel, Raleigh. W. H. Dunn, secretary, Wilson.

Western Canada Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Canadian Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Walter D. Jackson, secretary, London, Ont.

Western Canada Fairs Association, January 19-21, Royal Alexandra Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Michigan Association of Fairs, January 20-22, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

North Dakota Association of Fairs, January 22 and 23, Dacotah Hotel, Grand Forks. G. A. Ottinger, secretary, Jamestown.

Nebraska Association of Fair Managers, January 26 and 27, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.

Virginia Association of Fairs, January 26 and 27, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Rocky Mountain Association of Fairs, January 25-27, New Florence Hotel, Missoula, Mont. J. M. Suckstorff, secretary, Sidney, Mont.

Pennsylvania State Association of County Fairs, January 28 and 29, Americus Hotel, Allentown. Charles W. Swoyer, secretary, 522 Court Street, Reading.

Wisconsin Association of Fairs, January 28-30, Hotel Schroeder, Milwaukee. James F. Malone, secretary, Beaver Dam.

Association of Tennessee Fairs, February 3 and 4, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Illinois Association of Agricultural Fairs, February 4 and 5, St. Nicholas Hotel, Springfield. A. W. Grunz, secretary, Breese.

Texas Association of Fairs, February 5-7, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

New York State Association of County Agricultural Societies, February 10, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

Ontario Association of Agricultural Societies and Class B Fairs, February 11-13, King Edward Hotel, Toronto. J. A. Carroll, secretary Ontario Department of Agriculture, Toronto.

War Basis for Zoo in Philly; S. F. Readies

PHILADELPHIA, Dec. 27.—Armed and specially trained guards will go on 24-hour duty at Philadelphia Zoo soon to protect the public against animals which might be liberated by air-raid explosions. Lions and tigers, said Roger Conant, curator, are kept in heavily barred cages and repeated explosions would be necessary to release them. Zoo garden is surrounded by a high fence tipped with spikes and barbed wire, an effective barrier in keeping animals inside.

Conant said precautions are based on experiences of London Zoo, which has been hit over 50 times without an animal being killed or a dangerous beast escaping, and recommendations of the city defense council and studies made by other zoos.

He said most poisonous snakes come from the tropics and once they left heated shelters they would become immobilized by cold within a few minutes. Other dangerous snakes are now hibernating. Before spring snakes will be either destroyed or shipped to zoos in other cities less likely to be attacked. He said he had received offers from several Midwest zoos to take snakes. Conant said several buildings have been designated as air-raid shelters. Plans are underway to provide additional ones.

SAN FRANCISCO, Dec. 27.—Precautions are being taken to guard the zoo against air raids. Superintendent Jerry Baldwin's problem is to protect the zoo and to protect the public from animals which might get loose during a raid. Animal houses are of recent construction, with concrete roofs and moats and tall iron fences around pens of the more dangerous animals. Baldwin said he and his staff are armed most of the time.

Conn. Spots Close in Black

BRIDGEPORT, Conn., Dec. 27.—Perry Rodman, city comptroller and managing director of municipally operated Pleasure Beach Park and Seaside Park, reported total receipts for both spots last year were \$110,665. Operating expenditures were \$105,775. Surplus was cut to \$740 by capital expenditures of \$3,148.

Keller Act Set for AC Pier

BLOOMSBURG, Pa., Dec. 27. — Prof. George J. Keller, of State Teachers' College here, who has his own animal act during the summer, reported he has been signed to appear at Million-Dollar Pier, Atlantic City, from Decoration Day thru Labor Day. He said two African lions, two mountain lions, tiger, leopard and black panther will be used.

WILDWOOD, N. J.—John Earl Sanders, operator of Pennyland and Life Saver Baths here, reported that Willis H. Reeve, associated with him for 10 years in operation of candy concessions at New Jersey fairs, is now a member of the 72d Engineers Company, Fort Belvoir, Va.

ATLANTIC CITY—With members of Atlantic City Beach Patrol joining the army and navy, resort faces the possibility that women lifeguards might have to be hired next season, it was disclosed by Safety Director Cuthbert.

Carroll Trip Blitized

SPRINGFIELD, Mass., Dec. 27.—Edward J. Carroll, owner-manager of Riverside Park, Agawam, Mass., saw a 10-year dream fade with the Pearl Harbor attack. For the past decade he had been trying to find time for a trip to the Coast and had finally reached the point where he was booked for the trip. With invites from friends in the film colony and racing circles and tickets for the S. S. Van Buren tucked away, plans went out the window with the war. Carroll hopes to make a trip to Florida in February. Meanwhile he is keeping busy with plans for his bowling center which opens in January, reconstruction work in the park and lending a hand to USO and Red Cross activities.



R. E. CHAMBERS, who was elected president of the American Recreational Equipment Association at its annual meeting in the Hotel Sherman, Chicago, on December 1, announced that the industry stands ready to give all its efforts, if necessary, to the cause of winning the war. In 1941 he was association vice-president and presided at the meeting, filling the vacancy created by the death of President C. V. Starkweather.

Coaster Operation And Human Element

Excerpts from a paper titled "Taking the Human Element Out of Roller Coaster Operation," presented by William B. Schmidt, Riverview Park, Chicago, at the annual convention of the National Association of Amusement Parks, Pools & Beaches there on December 3-5.

As you all know, there are many risks involved in the operation of a Roller Coaster, but those occasioned by mechanical failure or failure of the human element are usually the most disastrous and costly with which we have to contend. Methods used to minimize mechanical failures are well known to you all. Constant maintenance and inspection will eliminate many of the causes of accidents which can come from this source.

The human element, on the other hand, is the least predictable and the hardest to combat of any source of failure in the operation of a ride. You never know what a man is liable to do in time of stress. It is true that we have all installed on our rides emergency brakes, motor throw-off switches and other forms of manually operated equipment that if properly handled will prevent any accident. However, when split seconds count we at Riverview have found that human beings sometimes do not use this equipment properly or soon enough to prevent trouble. I have talked to many operators who have told me that when a car sticks on the home brake the brakeman has stopped the chain too late to stop the following train, and the resulting collision is costly but unavoidable.

Concrete Example Cited

During the 1937 season in Riverview we had what could have been a very serious accident. Two trains collided on a dip and the resulting crash could have killed quite a substantial number of passengers, since 48 persons were involved. The direct cause of this accident was a broken cotter key which by releasing a wheel braked the train, sticking it in a dip. The brakeman controlling the following train had only to push a button several feet away to stop his train. This, however, he did too late. He had been working on this same ride for a period of years and presumably knew exactly what to do. However, it was only because the cars involved in the smash-up were covered with a special top that many deaths and serious injuries were eliminated. These special tops have incorporated in them a bumper which crushed between the cars, thus absorbing the impact. This accident was the reason for the installation in Riverview of an automatic inter-locking block signal system on all Coaster and other devices. These devices are of simple construction and can be installed on a ride of from two trains on up. These units act in stopping the chain and setting the

(See Coaster Operation on page 51)

"Recipe for Rejuvenation"

Excerpts from an address titled "Recipe for Rejuvenation," made by Edward J. Carroll, owner-manager of Riverside Park, Agawam, Mass., before the convention of the National Association of Amusement Parks, Pools and Beaches in Chicago on December 3-5.

Riverside Park many years ago was one of the best known parks in the East, but things happened, as they sometimes do, and it went out of the picture completely. In the summer of 1938 I took over and operated an outdoor drive-in movie theater on the property alongside the main highway. From time to time I wandered around the old park and before long got the bug to do something with it. Even up to the point of purchase it was my intention to start with operation of only three units in the front of the park, the theater, a large restaurant or inn and a roller rink. However, the thrill of tackling reconstruction of the entire park and the desire to pull it back into its place in the sun gripped me, and the more I got interested in the project the wider grew my plans, and I might add, the deeper grew my investment.

Those of you who visited the old park during the winters of '39 and '40 realized what I was up against. New buildings were necessary, old ramshackle affairs and debris had to be cleared, new roadways were needed, other buildings had to be demolished for parking areas, the old ballroom required new flooring and general reconstruction from underpinning to roof, and the skating rink had to be completely rebuilt along modern lines. It seemed to me at the time there were 1,001 problems to be solved. I began to wonder where it would all end and what the answer would be from Mr. and Mrs. John Public.

Sought Aid of Press

I realized all this planning and outlay of money would be in vain without support of the people, and with that in mind I went to the publisher of the four newspapers in Springfield and put my cards on the table. I told him I not only wanted to reopen a recreational asset to the community but I also wanted to establish a new industry. I outlined my plans and hopes and asked for his support. That was in January. He became enthusiastic and immediately assigned me one of his top-flight promotion and advertising men and ordered him to get behind the project. Newspaper columns opened and we were soon moving in the right direction.

The park had been closed years, had been given up by the previous operators and land owners and had also been given a few black eyes by fly-by-night promoters who tried to finance a reopening but accomplished nothing but an accumulation of unpaid bills plus bad publicity. With the purchase of the park the public was still in the mood to bet against possibilities of its rejuvenation. It looked like a tough nut to crack, but there was only one thing to be done—take the belt up a little and start pitching harder. This we did. We fought right down to opening date and beyond—yes, and right now and from now on for that matter.

The park opened May 29, 1940. We had carried on an extensive advertising and publicity campaign for some weeks previous, but still didn't know just what to expect. However, much to my delight the public responded—and how. Newspaper and police estimates on opening night set attendance at about 30,000. It was a thrill I will never forget. Perfect weather and a perfect crowd were my rewards.

There were more problems to be solved, however, and we started in the very next morning to work these problems out. Then came the rains and I got a good taste of what trials the outdoor showman has to go thru. Sixteen out of 30 days that June were bad-weather days. I began to wonder what kind of a business I had gone into.

Public Viewpoint Important

From a study of the situation I realized it was important to constantly merchandise my park, that it was necessary to throw out new ideas to the public in order to get it to return to the park often. We got busy on such plans and nearly every week cooked up some new angle or new idea, many of which brought genuine results. I got out on the midway, listened to the paying public and heard their praises and squawks. As for the latter, I decided not to brush them off but to do something about

them. In my initiation into the park business I did everything from directing traffic to taking tickets or helping kids on rides, but for all the time thus spent I learned from actual contact with my public something tangible about the park business. I wanted to learn every little detail, and looking over books in my office far removed from the public would not give me the picture I sought. Frankly, from such experience I vowed that when I was at the park I would spend considerable time moving around with patrons. This is one of the most valuable experiences I know of and I plan to do it every year so long as I remain in this business.

In retrospect, one of the major problems I had to face before opening was the matter of an admission charge or parking fee. This called for an answer I couldn't find in the rules book. I talked with the public, with some of the old operators at the park and with the "man on the midway." On one hand was the assured revenue and elimination of drifters and rowdies. On the other was the factor of encouraging larger groups and families to come to my park. After much consideration I decided on the latter course and my advertising slogan read: "Free Admission—Free Parking." Based on my experience the past two seasons, that will again be my policy in '42. With a free gate I have never been able to determine a per capita figure on spending at my park. But of one thing I am sure, that of the available money at the park we obtained our share and the paying public had a chance to get value on every cent spent. They were welcome to come even if they didn't have a cent, and, incidentally, I know a great many of that particular class returned our second year with money in their pockets when the general economic situation improved. Under my "come and go as you please" policy it was my definite problem to so arrange my features or plans that I would first attract them to the park, and second, capture whatever spending money they had with them. Here was the test that kept me and my organization on our toes—the necessity of constantly improving park features to give new zest plus value in popular-priced entertainment. I do not maintain this is a worthwhile blanket policy for all parks. It did work out successfully for my operation and that is what we are concerned with at the moment.

As for the so-called undesirable features of the open-door policy—and speaking again only for my park—I can assure you that despite huge crowds we had absolutely no trouble with rowdyism.

Again on the matter of the public purse, I have tried to so establish prices on the various features so that Mr. and Mrs. John Public of the most exacting type would obtain good value. In the few concessions I leased out I personally inspected all merchandise and in some instances ruled out—yes, even threw out—items which I thought did not give the paying public value. The same goes for food items sold at my park. It may surprise you, but if I buy a hot dog or any other food item at my park, even at my own stands, I pay for it out of my pocket. It gives me a different approach, a sort of paying test, and I'm a tough customer when my palate needs pleasing.

Play to the Kiddies

I like to talk about Mr. and Mrs. John Public. I am always trying to get more friendly with them and their children. If you have seen the motion pictures of Riverside you probably noticed the title "We Sure Like the Kiddies." That is no misstatement. Since my park had not been opened for years I realized that a generation of youngsters had come into being who never had a chance to visit an amusement park. I wanted them pleased. They would be my future customers. My instructions to everybody on the staff were to extend themselves to please the kiddies and let nothing happen within the confines of our park to discourage the bringing of children.

If you have growing youngsters you know how often they win out when they want something. Who can refuse a youngster a good time? What adult doesn't get a thrill out of making a child happy? And did you ever notice how the youngsters will take the rubber band off dad's roll at the park? They do a selling job for us from the time they arrive at the park until they leave (See "Rejuvenation" on opposite page)

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Convention Flashback

Current crisis eclipsed news of recent NAAPB confabs, but now that this department has had its say about war and its effect on swim pool biz let's think back 'bout Chicago meetings and some of the subjects discussed there. One of the most interesting and important papers read at pool sessions concerned priority rights on chlorine for defense purposes and its relation to swim pool operations, prepared and presented by Paul H. Huedepohl, Jantzen swim association, Portland, Ore.

In the belief that this subject of chlorine is uppermost in the minds of tank ops at this time, this pillar is going to reprint Huedepohl's talk. It's too long for insertion in one issue, so part is herewith offered, with the remainder to follow. Remember, tho, that the information was delivered before this country's actual entrance into world conflict. No radical change in chlorine plans, however, is expected, and it seems fairly certain that you can still abide by suggestions made by Huedepohl at the Chi convention.

Here, then, is first portion of his talk: For several months past swimming pool operators thruout the country have been concerned with the question of assured adequate supply of chlorine and chlorine products necessary from a public health standpoint for proper operation of swimming pools and public bathing places. It has come to our attention that quite a number of swimming pools in certain sections of the country are now being closed, due to the fact that they are unable to receive sufficient supplies of chlorine products, such as chlorine gas, liquid or powdered chlorine, lump alum in its different forms, as well as soda ash. Dr. Thomas Parran, surgeon general of United States Public Health Service at Washington, wrote a letter dated June 14, 1941, which was addressed to Edward R. Stettinus, director Priority Division, Office of Production Management, at Washington, in which he mentioned the fact that his department was very much concerned with above question in regard to sanitation of public water supplies, sewage disposal plants and swimming pools.

Mr. Stettinus in his reply dated June 24 mentioned that these needs, which amount to only 5 per cent of the output of the entire industry, would receive preferential treatment on the basis of equality with defense application and producers and, knowing normal requirements of these customers, they should be in a position to control accumulation of excessive stocks in improper places. Dr. Thomas Parran, of the Public Health Service, in conference with representatives of American Water Works Association, was informed that production facilities are apparently adequate to provide sufficient chlorine to meet civilian demands, but that a problem was developing in respect to shipping containers by reason of excess orders placed by consumers, such as water works plants and sewage disposal plants that anticipated a future inability to maintain stocks of material necessary for normal operation, which naturally created a shortage of gas tanks and other containers for chlorine products.

It is the opinion of representatives of the American Water Works Association that fear of future shortages in chlorine on part of water works, sewage system plants and swimming pool operators is basic reason for present practices of overstocking their supplies of chlorine. View was expressed that this problem can be satisfactorily met if assurance could be given by Priorities Division of Office of Production Management that there will be no interruptions to flow of chlorine necessary to satisfactory operation of these basic sanitary facilities. (To be continued next week.)

South American Way

Swim circles in New York were all agog last week over visit of a South American swimming team, which just arrived in this country for a series of swim meets. First appearance of the team was in Women's Swimming Association plunge, followed by an exhibition in New York A. C. H-2-Ortum.

After a series of races in the East and Middle West, the South Americans are slated to wind up their brief tour at London Terrace indoor tank. Local dailies took visitors to heart in typical New York fashion, devoting banner headlines to their exploits.

Dots and Dashes

That beautiful Callen gal—tops in current femme aquatic circles—celebrated her 18th birthday last week, and no cracks, please. . . . Helene Raines, 'nother W. S. A. swimmer, known to Eastern pool operators, was voted captain of New York University women's swim team even tho she is only a soph. . . . Civilian defense authorities are seriously considering various enclosed natatoriums as public air-raid shelters. . . . Strictly private for Sam Ingram: What's that telegram you sent from Aquatic Forum in Fort Lauderdale, Fla.? Sounded like double-talk! . . . Pool men who have worked with Jack Gordon, Fox Movie-tone News contact man, will be interested to know that Jack will soon become a pappy. Jack used to supervise Atlantic City beauty pageant and also put across a number of swim subjects for the news-reel.

American Recreational Equipment Association

By R. S. UZZELL

New Orleans Mardi Gras has been canceled for the duration of the war. This follows the precedent established during our participation in the last World War. This long-established institution has such a firm hold on the people that it can go into retirement during a national emergency and then revive with as much life as ever. It covers too short a period to be a major morale builder. Amusement parks are already established and run for an entire season. They produce diversion at a nominal cost and make special inducements to all men in the various services. No parks closed during the last war.

'42 Program in Making

Not yet officially decreed, but quite certain of adoption, is a 1942 convention program with no set speeches. None will be more pleased than the men who otherwise would be called upon for the speeches. Two years ago the writer recommended the open forum type of meeting such as put on by the New England park men. This idea has come down from the New England town meeting which made America. Samuel Adams never dreamed he was serving future generations so well when he brought out this democratic procedure. We kept insisting that the democratic procedure of the New England park men was the secret of their success. AREA often has an outside speaker, but it is only when we open the meeting free for all that interest becomes intense. Every member who wishes to do so may speak. Each can have the same amount of time, but is expected to speak only on the subject before the meeting. It surely makes for good feeling. Give them the films of actual operation and the open forum and the program will have plenty of life. Fewer subjects treated and open discussion seems the order of the day. If you would have the loyal support of your members let them know what is going on and ask them for their opinion.

The New Year's Day Rose Bowl football game at Los Angeles did not come off, but went to North Carolina. The Japs have the ball now, but don't worry, they are surely going to loose it and their shirts, too. Wisdom dictates that we refrain from assembling the capacity of the bowl when it can be done elsewhere with perfect safety. A goodly number of fans would say "Let's defy them."

Berry Company Active

The William B. Berry Company, Wallace St. Clair Jones the big mogul, has a contract to furnish steel splints for the governmental medical corps. Wallace says this will keep them going for the winter. This will not prevent him from selling hot dog machines and kitchen equipment on hand.

Fred Fansher a few years ago had a show where you went some where and back. He got back from those warm regions and has sent us a Christmas card from a better place. It is post-marked "Christmas, Fla." He is at Christmas for the winter.

John J. Carlin is in full swing at Baltimore for the winter. Ice skating, roller skating, boxing and wrestling make up his bill. And has it caught on with the people? Contests, prizes, special instruction and drills and a little publication of personal mentions of patrons, which always makes a hit, are some of the things he is doing to sell his winter entertainment. He just re-

fused to let Old Man Gloom in. He would just as soon have winter all the time.

With the Zoos

MILWAUKEE.—Washington Park Zoo sold three sambar deer to St. Charles Ranch, Austwell, Tex., to reduce its surplus stock, according to Director Henry M. Kennon, who said he hoped to further decrease the number from 40 to about 25.

CLEVELAND.—Ohio Division of Conservation presented to Brookside Zoo here a pair of albino racoons reared at the State game farm at Milan. They were presented thru the efforts of Emory E. Beetham, Lakewood, member of the State Conservation Commission.

SAN FRANCISCO.—Two pandas, gift of Madame Chiang Kai-Shek and her sister, Madame H. H. Kung, arrived here December 25 for shipment to the Bronx Zoo. They came in an evacuation convoy from Hawaii. Only 14 pandas ever have been sent out of China, it is said.

MIAMI.—Sammy, 300-pound chimp at North Miami Zoo, was wounded so critically it had to be killed by zoo officials after escaping December 14. It was loose on streets three hours and was finally wounded by a man with a shotgun in an apartment, where it frightened residents.

REJUVENATION

(Continued from opposite page)

—and what appetites! They are our best salesmen for repeat business.

From all I have said so far you may get the opinion I was operating with Aladdin's lamp. No, far from it. We made mistakes, many of them. Two years ago I sat in at the national convention with nothing but enthusiasm, some young ideas and an itchy pocket. Now I have added much experience, took the itch off the pocket—but let me assure you, with more enthusiasm for my park and park business than ever. Whenever we have made mistakes we noted them. Furthermore, when we found our mistake we took it apart and analyzed it and as soon thereafter as possible effected a cure, which in most cases was a redoubling of our efforts, a stronger drive, a new idea, something to make up for lost time, lost money or lost ground.

Continuous Improvements

Our first season came thru with its thrills, disappointments, rain and other headaches, but we kept moving and operated until the latter part of September. In mid-September we put over a promotion which brought us one of the biggest nights of the season. No sooner did the shutters go up in front than we started work in back of them. And, incidentally, when shutters go up at Riverside we don't stop talking about our park. Week after week in the winter we manage somehow to keep some news on the fire about Riverside Park.

After closing the 1940 season and without any loss of time up went the sleeves and we plunged into plans for '41, calling for an outlay of around \$100,000. This included our new Roller Coaster, finished six weeks ahead of schedule. Another was our new midget auto speedway, which I am informed is the largest of its type. Then there was installation of modern fronts, rearrangement of midway, addition of noon and new decorative treatments on all fronts. We so completely transformed the park for the '41 season I wondered how we ever managed to do so well in '40.

Last season our recipe worked again. Every department showed marked increases. In midseason we took over the Barrington (Mass.) Fair and you know how that worked out. During the season I also took title to 104 acres on the opposite side of the main highway on which my park is located. This was

primarily a protective move to insure my huge investment from poachers or squatters, the boys who find it convenient to move in as neighbors once you have put an investment across. The big 1942 expansion is now under way and included in the program will be a new summer theater on the property just mentioned. This will tie in both sides of the highway and add considerably to the development of Riverside as an amusement center.

One thing has bothered me since my entrance into the park industry. It seems too bad that most of us have to hold operations to three or four months. This year I experimented with the addition of an extra month over our first year and it worked out well. Now I will not be content until I have several features in my park going year round. Last winter I decided to winterize the skating rink and we kept it open successfully. This year I will have my new recreation building, with 18 bowling alleys, going by January 1. Next year we will add something else. I hope before many seasons we will have a year-round playground.

Cycle in Upswing

From all this I presume you gather that I am Supreme Optimist No. 1. No, positively not. I have operated many amusement enterprises, but none that gives me the kick or satisfaction as the outdoor amusement field. Yes, I've heard stories that parks were on the way out. Let me say with all the emphasis at my command that's not the way you'll hear it from me.

I believe the cycle is on the upswing and I'm backing it with good American dollars. It may have been in a dull state—on the defensive because of intensive competition for the public's spending dollar. Frankly, I have come to the decision that I have a good business, one that I want to back in every way I can with progressive ideas and with a good driving organization. I will not sit back on the defensive in this war for the amusement dollars. I am eager for the battle this summer, this winter, any day or any season. I will search for the idea, project or feature that will bring me the crowds.

And so I leave you with this recipe for rejuvenation: Put into your amusement business plenty of Vitamins A, B, C and D. What are they?

A is for Ambition to do the best you can.

B is for Bankroll to back up good ideas.

C is for Cash that's bound to come your way.

D is for the Darn good time you'll have down thru the years.



Want to Give Your Program a Real Thrill? —Then Book

Selden
THE STRATOSPHERE MAN

Care of
The Billboard
Cincinnati, O.
Representative—Barnes-Carruthers

World's Highest Aerial Act!

COMPLETE PARK PLANNING SERVICE

POOLS • COASTERS • ICE RINKS
ROLLER RINKS • OLD MILL'S
ACKLEY, BRADLEY & DAY
ARCHITECT & ENGINEERS
STARR BLDG., PITTSBURGH, PA.
20 YEARS EXPERIENCE

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES

PARKS-RESORTS SPORTLANDS-CARNIVALS
CATALOGUE FREE
W. F. MANGELS CO. CONEY ISLAND, N.Y.

IT'S Lusse Auto-Scooters AGAIN THIS SEASON

AUTO-SKOOTERS get the crowds, and you get the CASH when you operate them.

LUSSE BROS., INC.

AT PARKS, FAIRS AND ON CARNIVALS

Write today for complete information without obligation.

LUSSE BROS., LTD.
Sardinia House
52 Lincoln's Inn Fields
London, W. C. 2, England

2809 N. Fairhill St.
Philadelphia, Pa.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place

Parcel Post

- Crows, Chas. 14c
Cushman, Victor, 19c
Davis, J. S., 9c
Delgado, 21c
Kirksey, M. C., 3c
Knowles, Elleen, 19c
LaSette, Jos., 7c
Lambert, C. L., 7c
McClane, Davis, 5c
Minor, Frank Wm., 5c
New, Bert, 13c
Ray, Yvonne, 9c

- Rucker, E. H., 6c
Schad, J. P., 14c
Sheets, Howard, 7c
Stoane, Mrs. Bernie, 11c
Stromble, A. J., 6c
Sutton, Chas., 5c
Thomas, Lee, 11c
Valley, Ray, 15c
Welch, Mrs. Doc., 3c
Wilson, Harry E., 14c
Worthan, Mrs. Ray, 10c

- Acorn, Al
ACKMAN, WM.
Ackley, A. V.
Adams, Al
Adams, Mr. Babo
Adams, Carl
Adams, Dale
Adams, Dee
Adams, Geo.
Adams, I. E.
Adams, A. H.
Adams, Mike
Adams, Robt. T.
Adams, Seth
Adams, Tom
Adams, Zeth
Adkins, Robt. C.
Adkins, Tommy
Addison, Gordon
Aiton, Tom
Aitchison, Wm.
Aibar, Mr.
Akers, Taylor
Alabama Amuse. Co.

- Aldrich, Mrs. Sam
Aleo, Rocco
ALEXA, HAROLD
Alexandria, Tommie
Alexander, W. E.
Alexander, Chester
Ali, Charlie
Ali, Prof. Don
Alice from Dallas
Allen, Arline
Allen, Barbara
Allen, Barney
Allen, Bob
Allen, Charley S.
Allen, Claudio
Allen, Frank
Allen & Lee
Allen, Juanita
Allen, Roy
Allen, Tom
Allerton, Bonnie
Altman, Ace
Alvis, Crystal
Alltop, Claude
AMES, WM.
RAMSEY
Ana, Jackie
Anders, Mrs. Bonta
Anders, Kokomo
Anders, F. L.
Anderson, Candy
ANDERSON, CARL D.
Anderson, Frank
Anderson, Howard
Anderson, J.
Anderson, Margie
Anderson, Mrs. Nellie
Anderson, Private
Anderson, James
Anderson, Roy
Anderson, Vicky
Andrews, Frank
Andrew, Dudley
Andreano, Mrs. Frank
ANDRONOWSKI, JOHN
Anfinger, Harold
Auger, T. A.
Annis, Ralph J.
Annon, Karl
Ansher, Sam
Anthony, J. C.
Anthony, Milo
Applebaum, Sammy
Aroher, H. L.
Arden, Bill
Ave, Bill
Aredo, Joe
Arger, Tom
Arhardt, Earnco
Arka, Rudolph
Arlington, Harvey
Armstrong, Dick
Armstrong, Miss Bobbie
ARNOLD, LYLE
Arnold, Ervin
Arnat Brothers
Arney, Mrs. M. A.
Arquette, Boyde
ARTHUR, CHES-TER ALLEN
Aston, Jr., Tom
Asher, Chas.
Atchison, Mrs. Earl
Atkins, Amos
Atwoods, Tomahing
Atkinson, Tom
Augustino, Louis
Babecek, Phil
Avery, Geno
Ayers, Ray
Avery, Tommy
Ayres, Mrs. Viola S.

- Bable, Walter
Babbs, Jack
Babbs, L. A.
Bacon, Melvin
Badauf, Doc.
Badger, Harry N.
Bagwell, W. O.
Bahusen, Wm.
Bailey, Mrs. Dolly
Bailey, Forest
BAILLIE, ROB-ERT WILLIAM
Baillie, Jack
Bain, Nell M.
Bainbridge, Joe
Baker, Billie
BAKER, FRANK JOHN
Baker, Harry E.

- Baker, Lee N.
Baldwin, Geo. (Jitterbug)
Baldwin, Mrs. Roy
Balfonte, Paul
Ballard & Rae
Ballinger, Dorothy
Ballinger, Gene
Ballerstone, Art
Ball, Lucky
Balfon, Frank
Barnard, Clifford G.
Bancroft, Fred
Bangs, Jerry
Banks, Russell
Banks, Samuel J.
Barrackman, Mrs. Essie
Barbour, Shorty
Barber, Howard
Barfield, Chas. E.
Barfield, Doc. C. W.
Master
Barfield, Dave
Barfield, Mrs. Fronnie
Barkholt, Helma
Bartells, Mrs. Lois
Barton, George
Bartone, B.
Barker, Mrs. Dallas
Barker, Monica
Barkley, Mrs. J.
Barnes, Fletcher
Barnard, C. E.
Barnett, Bertina
Barnett, O. H.
BARNES, JACK CLAUD
BARNES, WM. HENRY
Barnhart, Lucille
Barnett, C. M.
Barbey, Stanley
Barry, Jack
Barry, Slim
Barry, Ralph
Barr, Stephen
Barra, Ted
Barrackman, Merrin
Barram, Sam
Barrow, Miss Bobbie
Barrett, Lyle H.
Barrou, Peanuts
Barreau, Raymond
Barth & Maler
Bartholomew, H. W.
Barthlett, Geo. D.
Bary, Howard Y.
BASS, FREDERICK ALLEN
Barton, Billy
Bass, Mrs. Billy
Bast, Roy
Bason, Giles
Bassette, Joe
Bastiani, Joe
Batey, Joseph
Bates, Mr. Peg
BATES, WM. LEON (COL.)
Battin, Mrs. Harry
Bauda, Clinton P.
Bavilla, H. J.
Bave, Jenn
Baxless, Bill
Baxter, Mae
Baxter, J. A.
Beach, Harry
Beach, Jack
BEARFIELD, ROBT. C.
Bedow, Henry
Bealart, Robt. E.
Beall, Hiram
Beard, Wado
Becker, Lee
BECKWITH, CLIFFORD L.
Becker, Mrs. Olive
Beckman, Wm.
Bee, Frank
Bee, Mrs. Ruth
Beem, John H.
BEEBE, ALLIE B.
Beensteln, Bobby
Bell, Charley
Bell, Harley C.
Bell, Howard
Bell, Janieva
BELL, JOHN DEWEY
Bell, O. H.
Belmont, Avery
Belmonts, Stanley R.
Bellomo, Vincent
Ayer, Prof.
Bajano, Eramitt
Bajano, John J.
Bemis, T. R.
Benard, Buck
Benesch, Frank
BENGOR, NICHOLAS
Benjamin, Ben
Benjamin, Mrs. Harry
Bennett, J. A.
Bennett, Mrs. Bee
Bennett, Rose
Bennett, Lillian
Bennett, Mrs. Loyise
Benson, Al
Bentley, Ben
Benton, Arch
Berger, Fred
Berger, Milton J.
Berger, Mrs. Harry

- Bergner, Louis J.
Bergner, John
Bergner, Carl
Bermas, John
Bernatels, Demulson
Bernhardt, Babette
Bernstein, Mrs. Barbara
Berry, Harry
Berry, Gene
Bert, Bertina
Bert, Henry G.
Besser, Jack
Besser, Jake
Bethune, Gus
Bobby, Baby
Brid, L. W.
BEASLEY, HOW-ARD EDWIN
Biddle, Frederick W.
Biddle's Concession
Biehler, Ray L.
Biggerstaff, Slim
Bigas, Harry
Biles, Clyde
Billings, Mildred
BILLUPS, SAMMY LEE
Binder, Herman
Birelle, Shirley
Bistany, Leo
Black Eagle, Chief
Black, Lew (Animals)
BLACKA, HENRY L.
Blackburn, Guy
Blackfort, Evelyn
Blackhall, Thos.
Blackwell, H. G.
BLACKWELL, VERNON GAY
Blair, F. Allen
Blake, Kenneth
Blalock, John
Blair, Frankie
Blach, Emma
Blankenship, B. H.
Bland, Richard
Blaney, Beverly J.
Bloudin, Leon
Bloudy, Eddie
Bloom, Wm.
Bloom, Edw. Joe.
Blumberg, Bill
Blue & Bolson
Bourdman, O. W.
Bolding, Jimmy
Bolger, Thos.
Bolton & Blue
Botts, Emerson
Bond, John
Bona, Geo.
Booe, Dick
Booe, Leitha
Bockman, Chas. C.
Bockman, Edith
Boothman, Elaine
Bovens, Homer Leo
Bosser, E. J.
Boswell, Fred
Bott, Wm.
Botwin, Paul
BOULLE, BENNY
Boude, O. F.
Boudreau, Adrien
Boudreau, John
BOWDEN, JOS. THOS.
Bows, LaVerne
Bowen, Lefty
Bower, Johnny
BOWMAN, CHAS. THORNTON
Bowman, Ed
Boyd, Alfred
BOYD, CHAS. R.
Boyd, T. J.
Boydston, Bert
Boykins, Earl
Boyle, Charles F.
Bozza, Tom
Brad, Maury
Bradon, Jim
Braden, E. B.
Bradenberg, Raleigh
Bradford, Thelma
Bradley, Ann
Bradley, Earl
Bradley, Jess
Bradley, Lee
Bradley, Roxey
Bradley, O. E.
Brady, Frank J.
Brady, Fred
Brady, Joan
Bragg, Kelly
BRAMLETT, WM. GUY
Branchard, Peter
Branchcroft, Zoe Ann
Branda, Nick
Brancham, Jack
Branchana, Ruth
Branchon, Pat
Branchon, Johnny
Branchfield, Rodney
Branchstein, B. F.
Brecht, Geo.
Breckauridge, Ed
Bremson, Bob
Brennan, J. E.
Brennan, Margie
Breuna, Virginia
Bresk, Frank
Brever, Edw.
BRIGGS, WILLARD O.
Bright, Louis
BRINEGAR, THOMAS
Bringer, Loreta
Brizeudino, Jake
Brisson, Ray
Broek, Alex
Broderick, Paul
Brookney, C. E.
Brooks, H. E.
Brooks, Johnny
BROOKS, ALVA
Brooks, Clifford
Brooks, C. S.
Brooks, Howard
Brovoid, Pete
Brown, Barney
BROWN, EDDIE
Brown, Elton
Brown, Fitzie
Brown, Mrs. Flea
Brown, Mrs. Geo.

- Brown, Harry C.
Brown, Harry K.
Brown, Harry E.
Brown, Jimmy Leo
Brown, Mrs. J.
BROWN, RUSSELL A. (Press)
Brown, E. C.
Brown, Kingfish
BROWN, LESTER LEE
Brown, Norman D.
Brown, Scotty
Brown, Will
BROWN, WM. COUNCIL
BROWN, WILLIAM
Brown, Mrs. Youman
Brownell, Jr., Wm. H.
Browning, Robt.
Bruce, Clarence
Bruer, E. R.
Brundage, B. B.
Brussard, Blackey
Bryant, C. H.
Bryan, Dr. J. H.
Bryant, G. Hodges, Mgr.
BRYSON, JOHN CHARLES
BUCHANAN, LLOYD A.
Buchanan, Thomas
BUCHANAN, THEO. RICHARD
Buck, Buddy
Buck, Dollette
Buck, Stephan
Buckingham, Keith
Buckner, Lloyd L.
Buckskin Betty
Buckley, C. O.
Bud, Pony
Budge, Harry H.
Bushing, Wm. T.

- Buhnia, Mike
Bullips, Samuel
Bullock, Judd
Buley, Jimmie
Bumps, Bobbie
Bunte, Joe
Burgdorf, Sam
Burke, Jo-Anna
Burak, Anna
Burch, C. O.
Burg, Eddie
Burg, Carl
Burg, Mrs. Margaret
Burkhardt, Pete
Bunge, Shorty
Burke, Danny
Burke, Frances
BURKE, WM. FRANCIS
Burke, Mrs. Conna Jean
Burke, Neil
Burke, Sam E.
Burkett, Mrs. O. C.
Burlert, Margaret
Burlison, Madam
Burnon, Arthur
Burns, G. N.
Burns, Wally
Burns, Curley
Burns, Kid
Burns, James J.
Burns, Melba
Burns, Mary
Burrell, James L.
Burrell, Jerry
Burrell, Viola
BURT, JOHNNY CLARENCE
Burriss, Ernest
Burton, James
BUSH, ROBT. WM.
Bush, Willie
BUSSEX, JACK GEO.
Bussell, Blackie
Bussell, Jack
Butcher, O. J.
Butler, Roland C.
BUZZELL, FRANK R.
Cable, C.
Butler, John R.
Butler, Mrs. Ray
Cagan, Frank
Cagin, Eugene
Cain, J. L.
Calderson, Angelo

- Calkins, Fred
Calds, J. D.
Camp, Herbert E.
Campbell, Dave
Campbell, Bill
"Lightning"
RUSSELL A. Campbell, Hort
Campbell, James
Campbell, Jim B.
Campbell, H. W.
Cameron, Van
Cameron, Lou
Camm, E.
Campbell, Edward
Campbell, Geo.
Caustrell Family (Sonny Boy)
Canlana, S. J.
Candler, Ernest
Candrea, Mrs. Elsie
Candullo, Joe
Cantwell, Chas. Cannon, Mrs. Jewell R.
Cannon, Frank
Capee, "Doc"
Caper, Don
Cannon, Capt. Wm. S.
Canzano, Thomas
Cappell, Yvonne
Capps, Bill
Carey, Al
Carey, R. E.
Carlson, Flo
Carlson, Happy
Carlson Sisters
Carlson, James J.
Carlson, Margo
Carlton, Fred
Carman, Jerry
Carolin, James
Carr, Lonnie
CARROLL, JO-SEPH EDWARD
Carroll, Jack
Carroll, Norman
Carroll, Leo
CARSON, ROBT. O.

- Carson, Hugh
CARTER, JESSIE M.
Carter, Johnnie
Carey, A. E.
Carey, Eugene
Caruso, John
Carlo, Fred
Carvello, Mrs. Leo
Carver, Freddie
Carson, Andy
Carson, Tommy
Carter, Ben
Carver, Al
Carow, E. A.
Case, Jack
Casey, Jos.
CASPER, JOHN
Cass, Chester
Cassidy, Bill
CAST, JAMES O.
Casteel, Harvey
Casteel, Frank
Castle, Hubert
Castle, Issy
Castle, John R.
Castle, Mrs. Realy
Caughy, Russell J.
Ceder, Lou
Cedar, Margaret
Centart, Wallace
Chatwell, Lee
Chambers, Ingram E.
Champion, Jack
Chandler, Mrs. Adele R.
CHANDLER, RAY
Chaney, Chas. W.
Clancy, Fred
Chaulin, Grant
Chapman, L.
Chapin, Ralph
Chapman, W. C.
Charles, Artie
Charles, Bert
Chase, Clayton H.
Chatfield, Carl
Chavanne, James
Chipman, Harry
Chester, Harry
Chesters, Threo
Checo-Checo, Chief
Check, Ben
Chipman, Bert J.
Chipman, Gene
Cheer, Prof.
Childers, Bob
Chilison, Jimmy J.

- CHILDRESS, LEWIS SEBASTIAN
Chidester, Wm. Ham J.
Choate, V.
Christian, Geo. L. Jr.
Christian, Louis
CIGIELSKI, THEODORE
Chuck & Sam
Chupka, Andy
Chueck, J. A.
Church, Clarence
Church, Luther
Claburri, John P.
Clibul, Mrs. Gertrude
Claire, Billy
Clark, Carl H. (Sheik)
Clark, Billie
Clark, Miss Bobbie
Clark, Curley
Clark, Ernie
Clark, Mrs. Ernest
Clark, Irvie
Clark, Harry
Clark, Helen
Clark, Joe Jewel
Clark, John
Clark, Kitty
Clark, Mrs. Louise
Clark, Lammie
Clark, P. F.
Clark, Paul S.
Clarke, Percy
Clarkson, Al
Claman, Tim
CLAYTON, CHAS. WM.
Clifton, Bud
Clina, Tiny
Clint, Pat
Clack, Verman
Clybourne, Jolia
Cobb, Wallace A.
Cobler, Mrs. Fay
Cochler, Walter P.
Cochran, J. E.

- Cockelberg, Al-phonso
Cockrell, Geo.
Coddins, Jack
Cohen, Milton
Cohen, Jack
Cohn, Ben
Colbert, Geo.
Colcord, Ray
Coleman, Ruth
Cole, Hobe
Cole, Clyde C.
Cole, Isabell M.
Coleman, Clarence
Colleano, Con.
Collier, James H.
Collier, Joe Red
Celon, Rex
Cemo, George
Comstock, Edward A.
Comaber, Geo.
Conallo, Art
Coney, Barney
Conn, Robt. C.
Conn, Dick
Connors, Jimmy
Conrado, Don
Conroy, Tex
Conway, Everett
Conway, Edith
Conti, Mike
Contreras, Jos.
Cook, Mrs. Frankie
Cooke, John D.
Cook, Capt. Allen
Cooke, Donald
Cooke, Wm. E.
Cook, Frank
Cook, Wm. L.
Cook, Willie
Conklin, Lulu
Cooley, Mrs. Ester
Cooper, Albert E. (Showboat)
Cooper, Harry
Cooper, Henry
Cooper, John Buck
Cooper, Kenneth
Cooper, Mary
Cooper, Norman
Cooper, Robt.
Cooper, Thos. J.
Copelin, Carl H.
Corey, Mrs. Glenn
Coronado, Delores
Corbett, Wm. W.
CORNEVAL, CHARLIE
Cortello, Geo.

- Corio, Ann
Cork, Bobby
Cooker, Philip A.
COSTELLO, LARRY JAN
Costello, Tom
Costley, Horace W.
Coteet, E. R.
Cotton, Eddie
COTTON, GEO. LEWIS
Coultas, Marie
Coulter, Wm. J.
Courtney, Mrs. Myrtle
Cowan, Roy
Cowan, Tiny
Cowell, J. S.
Cox, Art
Cox, Ernest
Cox, Larry
Cox, Mrs. Lillian
Cox, Walter B.
COX, O. C. WM.
Cozzette, Joe
Crabtree, Lawrence L.
Craig, Cliff
Craig, Helen
Crass, D. C.
Crawford, Chick
Crawford, Original
Crawford, Richard
Crawn, Matthew
Crawn, Viola
Crenshaw, John
Crenshaw, John
Cress, Jack
CRETE, ROMEO JOS.
Creta Bros.
CREWS, ELMER JAMES
Crickloff, Wm.
Crimi, B.
Crimi, Mrs. Cleo
Crunch, Del

- Crockett, Tex
CROSLLEY, FRED HARRY
Crooms, Jack
Crouter, I. J.
Crum, Helen
Crom, Mrs. Bertha
Crowley, G. O.
Crowley, Doc
Cuba, Al
Cudney, Mrs. Lillian
Cunningham, B. O.
CUNNINGHAM, FOREST J.
Cunningham, Newman
Cunningham, H. O.
COURTIN, CLIFTON F.
Curtis, Slim
Cuthbert, Chas.
Curtis, Date
Curtain, Mrs.
Curtis, Dayton
Curtis, Paul E.
Cutler, Earl
Cyr, Jos.
Czudek, Chas.
Dadley, Geo.
DALEY, BUFORD D.
Daley, Blackie
Daley, Don
Daley, Eddie
Daley, Janny
Daley, Ray & LaCoi
Daly, Joe D.
Daniels, Mrs. Bonnie
Daniels, Everet
Daniels, Mrs. Glendora
DANIEL, NORMAN L.
Dante, Esu.
Danville, Mr. Beela
Danville, Eugene
Dare, Ivette
DARRAH, ALBERT FRANK
Darroek, Jas. A.
D'Aubour & Rene
Davieport, Tom
David, Jack
Davidson, Morris
Davies, Richard
Davies, Wm. W.

Letter List
NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Cedora
Edwards, Ed
Edwards, Elan
Edwards, Harry
EDWARDS, LOUIS F.
Eenos, Tiny
Eisenbarth, Gene
Eisenbert, Albert
Elam, Mrs. Pat
Elbert, Specks
Ella, Tex, Show
Elhott, Doc Leroy
Ellis, Orip Bill
Ellis, Mrs. F. F.
Ellis, Harvey D.
Ellis, David O.
Ellis, Kid
Ellis, R. C.
Ellis, R. H.
Ellis, Sarah
Ellison, Eleanor
Ellison, Jimmy G.
Elisaser, Carol
Ely, Rosie
Emerald Sisters
Emmerling, Alex
Emberton, Herman
Emerson, Doc J. F.
Emerson, Ronnie
EMIGE, JAMES WM.
Emmons, Hugh F.
Enfield, Lillian
Eng, Charlotte
English, Harold
ENGLISH, ALONZO G.
English, Dean
Engelking, H.
English, C. L.
English, Val
Enos, Rus
Ephram, Nick
Ephram, Mito
Erber, Fred G.
Eric, The Great
Ernst, John Geo.
Espey, Dorothy
Estridge, Clarence
Estridge, Mrs. Tex
EUDALEY, CLARENCE M.
Evans, Berry
Evans, Jack
Evans, E.
Evans, Ed C.
Evans, Frank
Evans, Jean
Evans, Maryetta
Evans, May
Evans, Merle
Evans, Sam
Everett, Grant
Evertt, Jack
Eysted, Banl, Al
Fahy, Frank
Fahl, T. I.
Fairchild, Rita
Fairfield, Dr. Ralph

- Fanning, Jack
Faraday, Harry
FARELL, PAUL
Farrall, Dot
Farrington, Gladys
Faso, Betty
Fask, Dan
Faulkner, Louise
Faust, Ike
Fay, Charley
Fay, The Mysterious
Faye, Anita
Fathers, Archie
Fee, John L.
FEENEY, JAMES B.
Feltman, Dave
Felton, Harry C.
Fenelon, John
Fennell, Carrie
Fenton, Jack
Ferguson, D. R.
Ferguson, James
Ferguson, Merie
Ferguson, R. L.
Ferguson, S. A.
Fernandez, Joe
Ferraro, Gano
Ferra, Paul
Fetta, Louis Tex
Fiber, Roxie
Fields, Sidney H.
Fields, W. E.
FIEN, DAVID
Fibert, Herman
FILLMAN, HARRY A.
Fino, Mrs. Rachel C.
Finery, Mr. Patty
Fingley, Bill
Fink, Harry
Finley, H.
Finch, Geo. F.
Fireman, Harold
Fischer, Joe
Fish, G. R.
Fish, James E.
Fisher, Geo.
Fisher (Giants)
Fisher, Gottlieb
Fisher, Harry
Fisher, Harry Tex
Fisher, Joe
Fisher, Jack (Doc)
Fisher, Jimmie
Fisher, Margaret
Fisher, Pat
FISHER, THOS. G.
Fitch, Harry H.
Fitch, H. H.
Fitpatrick, Geo. T.

- Flagie, Dick
Flanagan, Frank
Flanagan, Paul
Flanagan, John
Flanagan, Mrs. W.
Fleet, Al
Fleming, Miss Brooke
Fleming, Bill
Fleming, Cody
FLEMING, CLIFFORD
Fleming, Tom
Fletcher, Roy
Fletcher, Sam W.
Floud, J. E.
Florida, Joe
Flowers, Buddy
Flowers, Mrs. Irene
Floyd, Wm.
Fluhrer, Geo.
Flynn, Alma
Flynn, Mrs. Ever
Flynn, Francis Pat
Focanti, Augustino
Fontain, P.
Ford, Arthur
Ford, Betty
Ford, E. M. Pat
Ford, Lee
Ford, L. B.
Ford, Wm. E.
Fornier, Fred
Forsythe, Fred M.
Fortner, Clyde
Fortner, Margaret
Foss, J. D.
Foster, Gus
Fowler, G. C.
Fox, Gerald
Foye, Dr. John E.
Francis, Mamie
Francis, Orlo
Francis, Orrin
Frank, Abe
Frank, Betty
FRANK, EDW.
Franklin, C. W.
Franklin, Joe
Franklin, Mrs. Elisa
Frank, Geo.
Frank, Miss Jessie
Frank, Sport
Frank, Tennis
Frazier, Harry
Frazier, Owen
Frehette, Evelyn
Freddick, A. B.
FREDERICK, ALONZO G.
Fredricks, Henry
Fredrick Novelty Troupe
Fredericks, Lewis
Fredericks, Mary
Fredericks, Thomas
Fredericks, Vaul. Play House
FREE, WM. BYRD
Freeman, Mrs.
French, Fred
Frenzel, Morris
Friedell, Louis
Friedenheim, Morris
Friederickson, F.
Friedland, Al
Friedman, Abe
Frost, Ray Jack
Fry, W. G.
Frye, James G.
Fryes, The (Magicians)
Fuller, Bill
Fuller, Tex
Fullheart, Roy
Fulmer, Mrs. Rose
FULKNER, ROBT. WM.
Fulton, Mr. Gail
Fustanio, Anthony
Gabby, Joe
Gallagher, Russell
Gale, Al
Gale, Lemmy
Gallagher, Mrs. J.
Gallagher, Chas. J.
Gallagher, Mrs. Frank
GALLAMORE, CLARENCE E.
GALLANT, GEO. B.
Galle, Ben
Galliger, Skeets
Gallner, Joe
Gamble, Mrs. Lena
Gann, Mrs. Virginia R.
Garber, Edw.
Garcia, Margarita
Gardner, Richard
Gardner, Eddie
Garner, Marguerita
Garrety, Eddie
Garrison, Wayne
Garson, Gwen
Gaston, J. J.
Gates, A. L.
Gaul, Salvatore L.
Gawle, Walter
Gawle, Mrs. W. P.
Gay, Billie
Geddis, Geo.
GEE, JAMES RUSSELL
Geeson, E.
Geddins, Duke
George, G. G.
George, Greasy
GEORGE, SAMMY THOMAS
Gerard, O. E.
Gerber, Joe
Gerig, Thad H.
Gesmundo, Victor
Getty, Mrs. I.
Gibbons, Harry
GIBBONS, JAMES
Gibbs, Ed
Gibson, Mrs. Catherine
Gibson, Earle M.
Gibson, Frank
Gideon, Bill
Giffin, Jimmy
Gilbert, Art
Gilbert, Jack
Gilbert, Paul
Giles, Eddie
GILES, RONALD D.
Giles, Vera

- DeWitt, Jack
DeWitt, T. R.
DIAL, EDWARD
Dick, Richard
Dickson, Harvey
DICKSON, PAUL D.
Dillon, Elmwood
DIXON, ROBT. CARL
DOBBS, WM. DAVID
Dock, Sam
Dodson, LaMoite
Dodson, Mrs. Margaret
Dodson, Phil Butch
Dobbs, Carl
Dolan, John
Doll Family, The
Dolliver, Frederick
Dolliver, Geo. W.
Domer, Mrs. Ray
Donald, Alexander
Donato, Frankie
Donnison, Mike M.
Dorman, Mrs. Geo.
Dorsett, Leroy
Dorsey, Pete
Dorser, Art O.
Doto, Bert C.
Doty, Henry
Dougherty, Bill
Douglas, Dorothy
Dover, J. M.
Dowell, Tommy
Downs, Jack
Doughty, Mrs. D.
Downing, John
Downing, Mrs. Louise
Doyle, Mrs. Crickett
Doyle, David
Doyle, Eddie
Doyle, Larry
Drake, Bob
Drake, Mrs. Lea
Drake, Marvin
Drees, Harry
Drew, Dorces
Drew, Marion C.
Dryden, Chas.
Duff, Mrs. G. C.
Duffy, Bruce
Dukehanman, Tommy
Dukes, Aerial
Dumas, Lillian C.
Duncan, Capt. Chas.
DUNFORD, AOA DON
Dunkel, Harry
Dunlapp, Ray
Dunn, Chester A.
Dunn, Harold
Dunn, Lyman
Dunn, Walter
Dupla, Fred
Dupliss, Fred
Durrant, Al
Durham, Fred
Dutch, Paul
Dutiol, Richie
Dutton, M. S.
Dutton, Mrs. Nellie
Dvorak, Reggio
Dyer, A. H.
Dykes, Fred
DYMAN, FRANK
Eagon, Walter
Eames, Willie
Earle, Jr., Geo.
Earle, Jack
Earle, Wm. C.
Earnhardt, E. E.
Eberstein, Curtis B.
Eckert, Chas.
Eckly, Samuel D.
Edema, Barney
Edgar, Ray M.
Edgar, Mrs. Ada
Edgar, Horace O.
Edwards, Al
Edwards, Bob
Edwards, Mrs. Cedora
Edwards, Ed
Edwards, Elan
Edwards, Harry
EDWARDS, LOUIS F.
Eenos, Tiny
Eisenbarth, Gene
Eisenbert, Albert
Elam, Mrs. Pat
Elbert, Specks
Ella, Tex, Show
Elhott, Doc Leroy
Ellis, Orip Bill
Ellis, Mrs. F. F.
Ellis, Harvey D.
Ellis, David O.
Ellis, Kid
Ellis, R. C.
Ellis, R. H.
Ellis, Sarah
Ellison, Eleanor
Ellison, Jimmy G.
Elisaser, Carol
Ely, Rosie
Emerald Sisters
Emmerling, Alex
Emberton, Herman
Emerson, Doc J. F.
Emerson, Ronnie
EMIGE, JAMES WM.
Emmons, Hugh F.
Enfield, Lillian
Eng, Charlotte
English, Harold
ENGLISH, ALONZO G.
English, Dean
Engelking, H.
English, C. L.
English, Val
Enos, Rus
Ephram, Nick
Ephram, Mito
Erber, Fred G.
Eric, The Great
Ernst, John Geo.
Espey, Dorothy
Estridge, Clarence
Estridge, Mrs. Tex
EUDALEY, CLARENCE M.
Evans, Berry
Evans, Jack
Evans, E.
Evans, Ed C.
Evans, Frank
Evans, Jean
Evans, Maryetta
Evans, May
Evans, Merle
Evans, Sam
Everett, Grant
Evertt, Jack
Eysted, Banl, Al
Fahy, Frank
Fahl, T. I.
Fairchild, Rita
Fairfield, Dr. Ralph

- DeWitt, Jack
DeWitt, T. R.
DIAL, EDWARD
Dick, Richard
Dickson, Harvey
DICKSON, PAUL D.
Dillon, Elmwood
DIXON, ROBT. CARL
DOBBS, WM. DAVID
Dock, Sam
Dodson, LaMoite
Dodson, Mrs. Margaret
Dodson, Phil Butch
Dobbs, Carl
Dolan, John
Doll Family, The
Dolliver, Frederick
Dolliver, Geo. W.
Domer, Mrs. Ray
Donald, Alexander
Donato, Frankie
Donnison, Mike M.
Dorman, Mrs. Geo.
Dorsett, Leroy
Dorsey, Pete
Dorser, Art O.
Doto, Bert C.
Doty, Henry
Dougherty, Bill
Douglas, Dorothy
Dover, J. M.
Dowell, Tommy
Downs, Jack
Doughty, Mrs. D.
Downing, John
Downing, Mrs. Louise
Doyle, Mrs. Crickett
Doyle, David
Doyle, Eddie
Doyle, Larry
Drake, Bob
Drake, Mrs. Lea
Drake, Marvin
Drees, Harry
Drew, Dorces
Drew, Marion C.
Dryden, Chas.
Duff, Mrs. G. C.
Duffy, Bruce
Dukehanman, Tommy
Dukes, Aerial
Dumas, Lillian C.
Duncan, Capt. Chas.
DUNFORD, AOA DON
Dunkel, Harry
Dunlapp, Ray
Dunn, Chester A.
Dunn, Harold
Dunn, Lyman
Dunn, Walter
Dupla, Fred
Dupliss, Fred
Durrant, Al
Durham, Fred
Dutch, Paul
Dutiol, Richie
Dutton, M. S.
Dutton, Mrs. Nellie
Dvorak, Reggio
Dyer, A. H.
Dykes, Fred
DYMAN, FRANK
Eagon, Walter
Eames, Willie
Earle, Jr., Geo.
Earle, Jack
Earle, Wm. C.
Earnhardt, E. E.
Eberstein, Curtis B.
Eckert, Chas.
Eckly, Samuel D.
Edema, Barney
Edgar, Ray M.
Edgar, Mrs. Ada
Edgar, Horace O.
Edwards, Al
Edwards, Bob
Edwards, Mrs. Cedora
Edwards, Ed
Edwards, Elan
Edwards, Harry
EDWARDS, LOUIS F.
Eenos, Tiny
Eisenbarth, Gene
Eisenbert, Albert
Elam, Mrs. Pat
Elbert, Specks
Ella, Tex, Show
Elhott, Doc Leroy
Ellis, Orip Bill
Ellis, Mrs. F. F.
Ellis, Harvey D.
Ellis, David O.
Ellis, Kid
Ellis, R. C.
Ellis, R. H.
Ellis, Sarah
Ellison, Eleanor
Ellison, Jimmy G.
Elisaser, Carol
Ely, Rosie
Emerald Sisters
Emmerling, Alex
Emberton, Herman
Emerson, Doc J. F.
Emerson, Ronnie
EMIGE, JAMES WM.
Emmons, Hugh F.
Enfield, Lillian
Eng, Charlotte
English, Harold
ENGLISH, ALONZO G.
English, Dean
Engelking, H.
English, C. L.
English, Val
Enos, Rus
Ephram, Nick
Ephram, Mito
Erber, Fred G.
Eric, The Great
Ernst, John Geo.
Espey, Dorothy
Estridge, Clarence
Estridge, Mrs. Tex
EUDALEY, CLARENCE M.
Evans, Berry
Evans, Jack
Evans, E.
Evans, Ed C.
Evans, Frank
Evans, Jean
Evans, Maryetta
Evans, May
Evans, Merle
Evans, Sam
Everett, Grant
Evertt, Jack
Eysted, Banl, Al
Fahy, Frank
Fahl, T. I.
Fairchild, Rita
Fairfield, Dr. Ralph

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

- Alphabetical list of names and addresses, including: Mrs. Randall Myers, Ray Myers, Wm. Myers, C. N. Dor, Nadson, Jean, Nathaniel, Jake, NAMES, ART, NASH, VICTOR, NASH, VICTOR, PARKER, Nash, Dolly, Nazodian, Nick, Nation, Al, NAUGLE, MICHAEL, ANDY, Neuroth, Paul, Nealand, Walter D., Neal, Mrs. Anna, Neasia, Wm., Nebr, Felix, Neclon, Toby, Neclay, Grady, Neiter, Mrs. Kay, Neiter, Richard, Nelson, Mrs. Buddy, Nelson, Harry, Nessely & Norman, New, Bert, Newberry, John W., Newby, Don, Newell, Bobbie, Newell, Floyd, Newland, Mrs. A. L., Newman, Dan, Newman, Jacob D., Newton, Irene, Niblick, A. J., Nichols, Nick, Nichols, George, Nichols, Harold, Nichols, Frank, Nichols, Nick, NICKLEL, LAWRENCE, Nickerson, EDWIN, Nielsen, Irma, Niquette, Franu Lee, Nixon & Norris, Nixon, Carl, Nixon, Rubie, Noble, Leighton, Noble, Ralph, Noble, Robert, Nogle, Clinton L., Nolan, Tommy, NOLEN, ELMER, HOLLEEN, Noller, C. C., Nolte, Mrs., Norin E., Norris, White, Norrie, Pauline F., North, Robert, Norton, Bill, Cota, Norton, Edw. S., Norton, Frank A., NORTON, RALPH, JAB, Norton, Sam, Norwood, Jesse, Nubar, C. C., Nuss, Frank L., O'Boyle, Tom, O'Boyle, Frank T., O'Brien, Jack & Ruby, O'Brien, Jack, O'Brien Mrs. Jerry, O'BRIEN, MICHAEL, O'Brien, Miss Pat, O'Brien, Patricia, O'Brien, Happy, O'Brien, Wm., O'Brien, Jennings, O'Bryan, Pat, O'Connell, Dan, O'Connell, Dorothy G., O'Connell, Helen, O'Connor, Frances, O'Connell, Margaret, O'CONNOR, MICHAEL, O'Connor, John J., O'Dare, Barney, O'Day, Jack Peg, O'Day, Jerry, O'Donnell, Jack, O'Dell, Blackie, O'Dell, Jessie, O'Dell, Jimmy, O'Dell, Mrs. Mionie, O'Donnell, Thomas, O'Hara, Bob, O'Hara, Mrs., O'Hara, Dorothy, O'Hara, Mrs. Robt., O'Harral Jr., Victor P., O'Hask, James, O'Neil, Mrs. G. G., O'Neil, Esther, O'Neil, Frank J., O'Rear, Johnny, O'Reilly, Jerry, O'Reilly, Pat, O'Shaughnessy, Austin, O'Shay, White, Oskerson, Mrs., Oshreck, The, Oshreck, C. J., Odams, Mrs., Odessa, Georgia, Ody, Kappy & Mel, Odinger, Bill, Olan, Theo. M., Okada, Mrs. Edith, Olenick, Albert, Olson, John J., Olive, Bernice, Oliver, Jack, Oliver, Pat, OLIVIN, EDWIN, H., Olson, Chas., Omar, L. Don, Omay, The Clown, Orr, Jack, Orton, Tex, Osborne, Harry, Osborne, James, Osborne, Jas. L., Osborne, Helen V., Oshel, Geo., OSTROWSKI, JULIUS F., Ott, Jerry, Otis & Prescotts, Overfield, Bill, Overman, Wally

CLASSIFIED RATE
10c a Word

Minimum \$2 Cash With Copy
Forms Close in Cincinnati
(25 Opera Place)
Thursday for Following
Week's Issue

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.

AGENTS & DISTRIBUTORS

AGENTS, SALESMEN — 200% PROFIT. NEW 10c Collar Support every man needs. Sell stores and direct. Sample 10c. Details free. Also other new items. HAWKINS, 537N S. Dearborn, Chicago.

AT WAR—NOW, SELL LATEST SNAPPY HITTER Toast, many other fast numbers. LA FRANCE PARLORS, 55 Hanover Street, Boston, Mass. ja3

EARN WHILE TOURING — SELL IMPROVED. Original, Changeables; Religious (Blue Stock Signs, cost 3c; retail 25c). KOEHLER'S, 335 Goetz, St. Louis, Mo. ja31x

GIRL PHOTOS, CARTOON BOOKS, DEN PICTURES, Novelties. Big assortment, \$1.00. List 10c. STRACO, 1017 Mulberry, Springfield, Ohio.

GUARANTEED FORMULA INSTRUCTIONS FOR Wonder Spot Remover. World's fastest selling item for agents, pitchmen, demonstrators, \$2.00. ELI JOHNSON, Pharmacist, Griffin, Ga.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates and Social Security plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. ja24x

AGENTS & DISTRIBUTORS

WHO MAKE TOP MONEY
READ THE MERCHANDISE SECTION OF THE
BILLBOARD EVERY
WEEK.

-DO YOU?-

MAKE REAL MONEY SELLING \$1.50 Col-lection System—150% profit. Sells on sight. NATIONAL DISTRIBUTORS, Fostoria, O.

MEXICAN FEATHER, STRAW PICTURES, Sandals, Tablecloths, etc. Quick sellers! 100%-300% profit! Free particulars. Samples 10c stamps. MARQUEZ-BB, Apartado 1176, Mexico City. x

RESURRECTION PLANT — UNIQUE NOVELTY. Miracle of Nature. Costs under 2c, sells for 25c. Sample, 10c. C. E. LOCKE, 7 Rio St., Mesilla, New Mexico. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. ja24x

WINDOW SIGN LETTERS — NEW "ROMAN" style. Large sizes, penny each; absolutely beautiful. Free samples, new catalogue. ATLAS, 7941-L Halsted, Chicago. ja24x

SALESMEN WANTED

ADVERTISING LEATHER SPECIALTIES — KEY Cases, Thermometers. 25% commission. Samples 35c. Sensational, new Advertising Book Match, world's largest, contains 240 matches. Sample 25c. Both sample lines, 50c. MATCH COMPANY, P. O. Box 893, Reading, Pa. x

COIN MACHINE SALESMEN — OPPORTUNITY for experienced Salesmen. New, fascinating "automatic pay-out" counter game. Commissions only, but much above average. BOX 5956, Kansas City, Mo. x

INSTRUCTIONS BOOKS & CARTOONS

FOR A RAPID-FIRE NOVELTY ACT USE OUR Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. ja3x

BUSINESS OPPORTUNITIES

PORTABLE ROLLER RINK — NORTHERN Maple Floor, 40' x 90', 125 Watt Sound System, 160 Pairs of Chicago Skates, Grinder, Repair Parts; now operating in building. First \$1,000,000 takes it. PAUL MATTLE, 121 E. Broad St., Spartanburg, S. C. ja3

ROLLER RINK — 40x100 FLOOR, TENT, P. A., 100 Pairs Chicago Skates, etc. J. P. MOSS, 916 Wolfe, Little Rock, Ark.

PERSONALS

I WOULD LIKE TO KNOW THE WHEREABOUTS of Jack Bell. Notify MRS. CHARLES M. YINGLING, 201 Blvd. St., Point Marion, Pa.

PRINTING

HAMMERMILL LETTERHEADS, ANY COLOR paper, ink; 300 8 1/2 x 11, \$1.58 postpaid; 32 styles type. Free particulars. WOODRUFFS, 217R Lewis, Duluth, Minn. x

100 CARDS, 14x22, THREE COLORS, \$3.50; 4 1/2 x 12 Handbills, 5,000, \$6.50; 10,000, \$10.00. Cash with order. MAIN SHOW PRINT, 17 North Dewey, Oklahoma City. ja3x

1,000 LETTERHEADS, STATEMENTS, BILL-heads, Invoices, Noteheads, Circulars, Tags, \$1.95 each; 1,000 Business Cards, \$1.25. Everything printed, lowest prices. Samples. THRIFTYPRINT, P. O. Box 318, Chicago.

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.

ABOUT 150 PEANUT VENDORS, \$2.25 EACH. Hershey 1c, 5c Vendors, \$2.00 up. North-western, Selmor. Lowest prices. NORTHSIDE SALES CO., Indianapolis, Ia. ja3x

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-ja10x

FOR SALE — 15 JENNINGS SILVER MOON Totalizers, used 3 weeks, \$95.00; 4 Mills One, Two, Three, free plays, \$50.00. BADGER MUSIC CO., Sullivan, Wis. Phone 50 ja3x

FOR SALE — PACES RACES, BROWN, THIRTY to one, \$99.50; Black, \$69.50; twenty to one, \$59.50; Waffling Rotatops, 25c, \$32.50; 10c, \$29.50; 5c, \$24.50. Plenty of Novelty Pinball Machines. Tantoran, Jennings Derby Day, \$22.50. THE MUSIC MACHINE CO., Brunswick, Ga. x

FOR SALE — 5c PACE SARATOGAS, IN GOOD condition mechanically, cabinets refinished and good buy for \$75.00 each. Deposit required. SPARKS SPECIALTY COMPANY, Spartan, Ga. ja10x

MILLS MELON BELL, \$45.00; 1c BLUE FRONTS, \$30.00; 25c Extraordinary, \$35.00; 5c Extraordinary, \$30.00; 1c Q.T.'s, \$17.50; Vest Pockets, \$20.00; Deweys, \$25.00; Steel Cabinets, \$12.00; Stands, \$5.00. ROCKPORT NOVELTY CO., Rockport, Tex.

PENNY WEIGHING SCALE ROUTES FOR SALE cheap, Southern Texas; owner sick. Address OPERATOR, 215 E. 20th St., Houston, Tex.

TEN BUCKLEY BOXES, \$7.00 EACH; THREE 16 Record Wurlitzers with Seeburg adaptors, no speakers or coin chutes, \$45.00 each. Want Wurlitzer No. 100 Boxes or Seeburg Boxes, Seeburg Gems, Royals and 24-A Wurlitzers; also Short Lengths of 30 Wire Cable. Send 1/2 deposit, balance C. O. D. OAKDALE SALES, 3509 N. Marshfield, Chicago. x

WANTED — ALL TYPES OF SLOT MACHINES. UNITED NOVELTY CO., Delauney and Division Sts., Biloxi, Miss. ja10

WANTED — ROLASCORES, BOWLETTE JRS., Rockball Jrs., Target Roll Jrs.; other Skee Ball Alleys. Name lowest price. L. BILOW, 2512 Irving Park Rd., Chicago. ja10

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE quart heavy leakproof Popping Kettle, \$14.50. CARAMELCORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

BEAUTIFUL JEWELRY STONES REMOVED from rings, etc. Good assortment of 200, \$2.00. B. LOWE, Box 311, St. Louis, Mo.

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 So. Wabash, Chicago. ja17

HAVE FOR SALE — COMPLETE ROLLER RINK on location, with or without organ; 60x130. Write BOX 315, Y. M. C. A., La Crosse, Wis. ja3x

POPCORN CRISPETTE MACHINE, CARAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O. ja10x

ZIRCONS — WHITE, GENUINE DIAMOND cut, 3 for \$2.75. Blue or brown, \$1.25 per caraf. B. LOWE, Box 311, St. Louis, Mo. x

FOR SALE—SECOND-HAND SHOW PROPERTY

CHAIROPLANE, \$500.00; 2 ABREAST MERRY-Go-Round, \$1,200.00. Other Rides, Show Fronts and Tents; or complete Carnival. Write for list. BOX 205, Pery, Okla.

MERRY-GO-ROUND, HERSCHELL-SPILLMAN, 2 Abreast, less horses, organ, top and engine, \$200.00. Many parts for any 40 foot ride; Strirrups, 80c pair; inside and crescent Scenery. Track Merry-Go-Round, reconstructed center pole; Chevrolet Motor, 12 Record Wurlitzer Phonograph and Loud Speaker, no top, newly painted, 28 horses, 2 chariots, fine park ride, \$900.00; used Projectors, 16MM, \$10.00 each. All good working order. TOWER AMUSEMENT CORP., 330 N. Ashland, Chicago.

TRUNKS — USED SAMPLE FIBER TRAVELING Trunks, size 38x26x28", perfect condition, with strong locks and keys, \$7.00 each. LESSER, 517 Monroe, Chicago.

4 MIDGET CARS COMPLETE — FENCE, Streamline Trailer, etc., A-1 condition; or trade for Kiddie Auto Ride. McREYNOLDS, Box 125, Caney, Kan.

PHOTO SUPPLIES DEVELOPING-PRINTING

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SUMMER'S STUDIO, Unionville, Mo. ja10x

4 FOR 10 SUPPLIES. DEEP CUT PRICES. Complete line of equipment and supplies. Patriotic frames in beautiful colors. Back-grounds. Free catalog. HANLEY'S PHOTO COMPANY, 1207 Holmes St., Kansas City, Mo. ja24x

COSTUMES, UNIFORMS, WARDROBES

A-1 BARGAINS—EVENING GOWNS, WRAPS, Stage and Masquerade Costumes, bargain prices. Mixed Bundles, \$1.00. CONLEY, 310 W. 47th, New York. x

COSTUMES — CHORUS, BURLESQUE, ORchestra Jackets, Boots, Theo Ties. Close out. Send 10 cents for full descriptive folder. STUDIO COSTUMERS, 6017 Hollywood Blvd., Hollywood, Calif.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. ja10

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL-ism, Spirit Effects, Magic, Horoscopes, Fore-casts, 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. ja17x

ATTRACTIVE 216-PAGE ILLUSTRATED PRO-fessional Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. ja3

DOUGLAS' LATEST CATALOG OF MAGIC, 10c. For 20 years fastest same-day service. DOUGLAS' MAGICLAND, Ervay St., Dallas, Tex. x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. ja10x

LIT CIGARETTES DISAPPEAR (NOT UP SLEEVE) with Master Cigarette Vanisher; \$1.00 post-paid. Amazing details free. SCHEETZ, 98 Branch, Sellersville, Pa.

MAGIC TRICKS, JOKES, NOVELTIES — FIVE Card Trick Secrets and List, 3c stamp. HAWKINS SPECIALTIES, 537A S. Dearborn, Chicago. x

MAGICAL APPARATUS FOR SALE REASON-able — New and used items. Stamp for bargain list; no postcards. LOHREY, 40 E. Nor-man, Dayton, O.

ANIMALS, BIRDS, REPTILES

AA ANIMALS, BIRDS AND SNAKES, SOUTH American Pacas, Coatimundis, Monkeys, Gilas. Mixed dens of snakes for shows. SNAKE KING, Brownsville, Tex. ja17x

ALLIGATORS, SNAKE DENS, \$5.00-\$20.00 — Racing Turtles, Chameleons, Fox, Opossums, Bear, Squirrels, Rattlesnake Oil. Catalog 10c. ROSS ALLEN, Ocala, Fla. ja3x

TAME BEAR, LARGE LABO WOLVES, MON-keys, Wild Cats, Foxes, Raccoons, Skunks, Fancy Pheasants, Pigeons, Large English Canaries, Talking Parrots, Waltzing Mice. We buy and trade. CHESTER A. LAMB, 5792 Iroquois, Detroit, Mich.

WANTED — CANARIES, PUPPIES OF ALL breeds, Parakeets, Finches. Highest prices paid. ALEX PET SHOP, 1938 Michigan Ave., Detroit, Mich.

HELP WANTED

BOY THAT DOES FANCY ROLLER SKATING — Amateur considered. Also young juggler or Cartoonist. State age. Write BOX C-302, Billboard, Cincinnati.

FAT PEOPLE FOR GRIND SHOW — SALARY or percentage or both. Write EDDIE KARN, 2260 N. W. 27th Ave., Miami, Fla. ja10

MUSICIANS — STEADY LOCATION, SIX nights, twenty-two dollars weekly. Need solid Drummer with good outfit; also Sax Men. Must be sober, dependable and good readers. Give age, experience, phone number and draft possibilities. Address ORCHESTRA LEADER, Box 2011, Wichita, Kan. ja10x

WANTED — MUSICIANS ON ALL INSTRU-ments. Reliable band. Well established territory. 2901 Bosque, Waco, Tex.

WANTED — FOREMAN FOR WHEEL, MERRY-Go-Round, Loop and Chairplane. Must drive truck and free from draft; also auto mechanic. WALTER CHILSON, 110 Penn Ave., Elmira, N. Y.

YOUNG LADY NEAR LOS ANGELES, CALIF., with fortune telling experience. Beginner considered. Will teach Mental Telepathy Act for sale of Horoscopes. Travel. Commission or half interest for small investment. BOX C-300, The Billboard, Cincinnati, O.

WANTED TO BUY

ANY NUMBER OF WURLITZER SKEEROLLS (small Skee-ball Alleys). Must be in good condition. State cash price. E. PERA, Geneva, Ohio.

CASH FOR WAR MATERIALS — WORLD AND present war. What have you? EDDIE KARN, 2260 N. W. 27th Ave., Miami, Fla. ja10

TWO-ABREAST CARROUSAL, OCTOPUS, AUTO Ride — Give full details. Lowest cash price. B. G. H. SALES, 3011 Montrose Ave., Chicago, Ill.

USED BLEACHER SEATS — ACCOMMODATE 1,500 people. Good, solid condition only. FOREST CLUB, 700 E. Forest, Detroit, Mich.

At Liberty Advertisements

5¢ a Word (First Line Large Light Capitals)
2¢ a Word (First Line Small Light Capitals)
1¢ a Word (Entire Ad Small Light Type)
Figures Total of Words at One Rate Only
MINIMUM 25¢ 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 AGENTS AND MANAGERS

ACTS INTERESTED IN BEING REPRESENTED at Minnesota Federation of County Fairs' Convention, January 14-16, 1942, please send photos and lowest to EARL C. PETEY, Address, 3617 Bryant Ave., S., Minneapolis, Minn. Time is short. Hurry!

Advance Agent with car. Experienced, sober, reliable, live wire. Will book any box-office attraction of merit. Acquainted theatres, circuits all territories. Have 20 to 30 weeks' consecutive profitable Southern routes waiting for Stage Units, Novelty Shows, Bands. Can join immediately. Write or wire Bert Howard, care General Delivery, Atlanta, Ga. ja10

AT LIBERTY BANDS AND ORCHESTRAS

Available for dates after February 1st, 1942 — America's newest dance band sensation. When you hear "The Band With the Gland for Rhythm" you're listening to Johnny Wilson, his drums and his orchestra, featuring lovely vocalist Terry Blair and the Wilsonaires. Fourteen all union men. The band with personality, new ideas and featuring novelties and special arrangements in the modern design. Guaranteed strictly box office. Open for all engagements—hotels, clubs, theatres, ballrooms, radio and records. Get your booking date in early. Write or wire immediately. Murray Clinton, Manager, 1658 Broadway, New York City. ja10

Smart 3-Piece Combo seeking night club or location spot. First Trumpet, Tenor Sax doubling Violin and Second Trumpet, Piano doubling Piano Accordion. All read, fake and sing. Formerly played in summer bands. Can furnish Drummer if necessary. Prefer south, but consider all. Box C-301, Billboard, Cincinnati.

AT LIBERTY CIRCUS AND CARNIVAL

CARNIVAL SECRETARY-TREASURER, Auditor — Experienced and capable handling large show. Go anywhere. References. State top salary. JOHN H. HOBDDAY, 2155 N. El Molino, Altadena, Calif. ja10

6 SMART DOGS AND A CLOWN — GOOD enough for anybody's vaudeville show, unit or indoor circus. WILSON'S DOG CIRCUS, care The Billboard, Cincinnati, O. ja24

Ride Foreman—Seventeen years' experience. Whip, Caterpillar, Octopus and M. G. R. Thirty-six years old. Also capable Ride Superintendent. Can rebuild rides and keep them in first-class condition. Free to leave on notice. Write or wire E. L. Roberts, Reid Hotel, 10th & Broadway, Kansas City, Mo.

Two Nost. White Face Clowns — Very best white and saith wardrobe. Good clown walkaround and clown numbers for indoor circus and stage shows. The Bakers, 215 Whitaker St., Salem, Ill. ja10

AT LIBERTY MISCELLANEOUS

Nellie M. H. King — High class Novelty Musical Act. George King, Punch and Judy and Venetian Act. Outstanding attractions for indoor shows. Box 35, Homer City, Pa. ja24

AT LIBERTY MUSICIANS

HAMMOND ORGANIST—

Go anywhere immediately, union. Thoroughly experienced dance, dinner, music, rinks. All essentials. Wire particulars. "FERNANDEZ," Milner Hotel, Grand and Rush, Chicago.

BARITONE AND ALTO SAX—NOVELTY songs. Married, draft exempt. Location only. MUSICIAN, Box 182, Clinton, Iowa. ja10

BASS — BRASS OR STRING. AVAILABLE January 6. Good recommendations. Write or wire MUSICIAN, 318 Vardaman, Jackson, Miss. ja10

DRUMMER — AGE 20, PLENTY EXPERIENCE. Read and fake. Krupa drums. Go anywhere. Also have other men. Wire or write FRED PITTS, 318 Vardaman, Jackson, Miss. ja10

FEATURED GUITARIST — ALSO VOCALIST. Read, jam and take-off, fine rhythm. Eight years' experience. Young, sober and capable. Would like location. Can send all details. No panics. EARLE HENCEY, 810 S. Grant St., Springfield, Mo.

STRING BASS — DRAFT DEFERRED, AVAILABLE at once. BASSIST, 223 N. Brown St., Jackson, Mich.

TENOR SAX, CLARINET — EXPERIENCED. South preferred. EARL TAYLOR, General Delivery, Pensacola, Fla. ja10

TENOR SAX, CLARINET, VOCALS — UNION, reliable. Available January 5. BOX C-299, Billboard, Cincinnati.

TENOR SAX AND CLARINET — READ AND take off, sing and arrange. Prefer small band. Location only. MUSICIAN, 605 Taylor Ave., Evansville, Ind.

TRUMPET — READ, SOBER, NO CARD, AGE 28. All offers considered. South only. Write full particulars to SIDNEY ANTELL, Exeter, Mo.

VIOLINIST, DOUBLING CELLO AND SAX — Experienced pit, symphony, radio. Age 40, sober, reliable. Wife experienced Pianist, Organist. KESHNER, 504 Perry, Vincennes, Ind.

Alto Sax, Clarinet, Flute — 802 card, name band experience. read fine and ad lib. Draft exempt, age 28, fine appearance. Prefer the East or South. Musician, 394 Sherman St., Fond du Lac, Wis.

At Liberty — Alto Sax doubling Clarinet. Thoroughly experienced, age 30, reliable, neat appearance, married. Bob Yates, 5769 Garland Ave., Detroit, Mich.

Good Trombone at Liberty After January 1 — All essentials, read, fake, takeoff, range, tone, modern. Also featured Vocalist, sweet or swing. Wire S. Vinas, 432 S. Main, Opelousas, La.

Guitarist — Modern, electric, take off. Thirteen years with top bands, trios. Union, draft deferred. Write Freddie Stivers, 2145 E. William, Decatur, Ill. ja3

Show Family Album



THIS TRIO, snapped outside the stage door of the Orpheum Theater, Spokane, the spring of 1910, were members of the late Charles Ahearn's trick and comedy bicycle act, playing Orpheum time. Left to right are Emil Milcke; Rob Ahearn, now living in Wallingford, Conn., and Joe Krusik.

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.

Tenor and Clarinet — Arrange, jazz or sweet. Draft exempt. Tom Pope, 483 Lilley Ave., Columbus, Ohio.

Hammond Organist — Available immediately, Union, can go anywhere in United States. Panics and merry-go-rounds, please save stamps. I have been Solo Organist in best circuit theatres, worked in metropolitan night clubs from New York City to Los Angeles. Isaac Victor, of Los Angeles and Pittsburgh, paid me one hundred dollars weekly for three solid years. Other big club owners have given me successful engagements. Play dance and dinner music, requests. Rinks, write. Have excellent appearance, wardrobe, personality, sobriety, age 40. Good library music. Will go any distance if you represent your union local will allow importation. Will accept moderate salary. Upon receipt of particulars will send references, photo, press clippings. Do not own organ. Wire quick. In Chicago and call for mail daily. Box CH-65, Billboard, 155 N. Clark, Chicago.

Hammond Organist — Non union. Cocktail lounges, restaurants, hotels. Swing or classic. Do not own instrument. Draft exempt. John Raymond Darr, Ford Hotel, Buffalo, N. Y. ja17

AT LIBERTY M. P. OPERATORS

Projectionist — 15 years' experience; handle any equipment. Married, age 35, sober and reliable. Pennsylvania license, furnish best of references. Will go anywhere. Paul Ross, Renovo, Pa. ja3

AT LIBERTY PARKS AND FAIRS

Balloon Ascensions—Sensational Parachute Drops, modern equipment; prices reasonable. Balloonize Balloon Company, 4171 Corunna Road, Flint, Mich. ja3

High Pole Act.—Now booking 1942 date and thrill shows. Other acts for indoor dates. Ground and Aerial Acts. G. Higgins, Billboard, Cincinnati, Ohio. ja31

AT LIBERTY PIANO PLAYERS

PIANIST — AVAILABLE JANUARY 6. Experienced. Prefer sweet or commercial band work. Location jobs. Music conservatory graduate. Northern offers considered as home in Pennsylvania. Write or wire IRVING McGHEE, 350 Vardaman Ave., Jackson, Miss. ja10

AT LIBERTY SINGERS

AT LIBERTY — HOWARD ANTHONY, America's fastest rising Singing M. C. Interested in radio, clubs or units. Must be steady. Willing to sing and act as host during show intermissions. Excellent publicity and background. Write or wire MISS CRYSTAL YOUNG, 220 S. Jackson St., Glendale, Calif.

AT LIBERTY VAUDEVILLE ARTISTS

Dixie Dandy Dog and Monkey Circus — Five Dogs, one large Balloon, one Rhesus Monkey open for clubs, theatres, schools, etc. Bud Hawkins, 3830 Drakewood Drive, Cincinnati, O. ja24

COASTER OPERATION

(Continued from page 44) necessary number of emergency brakes instantaneously and automatically. The system is operated on a time basis and not distance, and each train spaces the one following. It is simple to install and maintain and we feel in Riverview that it has helped materially in the maintenance of our low Coaster accident rate of the past two years.

Public Unpredictable

In addition to the risk arising from the failure of the human element in your employees, we have also the public to consider. By this I mean that the actions of the public who ride the Coasters are, to say the least, unpredictable.

People have taken to standing while riding and doing other things which have tended to greatly increase the accident rate on Coasters. During the 1935 season in Riverview three persons were killed falling out of Coaster cars. In these cases, and similar ones in preceding years, it was the negligence of the customer in standing up in the car or doing some other reckless action which contributed to his own injury or worse.

It was decided after this bad experience year to make it virtually impossible to fall out of the Coasters in Riverview. Two systems were devised to accomplish this end. The trains on three Coasters were completely covered over with a mesh top and two other Coasters were equipped with a positive locked handle bar, which made it practically impossible for the occupant of a car seat to leave his seat while the train was in motion.

Safety Devices Help Biz

Of these two systems, both of which were tried, the covered car has proved to be the more successful. The persons riding on this train are not as much confined and still those who do not behave themselves only suffer at worst a bump on the head. These tops were built over the regular cars and the structures did not have to be altered in any way. They have greatly altered the appearance of the rides themselves, which has increased the receipts, as you will see from the comparisons shown on the graph at the end of this talk.

Each of the tops installed on the three different rides was built on the same frame. As you will see from the follow-

ing pictures of the various rides in action, the external appearances were, nevertheless, quite different. In spite of the competition among these three rides they handled a total of approximately 2,000,000 customers during the 1941 season.

It is true that the installation of these tops has created some new problems in the operation of the ride, but in view of the large increase in gross receipts, plus the relative decrease in accidents, the cost and the trouble involved are far outweighed by the benefits derived.

There is one other point I would like to make in connection with the human element as it applies to the patrons. The reduction of petty injuries plus the increase in repeat rides more than pays for the cost of good, soft, comfortable seating in the cars themselves, as well as padding in all points, such as handle bars, protruding corners or any other places where a person can hurt himself.

In closing I would like to say that we at Riverview have found that in removing the possibility of accidents, due to the human element, we have profited not only in lower insurance costs but also in higher gross receipts. Newspaper stories of bad accidents in your park are still not good publicity.

RINKS

(Continued from page 39)

been done on the building, including lengthening of floor, installation of fluorescent lights and addition of a club-room. Five-piece orchestra furnished music on opening night and there was a grand march.

WINTER GARDEN and Chez Vous rollerways, Dorchester, Mass., and Bal-a-Roue Rollerway, Medford, Mass., under Winter Garden management, will stage six-hour New Year's Eve celebrations. Favours will be distributed. Winter Garden rinks were closed December 24 and Christmas Day, reopening Christmas night. With exception of December 25 Winter Garden and Bal-a-Roue will operate each afternoon from December 24 to January 4. Afternoon classes were canceled for the period.

CLUB has been organized at Sterling Roller Rink, Sheboygan, Wis., and it now has 132 members, reported Owner and General Manager Albert C. Lindemann. Officers are Joe Gorter, president; Emory Pretzer, vice-president; Loraine Goldhardt, secretary-treasurer, and Earl Luehoff, inner guard.

HASC

(Continued from page 35)

for the holidays. Charles M. Van is wintering in Hankinson, N. D. Lodema Corey is home for the holidays, and Peggy Landes Chapman is ill at St. Francis Hospital, Miami Beach, Fla., and would appreciate reading letters from friends.

Ladies' Auxiliary

Regular weekly meeting was called to order by President Ruth Martone, with Vice-President Letty White, Secretary Loretta Ryan and Treasurer pro-tem Hattie Hawk also on hand. Ann Carter was appointed warder and 25 members attended. New members included Leona Marie Finley and Boots Alexander. Mrs. May Wilson and Rosa Lee Elliott conducted the ballot. President Martone asked members to bring in tinfoil for future disposal at the next meeting. Cards and letters from Elizabeth Yearout, Noble and Viola Fairly, Edith Bess Perkins, Grace and Charlie Goss and Mayor John B. Gage were read.

An attractive card table was received from Mrs. Dolly Snapp and she was given a rising vote of thanks. Edith Kelly is ill at the Norman Hotel, Waco, Tex., and Edith Buton is also on the sick list. Club voted to donate \$5 to the Red Cross, and Viola Fairly handed the treasurer a check for \$160.00, the result of her summer's efforts for the club. Margaret Haney is chairman of the memorial services, which will be held December 28. Nellie Weber, co-chairman entertainment committee, reminded members that the annual luncheon would be held in the Continental Hotel December 30 at 1:30 p.m.

Viola Fairly, incoming president of Missouri Show Woman's Club, St. Louis, received congratulations from her many friends. Hattie Hawk, bazaar chairman, reported a successful event.

Elected to office for 1942 were Ruth Ann Levin, president; Harriett Calhoun, first vice-president; Elsie Brizandine, second vice-president; Rosa Lee Elliott, third vice-president; Helen B. Smith, treasurer, and Loretta Ryan, secretary. The night's award went to Letty White. Billie Bedonie passed the penny box.

**NEW IDEAS—
NEW MERCHANDISE**
NEW WAYS TO MAKE MONEY WILL BE FOUND IN THE MERCHANDISE SECTION OF THE BILLBOARD EVERY WEEK.
BE SURE TO READ IT!

merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Mdse. Sales Boom in '41; 1942 Outlook Looms Bright

Entire field enjoys good business; patriotic items one of strongest leaders

NEW YORK, Dec. 27.—The wholesale merchandise industry, despite certain restrictions which came into force late in the year, enjoyed one of the most active seasons during 1941. According to reports received from contacts throughout the country, the total amount of business showed a substantial increase over 1940 figures.

Every conceivable type of merchandise found wide acceptance with the public, with the trend toward useful, practical items for the home and personal use. Old stand-bys, such as midget radios, electric razors, lamps, candy in re-use containers, blankets, fur coats and jackets and electrical appliances were top sales leaders. Novelty and joke items were also popular. The last named included many clever digs at the dictators and all they stand for.

Military Market

The year also witnessed wide activity in meeting the merchandise needs of

men in the armed forces of the nation. Workers who operated near army, navy and air bases did a thriving business with everyday items and novelties demanded by the boys in service, it is reported. There was considerable activity during maneuvers in the Southern States, particularly in Louisiana. Some merchandise supply houses even had stores to accommodate the men in uniform. Now that the country is at war the expansion of the army and navy will offer additional opportunities for workers.

Gala Summer Season

Reports from resort centers throughout the country revealed that concessionaires hit new high levels in takes with pen and pencil sets, dolls, jewelry, pottery and novelty items. Household staples also drew considerable attention. The weather was uniformly good, with record-breaking crowds patronizing beach and mountain resorts in a spending mood. Toys were also in great demand during the summer. Later on, during the fall and pre-holiday seasons, there was a tremendous demand for toys with American-made goods featured since imports had been stopped.

Patriotic Items Boom

Patriotic items continued strong with a long line of lapel pins, brooches, rings and merchandise imprinted with patriotic themes. Banners and pennants did well. One of the high points late in the year was the V for Victory drive which stimulated new V items. Then the war influence, patriotic and military themes again threaten to steal the spotlight, and indications are that red-white-and-blue merchandise will be an important factor in 1942 sales.

Fund-Raising Activity

Bingo and salesboard operators were busy throughout the year and in the pre-Christmas season with fund-raising activity for churches and organizations for charitable purposes. According to reports, organizations were more than satisfied with funds realized, while operators state that profits this year were unusually good. In 1942, it is expected that these two branches of the merchandise field will play an important part in fund-raising drives for the Red Cross, USO, and for local organizations requiring funds for ambulances, civilian defense and entertainment for soldiers.

Outlook for 1942

It would take more than a crystal gazer to be able to forecast accurately what 1942 holds in store for the merchandise field. With the continuing of the war it is logical to expect further drastic government restrictions of materials for non-defense purposes. Imports of toys and novelty items have (See MDSE. SALES BOOM on page 54)

Xmas Shows Items Made in America

PHILADELPHIA, Dec. 27.—Examination of the shelves at the merchandise and novelty shops reveals that this was a made-in-America Christmas. Stocks of dolls and painted wooden toys and novelties from Czechoslovakia and France and other war-ridden lands have dwindled on the shelves. England sent some playthings and novelty gifts over, trade goods to pay for fighting materials.

Most striking was the array of toy and sport goods plastics, replacing metal and other defense materials. Even plastic Christmas trees with plastic decorations showed the modern phase of the all-American Christmas. Also noted were the glass balls for the Christmas trees stamped Made in America.

BINGO BUSINESS

By JOHN CARY

AT THIS time it is the custom to look back in retrospect over the activities of the preceding year. It is not our intention to go into a long-winded summary of the activities of bingo operators. By this time it is universally accepted that bingo is one of the best, if not the best, mediums for raising funds.

Many important strides were made in 1941 that are worthy of mention. Some of the more important points include the promotional work done by operators to boost male attendance at games, the intelligent planning of programs to assure an evening of smooth entertainment, the introduction of 16mm. film programs and live talent as a prelude of the game, the various publicity drives designed to differentiate merchandise bingo from cash bingo, the opening up of heretofore closed communities by favorable legislation, etc.

Taken as a whole, bingo operators had no just cause for complaint that business did not live up to expectations in 1941. And in 1942 the indications are that the practice of giving more and worth-while merchandise prizes will do much to expand the scope of the game even further.

FACED WITH an almost depleted treasury, Wilkes-Barre city council is toying with the idea of following a suggestion made to Scranton officials to place a tax on bingo games. If the action is taken it will be the second step taken by authorities. A few months ago Mayor Charles N. Loveland banned all Sunday bingo games in the city.

THE SCRANTON (Pa.) city council, in searching for additional funds for civilian defense, has turned to bingo for possible taxation. Councilman Thomas Jones views the widely attended contests almost nightly here as a good source for raising funds for the city. The city might even run some bingo parties itself, Jones suggested.

About five years ago a similar suggestion was offered in council, but the city solicitor ruled that the game was illegal. The matter then was turned over to the district attorney, who was asked if there was to be any law enforcement against the game. He said he would not take a hand and wondered why the city could not take care of the matter.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

LOOKING BACK:

The year 1941 proved again the oft-repeated claim made for the salesboard business—that no matter what the obstacles it can always produce a living for a man who is willing to work. Although new merchandise was more difficult to obtain during the latter half of the year, operators managed to get their share of the do-re-mi. In fact, a good percentage of operators who were clever and fortunate enough to anticipate merchandise

War Boosts Flag Demand

NEW YORK, Dec. 27.—Demand for American flags has spurred some 60 to 70 per cent over normal demand, according to the opinion of leading flag manufacturers. Prices on flags have gone up approximately 25 per cent over last year, not so much as result of demand, but because of a 33 1/3 to 50 per cent increase in cost of materials and a 10 per cent increase in labor costs.

While the increase is a sharp one, it is reported that sales are still comparatively below the period before and following this country's entrance in the last world conflict. It is explained that it is not lack of American patriotism which has led to lighter demands, but because of the conditions under which the declaration of war were made. It is also pointed out that methods of sales were different and the many parades held more than 20 years ago led to record flag production.

In the past year concessionaires, pitchmen and other premium users have contributed materially to the sale of flags and patriotic pennants and it is expected that in the year that lies ahead they will be an important factor in boosting sales of flags.

Informed sources in the industry maintain that there is no shortage of materials as yet, as most manufacturers had prepared themselves in advance. But it is said that a shortage may develop in three months or so. Silk has been replaced with cotton and wool, which is still available, it is reported.

trends in their own localities really made big money.

The size of the card was no problem for operators thru 1941. . . money was loose enough to permit a comparatively large take on items which had basic consumer appeal, and the take on deals generally was controlled not by an arbitrary ceiling above which operators could not afford to go, but by the cost of the merchandise offered. And because of the equal popularity of the small and large card, operators had greater latitude in the choice of awards.

Unlike other years, 1941 had no outstanding item that showed head and shoulders above the rest. However, it more than made up for that in a greater money play on a large assortment of items, among which the old perennials such as small radios, candy in re-use containers, fur coats and jackets, lighters and electric shavers upheld their reputation as the bread-and-butter awards of the business.

All in all, 1941 was an interesting and satisfactory year, and more so because it also saw a great influx of newcomers into the field to broaden the distribution possibilities for manufacturers and supply houses.

Fund-raising promotions should go well. The lean years and a falling off of memberships in fraternal and charity organizations made most operators forget about these activities for a while. But now that conditions are right for such now, operators should find them to be literal gold mines. When an operator has the wholehearted support of the members of an organization in a fund-raising campaign he is in a position to pocket plenty of the long green. Members taxed with cards are honor-bound to complete them and usually do, even if it means that they must punch out the remaining sales themselves. Under the circumstances the smart operator will be renewing old organization contacts and making new ones.

HAPPY LANDING.



★ BUY ★
United States
DEFENSE
SAVINGS
BONDS and
STAMPS.

A Bombshell of Military Mirth

Flippy

MILITARY STRIP ★ TEASE
CIGARETTE CASE

Selling on sight like wild-fire! Repeats again and again. Thousands of reorders convinces us that FLIPPY leads the field in extra value, eye appeal and customer satisfaction. Don't put off. Get in now.

Send for Folder

EVANS NOVELTY CO.

Division of Premium Sales Co.

Dept. No. A-1

800 W. WASHINGTON CHICAGO

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

Service Record

The Honor Roll and Service Record again offered at this time by Charles Hale, publisher, reportedly sold more than a million copies during World War No. 1. The item is impressive and is printed in five beautiful colors. Size of record is 14 by 21 inches. The upper part of the item shows the American Eagle and massed flags. In the center are reproductions of our armed forces in action, while the lower part of the record reproduces figures showing members of army, navy, air corps, marines and a Red Cross nurse. It is said that the item is expected to exceed the sales chalked up in the previous war.

Marvel Plant Ball

Said to be a winner for the winter, according to reports, is the Marvel Plant Ball. It is claimed that the item is an all-in-one garden requiring no dirt or muss. Ball-shaped in appearance when bought, it blooms into an attractive group of flowers. All that is required is to wet the item—the rest is taken care of automatically. Women are particularly attracted to the plant ball, it is said. Item is equally adaptable to department store demonstration or house-to-house selling, the manufacturer reports. Product of the Gibson Company.

Loyalty Pledge

One of the most attractive items introduced with a war motif is the Wartime Loyalty Pledge offered by Garner Company, Inc. The pledge is made to the country and to President Roosevelt. Historic war scenes are reproduced in many colors on fine paper. There are scenes depicting the battle of Manila during the Spanish-American War, the sea battle between the Monitor and Merrimac during the Civil War, the battle of the Marne, and other scenes showing flaming towns, planes, Red Cross in action, parachutists,

WHEEE! THE HOTTEST THING ON ICE IS— "SUN VALLEY SUE"



27 IN. TALL

THE ALL-AMERICAN SKI GIRL DOLL

She's all dressed up and ready to go places for YOU! SUN VALLEY SUE is so real she seems to breathe... so cute she's irresistible! Natural eyelashes and gorgeous natural blonde hair. Fully equipped with regulation ski-shoes, skis and poles! Wearing a bright, colorful two-tone ski suit, ski cap with tassel, sweater and gloves. YOU'VE NEVER SEEN ANYTHING LIKE SUN VALLEY SUE... absolutely the knockout item of the whole year! ACT IMMEDIATELY!!!

SPECIAL PRICES TO QUANTITY BUYERS!

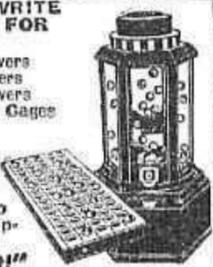
WRITE! WIRE! PHONE!

JERRY GOTTLIEB INC.
303-4th AVE., NEW YORK, N.Y. TEL. GRAMERCY 5-4435

BINGO SUPPLIES

JOBBER'S WRITE FOR

- FREE CATALOG
 - Floor Model Bingo Blowers
 - Electric Magnifying Viewers
 - Table Model Bingo Blowers
 - Rubberized Bingo Chute Cages
 - Electric Flash Boards
 - Rubberized Throw Ball Cages
- And every other item jobbers want and need the most complete Bingo line! "If it is Bingo Equipment or supplies—METRO MUST have it!"



METRO MFG. CO. 28 W. 15 St. NEW YORK CITY

VICTORY BUTTONS

FLAGS LARGE STOCKS TRI-COLOR SATIN RIBBON
Headquarters for Complete Selection of Patriotic Goods.
WRITE FOR MONEY-SAVER LISTING

LEVIN BROTHERS

Established 1886. Terre Haute, Indiana

BINGO CARDS

COMBINATIONS UP TO 3000
NO 2 CARDS ALIKE

5	20	36	50	65
2	22	35	56	74
13	25	32	52	70
8	19	31	59	68

Buy your BINGO Specials DIRECT FROM THE PRINTER

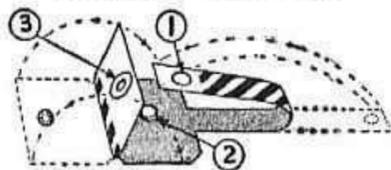
ST. MARKS PRINTING CORP.
80 FOURTH AVE., NEW YORK

ART COLORS SELL EVERYWHERE

Single drops of brilliant SELF-SPREADING Art Colors placed on surfaces of water give amazing decorative effect to candles, bottles, pottery, pine cones, etc., etc.

400 PER CENT PROFIT
Staminite Corp.
Dept. B, New Haven, Conn.

NEW AMERICAN MADE Patented Master Brand DANCE CHECKS



Men's Style Check (Illustrated Above)



Ladies' Bracelet Check

Wide Variety of Designs and Colors.
Send for Free Copy of Our Big 1941 General Catalog Which Shows Complete Line of Checks at Low Prices.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

No Charge

SALESBOARD A B C's

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 Bdw, N. Y.

for this excellent reprint from The Billboard. Article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today:

SELL FLUORESCENT LIGHTS

NEW! IN LIKE ORDINARY BULB
Light Bills Cut in Half

Light Bills CUT IN HALF—THREE TIMES THE LIGHT FOR the same electricity cost. GLARELESS, WHITE light like daylight. AND NOW—a new kind of fixture that needs no "installation," no special wiring, no extra equipment, and comes complete WITH LAMPS at prices as low as \$4.95 Retail. Huge sales make possible all-time low prices with big profits for salesmen and distributors. Sell stores, offices, factories, shops and homes. Everyone can now afford Fluorescent. No wonder salesmen are making fabulous profits.

SKYBEAM CO., 225 Fifth Street, Dept. No. 431-A Des Moines, Ia.

FREE Rush your name by fastest mail for complete free selling outfit
NO DEPOSIT! NO CHARGE!

SALESMEN—Spectacular Profits

Nothing like it before—may be a generation before you have another opportunity like this one. Over ONE HUNDRED MILLION Lamps installed this year—yet there are still 39 prospects waiting for every ONE who has been sold. Rush name—quick—No time wasted in correspondence. We send you complete selling outfit at once—free of charge, no deposit! Address



Complete outfit costs about \$80. That's all you require to start this Big Money Business.

WRITE TODAY

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-1, Chicago, Ill.

Look! Joe Hoy, Ark., writes: "Rigged up booth with lights. GROSSED \$39.20 SATURDAY." Zeller, Mass., says: "DID \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."

FACTS ABOUT THIS AMAZING ONE-MINUTE PHOTO MACHINE

Requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.

Army Camps, Stores, Street Corners, Fairs, Carnivals, Bazaars, Picnics, EVERYWHERE—you will make BIG MONEY with P. D. Q.

SAFETY SCRAPERS

★ Patriotic and Novelty Brooches, Lapel Buttons, Insignias, Metal Booster Auto Plates. Send \$1 for Sample Assortment.
★ Flag Sets with Suction Cup — 3 Flags — \$1.50 Doz. Sets.
Full Line for Wagon Jobbers, Premium and Salesboard Operators, House Canvassers. Free Catalog—Write

CHAMPION SPECIALTY CO.

Scrapes for Windshields, Paint; Cuts Paper, Card-board, etc. Ideal for Sewing Kit. Per Doz., \$1.20.

★ \$14-Y Central Street KANSAS CITY, MO.

KNIVES & PENS

Pocket Lighters
Bowling, Bottle, Novelty Cigar, 12 to Display, Per Display \$1.85

Include Deposit & Postage on Orders.

ELGIN • GRUEN \$2.95 BULOVA Start at \$2.95

Take advantage of these re-conditioned nationally-advertised watches in new '41-'42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers.

STAR WATCH CO.
Wholesale Jewelers
124 S. Rth STREET, PHILA., PA.

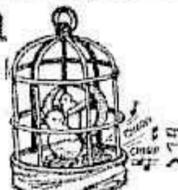
**HELP LICK THE JAPSI!
AT \$6.00 PER 100**



"REMEMBER PEARL HARBOR" PENNANT
Size 8"x8", made of red and blue felt with "Remember Pearl Harbor" printed on front in white.
100 Pennants **\$6.00**
"REMEMBER PEARL HARBOR" BUTTONS
100 Buttons...\$1.10 1000 Buttons...\$10.00
WAR SLOGAN BUTTONS, 25 Assorted Kinds,
100 War Slogan Buttons (Assorted) ...\$1.10

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

**CLOSEOUT MECHANICAL
TOY NOVELTIES
WHILE OUR STOCK
LASTS—SPECIAL**



No.	Article	Doz.	Gross
B15X47	Ink in Cage Squeezer	\$.75	\$4.00
B15X50	Monkey Orch. Leader	2.25	25.00
B15X65	Monkey With Banjo	2.25	24.00
B15X81	Ballet Dancer	2.00	22.50
B15X11	Streetcar and Truck	1.90	21.50
B15X32	Duck and Frog	1.45	16.50
B15X26	Dog With Shoe	.75	8.00
B15X26X	Cat With Shoe	.75	8.00
B15X21	Turnover Clown	.90	10.00
B15X37	Conge Monkey	.85	9.80
B15X28	Furious Bull	1.85	21.00

25% deposit required on O. O. D. orders. **RENTAL YOUR BUSINESS.** We do not sell retail.

JOSEPH HAGN CO.

Wholesale Distributors Since 1911
217-223 W. Madison Street CHICAGO

ELGIN, WALTHAM, BULOVA



Renewed Guaranteed
MEN'S WRIST AND POCKET WATCHES
Wholesale Jeweler Since 1914.
SEND FOR FREE CATALOG.
LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

Another "Deluxe" Winner

A NEW SMASHING HIT!



Skiing Doll complete with skis and ski poles, dressed in bright colored flannel snow suit and tassel cap. Has hair wig and eyelashes. Height 26 in.

Write for complete catalog. State business. Mark inquiry Dept. B.

WIS. DELUXE CORP. 1902 NO. THIRD ST. MILWAUKEE, WIS.

BUY NOW—AVOID WORRY—SAVE MONEY

INVENTORY CLEAN-UPS—REASONABLE QUANTITIES

Well Under Present Market Prices

—BALANCED SELECTIONS—

FOR PREMIUM — NOVELTY — SPECIALTY — SALESBOARD MEN

State Your Business for Proper Listings



ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD. ST. LOUIS, MO.

PATRIOTIC CARD WORKERS

Here's the dynamite item for quick cash and plenty of it. It's a big 11"x14" card showing Uncle Sam with his sleeves rolled up and the slogan "Let's Knock H—l Out of 'Em" in big type. Printed in red and blue on white background. Sells fast for 25¢ each and cost you 10¢ in 100 lots. Get your order in today and be the first to get this while it's hot. Sorry, no samples.

GOLD MEDAL PRODUCTS CO.

133 E. PEARL ST.

CINCINNATI, O.

etc. All is combined to make an attractive effect. In separate corners of the pledge appear photographs of Presidents Washington, Roosevelt, Lincoln, Wilson and McKinley. Size of pledge is 12 by 16 inches.

Aeroplane Propeller

In keeping with the Keep 'Em Flying theme is the timely novelty item offered by D. A. Pachter Company. The firm offers a reproduction of an aeroplane propeller 10 inches long in a beautiful natural wood finish. The tips are red, white and blue, adding to the attractiveness of the novelty. There is an aeroplane dial type thermometer in the hub which reads from minus 20 to plus 120. The miniature propeller is flashy, ornamental and useful. Items come on attractive, colorful counter display cards, and it is claimed that pitchmen and agents have been doing well with this timely novelty.

War Pennant

An addition to the long parade of war items is the "Remember Pearl Harbor" pennant offered by Bengor Products Company. Made of red, white and blue felt, with the slogan imprinted on the front in white, the pennant is 7 1/2 by 17 1/2 inches in size. It is attractive in appearance and can be used for autos or home. The same firm is also offering buttons with the same slogan, as well as other war slogan buttons in 25 assorted kinds.

MDSE. SALES BOOM

(Continued from page 52)

been totally disrupted and new stocks will not be available.

However, the picture is not so gloomy as it seems to appear on the surface. In the first place, American-made goods will replace imports, and manufacturers are experimenting with substitute materials that are not on the priorities list. Most Americans, those making up the lower-income group, are enjoying a net increase in income. Economists point out that incomes have risen faster than prices and, therefore, it is logical to expect that the public will demand entertainment and many things of which they have been deprived. And in spite of war conditions and restrictions, the merchandise field can benefit by this demand and also do its bit in furnishing entertainment in a war-torn world.

Sidney Pollak, of Frank Pollak & Sons, New York jewelers, became engaged to Helen Rosen, of New Brunswick, N. J., November 22.

**Miss. Drew 931,525 in 1941;
"Food Will Win War; Peace"**

Secretary sums up accomplishments, stresses agriculture

"Accomplishments of the Mississippi Association of Fairs" was the title of an address by J. M. Dean, association secretary, Jackson, before the annual meeting of the Association of County and District Fairs, wing of the IAFE, in the Sherman Hotel, Chicago, on December 1. Text of his paper follows:

The Mississippi Association of Fairs was organized 15 years ago and has a membership of 30 county fairs, four district fairs and one State Fair. Mississippi is strictly an agricultural State, almost without large cities, the largest, the capital city of Jackson, having a population of only 67,500. The total population of the State is 2,183,796, 80 per cent of which is rural with farming as the main industry. Therefore, our fairs are very largely organized around and for the improvement of agriculture.

There are several distinct soil areas in the State—ranging from the poorest type in the washed hills to the richest delta lands in the world, all of which affects fairs and leaves its imprint upon society, for "as is the soil so are the people."

There certainly is a need for an association in our State and you will agree, for our fairs for the most part were held independently without regard to co-operation with other fairs and without regard to a fair circuit, fair program and all else that makes for improvement of fairs. Since our State association was set up our fair secretaries and officials have gotten better acquainted with each other and with representatives of the various agencies contributing to the success of fairs. Thru our annual meetings, educational programs and the press we believe much has been accomplished. Perhaps much more could have been and should have been accomplished by and thru our State association, but we are genuinely proud of what has been accomplished, for this organization has brought a unity of purpose, a common understanding between our fair officials and co-operating agencies, such as the agricultural extension department, the vocational educational department and many other agencies working toward the same end, for we now have a keener interest in the part of agencies mentioned which recognize the good being accomplished by the association and which attend and participate in our annual meetings by taking an active part in programs. Furthermore, our annual association programs have been the means of winning the confidence of the public generally, and as a result of such work our fair officials and others directly concerned (with few exceptions) co-operate for fair circuits, fair programs and improvement of fairs generally.

One of the best pieces of educational work done by the association was the publication and distribution of a 32-page bulletin after organization, being prepared by the secretary of the association in co-operation with the agricultural extension department, on *Fairs and Their Educational Value*. This publication emphasized the educational value of fairs, the social side, the value and kind of entertainment and amusement, shows and carnivals, organization and development of fairs, history of early fairs as the forerunner of popular education in this country; emphasized that premiums should be based upon the value and importance of the industry rather than on the individual exhibit; provided for educational scores for all classes of agricultural products to be exhibited at fairs. Soon all of this was reflected at all fairs in all classes of exhibits displayed.

The second publication by the association was a 24-page bulletin prepared and published in co-operation with the state department of agriculture, giving a brief historical data and preview of Mississippi fairs. This publication, like the first, was placed in the hands of all people interested in fairs, and we believe has done much to foment public opinion. Further, since organizing, our State association has assisted in organizing 19 county fairs, 2 district fairs, programs for various fairs and has been represented at many local fair meetings. In addition to the foregoing we prepare

annually a mailing list of secretaries and mail to fair officials, co-operating agencies and all others requesting same. Our State association charges nominal annual dues of \$1 for county fairs, \$5 for district fairs and \$10 for the State Fair, and in so doing has been able to hold the membership for 15 years and keep out of the red.

According to reports from the local fairs to the association for 1941, I find a total attendance of 951,525 people with a total premium list for agricultural, home economics and livestock in the amount of \$47,218, of which \$23,517 was contributed by local interests, municipalities and county boards of supervisors. We do not have a State appropriation for fairs in Mississippi, but we believe the time is ripe and our next Legislature will make an appropriation for all bona fide fairs in our State.

At this point we wish to give credit to fairs in Mississippi for the part they have played in promoting agriculture and helping to win honors the State so proudly holds. I refer to her record in agriculture. Mississippi leads all States in long staple cotton production, ranks second in all cotton production, and has largest cotton plantation in the world; holds a record in per acre yields of corn, cotton and oats; has the largest pecan orchard in the world and is mother of the paper shell pecan industry; ships from Crystal Springs more tomatoes than are shipped from any other single point in the world; has the largest known apary in the world; has the largest tung tree orchard in the world, and is an outstanding dairy State in the "Cotton South."

Owing to the development of certain areas of our State, we believe it timely and recommend such events as cotton carnivals in the principal cotton area, dairy festival in the central dairy area, tomato festival in the tomato and vegetable area, cucumber festival in the cucumber area, watermelon festival in the watermelon area and tung oil festival in the tung oil area be promoted as an annual event at the proper season for each as, in many instances, no fair or few fairs are held in these areas.

In conclusion, ladies and gentlemen, permit me to state that in this period of stress we shall not forget the significant value of the fair, and we shall emphasize more than ever defense in our 1942 fairs, ever keeping the slogan of the Secretary of Agriculture in mind, "Food will win the war and write the peace," for surely this will make America safe for democracy.

With the Zoos

CINCINNATI. — Recent arrivals here were two young female elands from surplus stock of Chicago's Brookfield Zoo, bringing total eland replacements following the veldt fire to three. They are expected to rapidly rebuild the colony. A 12-foot South American boa is now on exhibition in the reptile house. Susie, gorilla, is giving two shows daily with her trainer, William Dressman, and Billy and Jane, chimps, are on exhibition daily in the primate house. Lions and tigers, shown in open grottoes during summer, are in the carnivora building.

TOLEDO. — Giraffe purchased recently for Toledo Zoo for \$2,500 died December 17. Officials ordered a chemical analysis of the stomach to determine cause of death.

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

Patriotic Jewelry Selling Big Again!



Army Ring
No. 103
\$1.50
Dozen

Yellow or White Finish

(Insignias for all Services)
Military Jewelry is now Tremendous. Write today for our Military Jewelry Catalog and see our complete line of military emblem jewelry... Specify Catalog No. M-42.

Engraving Jewelry

Feature a complete line of low priced jewelry: Engraving Locketts, Bracelets, Rings, Pins, etc. — Ideal for engraving... Specify Catalog No. 26.



PAKULA & CO.
5 N. Wabash Ave.
Chicago, Illinois

"REMEMBER PEARL HARBOR"

Beautiful addition to the **LIBERTY LINE** of Patriotic Banners and Novelties.



All Americans will Remember Pearl Harbor and will be anxious to buy this 9"x12" satin banner with gold fringe, tassels & spearheads. Wire or Airmail Orders Today. First Come, First Served.
\$1.50 Doz.
\$16.00 Gross
1/3 deposit with order. Bal. C.O.D. Biggest line of Patriotic Banners and Jewelry Novelties.

Sample Assortment \$1.00. Circular.
LIBERTY PRODUCTS
Dept. B, 277 Broadway New York, N. Y.

JUST OUT

1942 HUTCHISON AUTOMOBILE EXPENSE BOOK—68 PAGES

Ideal for truck, tractor and automobile owners. Keeps records of gas and oil consumption. Check on tire and repair expenses. Necessary for income tax, etc. Sell direct—every owner will want one or more.

QUANTITY USERS FOR ADVERTISING PURPOSES. WRITE FOR SPECIAL PRICES.

SAMPLE ORDERS: 25c each—8 for \$1.00 and \$10 for 100

JOSEPH B. HUTCHISON
P. O. BOX 301 CHICAGO, ILL.

GET IN THE BIG MONEY!

WALKIESNAP CAMERAS

for Sidewalk Photos, complete with Card Recording Equipment, \$89.50. Ready to go.

BASS CAMERA CO.

Dept. BL
178 West Madison St. CHICAGO

PAPERMEN

Two well-known TRADE PUBLICATIONS can use experienced, capable men in several States. Write for territory, giving references. BOX 301, care The Billboard, 1564 Broadway, New York.

WHOLESALE CATALOG FREE



For Salesmen, Dealers & Agents 260 thrilling pages, showing over 4000 opportunities to make money. Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting book for salesmen, agents and dealers. Address a postal card to address below and request a copy of this Book of Opportunity. NOW. No charge for it.

SPORS CO., 142 Billee, Le Center, Minn.

FOR THE PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

EFFICIENCY is always a desirable attribute.

REPORTS HITTING... the Pipes desk indicate that Glenn and Kitty Baggerly are working mice in San Antonio to fair results. They planned to leave for Phoenix, Ariz., after Christmas, however.

MEMBERS... of the pitch fraternity who made the Miami Shrine Exposition and Fair to good turns included De Lenz, magic; Mac Spencer, coits, and Doc Hale, health food.

NOW THAT Pitchdom enjoyed a good 1941 and Christmas business, let's hear from you fellows who went in for the New Year items.

C. L. PARKEY... is working your-name-on-a-sea-shell brooches in a Miami store to good takes. He says that a number of the boys are down there and it looks like a showmen's convention.

INTERLOCUTOR... and trombone player on Doc George Ward's Med Show last season, Delbert Payne, is wintering in Parkdale, Ark.

SUCCESSFUL pitchmen are gentlemen in addition to being good business men and showmen.

E. A. PINE... following a lengthy silence, fogs one thru from New York: "I'm preparing to leave here and join the Air Corps at Jefferson Barracks, Mo. I'm going to do a real job of pitching now and all stock will be furnished, as will board, room and clothes."

KEY-CHECK HARRY HISCO... has returned to his old stand at Tillman's Corner, Natchez, Miss., with his dog collars, key checks, rings and novelties. He's also purveying several war items to good results.

PITCHMAN'S New Year's resolution: "I will try my best to make the most of every day in the year."

DOC MacDONALD... who recently concluded a successful stand with the Papaya Health products at the Shrine Exposition and Fair, Miami, says that because of the canceling of horse racing in California and the Mardi Gras in New Orleans, Miami will be a good spot to work this winter. He says the streets are no good, however, because they won't let you work, altho you can obtain a permit for \$110. You must also pay an occupation tax. The dime stores there are good and all workers in the spots are doing well, Mac adds.

THE SUCCESSFUL pitchman turns his vocal efforts into cash. He doesn't waste his breath on useless jackpots.

FRED X. WILLIAMS... that good old campaigner, rambled into Cincinnati last week from Detroit after recovering from a heart attack and briefly visited the pipes desk while awaiting train connections for New Orleans. Fred, ace dog sheet purveyor, will make the Sugar Bowl and East-South All-Star football games there with Bill Weiss, Little Joe and Barney Kaplan, "Mayor of Detroit." Following his stand in the Crescent City Fred will head for Jacksonville, Fla., to make his annual tour of dog shows, including those in Sarasota, Orlando, Clearwater, St. Petersburg, Miami and Winter Haven. He also plans to make a number of rodeos and the Tampa Fair before starting his tour of spring dog show dates, which include Knoxville, Atlanta and Macon, Ga.; Columbia and Asheville, N. C., and Chatham, London and Windsor in Canada.

HUSTLERS' TIPS: Inksticks will never die. Fountain pens, especially the plunger type, worked thru coupon ads in newspapers are among the top money-getters of Pitchdom. All of which goes to prove that the pen as a lucrative item is far from dead, as some in the business would have us believe.

FORMER SHEETIE... of note, Eddie Greer is circulation manager of *The Ohio Tavern News*.

BEST WAY to start the new year is to "Celebrate."

ALAN WESTON... after a year's silence, comes thru with the following from Nashville: "Just learned of the sad demise of my friend, Speed Bletsch. It is just a year ago that Speed and I together with Rod Winterhalter, Phil Kraft and Doris Randall were engaged in various pitchmen's enterprises in St. Paul; Fargo, N. D., and Milwaukee. Speed Bletsch did his profession proud. He was intelligent, keen, alert, soft-spoken, polite, well-mannered, neat, efficient and a gentleman. If we had only the Speed Bletsches, ours would be ranked the finest profession on earth. No doubt the niche that Speed carved for himself on earth is reserved for him in the Great Beyond. Let's live up to the standards and ideals he set. As for myself, I won't let him down, because in the words of a pitchman he was a hep character, a solid individual, never copped any pleas, never pulled many larries, knew what the score was and when he threw a pitch he cracked it wide open."

THE PIPES COLUMN could be made even more valuable to the boys and girls of Pitchdom if they would send in the real dope on prevalent conditions in the territories they are working. This co-operation would go a long way in doing away with many of those unnecessary and costly jumps. The writer is in Cincinnati and is the bureau handling and disseminating the information as it comes from those in the field. It is therefore up to you boys and girls to send in truthful information, thereby making conditions easier not only for yourselves but for others in the business as well.

Pitchdom Five Years Ago

W. Irving Smith was in Petersburg, Va., recovering from a throat ailment. . . . Dr. and Mrs. J. P. Padgett successfully closed a 15-month tour with their Dixie Minstrels and went into quarters in Savannah, Ga. . . . Paul Houck returned to Lexington, Ky., from the North Carolina markets, where he enjoyed fair business. . . . Mississippi territory was proving good stamping grounds for Hot-Shot Austin. . . . Al (Toby) Johnson was playing stock at the Roxy Theater, Tulsa, Okla. . . . Roscoe Engels was working pens on corners in Roanoke, Va., to satisfactory takes. . . . Harry Turner, formerly of fountain pen note, was operating a novelty emporium on one of the principal streets of Huntington, W. Va. . . . Andy Stenson was conducting an auction sale at the Garis Auction Galleries, New York. . . . Oliver and Gerard Williams were clicking and clacking with their stock and holiday items on the sidewalks of St. Louis. . . . Cecil Linnabarry was clicking with his wire jewelry layout. . . . William Thornton's razor blade and coin shop in Dayton, O., was producing excellent results. . . . Cal Hicks, working single-O with his med package, was chalking some real scores in Arkansas and Oklahoma. . . . George Sauerwein was giving a good account of himself working his lintment package in Tennessee, Arkansas and Oklahoma. . . . Harry Corry opened a new store in Houston for the winter and was garnering some geedus. . . . Sam Berman was working the mines in Northern Michigan to good business. . . . Banjo-Picking Sanders, of Tom Dean's opera, was broadcasting daily over Station KLCN, Blytheville, Ark. . . . Dr. Bates closed his med show and returned to his home at Frenchman's Bayou, Ark. . . . Francis DeMills and Frank Clark were in their third consecutive week at Forest City, Ark. . . . Dr. Tom A. Smith was in St. Joseph Hospital, Hot Springs, recovering from an operation. . . . Joe Edwards, single-O med pitchman, scored handsomely at the cornhuskers' contests in Ohio. . . . That's all.

Biz Building Contests

By E. F. HANNAN

SOME years ago I had occasion to get out some sales literature for a business building concern dealing with retail merchants. Their method was to help retailers ring the cash register oftener, and their proposition was well lined up and appealing to both mer-

OAK-HYTEX BALLOONS

MICKEY MOUSE TOSS-UPS

Dependable money-getters at all times and places. Offered in several sizes in bulk and flashy packages. Write for details.

The OAK RUBBER CO. Ravenna, Ohio

Engravers!! Jewelry Demonstrators!!

Complete Line Engraving Jewelry Write for Catalog

ENGRAVING MACHINES

New Burgess Model\$ 7.50
Standard Model 12.50
Diamond Point Model 18.00

All Orders Shipped Same Day Received.

BIELER-LEVINE, INC.
37 South Wabash Ave. CHICAGO

ELGIN & WALTHAM

REBUILT WATCHES \$1.75 Wholesale Only

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.

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.

WARTIME LOYALTY PLEDGE

To Our Country and President Roosevelt

Selling Everywhere on Sight

Historic war scenes reproduced in many colors on fine paper. Beautiful. 12 by 18 inches. Space for Citizen's signature under the patriotic pledge. Legally protected.

Retails for 50¢. Really worth \$1. Wholesale prices: 25 for \$7.50, 50 for \$14, 100 for \$25. Cash with order. Delivery immediately. Charges prepaid. Sample 25¢.

GARNER COMPANY, INC.
170E Fifth Avenue, New York City

PAPERMEN

Two well-known NATIONAL publications can use experienced, square shooters in several states. Write for territory, giving references.

ED HUFF, 5416 Phillips, Dallas, Texas

DR. WRIGHT'S ELECTRO LINIMENT

Size for Medicine Shows, \$8.00 per gross. Deposit required, \$2.00.

CENTRAL SPECIALTY CO.
524 Delaware Street Kansas City, Mo.

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

chants and patrons. They featured prizes for children and gave away dolls, baseball mitts, jewelry, bicycles and various other things appealing to kids. One of their contest salesman, a former pitcher, had been in the contest business for 10 years, promoting sales and popularity contests, most on his own.

His experience was wide and he was a money-maker for himself as well as for those who took on his propositions. He finally worked it into a movie theater giveaway idea and is still at it. There are many pitchers who have ability to catch on in this field and the expense of starting is light. In fact you need nothing much but advertising and coupons, the prizes being paid for by the merchants' first payments.

Business-getting schemes for small merchants offer a field that rightly belongs in the arena of pitchdom and should be a natural for many of those whose doings are recorded from time to time in the Pipes department of *The Billboard*. If you can help the other fellow make money you are the most welcome person in his emporium, no matter what you've got. Ed Stair, of Stair and Haylin, a firm that operated many one-night stand shows, once said: "The most valued man to us is the man who can get people to buy tickets. Unless we have customers it matters little whether the show is good or bad." The same applies in the business of merchandising.

entertaining. The hinterlands, particularly, should welcome it with open arms.

The choice of acts has been good and the staging is okay in a simple way. For some 60 minutes the customer has a good chance of forgetting the present war situation.

A line of 12 girls, not terrific but acceptable, take care of the dance routines which, you can guess, include a can can, Florodora parade, East Side tap and a novel fashion display of the Tony Pastor era. The kids certainly try hard to please.

First of the acts in the music hall scene are the Almee Sisters, who dance in a sitting position which the audience receives with a good hand. The Three Deans, handlebar mustaches and all, follow with their acrobatic act that is good in a legit way. Can toss in some added bits of comedy which will certainly be in place here.

Nash and Evans, Western tints, start with a comedy dance. The lanky chap proceeds with some gags (corny) and rope spinning and is joined by his femme partner, who pitches in with a good rope and acro turn. Wind up together jumping thru the huge circle formed by the rope spin. Dick Nash displays promise as a comic and with better material he can probably get by on talk alone.

Rigoletto Brothers do comedy magic and a satire on two-a-day hand balancers (as they probably have for years). The turn fits this show, but it is hard to imagine how they could get by under different circumstances.

Blake and Lambert, singing team, are a bright spot on the show with their interesting work. They dug up *Row, Row, Row* and their novel arrangement helps this tune cop first place in the act. Girl is an attractive blonde and boasts of a colorful voice.

St. Clair and O'Day, bicycle team, kept the customers amused with nifty tricks on various two and one-wheel contraptions, most of them executed by the man. The woman, incidentally, can use a brighter costume.

Joe Termini is next to closing with his musical instrument comedy, employing a violin, banjo and electric guitar and violin. Turn has been altered since last viewed by this correspondent, and banjo does not play as prominent a role as heretofore. Neither is Termini using bushy eyebrows for comedy effect. No reason, judging by the present act, why he shouldn't go back to his old make-up.

The girls in patriotic costumes return for a lively '90s strut, followed by the entire line-up for another bow.

Lambert, of Blake and Lambert, doubles as emcee and does a good job.

Sam Honigberg.

"Karston Show of 1941"

(Reviewed at the National Theater, Richmond, Va., Thursday, December 11)

The most entertaining revue booked into this house this season. Karston has for years had a reputation for carrying a well-rounded show, and this one lives up to the standard.

Hector and His Pals steal the show. The pals consist of 20 dogs. Hector's chatter while the dogs are performing keeps the act well above average.

The Wilfred Mae Trio, two men and a girl, keep hoops rolling continuously, at one time having as many as 25 in motion. The elder male is adept at throwing and then catching the hoops on both slack and tight wires. Act drew much applause.

The Balabanows, two men and a girl again, billed as carrying \$20,000 worth of musical instruments, give both live and classic fans plenty to appreciate. A variety of accordions are used and the girl dances.

Al and Margie Calvin, dead pan comedians, have an excellent script, well presented. They, too, dance.

The six Bruettes are an unusual chorus. Presenting acro numbers in addition to more graceful dances.

Pic, *Mr. Celebrity*. Ban Eddington.

Major Bowes's Seventh Anniversary Unit

(Reviewed Wednesday Evening, December 24, at the Orpheum, Los Angeles)

Talent in this one is far above those of the general run of the Major's units. Al Lyons's house ork furnishes the music and Lester Harding, vocalist, is emcee.

Franc and Carney, dance team, open slowly but end with a sock bit of rhythm tapping. Arthur Melli, personable chap, does imitations. His *Oh, Susanna*, in which he handles the banjo strumming vocally, is good, but he spoils it all

by offering imitations of barnyard inhabitants. Act offers nothing new.

Clawson Triplets, pretty maidens, pack plenty of personality and do a fair vocal job on *Hi Neighbor* and *I'm Nobody's Baby*. Jerry Bergman offers some good magic but needs fresher banter. Ross and West clicked on radio quiz show imitations, and their take-off on the ending of Paramount Newsreels is a riot. Dorothy Argotta begins her turn singing *Down Argentine Way* and then goes into a rhythm tap. Her timing is good and she packs plenty of oomph. Finishing with *Begin the Beguine*, she had to beg off. Ray Hamel wins plenty of applause with his xylophoning of *I've Got Rhythm* and a four soft-mallet job on *When Day Is Done*.

Harding drops his emsееing here to do *When Irish Eyes Are Smiling* and a Jewish chant. He is a favorite here. Sammy Birch show-stopped with his pantomimic singing of *Sam, You Made the Pants Too Long* and the Cyril Smith *Sow Song*. Birch had patrons on his side thruout the running. Luke and Hank play everything from Jew's harps to saws and inner tubes. Act offers a bit of needed variety. Finale was *Any Bonds Today?*, with Harding handling the solos. Unit is on stage for a chorus with the backdrop moving to display a large American Flag. Unit and orchestra then go into *The Star-Spangled Banner*.

On screen, *Sailors on Leave*. House three-quarters full when caught.

Sam Abbott.

"Dancing Around"

(Reviewed at the National Theater, Richmond, Va., December 4)

This is the first appropriately titled revue we've run into for some long time. *Dancing Around* is the title, and the dance theme has been woven lightly into the entire unit.

Bankoff and Cannon's burlesque of the ballet makes this comedy act great. An Hawaiian number by redheaded Jeanie Brandon is socko. Baker Twins are a pair of better-than-average tapsters. Betty Corday does an Oriental number and Marcella Blanton acrobatics. Even the piano player, a small Oriental named Jay Wong, works without a bench and is dancing thru all the numbers. The whole business is topped off with an eight-girl line which, while nothing to write home about in regards to looks, is pleasing.

Del Breeze emsees in a pleasing manner, working into warm applause with his magic. Lightning Trio, roller skaters, were off form when caught, one member taking falls which could easily have been nasty. Harry Pepper, juggler, works well until he comes to his hoop routine, which fell flat.

Youthful Bob White, drummer with the company orchestra, offers plain and fancy skin beating. A show-stop.

Pic, *Hurricane Smith*. Ban Eddington.

Ted Lewis

(1942 Edition)

(Reviewed at the Oriental Theater, Chicago, December 26)

For a number of years now it's been a very simple matter to review a Ted Lewis unit. Dig up an old review from the files, substitute the names of the new acts and there you have it, fresh as tomorrow's headline. This time it is no exception. Lewis has still got it, the "it" referring to showmanship, style, personality and all the other nouns that describe a performer par excellence. For a temporary escape from this war-crazed world, this Lewis prescription is heartily recommended.

To be sure, not all of his specialty acts are sock. And he could also use one strong singer. But where the danger of a lull moment approaches the top-hatted clarinet tootler is on the spot to stifle all yawning temptations. Lewis repeats all of his standard numbers, and they are still as good as ever. His comparatively new *Murder* opening, in which he belittles his own efforts, is now part and parcel of his repertoire, which in addition to his familiar tunes still includes that colored bright spot, Charlie (Snowball) Whittier.

His two aces in the revue are Geraldine and Joe and June Edwards. The team, fresh and youthful, scores with its acrobatic routines, original in conception and execution. The girl is full of personality and the lad socks across with some top tricks, among them his head-spin trade-mark. That Frenchy bit by Geraldine adds considerable spice to the turn.

June Edwards, contortionist, makes many of her better competitors look

awfully weak. With grace and ease she contributes some extraordinary tricks, including a backbend from an eight-foot high contraption that is a show-stopper.

Gertrude Erdy, cute tapper, and Helen Tell, fair singer, are on early for brief moments. Lewis partaking in the vocal work with Miss Tell. Audrey Zimmerman, baton-twirling kid, works capably in the *Anvil Chorus* band specialty, followed by a sextet of Lewis musicians who revive shades of the maestro's old jazz band.

The Blair Sisters (3), vocal trio, decorate the bandstand and pitch in with brief vocals thruout the show. Out front they do *He's I-A in the Army and A-I in My Heart* in okay style. In the flashy finale in which the front-row customers still get their peanuts, Toni Todd, tall and sexy blond warbler, waxes Latin and struts to *Aurora*. All back for the costumed curtain closer.

On screen, *Three Girls About Town*. Biz capacity Friday afternoon.

Sam Honigberg.

James M. Cole Circus

(Reviewed at the Union Theater, New Philadelphia, O., Sunday Afternoon, December 7)

Condensed for vaude, the Cole Circus, piloted by the veteran circus producer, is highly entertaining and strong on talent. Unit is presented under a handicap in some houses, where the picture screen and sound equipment cannot be shifted to give ample room for the 30-foot ring necessary for a smooth-running performance. Unit has been out 14 weeks and clicking. Circus is a natural in most small towns, which have no winter shows, especially at the holiday season.

Barton's trained dogs, 10, offer a delightful routine, with several of the pooches doing out-of-the-ordinary tricks. A swell opening turn. Miss Marguerite performs well on the web, none too high on the stage. Her fast traps routine is a click. Chief White Eagle, with his mother and sister, demonstrate their ability as trick shots, a real novelty. His sister is adept at archery and snags several balloons without a miss. Troupe does some flag waving, while the Chief makes a brief patriotic speech, and trio bows off to heavy applause.

A mixed group of trained animals (elephant, camel, pony and a Great Dane dog) capture first honors with a novel routine, under direction of Captain Rudy. Solo bull is a bit slow in its tricks but does them all well. Group posing is a neat presentation. Billy Barton, still in his teens, works high above the stage on a rope swing, executing some difficult tricks and closing with a series of muscle grinds that rival a seasoned aerialist. LaForm Sisters, double traps, are fair performers, confining their routine to straight trapeze work that does not appear difficult. Barton riding act is very ordinary, slowed up somewhat from what the turn once was, but it gets by. One mount is used, two people working in the act and Barton directing. Nicely dressed up but lacks speed, due possibly to stage limitations. Same troupe doubles for the closing turn, with the aid of half a dozen boys from the audience. Provide a lot of merriment. They "learn" bare-back riding with the aid of a safety belt. Audience is the judge.

A pair of clowns lend circus atmosphere.

Screen fare better than average. *Swing It, Soldier* (Univ). Rex McConnell.

VAUDEVILLE NOTES

(Continued from page 23)

producing lines at the Joy Theater, Houston.

NAN BLAKSTONE is set at the Colonial, Detroit, January 1-9. . . . ARREN AND BRODERICK have closed with Clifford Fischer's *Folies Bergere* and after a week at the Olympia Theater, Miami, began a nine-date stand at the Royal Palm night club, Miami Beach, Fla., December 26. . . . BUCK CATHEY and Tommy Thompson are reported building a unit for a swing thru the West. . . . MC CONNEL AND MOORE were playing Schofield Barracks, Honolulu, when the Japs attacked December 7. They report that all members of the show troupe escaped injury. The unit was to have left December 8 for the Island of Kawaii, but the trip was canceled. Most of the troupe will return to the mainland as soon as transportation is available.

MR. AND MRS. EDWARD L. LAWRENCE, former old-time vaude team known as Lawrence and Harrington, "the Bowery Boy and the Tough Girl," celebrate their golden wedding anniversary in New York December 30.

Events for Two Weeks

Dec. 29-Jan. 3

- CALIF.—Sacramento. Winter Sports Carnival, 3.
- FLA.—Arcadia. Rodeo, 31-Jan. 4.
- LA.—New Orleans. Carnival of Sports, 27-Jan. 1.
- N. Y.—New York. Dog Show, 4-5.
- TEX.—El Paso. Sun Carnival, 29-Jan. 1.

January 5-10

- COLO.—Delta. Poultry Show, 5-8.
- CONN.—Middletown. Poultry Show, 7-9.
- KAN.—Emporia. Poultry Show, 5-10.
- MICH.—Bay City. Poultry Show, 8-11.
- Breckenridge. Community Fair, 8-9.
- N. J.—Newark. Dog Show, 11.
- N. Y.—New York. Poultry Show, 7-11.
- New York. Dog Show, 9.
- S. D.—Watertown. Poultry Show, 6-9.

REVIEWS OF UNITS

(Continued from page 23)

some soft shoe bits in conjunction with the line.

Fess Williams, with a set-up of four brass, four reeds and three rhythm exclusive of the maestro's own clarinet, gets in some hot licks. Their two chances go over well. Their showbacking is good.

Joe Cohen.

"Bowery Follies"

(Reviewed at the Oriental, Chicago, Friday, December 19)

Nick Bolla and Sam Roberts, who made a few bucks with their *Gay '90s* unit last season, figure on repeating this year with a show that carries a similar theme. And judging by the talent line-up and production numbers, they have a good chance of lining up plenty of dates for it. It is not a pretentious show, nor is it exactly original, but it is a good family fare that is clean and, most of the way,

1942 SPECIALS

- PATRIOTIC LAPEL INSIGNIA. Red, white & blue, carded. 100 Cards \$0.80
- GOD BLESS AMERICA BUTTONS. The better kind . . . 100 BUTTONS .95
- REMEMBER PEARL HARBOR, 3 colors, and other slogan buttons. . . . 100 BUTTONS 1.05
- BANNERS. Latest war slogans, including Pearl Harbor and Service Banners. Gross \$8.45. . . . DOZEN .72
- PENNANTS with latest war slogans. . . . 100 PENNANTS 5.75
- ARMY RINGS with insignia, yellow or white finish. Gross \$10.50. DOZEN .90
- SERVICE GUIDE BOOK. Retail \$25. 16 pages, 4 colors. 100 BOOKS \$15.00 ZEPHYR ELECTRIC RAZOR. This is sure a bargain. Lots of 6, each \$1.25. . . . EACH 1.45
- DOUBLE EDGE BLADES. First quality. 5 to box cellophaned. 100 Blades 39¢. . . . 1000 BLADES 3.75
- 1001 AID STRIPS. In window front elaborate folder. . . . Gross Folders 2.35
- EFFICIENT PENCIL SHARPENERS. Conv. pocket size. . . . GROSS 2.25
- COMBS. Big value GROSS 2.95

25 YEARS OF VALUE GIVING
Deposit of 25% with all C. O. D. orders.
182-Page Catalog with shipment.

MILLS SALES CO.
Only Mailing Address
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

ROUTES

(Continued from page 34)

Trent, Tommy (Earle) Washington, t.
Trevor, Eddie (Versailles) NYC, nc.

TIRZA
and her Wine Bath
REPUBLIC, New York City,
January 11.
Personal management of
ALLAN SUPERT, 1697 E'way, New York City

Tufts, Sonny (Beachcomber) NYC, nc.
Tune Toppers (State) NYC, t.
Turner, Maxine (Hi-Hat) Chi, nc.

U

Upp, Odessa (Women's Club) Danville, Ill., 3;
(Truimen's Hall) Danville 10.

V

Vadina, Olga (Casino Russe) NYC, nc.
Valde, Princess (Harlem Rendezvous) NYC, nc.
Vallee, Edee (Jimmie Dwyer's Sawdust Trail)
NYC, nc.

Vass, Emily (Biltmore) NYC, h.
Vega, Jose & Lolita (Club Gaucho) NYC, nc.
Venuta, Benny (State) NYC, t.
Vine, Dave (State) NYC, t.

W

Wade, Bill & Betty (New Yorker) NYC, h.
Walker, Oscar (Fifth Avenue) NYC, h.

WALTER "Dare" WAHL
Currently
ADAMS THEATER, NEWARK, N. J.
With Orrin Tucker Unit
Direction—M. C. A.

Ward, Margie (1000) Syracuse, N. Y., nc.
Ware, Dick (Bismarck) Cal, h.
Warren, Earl (Cafe Society Uptown) NYC, nc.
Wayne, Mildred (806) Chi, nc.
Webb, Nellie (Lexington) NYC, h.
Weber Bros. & Chatita (National) Richmond,
Va., t.
Weeks, Larry (Village Barn) NYC, nc.
White, Danny (Iceland) NYC, rs.
White, Jack (18 Club) NYC, nc.
White, Jerry (Bill's Gay '90s) NYC, nc.
White, Madalyn (Cora & Irene's) NYC, nc.
Whitson Bros. (Bal Tabarin) San Francisco.
Williams, Hermanos, Trio (Latin Quarter)
Miami, Fla., nc.
Williamson, Herb (Hillside) Houghton, Mich.,
cb.
Wink, George (Jimmie Dwyer's Sawdust Trail)
NYC, nc.
Wood, Kirk (Leon & Eddie's) NYC, nc.
Wood, Napua (Lexington) NYC, h.

Y

Yost's, Ben, Quartet (Diamond Horseshoe)
NYC, nc.

MISCELLANEOUS

Bragg, George M., Show: Crystal City, Tex.,
5-10.
Daniel, S. A., Magician: Fort Dodge, Ia., 30-
Jan. 3.
DeCleo, Harry, Magician: Marysville, O., 29-
Jan. 3.
Green, Magician: Mondare, Alta., Can., 29-
Jan. 3.
Hutchens, John T., Museum: Springfield, Mo.,
29-Jan. 3.
Lippincott, Magician: Rockmart, Ga., 2-3.
Lucy, Thomas Elmore: N. Little Rock, Ark.,
29-31; Russellville, Jan. 1; Joplin, Mo., 3-5;
N. Little Rock 7-30.
Monroe, Magician: Baldwin, Fla., 31; May-
port, Jan. 1.
Nell's Wonder Workers (Nixon Cafe) Pitts-
burgh 29-Jan. 3.
Slout, L. Verne, Theater Workshop: Milford,
Conn., 5; Wallingford 6; E. Hartford 7;
Boston, Mass., 8-11.

CARNIVAL

(Routes are for current week when no dates
are given. In some instances possibly
mailing points are listed.)

Bill Joy: Statenville, Ga.; Lake Park 5-10.
Cotton States: Humphrey, Ark.
Cudney Border State: Enclinal, Tex.
Evangeline: Port Barre, La.; Washington 5-10.
Georgia: Smithville, Ga.
Hughes & Gentsch: Elloxi, Miss.
Texas: McAllen, Tex.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Alexander, Mentalist (National Theater)
Louisville, Ky., 29-31.
Bouvier, Yvonne (Riviera) NYC 29-Jan. 3.
Chick & Chickie (Cameo Club) Hampton, Va.,
29-Jan. 3.
Clark, Beverly (Bronx O. H.) NYC 29-Jan. 1.
Collins & Bailey (Lennox Hotel) Duluth,
Minn., 29-Jan. 8.
Cornell, Billy & Marlon Ford (Cameo Club)
Hampton, Va., 29-Jan. 3.
Delahanty Sisters (Seven Seas Night Club)
Chester, Pa., 29-Jan. 3.
Dixie Brownies, Two (Cameo Club) Hampton,
Va., 29-Jan. 3.
D'Orto, Eldon (Gayety) Cincinnati 29-Jan. 1;
(Fox) Indianapolis 2-8.
Everett & Conway (Liberty Theater) San
Jose, Calif., 29-Jan. 3.
Higgins, Peter (Lookout House) Covington,
Ky., 29-Jan. 3.
Jaxon, Great (Murray's Night Club) Rich-
mond, Ind., 29-Jan. 3.
Morris, Will & Bobby (Center Theater) NYC.

Rayo, Martha (Shubert Theater) Cincinnati
29-Jan. 1.
Reat, Peiti & Laester (Reid Hotel) St. Louis
29-Jan. 3.
Roberts, Jack & Renee (McConville Hotel)
Ogdensburg, N. Y., 29-Jan. 4.
Thorson, Carl J. (Alicia Gardens) Detroit
29-Jan. 4.

NIGHT CLUB REVIEWS

(Continued from page 21)

handstand, with his partner waiting on
the dance floor.

Urca Girls return in semi-ballet
number, paving the way for Madeline
Rozay's fine toe specialty.

Late show got under way with Urca
Girls, in gob outfits, in front of battle-
ship drop, going thru a flag-waving
signal routine while parading. Agulla
Sisters offered *Amor and Rancho Alegre*
in Spanish to excellent results.

Five Tuelrolas dish out mighty fine
tricks. Youthfulness of group greatly
favored them. Grande Otelo, colored
comic, offered a burlesque on *Pagliacci*
and a Brazilian number, with lyrics
slightly blue, which was okay with this
crowd.

Congeroo dancers gave out two fast
routines. Plenty of action and body
tossing. Crowd liked them.

The Latin American number from the
previous show closed. Leo Albano em-
ceed and vocaled a new Carnival
number, *Lamento Negro*, which will rate
high among new Carnival songs.

Andrezza Kolman's band did a nice
job with show music, alternating with
Carlos Machado's band for dancing. Urca
had added vocalists, including Virginia
Lane, Lourdinha Bittencourt, Emilia
Borba, Heleninha Costa, Miss Baby,
Lenita, Fernando Montels, Marion, Deo-
linda Saraiva, Ruth Martins, Danny and
Violeta Cavalcanti.

James C. MacLean.

Chez Paree, Chicago

**Talent policy: Production floorshows at
8:30, 11:30 and 1:30; show and dance
band; Latin band. Management: Mike
Fritzel and Joe Jacobson, managers; Fred
Evans, producer; Gene Lucas, musical
arranger; Francis Pallister, costumer;
Bob Curley, publicity. Prices: Minimum
\$3 except Saturdays and holidays (\$3.50).**

Designed for entertainment, this show
packs entertainment from beginning to
end. While the opening affair lasted more
than two hours, it was due to the re-
sponse of the huge Christmas Eve mob,
Tony Martin's birthday celebration and
the host of friends who turned out to
greet Willie Shore, local comic, in his
big-time debut. The normal revue, how-
ever, will run about an hour and, in
addition to Martin and Shore, lists the
services of Raul and Eva Reyes, the
Callahan Sisters and the Adorables, 16
pretty dancers.

A highlight is the lavishness of the
production numbers featuring the line
and Shore in some beautifully conceived
ideas. The dinner show, for example,
finds the kids in a *Who's Who* specialty
in which each girl to some peppy
rhythms identifies herself, and attrac-
tive Margo Wilson aided by Willie Shore
are singled out in a jitterbug dance.
Next is a colorful Mexican number and
finally a cute toyland spectacle, each
beauty portraying a differently costumed
doll. Later is one of the best produc-
tions seen at the Chez in a long time.

Shore is a nut comic and a capable
ballet-tap dancer. This is his first big
break locally and he makes the most of
it. He has some new material with him,
some good, some indifferent, but, on the
whole, clever. He works like a Trojan and
as long as his supply of energy lasts he
will no doubt continue to do a great
job. His comedy is typical night club
fare, intimate, gaggy, nutty. His dancing
is in top form, for in addition to legiti-
mate taps and turns he sandwiches in
satirical bits which are really funny. In
his best number he burlesques Haakon,
Draper and Cole, and quite successfully.

Tony Martin is in for a week, announc-
ing that on January 2 he will be on his
way to San Francisco to join the navy.
(Morton Downey and Sybil Bowan fol-
low him New Year's Eve.) He was in
his usually good form, concentrating on
ballads which the ladies ate up. For a
gag—and it's a swell gag for niteries—he
brings up a femme from a ringside
table and romances her to *You Stepped
Out of a Dream*.

Raul and Eva Reyes, familiar team
in this area, had no trouble at all scoring
with their exciting Latin dance numbers.
Raul is a personable lad and Eva is a
striking-looking beauty who can dance.
Their rumba, conga and torso shaking in
their *Cranking a Car* number are highly
entertaining.

The Callahan Sisters, another local

act which has made good in the big city,
return better hoofers and improved per-
formers. They are on in an early spot
with a couple of peppery acro-tap rou-
tines that are flashy and made to order
for them.

Boyd Raeburn is back on the band-
stand for the main show and dance
music. Handles both departments in
good form. Hal Derwin, his featured
vocalist, also doubles in the productions.
Latin sets are played by Bobby Ramos's
outfit. Bobby also handles the vocals.
Sam Honigberg.

Penobscot Club, Detroit

**Talent policy: Dance and show band;
musical entertainment. Management:
Lester Gruber, manager; Sydney Biel-
field, publicity. Prices: No cover or min-
imum, a la carte; entrees from \$1, drinks
from 55 cents.**

Opening of this spot gives Detroit a
distinctly new class of night club, and
it is making a definite hit with the
smart set. On the 13th floor of the
Penobscot Building, it is being operated
as a semi-private club.

Spot has three rooms, Cocktail Ter-
race and Chartreuse Room on the en-
trance level and a dark-paneled
Champagne Room with many mirrors
down a grand staircase. Champagne
Room permits guests in dinner or eve-
ning dress only on Saturdays. Menu is
a la carte at all times. Place is priced
and designed for those who want ex-
clusive atmosphere.

Entertainment policy has Kalman
Juri's six-piece band, pleasantly heavy
on strings, working in the Champagne
Room. They do an excellent job of
quiet dinner music and dance numbers
alike and do not cater to jitterbug
tastes. Specialty that clicks is a candle-
light waltz, with all house lights off ex-
cept table candles.

Marianne Arden, blond Viennese singer,
accompanying herself, has a wide range
of quiet and emotional balladry and
works with equal appeal in occasional
French and German numbers, such as
Two Hearts in Waltz Time.

Caryl Gould, brunette, has a vivacious
manner and an emotional singing style
that please. Barney Greene and Freddie
Busch alternate in piano work, doing
some duo work and also accompanying
Miss Gould. The pianists and vocalists
alternate between the two rooms, with
the piano alone used for dancers in the
Chartreuse Room. All talent is neatly
presented.
H. F. Reeves.

Colony Club, Chicago

**Talent policy: Shows at 9, 12 and 2;
show and rumba band. Management:
Edward Jaffe, management of corpora-
tion; Fred Joyce, press agent; Moe Lucky,
booker. Prices: Minimum, \$2.50, except
Saturdays and holidays (\$3.50).**

Spot reopened under new management
Friday (26) after being dark for a num-
ber of months due to the inability of
obtaining a liquor license. Problem had
not been settled opening night and only
the management's decision to turn over
all receipts to the Red Cross enabled club
to open as advertised.

Atmosphere is smart and intimate.
Room has been freshened up and it's
made to order for the classy trade. And
the talent line-up is a costly one, too.
Initial layout includes Jose Morand's
band, Gomez and Minor, Tito Coral,
April Ames, Nina Orla and Virginia La
Verne's Debutantes (8).

Show itself could stand a little more
variety, and is in need of comedy, but
most of the individual acts do good work.
Girls in the line are young and clean
looking and their opening and closing
sessions, tho not too original, are easy
to watch.

Gomez and Minor are a strong dance

team, pleasing with well thought-out
routines and hard tricks. Both are well
built for the work they attempt and
dance like veterans. Set included a paso
doble, *Tea for Two* fantasy, *Bolero* (fea-
turing Miss Minor as a single) and a
conga.

Tito Coral has a nice voice for the
Latin songs, but should include some
fresh tunes if only to prove that he is in
keeping with the times. His four songs
—*Freest, Donkey Serenade, El Rancho
Grande* and *Begin the Beguine*—have
undergone a thoro thrashing locally.

April Ames, winsome tapper, is on early
with a trio of cute turns trimmed with
original steps. Nina Orla, Latin warbler,
lends atmosphere to the show with a
couple of Spanish tunes.

Jose Morand, personable lad, fronts a
good rumba and tango outfit that lists
10 musicians (four sax, four rhythm, one
trumpet, one accordion) and bongo
(Tony Arazy) and maracas (Annibal
Carrion) players. Latin stuff gets the
nod here, altho he can dish out Ameri-
can stuff in suitable form. Vocals are
handled by Carrion and Adrienne Max-
well, brunet looker with a clear set of
pipes.
Sam Honigberg.

5 o'Clock Club, Miami Beach

**Talent policy: Dance band; floorshows
at 9, 12 and 2. Management: Sam and
Joe Barken, owners; Martini and Henry,
headwaiters; Les Simmonds, publicity;
Lew Weiss, Booker. Prices: Dinners from
\$1.50; drinks from 60 cents; no cover.**

Swank spot, operated by Barken
Brothers, formerly of 5 o'Clock Club,
Detroit, enters its eighth season as a con-
sistent money-maker, and the present
offering is one of the best ever seen here.
Ray English, handsome lad with flicker
possibilities, emceed, and delights patrons
with difficult jaff-provoking falls. He
opens with a smart ballet tap a la Paul
Draper, and then gives a burly impres-
sion of Nijnski. He possesses an excel-
lent speaking voice and handles the mike
as expeditiously as he does his falls and
terpsichorean characterizations.

Ruth Clayton sings pops and semi-
classics in a cultured, easy-going style
that puts her in a superior class. Her
Jeannette McDonald personality coupled
with a magnificent voice scores solidly.
She did *Momma, You and I* and *Vienna*.
Manor and Mignon, dance team, knits
the show into a well-paced presentation.
Likable youngsters, their dance routines
of modern and classical ballroom
standards were well received.

Arthur Warren's ork, all string except
for sax and piano, plays soft sweet music
for dancing and does well enough as a
show band. Drinks and service okay.
Harry B. Kind.

INSURANCE
CHARLES A. LENZ
"The Showman's Insurance Man"
4738 Insurance Exchange, Chicago

BARLOW'S BIG CITY R. R. SHOWS Opens
In Apr.
Will sell Ex. on Penny Pitch, Photos, Cookhouse,
Corn Game, Pop Corn, Penny Arcade, Palmistry,
Hoop-La, Long Range, Custard, Scales, No gift.
Outfits open for Girl, Snake, Plant, Athletic,
5-in-1 Shows, Wank, Ride Foreman, Rides on
percentage, Family Free Acts, Pronoter, Agent
with car who can post, Electrician, Show Carpenter,
useful Trainmaster. Address:
529 N. 52nd St., East St. Louis, Ill.

DOG & PONY ACT FOR SALE
Four beautifully trained Ponies doing military drill
and novelty routine; two run for Dogs and Monkeys.
High-diving Dog and Monkey, Ladders, Props, Trap-
pings, Ring. Act worth \$1,000; sell for \$300.00
cash. Also 60x90 Top, complete, \$140.00. Small,
healthy Kangaroo, \$100.00.
BOX D-154, Billboard, Cincinnati, O.

WANT FEATURE CIRCUS ACTS

January 13th to 16th, Little Rock, Ark. Also other Shrine dates. Wild Animal Act, large
Troupe or any first-class Feature. Long season for those capable of working auditoriums
and theaters. Address:

IRV. J. POLACK, POLACK BROS.' CIRCUS

Care Syrian Shrine Temple, Cincinnati, Ohio

REMEMBER PEARL HARBOR!

Live Patriotic Posters—14x22, Beautifully Colored
Sells on sight. Get in on this Money-Maker Today! Designed by an artist. Not just a
Plain Poster. Sample 50c and wholesale selling offer.

EDWARD LOWE ART STUDIO

800 BROAD ST. NEWARK, N. J.

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

Fighting Spirit

Every Man Aroused Against the Enemy

The nation is compelled to begin the new year with the job of fighting a war on its hands. All the energy and enthusiasm usually devoted to starting a new year in good stride must now be increased to the highest pitch and directed toward winning the war. The good wishes of each citizen for all his friends are still alive, but a more serious purpose now commands supreme attention in our daily lives.

Every citizen will need to contribute as much as possible toward building up the fighting spirit of the nation. We have a fight on our hands and we must fight to win.



A name and face typical of the militarists that cause much of our national troubles as well as the suffering of all the world. (Cartoon from *The Chicago Daily Times*.)

Whether we call it national morale, or fighting spirit, or American courage, it still means that we must put everything that we have into winning. There are all sorts of opinions as to the advantages and disadvantages that we have, and even the experts have a hard time trying to determine the exact situation. But the fact remains that whether the odds are for us or against us, we still

have to fight and fight to win.

Those of us who filled our place in the ranks in World War I now often wonder what we can do to best bring about a speedy victory. It appears that the civilian army will have a much more important job to do this time than in the previous war, and one of the first steps is to arouse the people to a full sense of their duty.

Our fighting men on the front in the Far East are already showing the fighting spirit that is typically American. Our forces in the Atlantic are also doing a thoro job, altho it is much less spectacular. The eternal vigilance and search which must be kept up on the Atlantic waters is something that will not get the attention that goes to more spectacular warfare. But the fighting spirit is there on the Atlantic just the same.

It is well known that the fighting spirit of the armed forces gets its inspiration and depends upon the fighting

spirit of the folks back home. So when our industry contributes to maintaining a real fighting spirit at home, it is also contributing its utmost to maintaining the morale of the boys in the armed forces.

There are many considerations which help the average man to stir up his own fighting spirit so that he will give his best to his country. Most of us need to hate cruelty and force and militarism more than we have in the past. As long as we were reading about it on the other side of the oceans it really did not seem so terrible, but now that we have been drawn into it, every citizen should calmly consider all the lives that are being sacrificed for no good reason at all.

It is not enough to hate Hitler or the name of Hitler, but it is necessary to consider all the evil forces that prompt the gang which uses him as a figurehead. It is necessary to remember that this gang makes militarism a religion and that it has no consideration for the suffering and destruction that come with war. There can be no peace nor any real prosperity in the world until such militaristic gangsters are utterly defeated. The fact that Hitler and his followers and allies make militarism a religion makes the war all the harder for peaceful nations, but the fact must be faced and we must fight accordingly.

In addition to the broad general need to drive militarism from the modern world, there are some very selfish reasons that ought to make every member of the coin machine industry fighting mad. When Hitler and his gang first started on the warpath, the coin machine industry was already started on a world-wide expansion movement that by this time would be demanding two to three times as many machines as were being produced and sold in the industry's biggest year. Nearly all countries in the world were beginning to expand the use of modern types of coin-operated machines. Many other industries can say the same, of course, but the coin machine industry was hard hit in more ways than many realized by the war even at its beginning. These are purely selfish reasons, but they weigh a lot in stirring up a real fighting spirit in the industry. The industry must subordinate its many needs and problems to helping the country to get into the fight and win, and one of the ways to do it is to count up what the industry has lost due to the militarists of Europe and Asia.

Everybody longs for the time when the war will come to an end and business and trade can be resumed thruout the world. The quickest way to bring that time about is to help arouse the fighting spirit of the nation to white heat. Our industry can and will do a lot in 1942 to help bring victory.

Motor Trucker's Rising Costs May Force Higher Rates

WASHINGTON, Dec. 27.—General increase in the freight rates of highway motor carriers has been under discussion here. Traffic representatives of the nation's truckers met here in conference. Increase in freight rates is of importance to coin machine men inasmuch as truckers carry the greater part of games shipped.

Faced with mounting operating costs, including wage rises for their employees, the truckmen discussed the advisability of following the lead of the railroads and water carriers and asking the Interstate Commerce Commission for a blanket increase in their rates and charges.

A decision will be reached soon on whether an application should be filed immediately or action delayed until the ICC has disposed of the railroad and water carriers' petitions.

Men Ask Wage Rise

A special committee was appointed to draft recommendations and work out the details of an application to the ICC. This committee will make its recommendations within a few days.

Motor carriers in 11 Western States are faced with the prospect of a large increase in their wage bill. Truck employees in these States are demanding a rise of 66 per cent and the case is now before the National Defense Mediation Board for a final ruling which is to be binding upon both parties.

Moreover, the wage and hour administrator currently is considering recommendations that the minimum wage for the trucking industry be raised to 40 cents an hour. While a large proportion of the carriers now pay at least a 40-cent minimum, a substantial number of operators would find their wage bills hiked materially.

In addition, the truckers in common with industry generally, are confronted with higher costs for all materials they use.

Faces an Equipment Problem

Meanwhile, it was brought out, the trucking industry faces substantially the same equipment problem as the railroads. Restrictions placed on the use of steel and other materials going into the production of trucks, trailers, etc., as well as on tires and tubes, threaten major difficulties for this important segment of the national transportation network.

Earlier limitations placed by the Office of Production Management on the output of such equipment as trailers and medium trucks now have been eased. But their purchase by the motor carrier industry is still limited to the extent that manufacturers are not able to get materials with an A-3 preference rating. This is the same rating given for the manufacture of rail freight cars. But while this rating is second only to those of the army and navy and at the top of the civilian list, the delivery of material is what counts.

Truckers also have the same rating as the railroads, A-10, on replacement parts. So far the highway carriers have had no major difficulty obtaining parts.

Rationing of tires and tubes, for the present, at least, will not affect the commercial highway operators.

Because of its importance as part of the national transportation system, the

Cancel 1942 Convention...

When the board of directors of Coin Machine Industries, Inc., voted recently to cancel all plans for holding the 1942 Coin Machine Convention, they were acting in accord with the true patriotic sentiment of the industry. Convention plans had been going forward favorably, but the advent of war created grave conditions for the nation and also for all industries.

The convention management acted quickly and officially and expressed the desire of the industry to co-operate with the government in every possible way.

Three important reasons were given by the directors for calling off the convention:

1. War had been declared and everybody in the industry wanted to turn his attention toward helping win the war.

2. An order curtailing the manufacture of coin machines had been issued shortly after the declaration of war, which would have severely limited exhibits at the convention.

3. Many factories have government orders, and visiting at these plants is placed under very strict rules. Hence operators would not be able to visit the factories as they usually do when attending the annual convention.

The latter reason was given special attention as the coin machine factories turn their attention to co-operating with the government in every possible way. (Official CMI release.)

trucking industry, however, expects that every effort will be made by the OPM and other agencies to keep it "rolling on schedule."

The commercial highway property carriers are handling approximately 15 per cent of the nation's war material, according to trucking officials. Estimates as to the percentage of the total transportation performed by for-hire motor carriers vary considerably, but it is large and the tonnage is large.

Baltimore and also one of the leading soft drink vending machine operators, has surrendered its charter as a corporation and will now operate as a company, known as the Vendomat Company, according to an announcement by B. W. Scheuer, president of the Vendomat Corporation of America, effective as of January 1, 1942. Scheuer, who is sole stockholder, stated it was deemed best under existing conditions to dissolve the corporation, as such, and operate or conduct the business as a company. He is sole owner, founder and organizer of the business. Firm, organized about a year and a half ago, has become one of the leading concerns of its kind in this market. It now employs a crew of 25 to service its locations. Scheuer is also president of the Maryland Automatic Merchandising Association.

Vendomat Corp. Dissolves To Become a Company

BALTIMORE, Dec. 27.—Vendomat Corporation of America, one of the largest and most successful candy, nut and gum vending machine operators in

BRIEFS OF THE WEEK

Personnel

Herb Silverman has joined Martin Mitnick's Associated Amusement Company, Philadelphia, as location contact and service man.

J. Hamilton Hart, formerly of the Decca office at Dallas, has been named manager of the Houston Decca branch.

In the Army

Leroy S. Feldman, formerly with Supreme Vending Company, Miami.

Eddie Heller, formerly with Abe Lyman's orchestra as coin machine contact man.

George Crist, American Cigarette Machine Company, Pittsburgh.

Fred Ceminari, of Beechview, Pa.
John Jason, American Cigarette Machine Company, Pittsburgh.

In the Navy

A. C. (Buster) Ayo, service manager for R. & A. Distributing Corporation, Houston, enlisted December 17.

New Addresses

Gordon McBain, 13508 Greenview Avenue, Detroit.

Crumpacker Distributing Corporation, 1801 Fannin Street, Houston.

Cameo Vending Service, 432 W. 42d Street, New York.

Firm Changes

Benjamin Fireman, Automatic Sales Company, Philadelphia, has bought out music route of Sam Seroty, Philadelphia music operator.

Wedding Anniversaries

George Ponsler, 10th, Christmas Eve.
Lee Rubinow, 14th, December 20.

WANTED AT ONCE

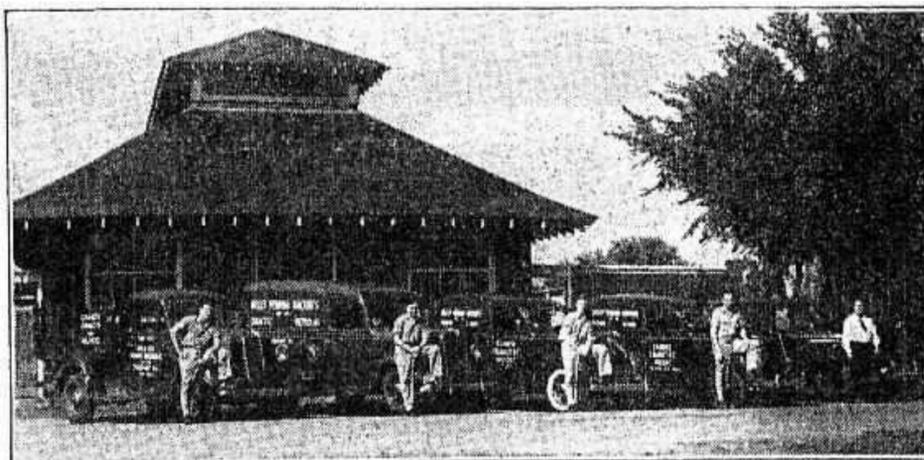
Mills BROWN FRONTS (Club Model), 5-10-25-50c; BONUS, 5-10-25c; THREE BELLS. Keeney FORTUNES, SUPER BELLS. National CANDY MACHINES, 5c. Stoner CANDY MACHINES, 5c. CIGARETTE MACHINES, 7-9-15 Columns. PHONOGRAPHS, 1940-1941 MODELS.

ARUNDEL AMUSEMENT CO.

415 Severn Ave. EASTPORT, MD.
Phone—Annapolis 3491

"SERVICE MAN"

Ten years' experience on Slots and Pinballs. Best references. Have car. Outside work preferred. Wire or write
BOX D-155, care The Billboard, Cincinnati, O.



KEN MILLER'S FLEET OF SERVICE TRUCKS insure quick delivery and service to operators in and around Freeport, Ill. Miller operates large routes of candy, cigarette and music machines. Left to right are Clifton (Buffles) Lease, Gene Herdman, Harrison Rutter, Harry Fritzel and Ken Miller.

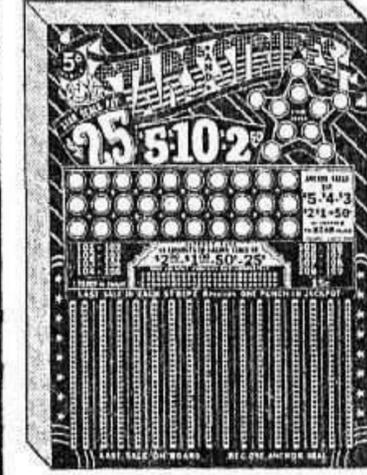
★ 1942's ★ OUTSTANDING GAMES



BABE PAUL BUNYAN
First Salesboard with Real Moving Wheels. Super Die-Cut. Double-face. Punch from either side. Slot Symbol Tickets. Most Sensational Board on the Market Today!
Takes in 1200 Holes @ 5c \$60.00
Total Payout: \$27.92
PROFIT (average) \$32.18



"V"
Patriotic, Action-Filled Design. Die-Cut. Timely! Slot Symbol Tickets.
Takes in 1000 Holes @ 5c \$54.00
Total Payout: \$24.92
PROFIT (average) \$29.08



STARS AND STRIPES
Fast Play! Sensation on Every Location. Patriotic, Colorful!
Takes in 1200 Holes @ 5c \$60.00
Total Payout \$33.84
PROFIT (average) \$26.16

BE THE FIRST IN YOUR TERRITORY TO HAVE THESE OUTSTANDING GAMES

NOEL'S
Gay Games
INCORPORATED
Muncie, Indiana

SALEBOARDS ◆ BASEBALL TALLY CARDS ◆ E-Z PICKIN' JAR GAMES ◆ TIP GAMES ◆ COUPON GAMES

SALEBOARDS ◆ BASEBALL TALLY CARDS ◆ E-Z PICKIN' JAR GAMES ◆ TIP GAMES ◆ COUPON GAMES

MUSIC MERCHANDISING

Disk Firms Make Haste Slowly On Recording New War Songs

NEW YORK, Dec. 27.—Ever since the first bomb dropped on Pearl Harbor every songwriter in Tin Pan Alley has been trying to come up with another *Over There*. Writers have been bombarding publishers with variations of the "Beat the Axis" and "Smack the Japs" type tunes, and song pluggers have been trying to sell patriotic numbers of their houses to band leaders, program directors, recording companies, etc.

Recording firms, however, have been looking over the patriotic song output carefully before selecting numbers to be waxed. Few have been made to date, principally because musical directors of the firms feel that songs struck off in the white heat of war's outbreak are of inferior quality. Pointing to the song hits of the last war, many feel that the song successes of this conflict are bound to be of a sentimental nature, too.

Some Already Released

Among the few new war-inspired numbers that have been recorded are Gene Krupa's *Keep 'Em Flying*. Agreement reported made in Washington December 18 between representatives of the War Department and the phonograph industry calls for the phono industry to continue its patriotic record campaign by using the Krupa recording in all phonos. Dedicated

to the air corps, *Keep 'Em Flying* was written by Bill Coleman, of the radio staff of the Army Public Relations Bureau. Another new war release is Abe Lyman's version of *Let's Put the Axe to the Axis*. *Hi There, Guy, How'd You Like To Fly?* is the title of a song penned by Vaughn Monroe which is reported to be the official song for the U. S. Air Corps recruiting division. Present plans call for the maestro to record it soon. In the sentimental vein is *Last Night I Said a Prayer*, recorded by Sammy Kaye and the Arthur Wright Choir.

Pick-up in tempo of patriotic record releases was evidenced this week when Sammy Kaye's recording of *Let's Remember Pearl Harbor* was ready for distribution in New York area a scant seven days after it was recorded. Eddy Duchin also recorded *You're a Sap, Mr. Jap* early this week. Columbia is reported rushing to get number out as quick as possible.

Plenty War Disks Soon

That there'll be plenty of war songs recorded is a foregone conclusion; but right now disk firms want to be sure that the tunes they record have all the earmarks of potential hits rather than a reflection of the current newspaper headlines.

Below is printed a partial list of war-inspired tunes that have come out of the Tin Pan Alley mill since war began. Check them a month from now and see what ones you will have heard of in the meantime.

We Did It Before, We'll Do It Again; Goodbye, Mama, I'm Off for Yokohama; We're Gonna Find a Fellow Who's Very, Very Yellow, and We'll Beat Him 'Til He's Red, White and Blue; They're Gonna Be Playing Taps for the Japs; The Japs Haven't Got a Chinaman's Chance; Oh, You Little Son of an Oriental; We Are the Sons of the Rising Guns; Wake Island Woke Up Our Land; We'll Always Remember Pearl Harbor; Let's Put the Axe to the Axis; Pearl Harbor; The Sun Will Soon Be Setting for the Land of the Rising Sun; We've Got To Do a Job on the Japs, Baby; You're a Sap, Mr. Jap; Put the Heat on Hitler; Muss Up Mussolini and Tie a Can to Japan; We'll Knock the Japs Right Into the Laps of the Nazis; To Be Specific, It's Our Pacific; When Those Little Yellow Bellies Meet the Cohens and the Kelleys; Let's Knock the Hit Out of Hitler.

Royal Music To Donate Ambulance

NEWARK, N. J., Dec. 27 (DR).—Barney (Shugy) Sugerman, of Royal Music Company, reported that in connection with the opening of its new quarters after the first of the year the firm will donate a light ambulance to one of the city's air raid divisions. It is felt that this will be more appropriate than just the arrangement of a huge banquet for operators and friends.

"In addition to the party, and in keeping with the defense spirit of the in-



BARNEY (SHUGY) SUGERMAN

dustry," Barney explained, "we feel that the donation of a Chevrolet ambulance will be a fitting memento to commemorate the grand opening of one of the most impressive offices and showrooms in the East. Abe Green and Harry Goldberger are fully in accord with the idea, and our employees are also enthusiastic; even willing to forego their usual Christmas bonuses to help make possible the donation of the ambulance."

The ambulance will be presented by one of the city's leaders on the steps of the City Hall, it is reported. It is felt that this will result in a better understanding of the industry generally by the public. The firm does not seek personal publicity and anticipates that the idea will react generally in favor of the industry here.

Americanism and Music

By HOMER E. CAPEHART

NATIONS—like industries—are born of an ideal. An ideal that is in keeping with the traditions and the love, loyalty and respect and trust that people have for each other. This ideal is best emphasized by the patriotism of the people engaged in any given industry at the time this patriotism is most necessary. TODAY—right now—it is most necessary.

The music operator can help in bringing patriotism to the fore in every city, town and village in this grand country in which we live, simply by including in his choice of records those patriotic airs which have for so long been our inborn tradition. The music operator

within his grasp a tremendous opportunity for helping the cause of Americanism. Americanism and music go together. Each was born of the other. Our famed patriotic songs, our love of country and its people, are all set to music—music that means much to every American for it is his assurance of American ideals.

Every music operator in the country should install such music—the music of Americanism—in his automatic phonographs. It is the cause for the existence of Americanism itself. Great leadership can be established by the automatic music operators thruout the country by the adoption of a solid program for bringing the public patriotic music at this time.

Americanism is attuned to the stirring forward march of music. Music is its most popular method of expression, the one sure manner in which the public will appreciate the efforts of an entire industry to foster a better understanding of Americanism and its ideals.

Americanism Thru Music

We of the automatic music industry are faced with a glorious opportunity. To those we most want to understand the tenets of Americanism we can bring the patriotic music so dear to every American. Let us then, everyone of us engaged in the operation, sales and manufacture of products for the automatic music industry, help in the establishment of this giant network thruout our land to create a finer influence for the youth of our nation and a better understanding of Americanism thru music.

An organization should be created. A national organization. An organization to which every operator of automatic phonographs should subscribe wholeheartedly. And the program of this organization should be "Americanism thru music"—the music that America most needs and wants—the music that the automatic phonograph industry is now in a most enviable position to bring to our country.

Philadelphia

PHILADELPHIA, Dec. 27.—Sam Seroty has sold out his music route to the Automatic Sales Company, headed by Benjamin Fireman, a former member of the board of directors of the local music machine operators' association.

Jules Wenger, dean of the town's pin-ball operators, will be on the receiving end of congratulations comes January 6. That date marks his 17th wedding day.

Henry Margolis celebrates his third year as head of Automatic Coin Amusements with the new year. And in face of priorities and such, Henry is pointing to 1942 as his banner year.

Prospects of local bands and singers making recordings always mean added play for the local music machines. New year will find three local favorites on records. Decca has signed the Royal Harmony Singers, featured nightly on Station KYW. The same label is also taking Evelyn Brooks, who has been attracting wide attention for her singing at the Embassy Club. And the Beale Street Boys, always big at the local night clubs, go to the Okeh label.

John Martel, head of Duplex Amusement Company in the South Philadelphia section of town, reports that he has increased his music route tremendously during the past few months.

Herb Silverman, formerly serviceman and location contact man for Sam Seroty's music machine operations, has joined Associated Amusement Company in a (See PHILADELPHIA on page 64)



will thereby bring to each of his locations a better understanding of this country's greatness.

Patriotic records in a great circuit of more than 400,000 automatic phonographs engulfing the entire United States means bringing directly to every citizen of our country a clearer picture of what this great nation stands for. This is the most gigantic, most direct musical network ever created by man. It is also the most popular musical network ever conceived. It can now become a great and timely answer to any despoilers of our ideals—of our liberty.

Big Opportunity

The music operator has, therefore,



THE BLEEKMAN DISTRIBUTING COMPANY pushes Defense Bond drive and devotes its display windows to bond literature and posters. They report that the recording "Any Bonds Today?" is on the No. 1 spot on thousands of Wurlitzer phonographs in the Washington area.

★ ★ ★ BUY DEFENSE BONDS ★ ★ ★

Picking Records--An Art or a Science?

THERE'S no more bewildering problem confronting the average music machine operator than choosing records for his locations—especially with the record firms unleashing a new flood of releases every week. Over a period of years, however, some operators have developed systems for coping with this vital problem that are almost foolproof.

Here's how two important operators of music boxes do it:

A Matter of Statistics

By JACK HUDNALL

Manager of the Music Department,
Ohio Specialty Company, Cincinnati

Selecting records for our various locations presents a difficult problem, one that requires a great deal of time, thought, perseverance and statistical information. We give much attention to this important phase of the music machine business. Our statistics compiled over a period of several years have taught us many interesting angles and have brought many extra nickels into our machines.

In our hilarious-type locations, catering to mixed groups of young and old, snappy tunes are the must items, with the machine load including one or two jitterbug numbers and the same number of semi-hillbilly tunes. In such locations we have found that our best results come from the recordings made by Artie Shaw, Will Bradley, Kay Kyser (novelty tunes), Bing Crosby, Tommy Dorsey and Fats Waller.

In our secluded spots—those with the high-back booths and soft lights—soft music is the proper stuff. Phonos do well in such locations, and wall boxes in such spots have increased the takes considerably. Such locations are usually infested with the young lovers slyly holding hands or the young lover looking for a partner. Many a nickel is pushed into the chute on such locations by the young love-struck customer trying to deliver a message across the aisle via the phono and the song titles. Such locations must definitely have the recordings of such bands as Wayne King, Freddy Martin, Guy Lombardo, Bing Crosby and Sammy Kaye.

Another important location to us is the high school, jitterbug spot catering strictly to the teen element. With this type of trade the orchestra leader rather than the tune is the thing. These kids know them all, and in our spots are most insistent upon the outpourings of Artie Shaw, Teddy Powell, Will Bradley, Benny Goodman, Jan Savitt, Tommy Dorsey, Jimmy Dorsey, Tony Pastor, Les Brown, Larry Clinton, Glenn Miller, Bob Chester, Mitchell Ayres and Gene Krupa.

For our spots frequented largely by the middle-aged groups, our formula is give them plenty of polkas, lively numbers, with an occasional good old hillbilly ditty. Bing Crosby recently made several of the last-named type that we have found highly effective.

On our strictly hillbilly locations we've gotten our best results by giving them plenty of recordings by Bing Crosby, the Carter Family, Riley Puckett, Jimmy Davis, Bill Carlisle, Cliff Carlisle and the Shelton Brothers. We mix them up with an occasional good Irish ballad. It must be remembered, tho, that there are two types of hillbilly location. First, there is the hillbilly clientele that likes

its music spirited and full of life. The other is just the opposite. This second type is strictly the listening customer. He doesn't care to hop, bounce or sing. He's of the sadder type and will drop nickel after nickel just to keep up a good cry. The hillbilly locations must be judged carefully and the records placed accordingly. We do not have any race locations, so our information on such spots is negligible.

Now that I have related my piece concerning the various-type locations and outlined the band leaders that click best in them, we have only two ways of choosing our disks. We know what bands click best in our locations, but to find which of their records are going best in the music machines we depend almost entirely upon *The Billboard* Record Buying Guide. Our only other aid is the ad literature sent out by the recording companies. In the latter matter are listed only the new records, most of which haven't even had a try at the machines. Occasionally we will take a long-shot special on these records.

I can't stress the importance of *The Billboard* Record Buying Guide enough. It has been of invaluable aid to me in selecting the proper records, and selecting records thru the Buying Guide is no gamble. As long as we have used the Guide in our buying I don't remember ever getting one bum steer, which should be some sort of a record in itself.

Guide Lines

By FRED VAN DE WALKER

Modern Automatic Music Company,
Kenmore, N. Y.

It would be wrong to declare that a sure-fire, cut-and-dried formula can be worked out for selection of records in automatic music machines. There are, however, certain rules and regulations, worked out after years of experience, which go a long way toward making a complex problem more simple. In other words, guide lines may be available to the novice in our field as well as any other.

Not necessarily is it only the newcomer in the music machine field who may well profit by an exchange of methods, but old-timers as well. After all, one is never too old or too wise to benefit by the knowledge acquired by others.

Naturally the selection of disks depends greatly on the type of locations which are serviced. We are in a position to discuss a variety of spots, as our routes include everything "from soup to nuts" in patronage. There are first of all the colored and white locations, which have to be treated as differently as day and night. We have found that only the extremely popular platters will go over equally well in both race and other spots.

Splendid examples of records that made top money in both types of places were *Beer Barrel Polka* and later *You Are*



ORCHESTRA LEADER HENRY KING recently visited the headquarters of the Cleveland Phonograph Operators' Association. He was greeted by this group of association members.

My Sunshine. In colored spots the operators don't have to make such a very rigid distinction between older and young crowds, such as he makes in white spots. There are the taverns, the cocktail lounges, dance locations, ice-cream parlors, foreign spots, night clubs, restaurants, roadhouses, etc., each a definite problem in itself.

As a rule we try out every single record released unless it sounds very unpromising. Rather than judge ourselves on each one of them, we oftentimes spot them on location and check the results after a week or two. While operators and their men do acquire a certain knack of appraising possibilities, it isn't seldom that we think a disk is swell and our customers don't, or vice versa. The load of direct mail record promotion material sent to operators isn't always helpful and therefore not apt to influence us. The exception is a good easy-to-read listing of new disks, which serves as a reference guide. Locations requests are always honored by my firm and much stock is taken in trends indicated by them. No matter how busy I may be, I always take time out to give attention to all requests and to fill them if at all possible. Once in a while, of course, we run across a location patron, owner or employee who has odd ideas of his own, but even then it pays to yield to his taste within reason.

Since the operator with large routes and many music boxes can't possibly get to know all his locations well, and oftentimes doesn't even meet their owners, it is a wise rule for him to be particular about the type of help he employs. Having a staff of men who know how to keep locations happy and satisfied, as well as offering good ideas where record purchases and selections are concerned, means a great deal. With a little common sense it is fairly easy to become adept in determining types of rhythm and disks required by various spots.

Naturally it is a good bet to put snappy dance tunes in those locations where dancing is featured. The popular dance numbers of the moment always go, but it is advisable to offer a comprehensive cross-cut of rhythms to choose from. We always try to include at least one tango and one conga, a few rumbas, several fox trots and waltzes (among them maybe one Viennese waltz if clientele is mature). Big band names are best for the dance spots, as one-nighters, vaude dates and air remotes have made even smaller town patrons (outside of Buffalo) name-conscious spenders.

For the taverns, cocktail lounges, restaurants; in short, any location where patrons are dividing their attention between music and drinking, eating, talking, etc., we stick to softly played melodious renditions. Vocals are the thing here and also cute novelties, if not too noisy. Patrons aren't always too busy to listen, and close proximity of machine helps them to appreciate the lyrics. Never, never, however, drown out their conversation with blaring music.

Ice-cream parlors and other spots where high school and other kid trade congregates are sometimes hard to please. Youngsters are at the age where they may be pretty choosy because a nickel means a lot more to them than to the average grown-up. Nevertheless, this type of spot does a good business if the operator remembers that impressiveness of a band's name means much. Newness of tune also outweighs many other considerations, as most kids are up on music developments. Swing can be used here

to good advantage, in orchestral and vocal form.

In foreign neighborhoods we endeavor to put on a few polkas (Buffalo being predominantly Polish). Irish tunes in the right spots also mean dividends.

Harlem hangouts are not much of a headache to the operators, as music-loving colored folk like spending money if offered the selections they're partial to. All good colored bands are popular. Race blues are tops in spots where older people gather, while hot old-fashioned jazz still intrigues the young ones. Spirituals, especially when dressed up in new versions, are sure-fire hits. Last not least, a very important part of our information concerning tunes and artists is gathered from reliable trade publications. Such service features as *The Billboard's* Record Buying Guide and Record Reviews mean much to the busy operator and help him substantiate his own ideas, as well as keep him informed about what's happening in his own field. Picking the right records for the right spots is made easier by service features designed to aid operators.



PAT HENSEK, MARYSVILLE (O.) OPERATOR, buys \$5,000 worth of Defense Bonds from E. E. Shaffer, of the Shaffer Music Company, Columbus, O.

WURLITZER
16 Record MARBLGLO

Complete, Ready to Operate,
Money-Back Guarantee, \$89.50

61 Wurlitzer, Counter	\$ 79.50
616 Wurlitzer	59.50
600 Wurlitzer	149.50
500 Wurlitzer	159.50
Mills '40 Throne of Music	149.50

100 Brand New!
Ready for Delivery: **WRITE FOR PRICES**
Ace Bomber
Drivemobile
Scientific Batting
Practice

Domes and GRILLES
For Remodeling 616, 600, 500—
Write for Circular.

1/3 Deposit With Order

GERBER & GLASS
914 Diversey Blvd., Chicago

WALL BOXES

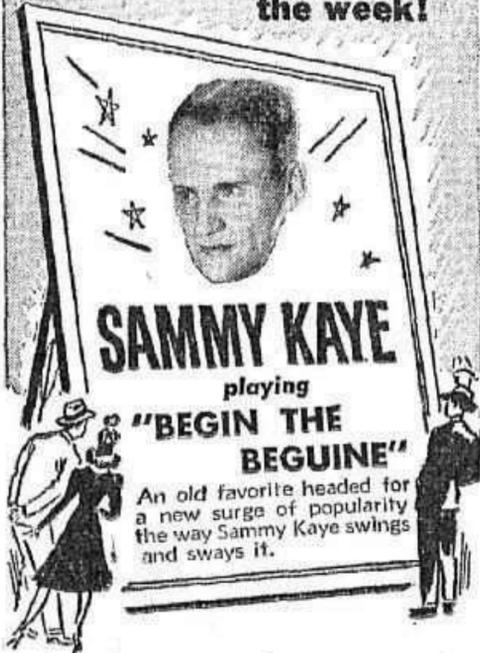
and Adapters for 16 or 24 Record Wurlitzers,
16 Record Wall Boxes\$18.50 Ea.
24 Record Wall Boxes 19.50 Ea.
Adapters Complete, including Power
Supply 29.50 Ea.
30 Wire Cable20 Per Ft.
12" P.M. Speakers 5.50 Ea.
Beautiful Leatherette Cabinets .. 5.00 Ea.

TERMS: 1/3 Down, Balance C. O. D.

ROYAL DISTRIBUTING CO.
124 Market St., PHILADELPHIA, PA.

HITS OF THE WEEK
NOW PLAYING ON
VICTOR RECORDS

Main attraction of
the week!



and
"Sometimes"
27725

**ALSO STARRING
THIS WEEK**

- ★ **"I ASK THE STARS"**
Its sheet music is featured in the Hearst Comic Weekly for December 21. Be ready with it when they want to hear the orchestration... it's Artie Shaw's! . . . 27719.
- ★ 27694 Time Changes Everything and Misirlou . . . Wayne King
- ★ 27724 You Don't Know What Love Is and Now and Forever . . . Jan Savitt
- ★ 27690 Violets for Your Furs and Somebody Loves Me . . . Tommy Dorsey
- ★ 27714 It's Raining Memories and I Wonder Who's Kissing Her Now . . . Barry Wood
- ★ 27700 Clementine and Five o'Clock Drag . . . Duke Ellington

Order them today
from your
**VICTOR-BLUEBIRD
RECORD DISTRIBUTOR**

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** ●

- THE WHITE CLIFFS OF DOVER**
KAY KYSER (Harry Babbitt-Glee Club)
TOMMY TUCKER (Amy Arnell-Don Brown-Voices Five)
SAMMY KAYE (Arthur Wright-Choir)
Here's one of those naturals that show in Possibilities one week, amble into Coming Up a couple of weeks later, and, in jig time, earn enough nickels to move into the select circle. This tune is still brand new, but it has caught on like wildfire. It is being played over and over again, on the radio, on home phonographs and in the coin machines. It will stick around a while.
- CHATTANOOGA CHOO CHOO**
GLENN MILLER (Tex Beneke-Modernaires)
(11th week)
- ELMER'S TUNE**
GLENN MILLER (Ray Eberle-Modernaires)
ANDREWS SISTERS
DICK JURGENS (No Vocal)
(9th week)
- PIANO CONCERTO**
FREDDY MARTIN (No Vocal)
(8th week)
- THIS LOVE OF MINE**
TOMMY DORSEY (Frank Sinatra)
(5th week)
- SHEPHERD SERENADE**
BING CROSBY
HORACE HEIDT (Larry Cotton-Fred Lowery-Glee Club)
(3d week)

● **COMING UP** ●

- BY-U, BY-O**
WOODY HERMAN (Muriel Lane)
FREDDY MARTIN (Clyde Rogers-Quartet)
KAY KYSER (Harry Babbitt-Trudy-Jack-Max)
This melodic novelty continued its excellent progress this week, showing as a top item in many sections, and picking up a few more locations where it had previously been neglected. Another week or two at this clip and the number will gain listing in Going Strong. All three disks mentioned are doing well.
- THE BELLS OF SAN RAQUEL**
DICK JURGENS (Harry Cool)
GLEN GRAY (Kenny Sargent)
XAVIER CUGAT (Carmen Castillo-Chorus)
Cugat moved into the picture this week and the pretty ballad stepped up a couple of notches. Song is in good condition and seems to have enough stuff to grab off front money in a few more weeks. Jurgen is far out in front, with Gray and Cugat battling it out for place money and a flock of other recording bands threatening to break into the running soon.
- THIS TIME THE DREAM'S ON ME**
WOODY HERMAN (Woody Herman-Ensemble)
GLENN MILLER (Ray Eberle)
The operators tell us this picture tune looks ready to start a serious bid for Going Strong rating. The picture, *Blues in the Night*, is making the rounds now, song is getting strong radio plugging, and all is in its favor. Something should happen on the phono meters within the next two weeks.
- TWO IN LOVE**
TOMMY DORSEY (Frank Sinatra)
The beautiful love song by Meredith Willson moved up a peg this week, but didn't do anything to suggest that it will go much higher next week. Seems to have struck the quiet period that invariably precedes either a concerted drive upward or a sorry flop downward. Let's watch closely.
- 'TIS AUTUMN**
WOODY HERMAN (Woody Herman-Carolyn Grey-Ensemble)
LES BROWN (Ralph Young)
A Possibility last week, this lovely ballad showed plenty of strength and cut a wide swath during the past seven days. The Herman and Brown renditions show about equal power at present. Song has a real chance for top billing. Title is a bit weak for machines, but apparently one play overcomes the deficiency.
- THE SHRINE OF ST. CECILIA**
SAMMY KAYE (Allan Foster-Choir)
ANDREWS SISTERS (Male Chorus)
Here is one of those self-made ditties that catches on despite the lukewarm greeting it gets at the beginning of its career. Maybe the war has been the impetus it needed. No matter what, it belongs here, is getting stronger every day, and may get to the top. Both versions are good, and getting better.
- THE WHISTLER'S MOTHER-IN-LAW**
BING CROSBY (Muriel Lane-Woody Herman's Woodchoppers)
This novelty has settled down into a rut, holding its position on the machines, getting steady play, but not picking up appreciably in any section. May snap out of it soon.

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."

- WHY DON'T WE DO THIS MORE OFTEN?**
KAY KYSER (Harry Babbitt-Ginny Simms)
FREDDY MARTIN (Eddie Stone)
ANDREWS SISTERS
(17th week)
Just about washed up.
- JEALOUS**
ANDREWS SISTERS (Male Chorus)
(8th week)
Couldn't make it.

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.

IT'S A HIT!
Cash in on it NOW!



(THERE'LL BE BLUEBIRDS OVER)
**THE
WHITE CLIFFS
OF DOVER**

They're going crazy over it from coast to coast—so get on board! It's a topnotcher, in tune with the times—and a natural nickel-magnet.

IT'S A HIT WITH KAY KYSER
Vocal by Harry Babbitt, and some tasty harmony by the Glee Club.
Columbia 36445

IT'S A HIT WITH KATE SMITH
Warbling it sweet and low—giving it everything. Jack Miller leads the bandwork.
Columbia 36448

IT'S A HIT WITH TOMMY TUCKER
Tossing in a dash of syncopation—and some fine vocal doings by Amy Arnell, Don Brown, and the Voices Five.
Okeh 6487

AND—don't miss these winners!

YOU MADE ME LOVE YOU
(I Didn't Want To Do It)
HARRY JAMES Columbia 36296
★ ★ ★

THIS IS NO LAUGHING MATTER
EDDY DUCHIN Columbia 36457
CHARLIE SPIVAK Okeh 6458

Trade Marks "Columbia" "Okeh"
Reg. U. S. Pat. Off.

AT YOUR
Columbia
DISTRIBUTOR

PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

"Blues in the Night"

Judy Garland has joined a growing list of bands and vocalists who have recorded the little song of Warners' *Blues in the Night*. She recorded for Decca.

Andrews Sisters

In the line of advance information which operators can store away for future reference comes Universal's announcement that a number of songs, selected for their probable appeal on records, are ready for the next Andrews Sisters' film, *Wake Up and Dream*. The Andrews gals are also set for another Universal picture, in which billing will be shared with Woody Herman and his orchestra.

"Holiday Inn"

With radio plugging for two of the tunes from Paramount's *Holiday Inn* already inaugurated, it appears likely that the recording companies will follow suit. Bing Crosby featured *White Christmas*, one of the many Irving Berlin compositions he sings in the film, on his radio show December 25 and will present another *Let's Start the New Year Right* on his next air show. Look for Decca releases of these and probably other Crosby vocals.

Trade Screening

RKO's *Sing Your Worries Away* will be screened for the trade January 5-8 in various exchanges. Film features Alvino Rey and his orchestra and the King Sisters.

Information on location of exchange centers and admission restrictions can best be obtained from the manager of your local motion picture theater.

Rey and the Kings have recorded the title tune as well as *It Just Happens to Happen*, both identical to the film treatment.

"Confirm or Deny"

The one song featured in 20th Century-Fox's *Confirm or Deny*, starring Don Ameche and Joan Bennett, is the hit parade leader in England, *Bless 'Em All*. Fox men say it will catch on just as soon as the picture is displayed throughout the nation; if so, operators may be interested in the Jesters' recording of *Bless 'Em All* on Decca label.

"I Said No"

Latest addition to the list of bands recording *I Said No* from Paramount's *Sweater Girl* is Jimmy Dorsey. On Decca, the recording has Bob Eberle and Helen O'Connell alternating choruses of the clever lyrics.

Other *I Said No* waxings include Nan Wynn on Victor, Alvino Rey on Bluebird, Claude Thornhill on Columbia and Tommy Tucker on Okeh. Probably the most potent of these for the machines is Rey's recording, for which Yvonne King did an outstanding vocal.

"The Fleet's In"

A leader in the production of musical films, Paramount maintains its position with *The Fleet's In* (soon to be released) if the number of recordings of featured tunes is any index. Decca will release shortly Jimmy Dorsey's recordings of *Tangerine* and *Arthur Murray Taught Me To Dance in a Hurry*, both of which are rendered by Dorsey in the film.

Victor has Vaughn Monroe set to cut *Tangerine*, with Alvino Rey scheduled to wax *Arthur Murray Taught Me*.

Trade Screening

Born To Sing, an MGM musical starring Douglas McPhail, Ray McDonald and Virginia Weidler, will be screened for the trade in all exchange centers on January 20, except in New York, where the date has been moved up to January 13.

Information on location of exchange centers and special admission restrictions on trade screenings can best be obtained from the manager of your local movie theater.

biggest operators in town.

This downward trend in theaters in this case parallels a reversal of the trend in retail sales and pay rolls, which have been going down since about Labor Day. The various recent tax measures had much to do with hitting sales on luxury consumer needs, while the approach of priorities, unemployment in autos and other industries, plus some fairly serious labor troubles, have kept employment slightly on the downgrade.

Night clubs of the swankier sort are holding their own after experiencing a slump some months ago. Neighborhood taverns are doing nicely. Other spots do well only if they have some outstanding attraction. Customers are extremely choosy about where they will spend their time and money, and there lies the riddle of machine business in the city as well.

Coin Machine Picture

Amusement machines operating in this area are doing well. One reason for this is the relative scarcity of games in Detroit proper. Ray and other types of game have been popular for three or four years and are still going strong. Newer types of games which appear to be acceptable, because they involve no apparent element of gambling or playing for scores that will result in payoffs, are moderately popular, but their play is generally proportionate to the type of location in which they are placed.

Small taverns, poolrooms and bowling alleys and the miscellaneous type of store classed as "confectionery" are among the best locations for amusement games here at present. The big spots are not doing so well. It is the factory worker who goes down to his neighborhood beer garden for a glass of beer after work, or in the evening, who is playing the machines here. Big repeat play does not appear to be as much a factor as it was two or three years back when pin games were important here. A few trials of a ray gun seem to be enough to satisfy all but the most ardent fans.

Games Biz Off

Feminine trade appears to have dropped off seriously. A couple of years ago their patronage was an important factor on games. This leads to another source of definite loss of revenue to operators. Detroit has contributed its full quota to national defense in the form of youngsters taken in the draft. While the total number does not sound impressive out of the total population, it is important to the operator, for it is taken exclusively from the age group that constitutes the best spender on games.

All this adds up to the conclusion from talks with numerous amusement machine operators that play on this class of machine in town is off by 15 to 25 per cent from a year ago.

Vending Machines

Accurate vending machine figures are notoriously difficult to secure, but the trend of business here in Detroit is upward. Cigarette venders are doing nicely. This business has had plenty of problems to face here, notably in the way of tax and special regulations. Prices have been important here, but the common sense of the operators, who have found a suitable way of meeting the necessary changes without letting a real price war get under way, has solved most of the problems.

Industrial-type locations for venders of all sorts are counted upon heavily to build trade for the average operator who specializes in this type location. A relatively small percentage of the total of Detroit operators have machines in factories, however. Tendency here is for operators to have a variety of machines, so that one firm handles all the different types of machines in one factory.

Music Biz Up

Music machines are drawing well thru defense spending in Detroit. Sales of music machines to operators continue brisk, and new operators continue to come into the business. Most of the established operators are steadily expanding their routes and the picture in this field looks rosy. Play on music machines is up about 25 per cent over last year, according to consensus of reports from large operators. This increase has been largely proportionate to the patronage given beer gardens in this town.

No Arcades

Arcades have not appeared in this territory. There are probably not more than two arcades in the entire area, and these are small places on the fringe of the downtown area that hardly compare with a true arcade in size and equipment. Newer amusement enterprises catering to defense workers in the boom-

town industrial and residential areas are mostly taverns, and they take the usual installations of music machines, some types of amusement machines as legalized, and miscellaneous venders.

Personnel the Same

The personnel of the Detroit operating industry has changed little, aside from a number of men taken into the services, in the past year. Few new firms have been started, beyond the usual turnover in business, and about the same number have dropped out. There was one drastic turnover two years ago, when, with about 300 operators of games in Wayne County, the number dropped sharply to about 50 when pin games were no longer licensed in Detroit and has remained about constant since. These men operate in suburban communities only.

The number of operators of all types of machines who are in the business full time is estimated at around 100 by distributors. The tendency is for existing firms to grow larger, and for fewer new firms to enter the field. This is notably true in the music field.

The small operator who runs a few machines in his spare time has largely disappeared from the picture in the past three years as full-time employment in other lines has proved more profitable. The part-time operator was a product of depression in this city. Another factor that makes for larger firms is the spread of unionization among operators' employees, most notably in the music field.

However, aside from some aspects of (See *Machines in Boomtown* on page 64)

Coin Machines in the No. 1 Boomtown of National Defense

By H. F. REVES

Detroit Representative of The Billboard

DETROIT, Dec. 27.—Where the average workingman is making money, there is a chance for a boom in the coin machine industry. These two factors seem to go together. At least there is a basic connection so fundamental that foresighted operators have a habit of looking at general business conditions in a territory as a reliable guide to the volume of machines that it can profitably keep busy.

With national defense spending as the largest single source of income for the people of this country, Detroit is getting more than its share, in the opinion of the country as a whole. Actual figures show that defense contracts are going

heavily to the Pacific Coast—because of the availability of immediate airplane construction facilities there, but Detroit, with its mass production theme, symbolizes industrial progress for the world at large.

Effects of Defense Spending

Defense spending has affected everyone here in the Motor City, but not all entries are on the favorable side.

To summarize general business conditions, here are figures just released to *The Billboard* by the Detroit Board of Commerce covering latest periods available:

Item	1940	1941	Percentage of Increase	Period Covered
Department Store Sales.....			22.9	8 mos.
Bank Debts	\$7,850,590,000	\$10,713,118,000	36.5	3 mos.
Building Permits	\$46,815,378	\$58,880,300	24.7	8 mos.
Net Telephone Installations.....	15,218	29,824	96.1	7 mos.
Factory Employment			18	7 mos.
Factory Average Weekly Wage	\$34.68	\$40.85	..	7 mos.
New Car Sales.....	75,136	113,064	50.5	7 mos.

Show Biz Off

That's the general picture, but turning to the industry most closely allied to coin machines—show business—picture houses, have for months been averaging around 40 per cent below a year ago despite the increases in pay rolls and retail sales generally. This condition was true up until recent weeks, when there was the usual fall season

pick-up, but the only reason first-run theaters today report business just equal to a year back is that the slump started a little earlier last year, and they are back to these downward-sliding figures.

Big downtown houses are off less than the neighborhoods, which are off even below the slump figures of a year ago by an additional 10 to 30 per cent, according to last-minute reports from the

Sparkling Champagne Music by LAWRENCE WELK with smooth, sweet vocals by JAYNE WALTON on DECCA RECORDS ★ 4096 ★ SWEETHEARTS OR STRANGERS

The Billboard, Dec. 20, 1941
Week's Best Releases:
This song promises to take its place in phono fame along with "YOU ARE MY SUNSHINE". Will be kept spinning for a long time in the music boxes.

Coupled with—ELMER'S TUNE
4018—RAISE THE WINDOW DOWN
LATEST RELEASE
4100—THE BAND BEGINS TO PLAY
I'M THINKING TONIGHT OF MY BLUE EYES
Now Trianon Ballroom, Chicago
Mutual Network

Exclusive Management: FREDERICK BROS. MUSIC CORP.

A TWIN NOVELTY HIT! MODERN DESIGN backed by SKUNK SONG DECCA 4086 by JOHNNY MESSNER AND HIS ORCHESTRA

Record suggestions



For YOUR MUSIC MACHINES from

JIMMY DORSEY

AND HIS ORCHESTRA
featuring
BOB EBERLY and
HELEN O'CONNELL
on DECCA records

4013

THE WHITE CLIFFS OF DOVER

backed by

I GOT IT BAD

4012

THIS IS NO LAUGHING MATTER

backed by

I SAID "NO"

Personal Management Bill Burfon
Direclion
General Amusement Corporation

PHILADELPHIA

(Continued from page 60)

similar capacity. His new boss is now Martin Mitnick, who is also president of the local pinball operators' association.

Buddy Finer, formerly assistant head of the music operators' counter at Raymond Rosen Company, Victor-Bluebird distributor, has left the record firm.

Eddie Haller, record promotion expert for Abe Lyman's orchestra, is chucking his job to join the army air corps.

Still another spot in the territory opens up as dance spot to the music of the music machines. Located atop Woolworth's store in neighboring Camden, N. J., the new giant jitterbug parlor is known as the Dance Spot.

Modern Music & Amusement Corporation, Atlantic City, grabs off a choice location at the near-by resort in getting the call to install the music machines at The Log, new restaurant. And at near-by Trenton, N. J., the Hoyt Amusement Company in that city grabs off a choice pinball and amusement machine location in Trenton's new White Horse Amusement Center, bowling alleys.

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.

I DON'T WANT TO WALK WITHOUT YOU VAUGHN MONROE (Marilyn Duke)
GUY LOMBARDO (Carmen Lombardo)
KATE SMITH

Here is another tune from the forthcoming Paramount film *Sweater Girl*, and judging from the work done on it by the above three artists, it has every chance of becoming a good coin phonograph number. Melody is reminiscent of the type of stuff Sophie Tucker made famous. It can be delivered either as a punchy torch number or a more subdued ballad. Take your choice.

I SAID "NO" ALVINO REY (Yvonne King)
JIMMY DORSEY (Bob Eberly-Helen O'Connell)

From the same picture as the tune above and a repeater from last week. Since last week, however, the J. Dorsey combo came out with it to further make the novelty lyric a must on the music machines. Eberly and Miss O'Connell handle it differently than Rey and Miss King, and both are tops in their treatment. Lyrics have to be heard to be appreciated on this one, yet the tune is good, too. A definite must.

I WISH I HAD A SWEETHEART HORACE HEIDT (Ronnie Kemper-Donna and Her Don Juans)

A catchy melody is brought forth on this disk by the Heidt band and vocalizers. The ensemble singing and the sweet flow of the tune bring the listener back to *The Old Mill Stream* days. For that reason it's a natural for a sing-fest in the corner tavern. One spin on the machines and the customer will start whistling it.

A STRING OF PEARLS GLENN MILLER (No Vocal)

Swing with a sock is the motif displayed by the Miller bunch on this waxing. Mentioned last week, it is included here again mainly because it offers a welcome relief from the raft of ballads that have drugged the disk market recently. Besides that, Miller has a swing tune here that is far above the average and a sure thing for those locations where the habitués like to tap their feet and swing their hips.

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.

I WISH I HAD A SWEETHEART HORACE HEIDT (Ronnie Kemper-Donna and Her Don Juans)

A striking sentimental ballad that looms big in making a bid for hit parade fame, and attractively displayed by Ronnie Kemper assisted by the vocal troupe. It's a simple and tuneful refrain that easily finds favor because it is so easy to sing, whistle and harmonize. It's a song search for a sweetheart "like that old sweetheart of mine." Several versions are being recorded of the song, but this one, by far, gives it the best start.

HE'S GONE UP THE TRAIL SONS OF THE PIONEERS

Considering the growing popularity of the songs about the wide open spaces, the entry of this Western troupe of singers and instrumentalists is of particular interest to the music machine operators. It's a cowboy lament, the "Sons" singing about the gloom around the corral, with the guitar hanging silent on the wall, since their cowboy pal has "gone up the trail." Group is in excellent voice and well known by way of their radio network shows out of Chicago and work in some Western movie thrillers.

PAPA NICCOLINI CHARLIE SPIVAK (Garry Stevens and the Stardusters)

This happy little song about a happy cobbler is interpreted in contrasting sweet and hot style. The maestro's trumpet and Stevens' baritone provide the sugar-coating. And when the Stardusters take over, there's a strong, rhythmic flavor to their harmonizing that sells the song all over again in a bright fox trot tempo.

I DON'T WANT TO WALK WITHOUT YOU VAUGHN MONROE (Marilyn Duke)

This bit of musical romance, stemming from the coming *Sweater Girl* picture, is a highly tuneful and rhythmic entity that shapes up as a song smash for the start of the new year. It's the typical boy-girl song that's catching on the very first listen. The bright rhythms of the Monroe band make for a brilliant musical setting, and Miss Duke's song selling is strong all the way.

NOW AND FOREVER JAN SAVITT (Vocal Refrain)

Strictly on the strength of his long line of song hits, there's no ignoring any new composition that originally came from the pen of Igor (*Piano Concerto*) Tchaikowsky. This love ballad bases its musical theme on the master's famous *Pathetic Symphony No. 6*. Al Stillman setting the lyrics and maestro Savitt making the musical adaptation. True to the spirit of the symphony, the song strikes a somber note, the title referring to the vow of lovers. Band introduces the theme in good taste and the unbilled baritone voice (Allen De Witt) carries practically the entire side.

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.

Pittsburgh

PITTSBURGH, Dec. 27.—After several weeks' lull in music box and coin machine business, operators report that trade has picked up again and is approaching pre-war takes.

Radio is still cutting into machine grosses, particularly in taverns and other sites patronized by older trade who listen for war bulletins.

Proud because of the desire of many of their staff to serve their country, distributors and operators nevertheless are becoming seriously worried about the anticipated depletion of manpower, particularly for service calls. At least one large operator has almost decided to train women mechanics for coin machines and music boxes.

Operators and record distributors believe that music box business will be boosted by war songs and patriotic ditties expected to hit the disks soon. They point to the popularity of *Over There*, *Baby's Prayer* and *The Yanks Are Coming* during World War I as indicative of impending music boom.

Pioneer Automatic Phonograph Company distributed Christmas bonuses to its staff, as per annual custom.

Frank Leon has returned from Florida. Sam Chaban has gone there.

MACHINES IN BOOMTOWN

(Continued from page 63)

The increase in number of tavern locations for music machines and the spread of unionization, most of these tendencies are the result of the trend of the times rather than of national defense, strictly speaking.

Trade Outlook

Vending machine operators generally feel today that their business can become an aid to defense in time of labor shortage if supplies are kept available. Phonograph operators here believe they can prove that their industry has a strong, sound contribution to make to national morale in crisis, typified in their own campaign for sale of national Defense Bonds.

So much for the present, but discerning operators are already looking ahead to see what the effect of national defense conditions will be upon their own business.

Detroit, in the opinion of many, is in line for a serious crisis of unemployment in the next six months as the quota cut in automobile production really goes into effect. Yet other business men in this town are convinced that they do not have too much to worry about.

The most favorable factor, oddly enough, is the large percentage of organized labor activity here at the present time. With the auto industry in its present state of organization, the union is "riding high" after its rather amazing contract with Ford, and labor officials are firmly united on the position that there need be no serious unemployment of workers here during the transition from automobile to national defense production. That plan is fundamental as a guide to the labor activity that may be reported from Detroit within the next few months.

On the other side, Detroit is represented thru its auto industry right at the top of OPM and other key defense agencies by W. S. Knudsen and others, and it is assumed that they will see that the transition is made as easily as possible.

Conditions prevailing 25 years ago, when workmen first got wages several times what they were used to, and spent lavishly, are not likely to be repeated here unless genuine inflation sets in. But assured of a fair income, workers will spend their income in sensible ways—and coin machine operators placing their machines in strategic locations are bound to profit. Industrial and office locations of all kinds will be all the most important as more and more workers are absorbed into national defense work.

Experience in the No. 1 Boomtown indicates that national defense will be no bonanza to machine operators or to anyone else. It is going to mean some sacrifice to all, and that is something that is expected from every American. On the other hand, there is no need for discouragement here—there will be business, and with reasonable common sense on the part of all concerned, operators can make a fair living whatever trend national defense activity takes.

TALENT and TUNES

ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By HAROLD HUMPHREY

News Notes

Victor has cornered the market on the Coca-Cola Spotlight Bands air show. The Saturday winners so far have all been either Bluebird or Victor artists. . . . Republic Music's "Dear Mom" patriotic ditty has already been lined up for waxing by Charlie Spivak, Sammy Kaye, Jack Leonard, Kate Smith and Orrin Tucker. . . . Betty Bruce, featured dancer in the Broadway show, "High Kickers," is recording her "Cigarette" number for the army camps. Recording combines her song and tap dancing. . . . Andrews Sisters are now singing "Any Bonds Today?" at the opening and closing of all their performances. . . . "Ship Ahoy" will be the new title of the Tommy Dorsey pic formerly tagged "I'll Take Manila." . . . "You're a Sap, Mr. Jap" has been recorded by the Carl Hoff band. . . . Another war ditty which is being rushed thru the wax works is Sammy Kaye's "Remember Pearl Harbor." Recordings appeared in New York last Wednesday, but out-of-town distribution will not come until a little later. . . . Walt Leopold and band got a year's extension on their Standard Phono contract. . . . Universal has signed the Woody Herman orchestra for a spot in the Andrews Sisters' next film. . . . Another band leader scheduled for Hollywood is trumpeter Bunny Berigan, who has been collared by Paramount to do the horn work for Jackie Cooper's "Young Man With a Horn." Berigan's footling will be heard, but the maestro will not be seen.

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:

BURLINGTON, VT.:

The Skunk Song. Tommy Dorsey.

This novelty song was listed some weeks ago as a coin phonograph "Possibility," and operators in this Vermont city now report it as a hot item in their locations. Number is a natural for many tavern locations because of its title alone. And with T. D. furnishing the music and lyrics, it should pull nickels in many sections of the country.

DENVER:

God Bless America. Kate Smith.

The big demand now for patriotic music has brought this disk off the operators' shelves here and back on the machines. It is already a "Going Strong" number, operators report, and seems to have a good chance of having a revival elsewhere as well. Disk companies have not had a chance yet to throw out many patriotic recordings, and this is no doubt another reason for this one regaining popularity now.

PHOENIX, ARIZ.:

Ev'rything I Love. Glenn Miller.

Just recently appeared in the Record Buying Guide's "Possibilities" section, and already doing a job for the operators here in Phoenix. It's a lovely ballad, and Miller, whose comeback in the machines continues, does a top job of interpreting the number. Certainly some-

thing for operators in other territories to watch.

SAN FRANCISCO:

Serenade to a Maid. Teddy Powell.

A rather low-brow comedy novelty is produced here by the Powell band. Theme is a ballad with a Bronx cheer placed at the end of almost every line of the lyric. This West Coast city is plunking the nickels into the automatics to hear it, and there are probably many locations on all operators' lists where such a novelty will click big.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended December 27 and the week before, ended December 20, see the Music Popularity Chart in the Music Department in this issue.

Collegiana

Campus critics and enthusiasts have a big hand in setting popular musical tastes and there are indications that collegians' musical tastes are changing . . .

COLLEGIANA—one of the most important stratas of popular music appreciation—is currently helping to fix a new set of music standards, ruling whether sweet or swing shall predominate, whether the jitterbug is finished and who will be the ultra top-flight orchestra leaders.

For several years the style of music has been somewhat the same, but of late there has been a change in appreciation of popular music. Last May, in *The Billboard's* poll of 171 campus editors, it was found that sweet music was taking the lead over swing. This movement has continued, with sweet music gaining the lead closely followed by novelty tunes.

Consequently, as during all changes of pace in popular music, coin machine operators, music publishers and orchestras have their ears to the ground and to *The Billboard's* music services ferreting out the secrets of Joe Public's likes and dislikes.

Coin machine operators have been largely responsible for the realization that there was a change in the making. They are possibly the only ones who are in a position to really analyze the situation as it develops inasmuch as the nickels deposited for certain tunes give ironclad evidence as to the direction in which music taste is turning.

RBG Is Tipster

Consequently *The Billboard's* Record Buying Guide is a giveaway as to the probable answers in next year's poll of college editors. In 1941 the poll bore out the predictions based on the Record Buying Guide. In this poll Glenn Miller was voted to be the top band, closely followed by Tommy Dorsey. Kay Kyser, Artie Shaw, Benny Goodman and Jimmy Dorsey followed in the order named. Those who have been following the Record Buying Guide for at least a year and one-half will realize that the popu-

larity of these bands was shown first in the Guide.

Quoting one paragraph from a story on the college poll will show an instance which the Record Buying Guide is now proving. That paragraph is: "In finishing fifth and sixth, Benny Goodman and Jimmy Dorsey fell back and hopped ahead respectively. Goodman was fourth last year, while Dorsey was in 10th place. Climbing to sixth place indicates that Dorsey is becoming increasingly popular with collegians." Jimmy Dorsey's name has been mentioned more numerous during the last six months of 1941 in the Guide than at any time since the beginning of his career.

Seventh to 10th in collegiate preference were Glen Gray, Jimmie Lunceford, Guy Lombardo and Will Bradley. All, with the exception of Lombardo, were newcomers to the ranks of the 10 most popular campus bands.

Vocalists

In the poll Frank Sinatra, vocalist with Tommy Dorsey, and Ginny Simms, with Kay Kyser, won preference as male and female vocalists in the vote of campus editors. In the 1940 poll Sinatra had been 22d on the list. Ginny Simms had been second in the previous year's poll, topped only by Bonnie Baker, who ended in seventh place in the 1941 poll.

Ray Eberly, winner in 1940, was second in the last poll. He was followed by Bob Eberly (Jimmy Dorsey), Harry Babitt (Kay Kyser) and Kenny Sargent (Glen Gray). Female runners up were Helen O'Connell (Jimmy Dorsey), Helen Forrest (Benny Goodman), Marlon Hutton (ex-Glenn Miller) and Martha Tilton (ex-Benny Goodman).

Up-and-Coming Orks

'Asked to name their choice for the up-and-coming band that may some day reach the heights as King of the Bandstand, the 171 campus editors named Vaughn Monroe as the most promising possibility. Will Bradley, Charlie Spivak, Bobby Byrne, Tony Pastor and Bob Chester followed in the order named.

Many of the campuses featured some of the name bands at proms and other affairs during the year. It was revealed, however, that a great deal of collegiate preference was based on recordings played in music machines located in and about the campus.

The importance of the records on campus music machines has been clearly established many times in the past. College men and women, together with boys and girls of high-school age, are the foremost proponents of new styles and changes in popular music. Orchestras popular with the students are likely to be popular with others as the surveys by *The Billboard* have so clearly revealed.

Thus, much expectation is being built up for the collegiate poll to be held

early in 1942. It will be a coagulation of opinion which has ripened during the past year. Who knows what all the answers will be? Each week the Record Buying Guide gives the tip to what is happening, but it is the yearly poll which shows those definite trends so important to the music and phonograph record world.

Tax Ruling on Daval Machines

CHICAGO, Dec. 27.—A. S. Douglas, head of the Daval Company, Chicago, forwards a copy of a letter from D. S. Bliss, deputy commissioner of the Internal Revenue Department, relative to application of tax against non-coin-operated models of Marvel and American Eagle.

The letter follows:

December 17, 1941.

The Daval Company, Chicago.

Gentlemen:

Reference is made to your letter dated December 3, 1941, requesting a ruling with respect to a three-reel counter game not operated by means of insertion of a coin, token or similar object.

You are advised that Section 3267 of the Internal Revenue Code imposes a special tax with respect to coin-operated amusement and gaming devices only. Therefore, an operator of a machine or device which is not coin-operated will not incur special tax liability under Section 3267 of the Code.

(Signed) D. S. BLISS.

Standard

HIT PARADE

Week of Jan. 7

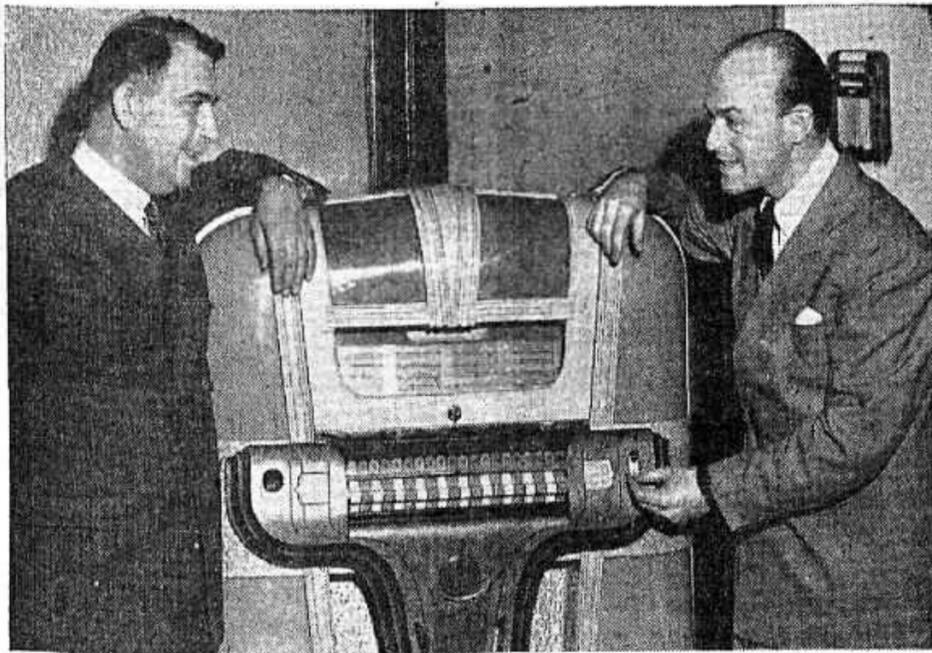
1. 'CUCKOO WALTZ'
Henri Rene Musetto Orch. T-2030
2. 'YOU DARLING, YOU'
Bavy Sisters (vocal) T-2035
3. 'MISIRLOU'
Alfredo Mendez Orch. (Spanish) T-2002
Frank Knight (vocal) T-2009
4. 'LO-LO-LITA'
(The Girl Friend of the Army)
Brad Reynolds (vocal) T-2007
5. 'FINGER POLKA'
Bernie Wyto & His Orch. T-2001

VOCAL TIP
T-2042
"WHEN MANUEL SHAKES HIS MARACAS"
The Good-Fellows

ORDER FROM YOUR LOCAL JOBBER

STANDARD PHONO CO.

168 W. 23RD STREET
NEW YORK, N. Y.



TETOS DEMETRIADES, export manager of Victor International, and Henry Rene, baton man, pose with a Mills Empress at George Ponser's offices in New York. (MR)

ENCHANTING ** HAUNTING

MISIRLOU

OUTSTANDING RECORDS BY OUTSTANDING ARTISTS

COLONIAL MUSIC PUBLISHING COMPANY, INC.

Paul Caso, Professional Manager—(All professional material available)

CHICAGO
168 WEST 23RD ST., NEW YORK
LOS ANGELES

on the RECORDS

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines.
Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 14)

HARRY JAMES (Columbia 56466)

Wait 'Till the Sun Shines, Nellie—FT. The Devil Sat Down and Cried—FT; VC.

The lush effects of the fiddle section are subdued for these sides and the hot horns in the James band come in for their inning. The instrumentalists hold full sway with *Nellie*, the Harry Von Tilser oldie that came in for a breath of revival in the *Birth of the Blues* picture. Set in a slow jump tempo, it's tongue-in-cheek blowing that borders close to a two-beat dish of dixie corn, all in keeping with the tenor of the tune. Unison saxes take the opening chorus, playing it staccato. And instead of Harry's trumpet taking the second refrain as might be expected, the maestro gives out with a rustic gravel-voiced vocal without benefit of label billing. Muted trombone rides a third chorus to a two-beat and it's all-out by the band ensemble for the closing refrain. More fanciful, both instrumentally and vocally is the swing spiritual on the flip-over. There's a humorous touch to the lyrics—a sinner having hurt the devil's pride, so he sat down and cried. Item is scored brilliantly, with individual vocal efforts by Helen Forrest, Dick Haymes and again, Harry James. No instrumental flashes by the maestro, orchestral interlude turned over to the trombone team.

The "Devil" spiritual, with its spirited singing and playing is the side to show face up in the music boxes. And with its appeal primarily directed to the youngsters, it's in for a long spin.

LOU BREESE (Decca 4107)

Humpty-Dumpty Heart—FT; VC. How Long Did I Dream?—FT; VC.

Straight and forthright foxtrotology, lacking in any distinguishing character, returns Lou Breese to the wax. Nor do the singers distinguish themselves to make the platter mean anything more than a run-of-the-mine dance record. Songs, however, hold their own, both ballads from the forthcoming *Playmates* picture. Skip Morr warbles the *Humpty-Dumpty* ditty, the better of the two, with Jean Williams giving voice to the *Dream* side.

"Humpty-Dumpty Heart" is bound to mean much for the phono operators, considering the big play it is getting in advance of the picture. However, the Lou Breese entry is mostly for the band's immediate followers.

BENNY GOODMAN (Okeh 6516)

Everything I Love—FT; VC. Winter Weather—FT; VC.

Holding his heavy rhythms and biting brass in reserve, Goodman proves that the band can play a ballad without making it sound like *One o'Clock Jump* in waltz time. From Cole Porter's *Let's Face It* musical, Peggy Lee makes the *Love* ballad attractive with the band's support both smooth and convincing. For the second refrain, Benny's clarinet rides gives it a bright rhythmic lift. Band speeds up for the platter-companion, on the solid side, and heats the horns for *Winter Weather*. Miss Lee and Art London, new male voice with the band, alternate on vocals.

Timeliness of title, with contrasting hot harmonies, makes "Winter Weather" a worthy item to tempt the phono fans.

SAMMY KAYE (Victor 27725)

Sometimes—FT; VC. Begin the Beguine—FT; V.

The old and the new is coupled here. The A side is the Gus Kahn-Carmen Lombardo song ballad of reminiscence that gets smooth and soft introduction by the Kaye lads and Tommy Ryan's barking. To complete the platter,

Kaye turns to the Oole Porter standard, giving it a semi-concert vocal treatment thruout, Ryan carrying the lead with the band boys serving as choir.

The vocal rendition of the "Beguine," heavily featured by the band on the air and on its personal appearances, is the side for the phonos. Being a standard song, it's still plenty big for a new spin in the machines.

LANNY ROSS (Victor 27723)

You Haunt My Heart—FT; V. Your Love To Hold—W; V.

The well-known *Emperor Waltz* by Johann Strauss, set to lyrics by Bob Matthews, is given excellent transposition in semi-concert style by Lanny Ross. The A side is also based on a Strauss composition, tho not so familiar. A European importation, it's a beautifully romantic melody taken in easy stride by the lyrical tenor.

For the class locations, "Your Love To Hold" is bound to attract the coins, considering the wide popularity of the "Emperor Waltz," which is an important part of the billing for the machine slips.

MILLS BROTHERS (Decca 4108)

The Window Washer Man—FT; V. Delilah—FT; V.

The four voices and guitar sing these two in very much the same manner as they treat every other song. Both sides taken at a moderate tempo, while neither tune makes the harmonic blend of the Mills freres outstanding.

Both tunes have been around without making any appreciable dent in public favor, nor do these entries make their cause any brighter.

JACK LEONARD (Okeh 6519)

Madelaine—FT; V. Who Calls?—FT; V.

Two attractive ballads, enhanced by an attractive orchestral setting scored by Alec Wilder, are given sincere and warm voice by Jack Leonard. Incidentally, the trumpet interlude, played straight, on the *Madelaine* side, is by Cootie Williams.

Either side is satisfying enough for the Jack Leonard fans feeding the boxes. But the prime appeal of the record is for such fans alone.

KATE SMITH (Columbia 36468)

I Don't Want To Walk Without You—FT; V. The Shrine of Saint Cecilia—FT; V.

It's sincere song-selling by radio's songbird for these two slow sides, with Jack Miller providing the musical background. The *Walk Without You* song stems from the *Sweater Girl* picture, a tuneful and rhythmic ballad that looms extra big.

Again the reservation here is for the loca-

tions where Miss Smith's fans flock around the music boxes. And here, it's the "Saint Cecilia" side that will attract wider attention.

WESTERN and RACE

Increasingly in both the urban and rural quarters, especially so since *You Are My Sunshine* popped up, interest is high in the native American songs of the wide and open spaces. Some of the selections are greeted with as much favor at the city music machine locations as in the country, where the songs strike closer home. And with the national defense program resulting in a widespread population shift from the outlying farms to the city factories and shipyards, attention to the woolly Western platters is directed to all music operators.

In this connection, two couplets on the Decca label hold much promise for the music boxes. Sons of the Pioneers, Western singing and instrumental act familiar to the radio network audiences, hit the mark with Tim Spencer's *He's Gone Up the Trail* (6003). It's a typical cowboy lament, there being gloom around the old corral since their cowboy pal is gone to join Buffalo Bill in eternal peace. No obnoxious nasal tang to the harmonizing of these boys. The flipover, *Cielito Lindo*, is a standard concert piece for the Western acts, the familiar Mexican song delivered in both its native lyrics and English adaptation.

Rice Brothers' Gang, string band supporting the robust yodeling, touch a nostalgic note with *Ridin' Down the Canyon* (6004). One of the Rice lads carries the first chorus, then joined by the other to make it two-part harmony. Tune hits just the right outdoor chord, being the composition of movie-land's Gene Autry and his comic partner, Smiley Burnette, names to reckon with among the Western fans. It's a song story of the canyon's natural beauties when the desert sun goes down. With the guitars strumming to a faster beat, plattermate is a fairish serenade, providing solo singing for Cecil Ann Wood's *Little Girl, I'm So Blue Without You*.

The same label provides some excellent race platters for the operators of such locations, and some excellent as well for those seeking out the race blues for their record kicks. Ruby Smith, niece of the revered Bessie, devoted to the low-down blues shouting, couples two with guitar, bass and ivory backing. Goes real black snake biting for *Thinking Blues* (7875), asking her man to give her one more chance to take the blues off her mind. *Make Me Love You* on the reverse is a brisker type of "mean mama" blues that belongs to the jelly-roll school of race-song inspiration.

Combination of blues singer Joe Turner with the Freddy Slack Trio, the bass and guitar paced by Slack's slick boogie-woogie keyboarding, makes for Duke Ellington's *Rocks in My Bed* (4093) with *Goin' to Chicago Blues*, a Count Basie-James Rushing song enterprise. The Kansas City shouter, for the Ellington opus, complains that his gal is gone, so he's got rocks in his bed, and for Basie's blues, he's going to Chicago town, but without his woman. Slack's pianology goes for naught here, and seems at loss in such company. The electric guitar pickings means much more.

For the unadulterated race songs, The



KITTY KALLEN, vocalist with Jack Teagarden's band, points out "You Should Buy a Bond for Baby," popular Defense Bond ad prepared by Jim Mangan, ad manager of Mills Novelty Company. Use of the photograph has been requested by the U. S. Treasury. (MR)

Honey Dripper (Roosevelt Sykes) couples two original folk songs, *K. M. A. Blues* and *Prison Gate Blues* (7874), with piano and traps on the assist. The initialed title refers to the many places his girl can go to—Kansas, Mobile or Arkansas. Plattermate is a "crime doesn't pay" story, now that he's been sent up for five years.

On the Decca "Septa Series," cross between the race and pop listings, there's a fine bit of swingology with the King Cole Trio (piano, guitar and bass) for two typical jive items, Taps Miller's *Stop! The Red Light's On* and pianist King Cole's *I Like To Riff*. Taking at traffic-stopping tempo, it's exciting piano and guitar pickings to please any phono fan partial to musical jam sessions, especially so for operators servicing the campus locations.

POPULAR ALBUMS

A *Souvenir Program* (Victor P-100) is a collection of 10 Paul Whiteman disks dramatizing the important contributions made by the "King of Jazz" during the 1928 period, sometimes called the "golden era of jazz." And this package goes far in emphasizing the fact that there is no brushing off PW when he jazz hot is up for discussion. It was back in September '27 that Whiteman, then with trumpeter Golde, came to the Million-Dollar Pier in Atlantic City after finishing a date at Philadelphia's Willow Grove Park to hear for himself the all-star Jean Goldkette band led by Frankie Trumbauer and boasting the late Bix Beiderbecke. He confided then that he'd love to have the band for his own and it wasn't shortly after that he did. And it is from that period that this package is culled. In addition to Tram and Bix, band Whiteman had on a memorable 70-record session that year before switching over to the Columbia label included Jimmy Dorsey, Charlie Margulis, Matty Malneck, Roy Bargy and a host of other idols including the first of the rhythm singers—The Rhythm Boys (Bing Crosby, Harry Barris and Al Rinker). Arrangements, most of them sounding as bright and fresh as those cut today, were by Bill Challis, Ferde Grofe, Matty Malneck and Tom Satterfield. Five of the sides are from alternate masters—*Back in Your Old Back Yard*, *When You're With Somebody Else*, *My Pet, I'm Afraid of You* and *From Monday On*. The instrumental *Dancing Shadows* was pressed from the original master. *Lovable* was released only in England and *Forget-Me-Not* and *Down in Old Havana* are being released now for the first time. *That's Grandma*, (See ON THE RECORDS on page 73).



BUDGE WRIGHT, MANAGER OF WESTERN DISTRIBUTORS, Portland, Ore., discussing the features of the Packard Pla-Mor remote control unit with Packard's district manager, Clayton Ballard, and Roy Gallo, head of Western Distributors' service department, as they stand in front of a large shipment of Packard Pla-Mor equipment. (MR)

TO 12, 25CEA, -13 TO 99, 23CEA, -100 UP, 20CEA.

Quality has no substitute
Miracle Point Needles
M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

The Jukes Take Over Swing

From American Mercury

By BARRY ULANOV

YOU may not know offhand what a juke is, but you've listened or danced to one hundreds of times. In roadside lunchrooms, city bars, dance halls, everywhere. You may never have heard the gaudy slot-coin phonograph machine, grinding out canned cacophony at a nickel per record, called by name. But in the last two years the jukes have spun their way clamorously into a multi-million-dollar industry. Already about 400,000 juke boxes are scattered thru the United States, and more are being installed every day. Together they chew up 44 per cent of the American production of popular records, and nothing speeds a performer to national fame so swiftly as the juke or electrical phonograph record coin machine. The big bands that have come up in the world in the last 20 months owe their triumph primarily to these nickel-olled behemoths squatting in candy stores and lodge rooms, in humble diners and swank playrooms from Augusta to Albuquerque, from Seattle to Saskatchewan. The juke is all-American, as star-spangled as the flag, as native as the hot dog. Manufactured by seven leading firms, the huge and garish purveyors of variegated rhythm dominate the popular music scene. The combined grosses of the industry from manufacturer to wholesaler to small-time renter are expected to go above \$150,000,000 this year.

There's no telling just when or what started the coin machine craze, except the mad success of phonograph records themselves. Ever since Ed Farley and Mike Riley pushed the little valve down and apprised us that *The Music Goes Round and Round* during the bleak Christmas of 1935, the shiny black disks have enjoyed a vogue that grows with every year. In 1926 phonograph records had hit an all-time high. Americans gobbled up 100,000,000 of them and things looked rosy for the industry. Then the maturing of radio tore the market to shreds, until by 1932-'33 it looked as if its final collapse were imminent. Sales were down to 10,000,000. The record companies changed hands and their financial structures were reduced to shambles. But the jukes came to the rescue, capping the first years of swing. The coin customers boosted sales to 60,000,000 last year, and new highs are in sight.

In the spring of 1936 Benny Goodman strode to success via appearances in Los Angeles, Chicago and New York and innumerable barns, ballrooms and public parks in between. Benny was the first hot musician to wear the legendary mantle conferred by press agents and jitter-bugs, "King of Swing." With his clarinet-scepter, Benny took a healthy slice at the records for disk sales that Enrico Caruso and countless divas of the pre-swing era had made. But it was not until the summer of 1939 that all records were toppled by a phenomenal best-seller, last and most potent export from doomed Czechoslovakia, *Beer Barrel Polka*. Between Benny and the *Polka*, hot jazz arose from its ashes, and the phonograph business took new air into its lungs. Sedate society and Hollywood's salons perked an ear to a new entertainment medium, and the country rocked to the strains of its exuberant new music, sprung from the hinterlands and hollows of America. Historians of folklore will tell you that New Orleans and Storyville in Louisiana cradled the jass that later became jazz and then swing. They will tell you that it was the music of the bands that marched New Orleans' streets at Mystic Knights of the Sea celebrations and wakes. And they will tell you fables of the giants

who blew their horns and beat their brains to the infectious rhythms of ragtime and the blues, up and down the Mississippi, lending a touch of glamour to the filthy showboat reefs they worked. All of which is true, but only half the story. For New Orleans and Storyville, the showboats, and their terminus, Chicago, sheltered only the beginnings of this jazz that became swing. What finally gave America the music to which it hops and writhes today is the juke. The swing we know is not the simple result of an evolution that began in the bayous and adolesced in the ginmills of Chicago's South Side and New York's Harlem. It is a monster, part intellectual and part idiot, fattened by the men who run the industry of the jukes.

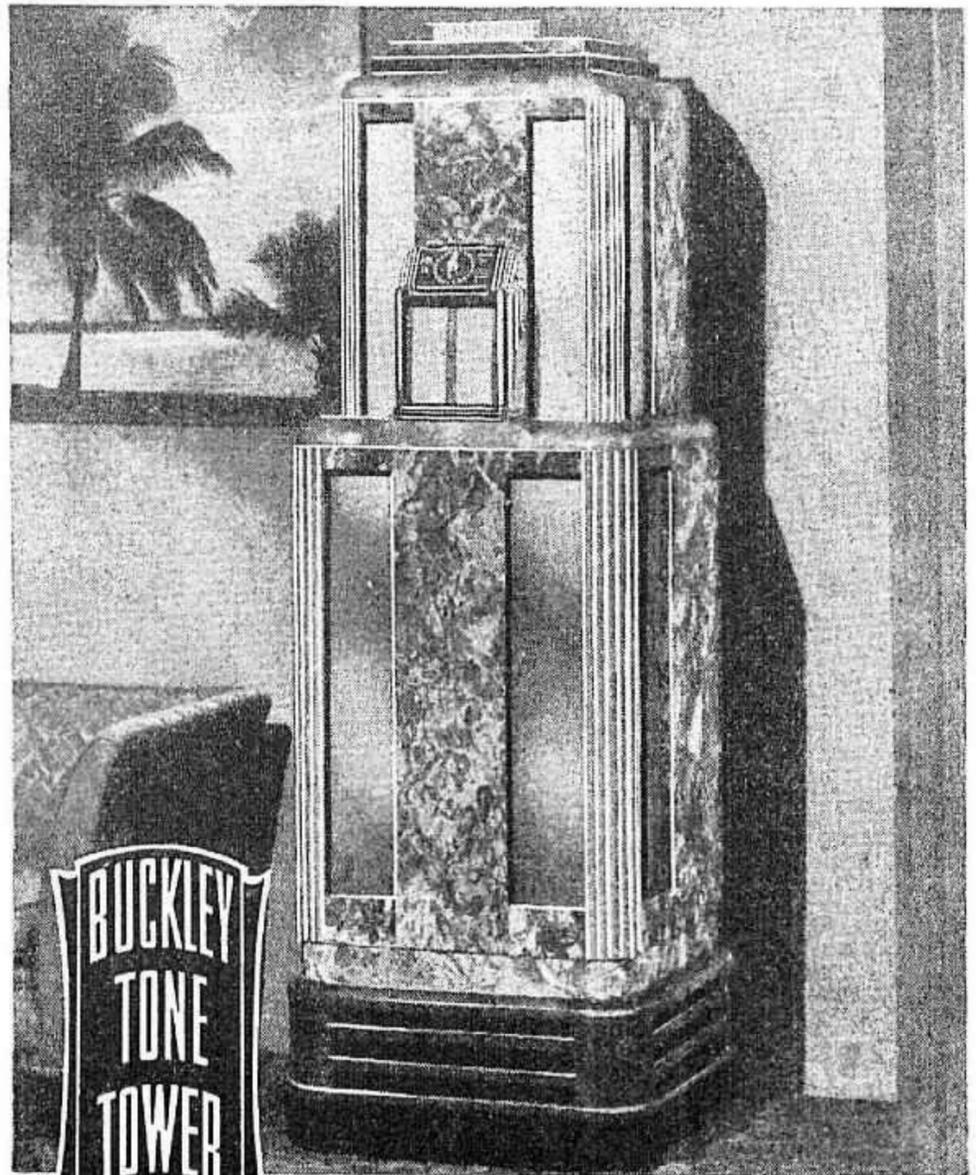
When account is finally taken of America's popular music, it will divide itself into two distinct categories. One is misnamed Sweet, and means popular music, made unmusical by a nagging reliance upon a trick stylization such as tenor saxophones purposely harmonized out of tune, or trombones distorted by glissandi (in effect, high-pitched wallings) unnatural to the instrument or the human ear, or new instruments which can swell the musical phrase beyond its ordinary limits, such as the Novachord or electric organ. The other is called Hot and that is the music you should heed. But Hot is something of a misnomer, too. It implies blatancy and stimulation and those things are only a small part of hot jazz. Hot may be loud and may act as an aphrodisiac, but its distinctions are chiefly musical. It consists, for the most part, of controlled improvisation, calling for enormous technique on the part of its performers, and may be quiet and restrained as well loud and exciting.

After its New Orleans beginnings, hot jazz stepped smartly and logically to Chicago and Harlem, where it was bred in the backrooms of prohibition's speak-easies, in the ante-rooms of a flock of bordellos, in ardent imitation of its red-lit past in Memphis, St. Louis and the rest of the South. When you hear the blues sung in tearful remembrance of Beale Street in Memphis and Basin Street in New Orleans, you are listening to a tender and a heart-breaking nostalgia for the houses and the women that set those streets apart and lent them their allure.

Well, we have taken hot jazz along until the depression that darkened the thirties. Then it did a disappearing act, along with vaudeville and fat bank accounts and real estate boom. In its place came the music misleadingly called Sweet, the lucrative fare of the Guy Lombardos and their imitators, who mastered the intricacies of playing out of tune and subduing rhythm to the suggestive rumble of a drummer three beats behind the rest of the band. This music that the Lombardos dubbed the *Sweetest This Side of Heaven*, if it was anyone's brain child, should be credited to those wide-awake geni who top the businesses of sheet publishing of popular tunes and phonograph records and the radio. They determined that America should be lulled to a saccharine sleep in the evening, and their uneven product captured the country. It took the hysteria of *The Music Goes Round* and incessant dunkings in such sizzling inanities as *The Flat Foot Floggie* and *Hold Tight (Want Some Sea Food, Mama)* and *Well, All Right (Here Comes Joe From a Vaudeville Show)* to once more spell our popular music H-O-T.

This time it looked like the real thing. Duke Ellington proclaimed, just before the new hot era, that *It Don't Mean a Thing If It Ain't Got That Swing* and soon after, but still before the epoch officially opened, Louis Armstrong counseled a recording band, *Swing, You Cats*. Thus two of the titans of the art were speaking its name before it was born. And then swing!

Until the advent of the juke it was Benny Goodman's field all the way. The Chicago tailor's son gripped a nation in the fever of a music, self-titled killer-diller, which he himself half-despised. Each night and early morning saw new heights of frantic drumming drive musicians closer to collective madness which the nation's preachers hoped would permanently close its books. As



is one of the most outstanding ever presented to the automatic music industry. It is acclaimed by leading music operators from coast to coast for its beauty, its tone, its adaptability and its practicality. Act quick—investigate the Buckley Tone Tower today—Write, Wire or Phone us for full particulars.

BUCKLEY MUSIC SYSTEM INC • 4225 W • LAKE ST • CHICAGO

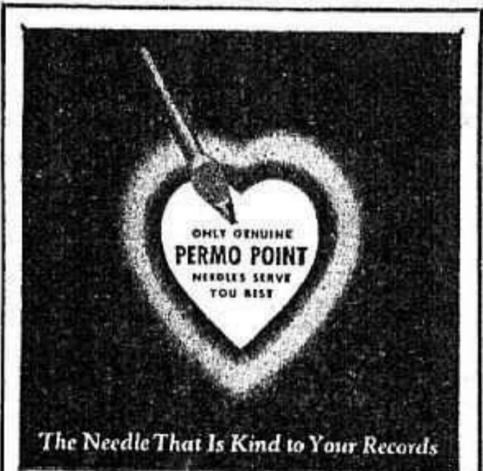
with all such crazes, this phase of the swing hysteria had to come to an end.

About three years ago wily bookers and ballrooms owners sighted that end and prepared the campaign that was to give gold to the mewling brass glissandi of Kay Kyser and Sammy Kaye and their many imitators. The hell-fired hot music of Benny Goodman and friends began to lose favor with the public. Came in its stead a rather sickly mongrel, cross between legitimate hot jazz and the newer sweet music. This was the music that slung Glenn Miller across the nation, brought him from the obscurity of a touring band on the Shribman Circuit in New England to top the country's purveyors of popular music, plus a cigarette radio commercial and other contracts that will gross young Miller about \$500,000 this year.

A word about this Shribman Circuit. It covers a slice of territory corresponding roughly to the New England States. Yankees therein have cheered and jittered and danced to national acclaim, in rapid succession, two front-line bands, those of Artie Shaw and Glenn Miller. Shaw was also a product of the compromise era, playing hot in careful alteration with bedraggled sweet. His future was assured until a quirk uncovered by a psychoanalyst set Artie thinking too hard, and the talented clarinetist gave up the big dough to be alone in Mexico. Soon after, Miller snared the top position Shaw had vacated. Credit at least part of their huge successes to the man to whom I have dedicated this paragraph, the shrewd Shribman.

But credit even more—the juke boxes! They carried Artie Shaw's deftly swung version of Cole Porter's *Begin the Beguine* to new highs in record popularity, then turned around and did the same for a series of Glenn Miller records, *Moonlight Serenade* and *Sunrise Serenade*, *The Lamp Is Low*, *In the Mood*, *Tuxedo Junction*, *Stardust*. Glenn merely waxes a tune, without any particularly distinctive arrangement, tricky vocal or distinguished solo, and the record hits an automatic sale of 100,000 copies, just servicing the jukes!

The jukes, you see, not only account (See *Jukes Take Over Swing* on page 73)



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

FOR SALE

Jennings Telephone Music System. 10 unit including about 20 wall boxes, extra record rack for 1200 records, Kardex file, 2000 records, all office equipment, including desks, chairs, files, etc. Will consider any reasonable offer, either on location or off. Reason for selling, expect to be called for national defense soon. Box D-149, Care Billboard, Cin'ti, O.

USED PHONO NEEDLES RE-CONDITIONED

Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 2/3 on your needle cost.

NEEDLES RE-SHARPENED

1-10.....15c per needle
10-50.....12 1/2c per needle
Over 50.....10c per needle

Re-Sharp Needle Service
P. O. Box 770 Fort Dodge, Iowa
A Precision Service

MERCHANDISE MACHINES

Conducted by E. M. HAMMAN
Communications to 155 North Clark Street, Chicago

Plenty Corn Syrup For Candy--Report

CHICAGO, Dec. 27.—“Corn is the chief support of America's greatest industry—farming—and corn is the engine that operates the large, rapidly growing corn products business, centered in the Middle West, with Chicago as its chief distributing point,” stated O. L. Moore, secretary of the Corn Refiners Statistical Bureau here in a recent report. “Corn has no rival among the grains, considering its multiple uses and the wealth it produces.”

“The corn products refining business produces starch, syrup, sugar and oil from kernels of corn, with a total annual value of about \$150,000,000. Production for 1941, it is estimated, will be considerably above that figure because of the increase in the value of the grain. The total volume of these products this year will be more than 3,750,000,000 pounds. Capital invested in the business is estimated at \$150,000,000.”

“Corn syrup, a leader among these products, is a large factor in the manufacture of candies of all grades and qualities. Chicago, as the candy making center of the United States, is the principal market for the syrup, which, however, also has a big demand throughout the country, for table syrup and in cooking and baking and for use in jellies, jams, preserves and ice cream. More than 1,200,000,000 pounds of corn syrup are produced annually. Corn starch, another by-product of corn, is also used by candy makers.”

Soft Drinks Help in War

Recommended as extra safe when water supply may be contaminated

AMES, Ia., Dec. 27.—One of the best testimonials to the value and service of the soft drink industry during the war was given by Dr. Max Levine, professor of bacteriology at Iowa State College here and internationally known authority on municipal water supply purification systems. Citizens of communities where public water supplies are damaged by sabotage or other enemy acts might look to local soft drink bottling plants as substitutes sources for drinking water, said Dr. Levine. If such is ever the case, beverage vending machines would play an important part in supplying the nation with these soft drinks during the emergency.

Dr. Levine said: “Since possible enemy activity against municipal water supplies creates a potential source of danger to health, whether it be thru disruption of the means of purification or of supply, or by contamination, it would not be premature to consider possible substitute sources for use during such an emergency.”

Plant Equipment Cited

“A very large proportion of the 6,000 or more soft drink bottling plants, which are scattered among 3,000 communities throughout the country, have water purification equipment. Most of such plants clarify their water by filtration, even when it comes from municipal sources, and many have special chlorinating equipment. Also, many hundreds of such plants have sources of water entirely separate from that supplying the community.”

“Chlorination at some centralized point in the community, such as a soft drink bottling plant, could be more readily controlled than it could possibly be by chlorination of individual small batches of drinking water,” he continued.

Calling attention to the problem of preventing recontamination of small quantities of water while being transported from places where chlorination equipment is set up, he added: “The facilities of the soft drink bottling plants also seem to be ideally adapted to the distribution of potable water to the public in bottles that protect the contents against recontamination.”

Tobacco Industry Minimum Pay Urged

WASHINGTON, Dec. 27.—A 40-cent-an-hour minimum wage in all branches of the tobacco manufacturing industry would be established under recommendations of a special wage-hour committee. The committee, of employees, employ-

Tin and Lead Foil Curtailment Order Is Again Held Up

WASHINGTON, Dec. 27.—The suspended curtailment of further use of tin and lead foil in tobacco and other packaging, due to become effective December 24, was held in abeyance pending draft of the Office of Production Management of an over-all tin use curtailment order.

This latter, the logical follow-up to the recent seizure of tin stocks by OPM because of the war in the Pacific, will be one of the most drastic ever attempted by the government. It will ban tin from practically all civilian uses, including tin cans.

However, there are unusual complications in drafting this order, and OPM has elected to hold up the tin and lead foil order in the meantime. When the over-all order is effected it will cover the foils, and the suspended order, L-25, will be revoked.

L-25 never took effect, being suspended for 30 days immediately after issuance on November 24 upon bitter protests from users and makers, pending restudy of the situation. Entrance of the United States into the war ended all arguments over need for tin conservation.

Detroit

DETROIT, Dec. 27.—Shim Welner, formerly with the Decca Distributing office at Detroit, has been appointed branch manager at Detroit, with Sam Press coming with him from Cleveland to become his assistant. S. N. Director, who was in charge of the branch in Detroit, will cover the Michigan territory on the road. Solly Goldfield remains as assistant manager in the office. Michael Kurian, formerly with the local office, has been transferred to Indianapolis.

Douglas T. Fowler, a newcomer in the Detroit operating field, has formed the Rite Way Vending Company, with headquarters at 16261 Indiana Avenue.

Ben Newmark, manager of Atlas Automatic Music Company, reports steady demand still for 1941 Seeburg equipment, with operators buying all equipment available in the local market.

Gordon McBain, who is developing a new vending machine for book matches, has moved his headquarters to 13508 Greenview Avenue.

Alex Freundlich has taken over sole ownership of Al's Record Mart on Broadway, catering to music operators as well as the public.

Ben Robinson, of the Robinson Sales Company, spent the Christmas holidays visiting relatives in Cincinnati, his home town.

ers and public representatives, voted unanimously to apply this minimum to the manufacture of cigarettes, snuff, chewing and smoking tobacco.

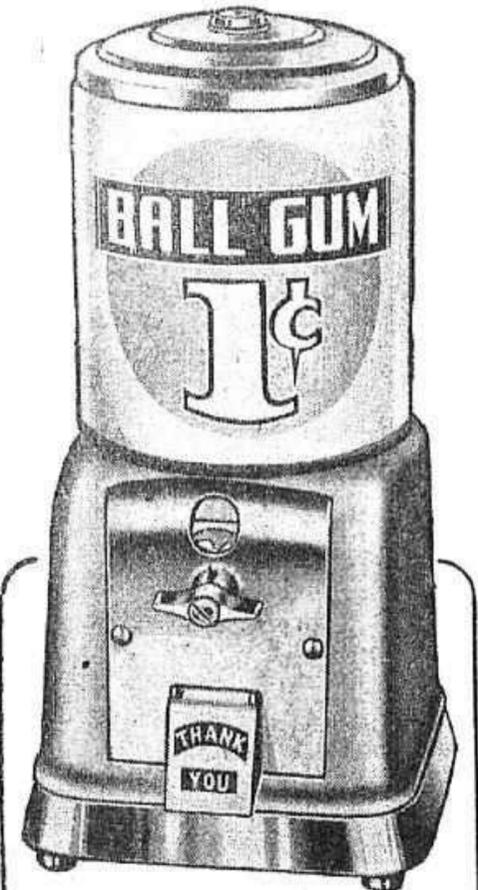
By a vote of 10 to 4 it recommended the same minimum be put into effect for plants preparing leaf for final processing, such as stripping plants.

Gum in Vest Pocket Ration...

CHICAGO, Dec. 27.—Six thousand soldiers will serve as human guinea pigs in an experiment which is expected to show, among other things, whether a hungry man by chewing a stick of gum can make himself think he's eating.

Brig. Gen. Joseph Barzynski, commanding the Quartermaster's Depot, 1819 Pershing Road, Chicago, says that nobody's health is going to be risked, that the program is merely a part of a plan for testing vest-pocket rations designed for parachute troops, tank troops and air corps pilots when separated from base kitchens.

Each man will receive three small packages labeled: Breakfast, Dinner, Supper. In addition to the food rations, each package will contain a stick of gum.



FEDERAL TAX FREE VICTOR MODEL "V"

MODEL V PREMIUM DEAL COMPLETE CONSISTS OF THE FOLLOWING:
1 Model V Vendor, Standard Finish...\$8.50
1 Insert in Machine50
1 Premium Display Board with 20 Premiums 3.50
Machine Filled with 1100 Balls of Gum, Including 20 Striped Balls .. 1.00

Complete Deal Ready To Set on Location All for Only\$13.50
Machine takes in \$11.00, pay location 25% or \$2.75. Your net return is \$8.25.
Your profit on every refill is \$3.75. 25 lbs. of Premium Gum, appx. 5000 Balls, only \$4.50. Many Model V Premium Deals will empty 2 to 3 times a week. Be active in your territory with this proven money maker. Order one or more deals today, place them on location and see the money roll in.

Terms: 1/3 Cash With Order, Balance C. O. D., or Send Full Amount and Save C. O. D. Cost.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

STEADY MONEY MAKER!

2 IN 1 VENDOR

RUSH YOUR ORDER NOW FOR AMERICA'S FINEST MERCHANDISE VENDOR

LIMITED QUANTITY AVAILABLE!!

Only \$10.00 REGARDLESS OF QUANTITY

TERMS: Full Remittance for Samples! One-Half Deposit on Quantity Orders!

WRITE For Complete Bargain List of New & Used Machines!

I. L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KALB AVE., B'KLYN, N.Y.

It's the 1942 Wonder!

And it's tax-free

VICTOR MODEL V VENDOR

Complete deal ready for business **\$13.50**

1/3 Dep., Bal. C. O. D.

EASTERN 350 Mulberry St. NEWARK, N. J.

Built For Operating! DEPENDABLE! PROFITABLE!

That's why most experienced operators say it pays to invest

Northwestern

BULK VENDING EQUIPMENT

Nine models to choose from! Time payments! Trade Ins! Write for details.



THE NORTHWESTERN CORPORATION
EAST ARMSTRONG STREET, MORRIS, ILLINOIS

TAX FREE SILVER KINGS

For Profits

\$5.50 Each

In Lots of 10 or More

SAMPLE \$6.50

Send for list of complete line. Liberal trade in. Immediate delivery on all models.

1/3 Deposit Required With Order. Send for List of New and Used Vending Machines. Wanted—Vending Machines of All Kinds.

RAKE 2014 Market Street PHILADELPHIA, PA.

AN OVERNIGHT HIT!

U. S. DEFENSE STAMP BALL GUM VENDOR

Comes completely equipped—READY TO PLACE ON LOCATION—with special U. S. Defense Stamp filling including beautiful, full color stickers and signs in BRAND NEW Model V Vendor. Enclose 1/2 Deposit, Balance C. O. D. RUSH YOUR ORDER NOW!!

Only \$9.75 EA.

PIONEER

461 SACKMAN ST. BROOKLYN, N. Y.
(Dickens 2-3250)

VENDER SUPPLY NOTES

Sugar continues to be a major topic in the supply field. The freezing of stocks and the more recent establishment of a price ceiling for the retail trade has made sugar a topic of national interest. Government officials are firm in the statement there will be no real shortage of sugar. Hoarding by the consumer is a cause of concern, however, and may upset the retail market as well as have adverse effects on the general markets.

The largest operator of food vending machines reported good earnings for its fiscal year, ended September 30. Horn & Hardart Baking Company and its subsidiaries had a net profit of \$1,059,127, which was considerably better than for the previous year. The firm operates the automat restaurants in Eastern cities.

The curtailment order on the use of tin and lead foil, due to have gone into effect December 24, was held up pending a drastic order by OPM covering all uses of tin. Reports are that the over-all order on tin will be unusually strict and this may mean that the order on foil will be made more strict than the original order. The foil order had been suspended once before due to complaints from the users of the material.

The Bureau of the Census report for October shows that sales of confectionery and chocolate products gained 33 per cent as compared with October, 1940. The report was based on sales by 203 manufacturers of candy and chocolate products.

The research department of the National Confectioners' Association is giving special study to the use of candy as a food supplement for in-between-meal use and as a special energy food for those doing heavy muscular work and also to prevent fatigue. These are excellent merchandising ideas and the study being given to diets for the armed forces is drawing special attention to the value of candy.

The annual convention of the National Association of Tobacco Distributors will be held at the Palmer House, Chicago, January 13 to 17. At least we have had no notice that the convention has been called off. Cigarette vending machines have had an increasingly important place at this convention for the past few years.

Another important testimonial to the value of candy: At a recent meeting on air-raid precautions in New York a speaker who had served as an air-raid warden in England said: "People must start carrying bars of chocolate in their pockets in case they get caught without food."

A large national chemical firm is now advertising to the candy trade to use vitamins in the manufacture of candy, especially vitamin B-1.

The Department of Commerce has reported that the confectionery industry used an estimated 637,000 short tons

of refined sugar in 1941. The candy trade used 541,000 short tons in 1939, which was about 8.4 per cent of the total amount of sugar consumed in the country.

Operators of peanut venders, now that 1942 is here, should remember that January 22 to 31 has been designated as National Peanut Week.

Census figures of the 1939 Census of Business are still being released. Wholesale confectionery firms, in 1939, had total sales amounting to \$132,682,000. A total of 2,089 wholesale firms made the sales.

A summary of tobacco leaf markets shows that the general quality has been high from the standpoint of cigarette manufacture. Volume of sales on all markets was reported heavy and prices paid to growers were high, showing an average of 29 cents per pound for the country.

Profits of chewing gum companies may be adversely affected by the Far Eastern conflict thru inability to obtain jelutong. The latter has been used to a greater extent than chicle in recent years because it costs only about one-third as much. Also, its use as a competitive ingredient has prevented Mexico from raising chicle prices to any important extent. While the supply of chicle and other gums in Latin America may be sufficient to provide adequate substitution for jelutong, such supplies are available only at materially higher prices.

Markets in Brief

CHICAGO, Dec. 27.—Commodities generally sagged here this week. Cocoa dipped one to seven points; in the sugar market domestic contract sugar eased slightly.

NEW YORK, Dec. 26.—Peppermint oil, natural, \$7.00 to \$7.25 per pound.

CHICAGO SPOT MARKET PEANUTS

	Cents per lb. in bags
Virginia and North Carolina	
Jumbos	7.75
Fancies	7.35
Extra large	10.25 @ 10.50
Mediums	9.85 @ 10.00
No. 1 Virginia	9.65 @ 9.75
No. 2 Virginia	8.50 @ 8.75
Southeast	
No. 1 Spanish.....	9.12 @ 9.25
No. 2 Spanish.....	7.75 @ 8.00
No. 1 runner.....	8.25
No. 2 runner.....	7.50
Texas	
No. 1 Spanish.....	9.00 @ 9.25

Minneapolis-St. Paul

MINNEAPOLIS, Dec. 27.—The true holiday spirit, tempered with the realization of the emergency of the times, enveloped the coin machine trade this past week. At distributing houses all salesmen were in off the road welcoming the visitors who kept pouring into the city. Distributors were all holding court in



Conducted by C. H. STARK
Communications to 155 North Clark Street, Chicago

1942 Resolutions

Note from a large operator tells us that he has taken the initiative and established one resolution for 1942 for himself and his employees. "When talking to a location owner, don't mention the war," he says. The large operator says that the war has really cut down efficiency of his servicemen. He even reports that one serviceman spent hours explaining to a location man who wanted his phonograph to vend a Defense Stamp. And that reminded him of resolution No. 2—"Buy lots of bonds and stamps in 1942," sez he.

Torr Tears Around Town

Roy Torr post cards from Washington. Snooping around to see what the vending machine situation looks like, reports the Philadelphia distributor.

1941 a Good Year

"The year 1941 was the best in the history of the Allied Novelty Company," declares Sam Kleiman, head of the concern. "We are looking ahead to 1942 as a banner year despite conditions facing the industry," he continued. "It is my conviction that the industry will forge

their respective offices and everybody enjoyed a fine week.

At Mayflower Novelty Company, Lou Dolan and Bessie Nilva, secretaries, reported for work an hour earlier one morning to decorate a beautiful yule tree at Mayflower.

Hy-G Amusement Company presented all of its employees with a Defense Bond as its holiday gift to the personnel.

Back from his initial trip under the Mayflower Novelty Company aegis to Wisconsin, Irv Sandler reports business outlook rosy despite restrictions being placed on the industry. Operators, he reports, are doing everything within their power to help Uncle Sam and his allies defeat the Axis gangsters.

From Don Leary, of Automatic Sales Company, comes information that everything is "kopesetic." Business, reports Don, has been good considering the times. Charlie (Chuck) Loftus, Automatic's ace phonograph man, said collections on his music route have been holding up in good shape.

Sid Levin, of Hy-G Amusement Company, is mad. With a younger brother in the Canadian Royal Air Force, Comptroller Sid decided he would like to do his share in helping defeat this nation's enemies and applied for enlistment at the United States Marine headquarters. Everything was okay except Sid's eyes, and no matter how much argument he presented that he was a crack shot with a gun and was willing to do everything he could, he was turned down by the Devil Dogs.

Larry Lockhart, of Acme Novelty Company, reports business holding up in fair manner. Visitors kept pouring into the city all week long, he reported.

ahead. Co-operation of all is the keynote that will maintain and develop the industry."

Big Juke, Bum Joke

One of our correspondents writes in to say that he has discovered a location in his territory which is hardly larger than the phonograph which is placed there. "In fact," he says, "I was passing thru Ferriday, La., and stopped off to get some cigarettes. I heard a phono and tracing it found that it came from a building which was not much larger than the phonograph in it." Our correspondent mentions a terrific take for the machine.

Our correspondent is a bum picture-taker, however. The picture he sent did not do justice to the location and the phonograph. In fact, we don't see any location—only the phonograph.

Lieberman on Buying Spree

"Yep," says Bud Lieberman, prominent Chicago distributor, "I'm out to buy all the coin-operated equipment I can. For weeks now I have been scouring the market for bells. I can use them in any quantity no matter how large or small the deal may be."

Add Defense Bond Notes

Latest wrinkle reported among coin machine circles re Defense Stamps is a number of distributors who are now tipping cables and others by giving them a Defense Stamp album, complete with a 25-cent stamp.

Keep Your Chin Up, Says Atlas Execs

"Our first job is to roll up our sleeves and help this country to victory," stated Morrie and Eddie Ginsberg, Atlas Novelty execs, this week. "Coin machines are morale builders for Mr. and Mrs. America," they continued, "that's why everyone in the industry must keep a chin-up spirit in the true American manner to exemplify the spirit of our industry."

Churvis Has Own Selective Service

"We're not competing with Uncle Sam," Mac Churvis, of Grand National, maintains, "but we've worked out a neat selective service system of our own—that of watching all the games on the market and selecting only those we know will be real money-makers. Our warehouses are filled with these games. That's why we especially recommend our special kind of selective service to all operators in search of live numbers."

Atlas Offices All Set

Eddie and Morrie Ginsburg, factotums at the Atlas Novelty Company head offices in Chicago, believe that the huge stocks of games now on hand at Atlas offices in Chicago, Detroit, Buffalo, Pittsburgh and Omaha are more important than ever to coinmen. They say: "We are in a position to supply operators with games, phonos and venders of all description. Operators are now replenishing their routes—and we've got the machines."

We'll Do the Job

It wasn't 24 hours after the Pearl Harbor incident that I was fully convinced that I belonged to the greatest group of business men in the United States.

Everywhere I went, with every operator with whom I talked, I heard only the words that are spoken by men who have "taken it" and smiled and who were ready to "dish it out"—but it wouldn't be with a smile!

These men with whom I have had the pleasure of working side by side with year in and year out, to build up and legalize a business that too often has been the target of unscrupulous politicians and yellow newssheets, didn't let out one single holler of: "What will happen to us now?" But, they said in a body: "We've got a real job to do now and we'll do it!" Whatever the future will do to the coin machine industry it will find these men too busy with the "big job" to complain about their lot.

You can't help but feel that somehow these men will always find a way, and no matter how dark the days to come may be, I know that our business will not die. It may smolder for awhile, but the fire that burns in the spirits of the men in the coin machine industry will cause them to rise again and go on to even greater success. For it is true that these men have built their business believing in the importance of their part in the AMERICAN WAY OF LIFE!

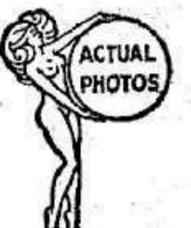
(Signed) Don Leary,
Minneapolis Amusement Games Association.



NEW 10 PLAY "PEEK SHOW"

Nation's Most Gorgeous Photographic Models! Fast "Money Maker" that gets 10 pennies from most players. 1c per Photograph, 10 Pictures. New View-A-Scope or "Peep Show" only \$24.50 each. New Gypsy Rose Lee Films, Sally Rand, Earl Carroll's, etc.

STRIP TEASE GIRLS in



TORR 2047 A-SO: 68
PHILA., PA.

RUSH YOUR ORDER TO

Essentially, this story is more suited for the layman's reading rather than by the experienced operator. However, because of its completeness and content of some material which will be new to music machine men, The Billboard has deemed it a good feature story. It is also thought that associations and operators may wish to reprint this article for use in acquainting location owners, public officials, and others with the music machine business. Those desiring to do so should write The Billboard for permission.

IN THE past 10 years a standardized Horatio Alger formula has been developed for those aspiring to become dance band leaders. Tracing the careers of American jazz maestros, one discovers that a successful baton-waver must (1) start playing an instrument at an early age; (2) play in, and preferably lead, a college band; (3) tour the country with better orchestras and learn the popular music trade, and (4) organize a band and obtain engagements that afford the broadcast facilities which bring a public following. With the developments of the past few seasons, however, a new step must now be added to the routine, namely (5) make a recording that will click in the country's automatic phonographs.

Two years ago Orrin Tucker was an orchestra leader whose sole band distinction was a musical quiz in which patrons were encouraged to guess the titles of dance tunes in return for cash prizes. Then one eventful day, following a musical trend toward revivals, Tucker picked out a 20-year-old tune and recorded it with his vocalist, Bonnie Baker. The resultant opus, *Oh, Johnny, Oh, Johnny, Oh!*, was not expected to make musical history, and the Columbia Record Company's publicity release to its distributors listed the tune last and did not give it very much prominence.

During the first six weeks of its appearance *Oh, Johnny* did very little as far as sales were concerned, but when the record was placed in the automatic phonographs up and down the country, Miss Baker's kittenish delivery captured the public ear and pocketbook. Under the spotlight of the coin machines, sales took a sensational increase and boomed right along until over 550,000 disks were sold. Tucker, having achieved name status, was promptly signed for Hit Parade broadcasts, booked on a theater tour, and sped on his way to the big-money bracket.

Technique to Band Fame

This ride to glory on phonograph turntables was not an isolated instance, but the accepted short-cut technique to band fame. To mention a few of the popular band leaders who have written coin machine sagas, we have Tommy Dorsey, who pivoted into prominence by recording *Marie*; Artie Shaw, who blew his way to success via *Begin the Beguine*, and Glenn Miller, who became a jitterbug idol on

Poor Man's Orchestra

The Story of the Automatic Phono

By ARTHUR E. YOHALEM

the strength of *Tuxedo Junction*. Today a successful recording in the country's coin machines will parlay a phonograph record into a fortune.

Within the last five years the automatic phonograph has become as indigenous to the United States as the comic strip, motion picture, and hot dog. Colloquially labeled juke boxes and scattered from Minneapolis to Mobile and from Los Angeles to Long Island, 400,000 phonographs grind out the latest in recorded rhythm all over America. Originally an entertainment feature in bars and taverns, the music machine has staged a social climb that today gives it entree to every conceivable location. Spouting its song forth in bus, railroad, and airport terminals, in drive-ins and dance halls, in luxury liners and excursion boats, in beauty parlors and ice cream parlors, in summer barn theaters and skating rinks, in cocktail lounges and hamburger stands, the coin phonograph has blossomed into an industry that employs an army of manufacturers, distributors, operators, and servicemen. Backbone of entertainment in many sections of the country, the phonograph primarily furnishes inexpensive amusement to millions of average Americans and is virtually "the poor man's orchestra."

While the automatic phonograph is an industry in its own right, it has important co-dependents in the record manufacturers, music publishers, and dance bands. At a conservative estimate, a phonograph averages a yearly repertoire of 90 different disks, and the resulting consumption is big business to the popular record concerns. In addition to absorbing about one-third of the record industry's volume, the machines serve as an exploitation device to sell records to that large class of individual purchasers who buy disks after they've been publicized in automatic phonographs. Retailers utilize the music boxes as test pilots on the 4,000 popular records issued annually by manufacturers, and a waxing that scores solidly with coin machine patrons usually assures over-the-counter sales. For the music publisher, a good recording in the nation's music machines has become a vital alliance toward song popularization. Radio song-plugging reaches stay-at-home listeners, while the automatic phonograph finds an entirely different clientele. The radio may play a new song once over lightly, but a phonograph provides as many encores as you have nickels. Thus, tunes like *Bi Mir*

Bist Du Schoen and *Beer Barrel Polka* reached the hit classification via the phonograph route. Orchestras find their records are publicity boosters for radio, theater, and ballroom appearances, as a coin machine showcases their best efforts. Dance bands once made records when they had nothing better to do, but today recording activities are a must on every popular orchestra schedule.

Phono Devised in 1877

Essentially the rise of the automatic phonograph to eminence can be traced in the history of its parent, the talking machine. Conceived as far back as 1855, the phonograph did not assume concrete form until 1877, when Edison cut *Mary Had a Little Lamb* on a tinfoil disk and laid the cornerstone of a new industry. In an era when sensational journalism was beginning to blossom, the press of the day found excellent copy in the combination of the youthful inventor and the unusual machine that "talked." Newspapers gave such exaggerated accounts and far-fetched publicity to the phonograph that soon the whole country, conditioned by Barnum, was clamoring to see it. The Pennsylvania Railroad ran trainloads of sightseers to Edison's New Jersey laboratory, and a special showing of the machine was given in Washington for President Hayes.

To meet the country's desire to see and hear this new sensation, a phonograph company was formed in New York to build machines and exploit their exhibition possibilities, paying Edison the sum of \$10,000 and a 20 per cent royalty. Leader in this enterprise was Gardiner C. Hubbard, father-in-law of Alexander Graham Bell and organizer of the telephone industry. Because of this affiliation, the telephone and phonograph at first shared quarters on lower Broadway in New York. To this building came a steady stream of old friends of Edison, showmen and assorted cranks, all seeking a share in the fortune to be made in exhibiting phonographs. The Phonograph Company hurriedly called to its aid James C. Redpath, who was placed in charge of the concern.

Redpath was a prominent Civil War newspaper correspondent with the Northern armies who in 1865 had been placed in charge of the schools in South Carolina. In this position he became interested in adult education and noticed the need for organization of the lecture field. At that time it was customary procedure for a town desiring to hear a lecturer to contact the speaker directly, never paying more than his expenses and a small fee. In 1867 Redpath opened the first lecture bureau in Boston, creating the agency system and the profession of manager. He booked tours and series of lectures, revolutionizing the field by obtaining \$200 fees. In 1872 Redpath became the first manager to pay a \$1,000 fee, giving Henry Ward Beecher that sum to lecture at the Boston Music Hall. The date grossed \$3,000, and booking history was made. The following year Redpath proceeded to augment the lecture courses with humorists, such as Mark Twain and Josh Billings, and magicians like Keller and Herrmann. From this it was only one more step to book violinists, singers, bands, and even English opera.

First Operators Fail

When Redpath was called in to handle phonograph exploitation in 1878 he rapidly parceled the country into territories and leased machines for exhibition purposes on a percentage of the gate. Showmen were quickly trained in the use of the machines and sent out on the road. But the Edison model of that period was a crude forerunner of the phonograph we know today, and the contraptions were doomed to failure. They were huge, cumbersome devices, sacrificing clarity to obtain a loud tone, which could be heard by means of a funnel attached to the machine. The tinfoil recording cylinders spoiled after a few playings, and, as the machines were generally hand-cranked, it was impossible to make satisfactory records of music, while the best that can be said for speech reproduction is that it was recognizable.

Records were made by the exhibitor who had someone in the audience shout a popular expression into the machine, such as "Does yer mother know yer out?" which was played back to the delighted

listeners. In its initial furor the phonograph earned as high as \$1,800 one week in Boston, but with such limited amusement possibilities, once the machines had been seen and their curiosity value exploited, popular interest died rapidly and the phonograph company went out of business. Edison turned his attention to other fields of invention and the phonograph was shelved for the next decade.

Much of the excitement in the early phonograph can be traced to the post-Civil War interest in mechanical apparatus. Machines for making mechanical music have been known since the invention of clocks, altho modern music boxes date from the novel musical snuff boxes of 1750. During the course of the 19th century attempts were made to construct large-scale music boxes and automatic pianos, but their music had a monotonous quality and a clocklike regularity. In 1886 the Regina Music Box was patented, a device that utilized perforated metal rolls to reproduce listenable music. This machine was the direct forerunner of the modern nickel phonograph, being coin-operated and having a changer and selector that gave patrons a choice of selections.

Player-Piano Boom

The following year saw the invention of the perforated paper music roll, and player-piano construction was under way, no less than 55 patents having been issued between 1879 and 1903 for various types of automatic pianos. At about this time phonograph research began anew, Bell and Tainter producing a wax cylinder in their graphophone of 1886, while Berliner devised the first disk record for his gramophone of 1887.

In the light of these new developments, Edison again became interested in the phonograph, resuming his work on the invention. An improved Edison machine, developed in 1888, was marketed by the North American Phonograph Company, headed by Jesse H. Lippincott, the "Pittsburgh Millionaire." Altho Edison appears to have intended his new machine to be used as a competitor of the music box, this concern commercialized the device by selling phonographs as mechanical substitutes for stenographers. Machines were leased to users, and their high fees precluded their utilization for amusement purposes. However, the phonograph was still too crude for office work, and Lippincott's venture failed. As a result, the price was reduced and machines were sold outright, making commercial entertainment operation feasible.

By 1892 several thousand nickel-in-the-slot phonographs were in operation in public resorts thruout the country. In general, it was the local phonograph distributing company which placed coin machines in prominent locations thruout the territory it controlled, as the price of the machines was still a deterrent to individual ownership.

The coin machine of this period was the standard Edison "M" phonograph, with omissions and changes necessary to meet coin operation. It consisted of a phonograph, automatic mechanism, and storage battery set in a box-like oak

MACHINE CLOSEOUTS

- 14 Baffing Practice.....\$100.00
- 9 Drive Mobile (like new).. 184.50
- 6 Chicken Sams (with base). 39.50
- 8 Bally Rapid Fire..... 99.50
- 6 Evans' Duck Pin Alleys, all latest improvements..... 400.00
- 1 Photomatic, P. D. Series. 400.00
- 1 Photomatic, L. D. Series, 18 months old..... 600.00

We are exclusive Michigan Distributors of Keeney's Submarine and Super Bell. Also for Chicago Coin's Hockey.

ROBINSON SALES CO.
3100 Grand River, Detroit, Mich.

CORRECTION

Price of Bally Rapid Fire which appeared in the George Ponsler Co. ad in the December 20, 1941, issue should have been \$114.50 and not \$109.50

NOW—NO TAX

(Latest Gov't Ruling)

ON PIKE'S PEAK

Now PIKE'S PEAK is one of the very few counter games that is absolutely **TAX FREE**.

Operators have come to realize that PIKE'S PEAK is not a novelty game with a short life but makes steady profits all year 'round.

In addition to being **TAX FREE** PIKE'S PEAK is a legal game of skill and thousands of locations await its installation.

Price?—Very low—Our Supply limited. Act today!

GROETCHEN TOOL COMPANY
130 N. Union St. Chicago, Ill.



WANTED—PENNY ARCADE MACHINES

Large operator is in the market for ALL TYPES of Penny Arcade machines. Pays cash! Send complete list immediately, giving condition and best prices first letter. BOX No. D-124, The Billboard, Cincinnati, Ohio.

cabinet about four and one-half feet high. This model had a glass display top, thru which the mechanism could be observed, and was equipped with ear-phones. These consisted, in turn, of a pair of white rubber hearing tubes with hard-rubber ear tips, resembling a doctor's stethoscope. In the early days of operation, it was soon learned that flange-type ear tips were preferable to the bulb-type, as they not only were less apt to clog but they prevented listeners from pushing the tips too far into their ears. It was necessary for operators to regularly wash the rubber tubing to remove soiling and to provide napkins so that patrons could wipe the ear-tips before using them. These listening tubes appear to have been a nuisance, for by 1900 they were discarded in favor of a brass horn which projected from the cabinet.

In addition to this battery machine, Edison later produced an "H" model, a much cheaper machine that was primarily intended for popular home use. This phonograph was powered by a spring-motor movement, and it was necessary for the phonograph to be hand wound with a crank by the customer each time a coin was dropped into the slot. However, the model never gained too much favor, for despite a device to prevent overwinding by careless customers, it was too subject to mechanical disorders.

The Ever-Present Sluggers

Several automatic service mechanisms were developed for use with these phonographs, but the major device employed was one which closed an electrical circuit by the action of the coin. Even in those days operators were troubled by sluggers, and the various mechanisms which worked on weight-of-coin principles were abandoned.

As the automatic phonograph of the '90s only played a single cylinder record, the operation of individual machines in separate commercial locations was found to be, in the main, unprofitable, for only one coin could be coaxed from a customer. More successful was the operation of the so-called "slot parlor," where eight to 10 phonographs were grouped in a central location. An attendant was in charge, making change and servicing the machines. The interest in the phonograph then did not depend on a single selection, and a patron was apt to listen to several of the machines in succession. Furthermore, the more attractive surroundings of the "slot parlor" attracted a trade of women and children who ordinarily would not visit other types of commercial locations.

But it was not until 40 years later that the automatic phonograph was to hit its stride as an entertainment medium. Because of its past failures the phonograph of 1900 was still considered a novelty and regarded as a curiosity. Recordings were poor by musical standards, and reputable artists refused to make records, just as stage actors were to later shun the early motion picture camera. Music-machine fare of this date consisted of military marches, dance music, occasional operatic solos, political speeches by figures like William Jennings Bryan, and dialect records. Reproduction was still poor, and composers such as Victor Herbert insisted that they could not recognize their own compositions as rendered by the phonograph.

The milestone in the phonograph industry came in 1906, when the awkward phonograph horn was turned down into the machine to produce a cabinet model. A vast advertising campaign popularized the machine as a piece of furniture for the home, and Caruso's agreement to wax operatic arias stamped a host of talent into the recording studios. It was also in 1906 that the Automatic Machine & Tool Company, of Chicago, marketed the first of the modern-type coin phonographs; record changers and selectors were placed in these machines to permit the patron a choice of recordings. But despite the soaring sales of phonographs and records for home use, automatic phonographs were unable to overcome the player-piano in a battle for commercial recognition.

In the first two decades of the 20th century, the nickel phonograph proved no match for the flourishing coin-player-piano. While the phonographs had found their way in groups into "slot parlors," the player-pianos made their way singly into commercial locations. Musically the pianos were superior instruments, and by the time the phonographs were developed so that they could be housed properly, it was too late for them to make headway against the competition of pianos. Today the phonograph's chief merit lies in its ability to meet the current craze for the very latest in popular music, but in the 1900s there was no such "music-consciousness," and a few



JUNIOR LEAGUERS OF KANSAS CITY, MO., and the Seeburg Minute-Man Symphonola spurred Defense Stamps sales to new heights when placed in the Union Station, Kansas City, Mo. (MR)

old-time numbers played over and over again were enough to satisfy people drinking in saloons, the player-piano being the suitable medium. While prohibition marked the passing of the player-piano, it also banished the old-fashioned saloon and temporarily deprived the phonograph of its role as an entertainment successor. The player-piano, however, had pioneered for the nickel phonograph in proving that an investment in an expensive device was not only feasible but profitable.

And in 1921—Radio!

In 1921 an invention called radio stepped into the entertainment field, but the phonograph industry failed to grasp the significance of this new medium. Radio offered a vast improvement in sound reproduction, and the phonograph, with its outdated acoustic processes, sounded thin in contrast. By 1925 radio was king, phonographs were gathering dust in garages and garrets, and the coin-machines were curiosities once more. However, between 1926 and 1928 it looked as tho the phonograph might pick itself up off the canvas at the count of nine. New improvements were made in the tonal quality of the machines, while recording was revolutionized thru the use of radio's electrical devices. But radio itself was also progressing rapidly, and, when the depression struck in 1929, cheap radio entertainment was once again victor over the phonograph. Combination radio-phonograph sets were offered for coin operation, but the radio swept all competition before it.

By 1934, the beginning of the present music-box boom, there were about 15,000 nickel-operated phonographs sprinkled thru the country and these were far from commercial successes. Located mainly in the South, machines were outdated; they used second-rate recordings, and, since the record business had hit bottom, disks were infrequently changed. Machine operators appear to have believed that it was unwise to offer any recorded material which could be heard free on the radio, and a music-box record rack often consisted of cowboy ballads and hillbilly yodels.

Suddenly a series of factors combined to make a booming industry out of the stagnant coin-operated phonograph. Repeat probably provided the keynote for the music machine revival. Prohibition had eliminated the old player-piano, and in the post-repeat mushrooming of bars and taverns some new music device was demanded. The depression had favored the cheap radio entertainment and all but eliminated coin machines, but conversely radio was to father the phonograph renaissance. Broadcasts were not only blighted by too many commercial announcements to make radio a practical source of location entertainment, but often failed to offer music at times when it was in demand. Radio had created a craze for the very latest in popular songs, but the phonograph was to prove the only device whereby people could select the songs they wanted to hear when they wanted them.

Radio Unsited for Locations

Another drawback to the use of radio for commercial entertainment was the threat of licensing from the American Society of Composers, Authors, and Publishers, better known by the alphabetical

designation ASCAP. American law provides that a copyrighted musical composition cannot be publicly performed for purposes of profit without a license from the copyright owner. ASCAP, a protective association which includes most American songwriters, holds copyright assignments from its members and has the function of issuing licenses in behalf of its collective membership to all sorts of commercial enterprises on a fee basis. After radio began to dry up the sources of song revenues, ASCAP not only exercised the right to collect fees from broadcasting stations but to license as well proprietors who used radios to entertain their customers with broadcast renditions of ASCAP-controlled music. The average small proprietor did not relish the idea of license fees and began to shop around for some medium that would not affect his pocketbook. Back in 1909, and five years before ASCAP came into existence, a paternalistic Congress, deciding to foster the new coin-in-the-slot industries, had placed a provision in the copyright laws whereby the rendition of a copyrighted musical composition by a coin-operated machine, in a location where no admission was charged, was not amenable to licensing by the copyright owner. The juke box thus became a logical music device for the small location, for not only was a coin-operated phonograph exempt from ASCAP fees and radio commercials, but it offered a profit as well.

Next the development of the radio industry made possible electrical amplification and tone fidelity for phonographs. The Victor Company, which the Radio Corporation of America had purchased back in 1927 and then practically put out of business, reached an all-time sales low in 1933. Roused by this dismal showing of its stepchild, RCA began technical experimentation in the phonograph field. The resultant research eventually led to coin phonograph apparatus that could do justice to the instrumentation of the modern dance band. Then a new record concern, the Decca Company, was organized in 1934, and it revolutionized the recording industry by successfully manufacturing good low-priced records which sold for 35 cents and utilized such top-flight talent names as Bing Crosby, Guy Lombardo, Glen Gray, and the Mills Brothers. Decca's success influenced other companies to bring out similar-priced lines, and the music machines were supplied with the necessary low-priced fuel. The swing era and the resultant popularity of dance bands, coinciding with the rebirth of the music machine, provided the final impetus to convert the coin phonograph into a streamlined horn of plenty.

120,000 Phonos in 1935

There are six major manufacturers of coin phonographs, and all but one of the concerns are clustered in Chicago, headquarters of the coin machine industry. The peak production year was 1935, when 120,000 music machines were turned out, while in 1939 about 70,000 units were built. There are approximately 150 distributors engaged in marketing the machines, varying in style from illuminated models to sedate period types. A machine holds a rack of from 12 to 24 records, and modern models utilize remote control equipment which permits patrons to select tunes from their seats. As new

**LET'S MAKE
1942 A
VICTORY YEAR**

There's a big job ahead,
but let's be thankful
that we have the fortitude
to see it through
to ultimate success.

**KEEP THE CHIN UP!
We WILL WIN!**

Our Entire Staff
joins in wishing you a
**HAPPY
and
PROSPEROUS
NEW YEAR**

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1888—Tel.: COLUMBUS 2770
Cable address "WATLINGITE," Chicago

LET'S GO AMERICA!
★ Here's how ★
★ WE ALL ★
★ can help ★
BUY U.S. DEFENSE BONDS and STAMPS

SLOTS--SLOTS--SLOTS

- 3 Chrome Bell, New, Used Two Weeks, 5¢ @ \$110.00
- 4 Blue Fronts, 5¢ @ 55.00
- 2 Blue Fronts, 10¢ @ 55.00
- 2 Blue Fronts, 25¢ @ 55.00
- 1 Sky Scraper, 25¢ @ 55.00
- 1 Jennings Chief, 5¢ @ 40.00
- 10 Caille, 5¢ @ 35.00
- 1 Caille, 10¢ @ 30.00
- 5 Vest Pocket, Green (Second Issue), 5¢ @ 25.00
- 2 Mills 2-4 Payout, 5¢ @ 25.00
- 1 Mills 2-4 Payout, 10¢ @ 25.00
- 1 Mills 2-4 Payout, 25¢ @ 25.00
- 25 Steel Stands (Folding) @ 2.00
- 25 Steel Stands (Cabinet Type) @ 4.00

CONSOLES AUTOMATIC PAYOUT
5 Jumbos (Fruit Reels), 5¢ @ \$90.00
1 Jumbo (Monkey Reels), 5¢ @ 90.00
2 Dominos (New Head), 5¢ @ 50.00
1 Bally Bell, 5¢-25¢ @ 30.00
1 Favorite, 5¢ @ 30.00
1 Favorite (Broken Glass), 5¢ @ 25.00
1 Jockey Club, 5¢ @ 20.00

SEEBURG RAY GUNS
6 Hitler, Jailbird, Mussolini, 5¢ @ \$45.00
Machines in A-1 condition. 1/3 deposit. Save time. Money order or certified check. Want Free Play Games and Consoles. Write price and condition. Want party with \$10,000.00 cash to go into legal coin machine business in Florida.

FLORIDA AMUSEMENT CO.
1719 S. W. 1st Street, Miami, Fla.

BRAND NEW COUNTER MACHINES

IN ORIGINAL CARTONS

- 13 1c American Eagles \$22.50 each
- 34 1c Yankees 15.00 each
- 17 1c Wings 15.00 each

One-Third Cash, Balance C. O. D.

Birmingham Vending Co.
2117 Third Avenue, North.
Birmingham, Alabama

machines are the best business-getters, phonographs are often traded in after a year or two's use. There is a brisk export trade in second-hand machines, and a few concerns are marketing reconditioned boxes for home use, where they are quartered in home bars and game rooms. Very few machines are sold to individual commercial locations because of the ability necessary to mechanically maintain a phonograph, and because the knack of keeping a machine stocked with money-drawing recordings is a full-time profession in itself. Popular music is a highly perishable product and record selection for coin-operated phonographs must not only be timely and fast-moving, but appealing to the masses. Most of the music boxes are purchased by operators, who house the phonographs in commercial locations, sharing income with individual location owners, whose sole investment is the electricity necessary to run the machine. The operator, in addition to providing and servicing the phonograph, must furnish the records. Operators constantly change records to cater to fluctuating trends, and must not only have a good ear for click music-machine material but the ability to gauge the public pulse of an individual location. Thus we find philharmonic fare in cocktail lounges, five and blues tunes in Harlem, cowboy and hillbilly yodels in the Southwest, and, in locations that have nationality group patronage, foreign numbers that include Italian opera, German waltzes, Spanish tangos, Polish mazurkas, and Czech polkas.



THIS MINUTE-MAN SYMPHONOLA, which plays but one tune, "Any Bonds Today?" and operates only on a 25-cent piece, was installed December 13 in the Hotel Statler lobby by St. Louis Junior Leaguers. Members who attend the machine, Rosalie McRee (left), Kathleen Ann Kelley (center) and Lila Childress, present a 25-cent Defense Stamp to anyone who plays the machine. The phonograph is a special patriotic Seeburg model. (MR)

\$7 in 1938, and \$5 plus in 1939. This decline is a reflection of business conditions and increased competition in the music machine field. An operator's chain includes both old and new phonographs, and the income from new machines is much larger than the average on an entire route.

"Juke Box"—a Fighting Term

The term juke box is auditory poison to the automatic phonograph trade. Just as the term frat is anathema to the college fraternity member. But the public had adopted this slang nomenclature,

and it seems destined to find its way into the dictionary. The etymology of juke is obscure, and most explanations of its origin seem to be products of somebody's imagination. The term appears to be Southern in appellation, where music boxes are called jook organs, and in some sections of the Deep South any spot where people dance to music is called a jook. The West Indian process of extracting meat from the conch shell is termed jooking, and it is possible that the coin phonograph's extraction of music from a record has resulted in the parallel slang label. One of the main grounds for objection to the term seems to lie in the fact that the despised honky-tonks have now come to be known as juke joints or jookeries, and in this rechristening some of the disrepute attached to these spots has been passed on to the machines.

The rise of the automatic phonograph has caused a bonanza for the recording companies, which find an outlet for one-third of their popular product in the coin machines. Name bands, which have an established market for their waxings, follow a set routine in recording. Records are regularly scheduled for production, with the band leader and recording executives selecting the tunes. Numbers are picked with the band's style and forte in mind, and waxings are usually made of the songs which will have financial backing for exploitation, as publishers who have an investment in plugging a tune can assure it some popularity thru performance on the air, in theaters, and in night clubs. Thus, with the cream of the song publishers' catalogs going to name artists, most of the experimentation is done by up-and-coming bands and singers, who are forced to resort to either unknown numbers or novel arrangements of old tunes for their recording material. Hence, we have Tommy Dorsey using a glee-club effect on *Marie*, an old Irving Berlin waltz; Artie Shaw giving a new twist to *Begin the Beguine*, a forgotten Cole Porter musical comedy number, or jazzed nursery rhyme successes like Ella Fitzgerald's *A Tisket, a Tasket*.

What Makes a Hit Tune?

Sometimes bands and vocalists are able to impart a certain intangible something to recordings that will make successful nickel-nabbers where others' efforts failed. The Andrews Sisters' click version of *Hold Tight (Want Some Sea Food, Mama)* was preceded by a colored male trio's disk, while Erskine Hawkins recorded *Tuxedo Junction* months before Glenn Miller's smash waxing. The late Hal Kemp was the first with a recording of *Three Little Fishes*, but most of the music-box coins went to the Kay Kyser version, which incorporated special humorous material that made the number a music machine hit. Again, there are some nickel-phonograph successes that are inexplicable, such as the *Beer Barrel Polka*, which wore thin in the country's music machines. A Bohemian polka with a title no two Czechs translate alike, this tune was recorded in Europe by Will Glahe. Released originally in Midwestern foreign locations, it proved one of

40 DIFFERENT POST CARD SERIES NOW READY!

for **EXHIBIT'S POPULAR POST CARD VENDERS**

NO LOCATION TAX ON THESE MACHINES

JUST RELEASED
DAFFY DIPLOMAS... ARMY AND NAVY COMICS... HUMOROUS TELEGRAMS... MILES OF SMILES... LOONY LYRICS... BLIND DATES... ARTISTS MODELS... LIMBS OF FAMILY TREE... WITTY PERMITS... GLAMOUR GIRL MANNEQUINS.

WRITE for BIG ILLUSTRATED CIRCULAR
EXHIBIT SUPPLY COMPANY
4222-30 W. LAKE ST. CHICAGO

ALSO 45 DIFFERENT PENNY ARCADE MACHINES

the most potent selections ever placed in an automatic phonograph.

Altho the all-time popular record sale of 2,000,000 copies is claimed by Al Jolson's *Sonny Boy*, a record is a good seller today when it retails 35,000 copies, and a hit when its volume reaches the 100,000 figure. While record concerns decline to release sales figures as a matter of policy, reliable estimates place Will Glahe's *Beer Barrel Polka* sales at 650,000; Orrin Tucker's *Oh, Johnny* at 550,000; the Andrews Sisters *Well, All Right (with Beer Barrel Polka on the reverse side)* at 525,000, and Glenn Miller's *Tuxedo Junction* at 450,000. These sales figures do not represent the fortune for the recording artists that their volume might indicate. When a recording is made by an orchestra, the record concern pays the musicians a fee for their immediate services, the scale being set by the musicians' union, and this fee is often set up as an advance against royalties, payable when and as the records are sold. The rate of royalty varies from 2 to 5 per cent of the retail record price, with most popular disks selling in 35 and 50-cent categories. But while the average 2-cents-a-record royalty may in itself furnish a comparatively small portion of a band's or singer's income, the resultant popularity achieved from a hit waxing in the country's coin phonographs will indirectly pay off a hundredfold in hotel, theater, and radio engagements.

Phono Biz Has Its Hazards

While music-box operation is regarded as the cream of the coin machine enterprises because of the phonograph's more stable income, the business has its hazards. The twin banes of the coin phonograph have always been the license fee, which has been unreasonable in some localities, and anti-noise ordinances which limit the hours of machine operation by means of curfew regulations. However, operators and manufacturers have formed trade associations which not only successfully battle in behalf of the phonograph but provide codes of ethics for the industry as well. Occasional attempts have also been made by various groups seeking a share of the over-estimated juke box dividends to have Congress amend the copyright laws so as to permit licensing and control of records used in coin machines, but such efforts have been unsuccessful thus far. In recent litigation, a U. S. Circuit Court ruling denied the right of either artists or manufacturers to license or place restrictions on the broadcasting of phonograph records, and it appears that this decision will apply to music-box as well as radio record performances.

America seems destined to continue in its use of the automatic phonograph as the "poor man's orchestra."

VICTORY FOR AMERICA!

All over America on everyone's tongue it's VICTORY! The No. 1 Board of GARDNER'S 1941-42 Hit Parade! Double Step-up! 1450 holes with 100 WINNERS!

GARDNER'S original slot-symbol tickets—Beautiful colors—deep die-cut! A board that will move fast and show the operators a real profit. Hurry! Rush your orders!

ORDER No. 1450 VICTORY

TAKES IN: 1450 at 5c \$72.50
PAYS OUT: 30.75

AVERAGE PROFIT \$41.75

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS REGULARLY

GARDNER & CO. 2303 ARCHER CHICAGO, ILL.

QUALITY SPEAKS FOR ITSELF

PAYOUTS		FREE PLAY	
Three Balls	\$325.00	Preakness, 1 Ball	\$22.50
Four Balls	249.50	Arlington, 1 Ball	22.50
Big Top	105.00	Buckaroo	12.00
Jumbo Parade	85.50	Red Hot	15.00
1938 Tracktime	72.50	O'Boy	15.00
1938 Kentucky Club	42.50	Commodore	15.00
Paces Races, Black	84.50	Yacht Club	17.50
Kentucky, 1 Ball	129.50	Roxy	17.50
Long Shot	114.50	Jolly	17.50
Derby Time	34.50	Mascot	19.50
Derby Day	22.50	Vacation	19.50

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

MOVIE MACHINE REVIEWS

Program 1046

Produced by Minoco Productions and R. C. M. Productions, Inc. Released by Soundies Distributing Corporation of America. Release date, December 15.

While not all subjects in this reel are strong on entertainment, each one has something to recommend it. New faces are introduced and old ones repeat. The shorts represent admirable production efforts from both the New York and Hollywood studios.

THE MAXWELL GIRLS, instrumental group known to the night club patrons in New York (they have been a long time feature at Radio Frank's), create a merry atmosphere against a Bavarian setting singing *Hoiriger Schottische*. The number is lively and gives the costumed patrons in the cafe scene a logical reason for a jolly dance.

HOAGY CARMICHAEL, well-known composer of popular tunes, makes his initial appearance playing two of his better known songs, *Stardust* and *Lazy Bones*. His piano work is fine and his singing is far from bad. A bevy of beauties surround him for decorative purposes, while Peter Ray, comic Negro dancer, interprets the lyrics of *Lazy Bones* balancing a coffee tray on his head.

PRINCESS ALOHA, exotic dancer who has worked many night clubs, makes her movie-machine premiere with a horrid hula to *Hilo Hattie* as played by Andy Iona and His Hawaiian Band. Montage shots picture part of the routine in a fish bowl, while a number of marines gaze on.

BERT FROHMAN, former vaudeville headliner, still possesses a rich voice as displayed in his interpretation of *The Glory of Love*. A night club setting is used again, as Frohman strolls among the tables with a smile on his face and the song in his heart.

MABEL TODD, screwball comedy actress, is miscast as a hillbilly in *Mountain Dew*. Her cohorts are real enough and so is the setting, but since a good part of the action is concentrated on her efforts, this short misses fire.

FATS WALLER scores on the piano with *Ain't Misbehavin'* aided by a pretty and talented copper-colored gal who sings the lyrics extraordinarily well. Waller, too, pitches in with a vocal, delivered in his contagious style.

GALE STORM, movie starlet, and the Dorn Brothers and Mary, vocal trio, combine their talents on *Merry-Go-Round-Up*, a clever dude ranch short. Lyrics are amusing and the action is interesting. Fans will go for Miss Storm's looks and the trio's smooth harmony.

DAVE SCHOOLER, leader of an all-girl band (and the girls are pretty), features *Night Ride* which has the benefit of good montage shots in which ballet dancers seem to execute their speedy turns atop the clouds. An interesting subject that will hold attention.

Program 1047

Produced by Minoco Productions and R. C. M. Productions, Inc. Released by Soundies Distributing Corporation of America. Release date, December 22.

Locations that go for vocal numbers should really like this Soundie. Five of the eight subjects feature solo vocalists; while a duo, trio and quartet respectively contribute the other three. Plenty of variety in the subjects.

ELEANOR FRENCH, who made her Soundie debut in *Spin the Bottle*, sings *You're Dangerous* entertainingly and enticingly while a sailor and a marine vie for her affections. She gives the marine the go-by in an amusing bit.

LANNY ROSS does a bang-up job in singing *The Night We Met in Honomu* against a tropical moonlit setting. Song fits Ross's voice like a glove and result is a fine entertaining three minutes.

DEEP RIVER BOYS give out in a strictly jumpy number called *Toot That Trumpet*, which will click with swing fans but does not display the talents of this quartet to best advantage. Plenty of boogie-woogie dancing in this.

JANE PICKENS'S rendition of *What Do You Hear From Your Heart?* is done in her usual smooth pleasing style. Sings to a wooden-faced boy friend in a sylvan setting. Singing is tops but presentation could be better.

WAKELY TRIO turn in a tuneful and amusing three minutes of cowboy singing and guitar twanging to *Git Along*

Little Pony. Setting is that of a dude ranch with plenty of eye-filling lassies enhancing the scenery.

JOY HODGES contributes her best Soundie job to date in *Exactly Like You*. Number is entertainingly presented and Miss Hodges sings it well.

JACKIE GREEN does an Eddie Cantor take-off to *Alabama Bound* in a Pullman car setting with plenty of Hollywood novelties serving as scenery. Four Spirits of Rhythm cast as Pullman porters add to the production.

JOHNNY DOWNS and pert JEAN PORTER singing *The Little Hot Dog Stand* do a good job on a not-so-good tune. Trick photographic bits showing couple dancing in a bottle add interest to this subject.

JUKES TAKE OVER SWING

(Continued from page 73)

for nearly half the direct sales of phonograph records, but act as a powerful impetus toward the sale of at least another 25 per cent.

So obviously these boxes wield the big stick in popular music, the biggest big stick ever. The jukes point the way to the future of jazz in America. The success of Miller, and Shaw and Tommy Dorsey before him, in effecting the great compromise which tore the guts from hot music and gave some shadow of a skeleton to sweet, indicates where we may find the styles to come in popular music. These styles will be highly orchestrated, will run more and more to sentimental songs in the mediocre manner of recent European importations, such as *The Woodpecker Song* and *When the Swallows Come Back to Capistrano*. There will be hot interludes. We need not weep for Benny Goodman or any of his white confreres, tho it seems certain that the already precarious lot of the Negro bandsman will grow worse. You can't kill the tumultuous creative spirit of this people, most stridently expressed in hot jazz, but it is being relegated to a lesser place in the commerce of music, so that even the great men of that music, Duke Ellington, Coleman Hawkins and a few others, must scuffle for a living.

Owners and renters of the juke boxes look forward expectantly each week to the pulp pages of *The Billboard* and other trade gazettes to see what's what in their business, to note what new records are going Strong, Coming Up or are Possibilities. Between pages devoted to pinball and slot machines and the dolings of pitchers and carnivals nestles the buying guide that contributes most significantly to the popular musical taste of America. *The Billboard* prognostications can hardly help being right, because the juke owners buy what it recommends. And when records are dinned into the ears of young and old as consistently as the jukes perform that function, it is impossible to forget the tunes or lose the simple melodies. Recall that vicious circle the next time you find yourself going batty with love or hate of a popular song such as *The Three Little Fishies* or *Boo Hoo*.

New powerful factors are entering the field of the jukes (which, tho it might seem fitting, are not named after the moronic family dear to eugenicists). There is Phonovision or Talkovision—a slick combination of the standard juke box and miniature movies. In preparation for the onslaught the Phonovision Corporation of America has hired a large staff, appointed a former producer of movie shorts to supervise its three-minute productions, and begun the manufacture of jukes that can be seen as well as heard. There are also the beginnings of a system of juke machines wired to a central studio and supplying a nickel's worth of hot or sweet or things between by telephone control; this system will give the writhing customers a choice from thousands of recordings instead of a measly dozen or two.

The changes are all in the direction of making the juke more potent in fixing the popular music tastes of America and stimulating its appetite for recordings. Certain it is that greater mechanization is in store for our music: gears and sprockets will displace musicians, and originality will make way for the standardized output necessary to feed the market created by the proliferating jukes. For good or ill, the jukes have taken over swing and will twist it to their own profit.

Biggest Year In Remote Music

CHICAGO, Dec. 27 (MR).—"The year 1941 has been kind to the Buckley Music System organization," says F. H. Parsons, vice-president of the company. He speaks with authority and great personal satisfaction, for he is one of the pioneers who developed the music system from an idea to its present perfection.



F. H. PARSONS

"To me," says Parsons, "the music box and the music system perform the same good service today as they did when we started their development several years back. The music system installed in a location always showed the music man an increased profit. When we started manufacturing our music systems we knew that this was a fact. We spent two or three years developing the music systems showing and demonstrating the extra profits made possible by music system installations. Today it is hard to believe that at the start it was necessary to make an installation and then turn the keys over to the music man and let him count the money for a week or two so that he would know what

profits could be made.

"In going back over this year and the previous years great credit is due our many distributors. These men were sold on what a music system would do to increase profits for the music man. In being sold on the idea they had to build up an installation organization and had to invest their money in equipment and in pay rolls. The main thing that we had in mind to start with and the main thing that we have in mind today is to build and give an operator a system that operates every hour that the location is open so that he may enjoy 100 per cent of the possible profits. I speak for our entire organization in saying that we want every customer to know that we appreciate the business and appreciate the faith that they have shown in our products."

ON THE RECORDS

(Continued from page 66)

completing the album, is by the Rhythm Boys on their own. In error, the singing side is listed as being issued now for the first time. If memory serves, *That's Grandma* was the companion-platter for the Rhythm Boys' *Mississippi Mud* or *I Lost My Sugar Standing in the Rain*. In any event, album has a choice collector's item in *From Monday On*, which had Bix, Jimmy Dorsey (doubling) and Charlie Margulis for the trumpeters three. Not much publicized, both Tommy and Jimmy of the Dorseys are old hands at tooting a trumpet. In fact, Whiteman's recording of *San*, not packaged here, has Tommy, Jimmy and Bix making a trumpet trio.

There's plenty of musical meat in this package. Unfortunately, however, it's all strictly for counter sales and not for the music boxes.

Yale Glee Club (Columbia C-79) adds eight sides to the store of choral music on record. The college glee club of 60 male voices, directed by Marshall Bartholomew, is heard to excellent advantage. The selections for the four records include medleys of Yale songs, sea chants, American folk songs and Negro spirituals.

This album also is strictly for across-the-counter merchandising and not for music machine operators, save those servicing locations near the Yale college campus or the few Yale alumni clubhouses throuth the country.

WARNING

Immediate delivery! We have them in stock. Mills' Three Bells, Four Bells, Brown Fronts, Gold Chromes and Blue and Gold Vest Pockets, Chrome Vest Pockets, Jumbo Parades, cash pay. Also Groetchen's Bells, Evans' Dominos, Groetchen's Slots, Bally High Hand, Club Bell, Pimlico. Phone, write or wire us for your requirements.

WANTED

500 Mills Chrome Bells, Brown Fronts, Three Bells, Four Bells, also Keneey Triple Entry and Pastime, giving serial numbers and guaranteed condition of cabinet, mechanism and glass, also lowest cash price delivered to us F. O. B. Richmond.

<p>H. F. MOSELEY Pres.-Treas.</p> <p>3 BALLY FREE PLAY</p> <p>3 Bally Play Ball ... \$42.50 1 Bally Roller Derby ... 15.00 2 Bally Speed Ball ... 32.50 1 Bally Headliner ... 11.50 1 Bally C O D ... 10.00 1 Chicago Coin Home Run ... 27.50 1 Chicago Coin Ocean Park ... 12.50 3 Chicago Coin 41 Majors ... 52.50 1 Exhibit Flagship ... 15.00 1 Exhibit Zombie ... 27.50 1 Exhibit Conquest ... 10.00</p> <p>ONE BALL</p> <p>2 Bally Blue Grass ... \$100.00 1 Bally Eureka ... 32.50 1 Bally Record Time ... 82.50 1 Bally Club Trophy, FS ... 137.50</p> <p>COUNTER GAMES</p> <p>1 A B T Challenger ... \$11.50 4 A B T Model F ... 17.50 2 Daval Reel 21 ... 5.50 1 Daval Lucky Pack ... 6.50</p>	<p>85 Daval Mercury ... \$11.50 1 Daval Zephyr ... 6.50 1 Daval Ginger ... 5.00 10 Daval Liberty ... 11.50 10 Daval Yankees ... 7.50 1 Mills V.P. Chrome Meter ... 39.50 1 Mills QT 10c Play ... 32.50 1 Rockola Blk. Maglo. ... 15.50 20 Columbia Bells, Rear Pay ... 57.50 15 Columbia Bell Twin JP ... 57.50</p> <p>CONSOLES</p> <p>1 Bally Royal Draw ... \$169.50 3 Bally High Hand ... 162.50 1 Evans Lucky Star ... 69.50 3 Evans Domino, '38 Regular ... 85.00 3 Evans Domino, '39 Regular ... 120.00 2 Mills Jumbo Parade, FP ... 89.50 1 Mills Four Bell SU 200.00</p>	<p>1 Mills Jumbo Parade Combination ... \$152.50 5 Mills Free Play Vanders ... 82.50 1 Mutoscope Drive Mobile F.S. ... 182.50 1 Pace Race, Baker Cabinet, No. 6046, 5¢ Play ... 89.50 1 Pace Race Red Arrow, 6182, 25¢ Play ... 187.50 1 Pace Race Red Arrow JP, 6319, 5¢ ... 179.50 2 Pace Race, No. 5539-5982, 5¢ ... 92.50 1 Pace Race Red Arrow, No. 6237, 5¢ ... 210.00 1 Pace Saratoga ... 65.00 1 Pace Reels Jr., 10 Play ... 65.00 6 Mills Future Play, No. 425257 to 434232 ... 75.00 6 Mills Three Bells, Write Like New ... for Price</p>
--	---	--

All Orders Must Be Accompanied by 1/3 Deposit, Balance C. O. D.
Write and Ask to Be Put On Our Mailing List. Above Prices Effective January 3, 1942.

MOSELEY VENDING MACHINE EX., INC.

00 BROAD ST., RICHMOND, VA. Day Phone 3-4511—Night Phone 5-5328

You can ALWAYS depend on JOE ASH—ALL WAYS

Boom Town
Attention Bang
Bowling Alley
Buckaroo
Big Town
Big League
Brite Spot
Commodore
Chips
Crystal

Dbl. Feature
Dixie
Follies
League
Leader
Jolly
Leader
Line Up
Lot-o-Fun
Lucky
Majors '41

Super-charger
Sporty
Summertime
Sto. Baseball
Score Champ
Score Card
Thriller
Three Score
Tex. League
Ump
Vacation

QUICK!
WRITE
FOR
SPECIAL
PRICES!

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656

Start
the New Year
Right . . . Buy
U. S. Savings
Bonds and Stamps
BALLY MFG. COMPANY

Denver

DENVER, Dec. 27.—Wolf Sales Company has set up an attractive bond display in its front show window. Display is flanked by two large pictures made when all of the employees bought their first bonds. Center has a large sign imprinted "Remember Pearl Harbor, Keep 'Em Flying, Buy U. S. Defense Bonds, We are doing our share 100 per cent." A large American flag forms the background. Several spotlights are used to illuminate the display at night.

Century Music Company, of Denver, recently completed what is said to be the largest remote control set-up in Colorado, using 60 wall boxes and two phonographs at the Brown Derby, popular nitery.

The appointment of two new Panoram operators under the Rocky Mountain Soundies Company franchise has been announced. W. J. Mashek, of the Platte Automatic Amusement Company, of North Platte, Neb., has three machines

in operation in that territory, and Robert C. King, with headquarters in Scottsbluff, Neb., has five machines in operation. These set-ups will take care of operations in Western Nebraska. Gerald Whitney, Rocky Mountain Soundies salesman, is spending the holidays on the West Coast with his sons at San Diego and will be gone two weeks. Gano Senter, head of the Soundies company again this year, has one of the most unusual and attractive Christmas displays at his home, highlighted by a 4,000-light tree with ornaments from every Christian country in the world. George F. Burke, of the Mills Novelty Company, was a recent Denver visitor, conferring with officials of Denver Sales and Rocky Mountain Soundies Companies.

Bill Bye, Wurlitzer district manager, spent several days in Denver conferring with Wolf Reiwitz and Al Roberts, of the Wolf Sales Company, relative to plans for next year. Lois Beutler has been added to the office staff of Wolf Sales Company. Dan Brennan, salesman, returned recently from a trip thru the Wyoming, Utah, Idaho and Colorado territory. He reports conditions in nice shape in the territory, with prospects good for the coming year dependent, of course, upon shipments.

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

The past week was devoted mainly to celebrating the holidays. The parties started Saturday (20) and kept going all week. Starting Saturday afternoon over at Supreme Vending Company, Brooklyn, Willie Blatt and his staff turned the office into a shambles. The employees were all given cash bonuses with a suggestion to buy Defense Bonds. Doc Eaton, the Buckley representative, and Barney (Shugy) Sugarman, of Newark, N. J., were guests.

Sunday (21) the operators from Brooklyn and Manhattan hit the high spots at Billy Rose's Diamond Horseshoe. There were more than 600 people at the dinner and all had one helluva time.

Holiday Parties

Many jobbers and distributors held Christmas parties for their staffs and friends.

Bob Hawthorne, of DuGrenier, and Elka Cohen were emcees for their bunch. The floating bar was hard hit. Bob and Julius Levy caught full of good cheer and toasting each other thruout the day. "Bip" Glassgold surprised with a car-full of gifts.

Modern Vending Company went all out for a good time. Nat Cohn and Harry Rosen gave up their positions as bosses and were part of a jovial gathering. In addition to their own staff and friends, the only guests were the company's representatives in the fields of accounting, advertising, insurance and law. Manny Sacks and Joe Higgins, of Columbia Recording, dropped in for a few moments. Entertainment was furnished by Merrill Miller, Jan Barth and Jack Leonard, with Harold Kahn, the orchestra leader, playing accompaniment on the piano. Nat Cohn and Harry Rosen presented the staff with Defense Bonds.

Seaboard Sales, with Bert Lane presiding, had quite a time. Bert also presented the bunch with Defense Bonds. Sandy Warner and Fred Iverson took over the large showrooms and headed the fun parade.

Dave Margolin, of Manhattan Distributing Company, gave his staff a holiday treat. The tables were loaded with the best to eat and drink, and the boys and girls took advantage of Dave's generosity. Jerry Thorner set himself up as the protector of the company's ladies and seemed to be accepted 100 per cent.

Give and Take

Mr. and Mrs. Rabkin busy exchanging gifts with their numerous friends in the industry. . . . Max Levine and Fred Hailparn played host at a Christmas party given in the plant of the Scientific Machine Corporation. . . . Irving Mitchell, of I. L. Mitchell, presented his staff with Defense Bonds for Christmas. . . .

Willie Blatt's staff gave him a week-end traveling case.

Jack Barry, of Minoco, film producing company for Panorams, invited operators to the Paramount Studios to help celebrate the holidays.

Budco, with Hymie Budin, Willie Levey and Lucky Skolnick at the helm, entertained Brooklyn operators with a party Christmas Eve.

New Quarters

Cameo Vending Service is now at 432 W. 42d Street, and announces additions to personnel: Raymond Knoss, formerly of Midway Vending, as salesman; David Sulzbacher, formerly of Lafayette Vending, as Knoss's assistant, and Herman Rosenblum as chief mechanic. The firm handles a complete line of merchandise for the machines.

Anniversaries

Lee Rubinow celebrated his 14th wedding anniversary Sunday, December 21. George Ponsler celebrated his 10th wedding anniversary Christmas Eve. Ponsler's daughter underwent an emergency appendectomy on the same evening and, as we go to press, is in fine condition.

Here and There

Tony Gasparro received a letter from his brother Julie in London, mailed December 5. Julie writes business is fine, except that there is a parts shortage. Tony is also well pleased that his efforts in behalf of J. Frank Meyer's song-writing daughter have shown results. Meyer wrote Tony that Victor is recording *No Good* and that Bob Chester is the artist.

Sydney Rubenstein, of Pioneer Vending Service, Brooklyn, doing plenty these days in the matter of distributing Defense Stamps. In addition to his stamp vending machine (Victor Model V) he also mailed stamps along with his Christmas cards.

Sylvia Marden, at Supreme Vending Company, is pining for her boy friend, who is with the Marines at Quantico. His company was recently transferred to Pearl Harbor, but he was kept at Quantico as a parachute student.

Fast Flashes

Harry Haskin, Ben Fagan and Stanley Di Cicco brought their wives down from Westchester for the operators' banquet.

"Bip" Glassgold has evacuated his wife to Mount Vernon for the duration. Aaron Gosh, "Bip's" pal, claims "Bip" doesn't have to worry about himself as he's always traveling—and in the event of an emergency will go to the center of the country.

Leo Willens, U-Need-a-Pak executive, away for a much-needed Christmas week-end vacation.

From Up-State

Louis Freedman, of Syracuse, is dreaming about the last war when, as a sergeant, he lead a charge over the top. Lou is trying to get back, but it looks as tho he will have to take a defense job instead. A. (Freedman) Martin is lending Lou all the moral support he can.

The Gem boys, Benny Walnitz and Al Granitstein, of Rochester, have a high-class bar set up in back of their arcade for their visitors and friends. It is rumored that Al's wife is the foremost rumba dancer of Upper New York State.

Tom Cullivan, Syracuse, expects a call to the colors any day now. . . . Harry Winfield, of Buffalo, is reported to be doing a swell job in his territory.

Angelo (Rex) Delaporte can be seen almost any hour of the day or night streaking along the roads at a slow 80 per in that green car.

Charles (Doc) Forrest, Buffalo, is a chiropractor on the side. Whenever any of the operators strain a muscle pushing games around, the "Doc" makes them healthy again.

Sally and Pat Billota are the apples of their father's eye. We're told Johnny loaded the kids up with presents of every description for Christmas.

Julius (Seiden) Olsheim, whispers to his friends that he hopes it's twins—a boy and a girl.

This space is donated to remind you to BUY UNITED STATES SAVINGS BONDS AND STAMPS

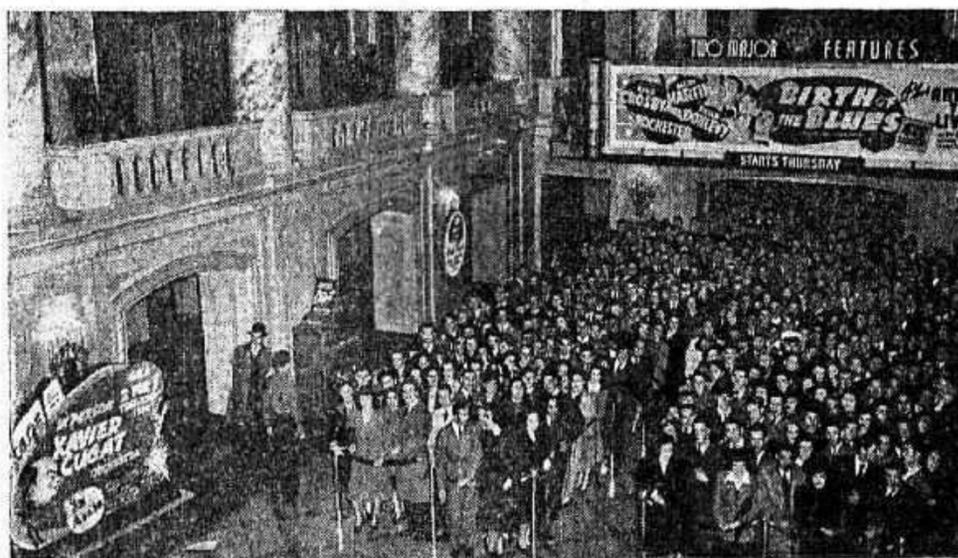
GLOBE

PRINTING COMPANY
1023-25-27 RACE ST., PHILA., PA.

WANTED TO BUY

all kinds of Arcade Machines. State condition of equipment and lowest cash price.
BOX D-153
Care of The Billboard, Cincinnati, Ohio

Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.



WURLITZER COLONIAL MODEL heralds Xavier Cugat's coming to a Boston theater. Crowds hear recordings by Cugat while waiting for seats. Placing of Wurlitzer phonographs in theaters has been a feature of a nationwide program. Success has been indicated by smashed attendance records on personal appearances. (MR)

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Dec. 27.—Coin machine activity lagged during the week. Several firms, including California Simplex Distributing Company, had open house Wednesday. Operators are anticipating a big 1942, feeling that coin machines have a bigger job than ever to do. Business continued to come back after being hit by blackouts and general war hysteria. Taverns that were forced to forego business because of the lights-out order have now blackened windows and put in new lighting that will enable them to operate during blackouts.

Mohr to Chicago

Mac Mohr made a quick trip to points in Arizona and Nevada and returned to the city for Christmas with his family and friends. He leaves soon after the first of the year for Chicago to visit the Daval, Baker and Evans firms, which he represents on the West Coast. He reports that Lucky Lucre is making great headway on the Coast and that operators are really going for this Evans product. . . . Ben Peterson, of Deluno, was a visitor at Mohr's recently. . . . Harold Johnson, of Climax Music Company, Los Angeles, is adding new machines to an already large supply. . . . Ernest Tolmie was in town from Wilmington and visited Fred Gaunt at the Trojan Novelty Company. . . . According to Allen C. Anderson, Shafter music operator, things are going along smoothly in his territory. . . . Jack Brier, Los Angeles music operator, is

looking forward to a big year. He's in the music business. . . . Del Bern, of Fresno, music and games operator, was in town to see what is going on along coin row. . . . Ted Brown was in the city from Bakersfield and spent quite some time with the boys along West Pico Boulevard. . . . Ralph Benaderet, of Ralph's Music Company, Los Angeles, reports that increased factory output on defense orders has upped music machine takes.

Korte Back Home

Clem Korte, of Los Banos, was in Los Angeles following an extensive trip east. . . . Howard Lee is doing a swell job of coin machine operating in Los Angeles Chinatown. . . . French LaMonte is managing Pennyland on South Main Street, Los Angeles. He was formerly associated with the Flying LaMontes, well-known show troupe. . . . Harry Rawlings, of County Games, reports that he is on the mend following a brief illness. . . . Homer Razor, of Razor Music Company, Burbank, is working in an important capacity in a defense plant. . . . Tony Parina, of R. A. Parina & Company, reports that he is looking forward to a big year. Firm opened a Los Angeles branch early in the summer. . . . Roy Smith, of Desert Operating Company, Lancaster, made a quick visit to the city but returned after a brief stay to get his Christmas shopping done. . . . Clark Shaw, of Long Beach, was in the city to see what is going on. He visited Herb McClellan at his place on West Washington. . . . Herb McClellan is out after a two weeks' illness. . . . R. A. Talbert, of Fresno, reports that coin machine business is clicking it off in that section. . . . Bill Wolf and Johnnie Nelson, of Modern Coin Machine Exchange, spent most of the day before Christmas greeting friends and extending best wishes. . . . Max Kraut, of U-Need-a-Pak, is busy getting things in readiness for good business during 1942. . . . Louis Kaplan, son of Harry Kaplan, of Southwestern Vending Machine Company, spent his Christmas vacation away from college with his parents. . . . John Drummond, of Southwestern Vending Machine Company, is interested in photography.

Washburn Photographs

Charles Washburn, of Charles Washburn firm, made several pictures during the Christmas holidays. . . . A. M. Keene, of Taft, continues to make frequent trips into Los Angeles to keep up on what's going on in the coin machine field. . . . Barney Fishman, of Sportland, in Ocean Park, has been on the sick list. . . . Stanley Ray, of Long Beach, game operator, was in town Monday night to attend the regular meeting of the Pacific Coast Showmen's Association. . . . Carnivals are expected to use more arcade equipment than ever before the coming season. . . . Cal Brown, of Mills Sales, is back from a trip around his terri-

TAX FREE COUNTER SENSATION!

KICKER and CATCHER

100% NEW!
100% MECHANICAL!
100% SKILL!
100% LEGAL!

Brilliant, original playing action entirely under player's control! A knock-out for competitive play—loaded with "come-on"! Entirely mechanical—no wires—no batteries.

Latest Ruling
NO TAX
PENNY PLAY
\$29.75

F. O. B. Chicago

Investigate refund if tax has been paid.



Ideal for Arcades!

THE BAKER NOVELTY COMPANY INC.

1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST

Factory Sales Representative

MAC MOHR

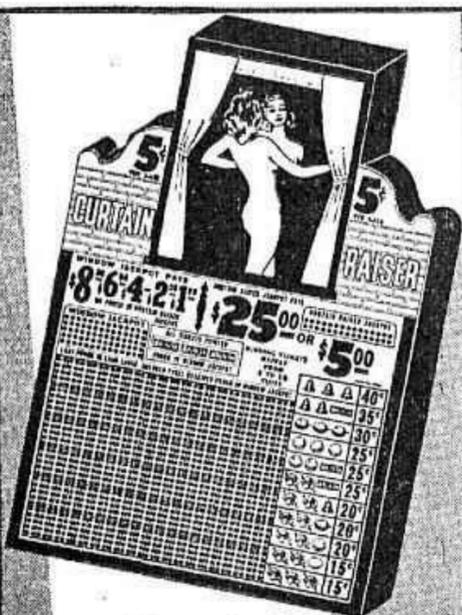
2016 W. PICO BLVD. LOS ANGELES, CALIF.

tory. He reports that things look good. . . . Sam Coslow will be the first to put on film the Lou Pollack-Ned Washington song, *We'll Slap Those Japs Right Back Into the Laps of the Nazis*, for RCM Soundies. An early distribution to army camps is planned. Song got a big hand here recently when it was sung by Lester Harding during his vaude performance at the Orpheum. . . . West Coast coin machine operators are lining up with civilian defense and several have already been assigned most responsible posts.

Parina Back in Frisco

R. A. Parina is back in San Francisco following a business trip to Vancouver,

where he visited J. H. Harris, who represents the firm in that section. . . . Pete Morrissey, Santa Monica music operator, was in Los Angeles recently looking over machines. . . . Charles E. Washburn is in the city until after the holidays, when he strikes out again for a spin thru his territory. . . . Paul Blair, of Exhibit, reports that Knockout continues to knock 'em out in this territory. . . . Mac Sanders reports that used equipment continues to move at his place of business.



Take a Squint at CURTAIN RAISER

Another HARLICH Punchboard Sensation!

Stops 'em dead! Alluring litho-art picture in full color. Clever die-cutting adds realism. A quick profit-maker. 45% payout. Order CURTAIN RAISER now!

No. 12111 5¢ Play 1200 Holes
Takes in \$60.00 Average Payout \$26.92
Average Gross Profit 33.08

WRITE FOR NEW CIRCULAR



HARLICH
MANUFACTURING CO.
1413 West Jackson Blvd.
CHICAGO, ILL.

WANTED FOR CASH . . .

Night Bombers, Rapid Fires, Air Defense, Air Raiders, Sky Fighters, Bowl-a-Berrels, Baseball Machines, Grip Testers, Vitalizers, Scales, Phonographs, Rotaries, Diggers and everything in Arcade Equipment! We accept trades! Rush your list today!

MIKE MUNVES CORP.

593 10th Ave., New York, N. Y.



"ANY BONDS TODAY?" is the tune played by the patriotic phonograph shown above, now operating in the lobby of the Hotel Statler, St. Louis, to speed up sale of Defense Bonds and Stamps. Sponsored by the Junior League of St. Louis and furnished by Metropolitan Defense Savings Committee, the phonograph operates only by insertion of 25-cent piece, which gives contributor a 25-cent savings stamp. The first contributor, Jimmy Durney, taxicab agent, receives his stamp from Rosalie McRee, while Kathleen Ann Kelley and Lila Childress look on.

LEADING DISTRIBUTOR WANTS EXPERIENCED MECHANIC IMMEDIATELY

Highest salary paid to right man. Day work only. Congenial surroundings. Must have thorough knowledge of all equipment—mainly Pin Games and Consoles. We are located in the East. All replies confidential. Write quick. BOX No. D-152, care of The Billboard, Cincinnati, O.

FOR SALE—BARGAIN

Automatic Coin-Operated SHOE-SHINING MACHINES

Factory close-out provides extraordinary opportunity to purchase four (4) ONLY power-driven shoe-shining machines. High-quality all-steel construction throughout. Occupy only 2 1/2 x 2 1/2 ft. floor space; 6 ft. high. Give perfect shine in two minutes. For immediate disposal at \$100 each, F. O. B. our Brooklyn factory. Demonstration at our plant.

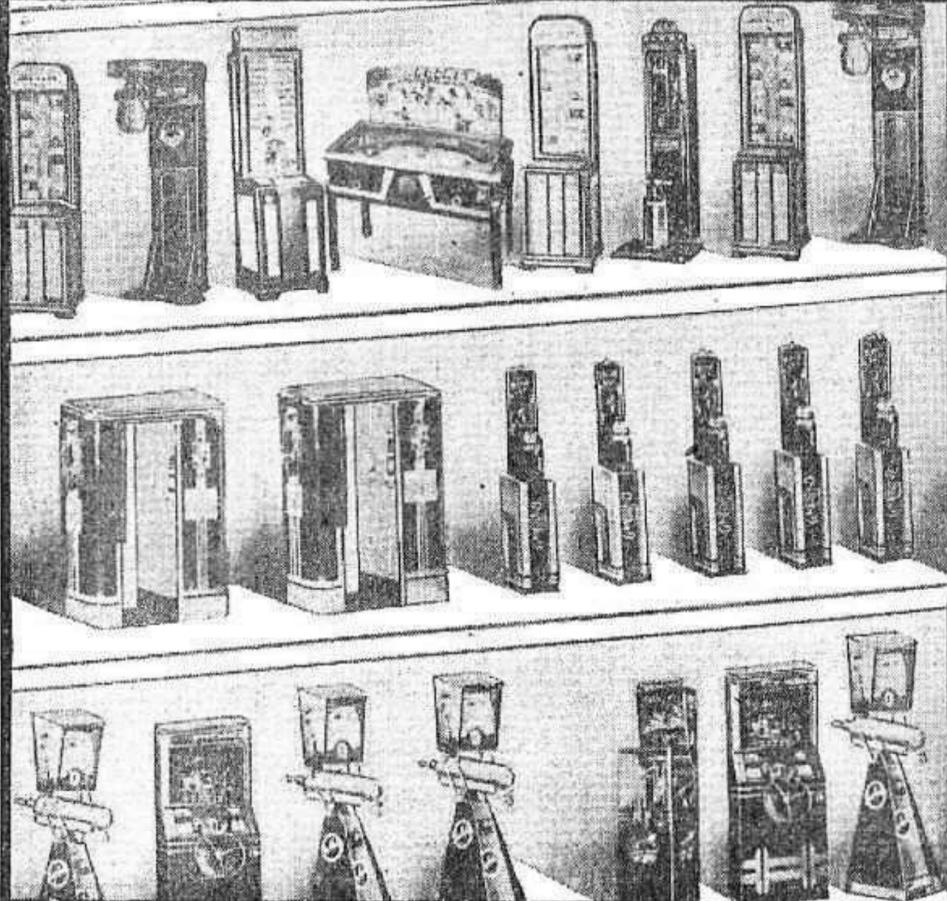
AINSLIE MACHINE CO.

750 Grand St. Brooklyn, N. Y. (EV 7-3498)

Buy U. S. Defense Savings Bonds and Stamps

You Can Depend On MUTOSCOPE

FOR 47 YEARS AMERICA'S OUTSTANDING MANUFACTURER
OF TIME-TESTED PROFIT-PROVEN HITS!



Penny Arcade Headquarters Since 1895

INTERNATIONAL MUTOSCOPE REEL CO., Inc.
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

All out Sale! AT OUR 4 OFFICES!

WE ARE NOT HOARDING! Every piece of our tremendous stock IS FOR SALE! Equipment must give longer service now. Our experts have reconditioned these machines to run and look "like new"! While our stock lasts — we will make prompt delivery.

BUY TODAY!

YOU MAY NOT BE ABLE TO GET IT TOMORROW!

SOUTHERN AUTOMATIC MUSIC COMPANY

542 SOUTH SECOND STREET
LOUISVILLE, KENTUCKY
425 BROAD STREET
NASHVILLE, TENNESSEE

531 NORTH CAPITAL AVENUE
INDIANAPOLIS, INDIANA
312 WEST SEVENTH STREET
CINCINNATI, OHIO

WANTED TO BUY

Chicago Coin's Home Run 1940.
Will pay \$10.00 each for any in working condition.

Write, Wire or Phone

Commercial Games Co.

28 Hartford Ave., New Britain, Conn.
Telephone 1456

ATTRACTIVE PRICES On Used Machines

THISTLEDOWN\$30.00
DEAD HEAT 30.00
GRAND NATIONALS 55.00
SANTA ANITAS 75.00

1/3 Deposit, Balance C. O. D.
Wanted To Buy—Used Mills Bonus and Keeney Super Track Time.

AUTOMATIC COIN MACHINE CORP.
340 CHESTNUT ST.
SPRINGFIELD, MASS.

Industry Mentions Magazines — Newspapers — Radio

The Philadelphia Edition of *The Pittsburgh Courier*, December 20.—Among several pictures showing how the outbreak of the war may influence the activities of the Negro population in the city, the Negro newspaper included a photograph showing a group around a target machine, explaining: "While the blackout goes on in a neighborhood drugstore, some of the gang gather around the practice machine gun nickel per game business to test their accuracy with the weapon, if and when the invaders appear!"

The *Woman*, December issue.—Clarke Robinson, in a story titled "The Lunts Offstage," tells of the time the Lunts checked into a hotel in Dallas and found that the hotel manager had converted their suite into a bower of flowers and a veritable fruit garden. The manager appeared in the door of the suite and said: "I sincerely trust that everything is all right."

"It is not," replied Lynn Fontanne.
"Not all right?"
"Nope. Where's the latest model slot machine?"

"Like this," put in Alfred Lunt, crowding in with a picture of one in his hand.
"My goodness!" said the manager. "My goodness! We'll see what can be done."

One was sent up and stocked with a supply of quarters and for the remainder of their entire engagement the Lunts spent all their spare time away from the theater playing the slot machine.

Radio mentions of the coin machine industry are almost too numerous to keep track of. Not a week goes by without several mentions, usually on the biggest network shows. Bob Hope, Bing Crosby, Fred Allen, Fibber McGee and Molly, and Jack Benny are just a few of the head-

liners who use the machines as the basis for many of their gags, almost without exception in a manner favorable to the machines. Music boxes and pinball games are the favorites for gag building.

Nothing could more clearly prove the popularity and national appeal of the machines than to be used week after week on radio programs which are purposely kept timely because they reach listeners who represent the broadest cross-section of America. Some among these programs poll the largest number of listeners. Programs such as these are slanted to appeal strictly to the people of America; their style is purely American, originated here and differing from radio programs in any other part of the world. The fact that pinball games and other coin-operated machines are chosen so often to use as material on these programs is a compliment to the machines which were originated in this country and are as typically American as ham and eggs.

The *Sunday Union and Republican*, Springfield, Mass., December 14.—A full page of the rotogravure section of this newspaper was devoted to a camera tour of the new post exchange at Windsor Locks (Conn.) Army Air Base. Prominent in the two pictures that shared the upper half of the page were a music box and a pinball machine. Caption testified to the popularity of the machines and the pictures showed groups of soldiers gathered around them, obviously enjoying themselves.

Reader's Digest, January issue.—From *American Newsreel*: "Police of Tulsa, Okla., weary of autoists parking 'just one minute overtime' in parking-meter zones, adjusted the meters so that they clock a 63-minute 'hour.'"



Genco's Victory Draws Plaudits

CHICAGO, Dec. 27.—Operators, jobbers and distributors in every State in the nation have responded so enthusiastically to Genco's outstanding hit, Victory, that Meyer Gensburg, of Genco, declares: "The slogan for our new game Victory seems to be 'Let's Go, America!' Sales on Victory have exceeded any game we've manufactured in years—and there is no indication that this demand won't go on for many weeks. Naturally, we are co-operating 100 per cent with the government's order to reduce production, but all of the production that is allowable is going full steam on Victory."

Bert Lane, of Seaboard Sales, factory representative for Genco in the East, reports that Victory has gone over bigger in his territory than any Genco game he has ever handled.

"The proof of the pudding," says Bert, "is that Victory is really coining money for operators all over this territory. The tie-in of the name Victory with the feeling of these tense days is a stroke of good fortune. Of course, the terrific action of the game itself is basically responsible for its marvelous success on location. I look for Victory to keep rolling up the greatest record in sales and collections in the industry."

Philly Firm Sets Up Record Dept. Just for Operators

PHILADELPHIA, Dec. 27.—Extending greater care to the individual needs of the music machine operators in buying their records each week, Raymond Rosen Company, Victor-Bluebird distributor in this territory, has converted part of its first-floor showrooms as a special record room expressly for the use of operators. Firm has divorced its music machine trade entirely from that of music stores.

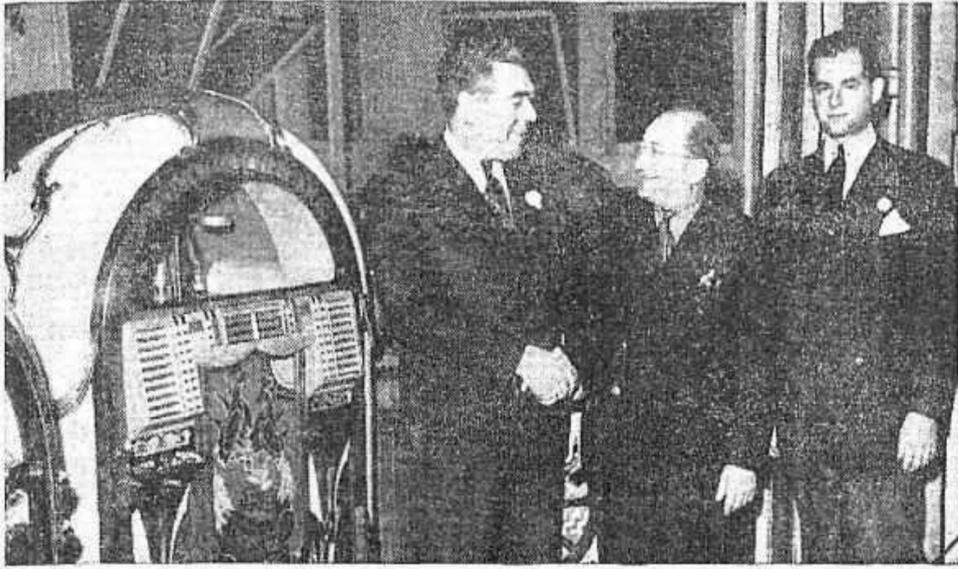
All the modern appointments make the room all the more inviting, providing indirect fluorescent lighting fixtures, sound-proof booths and air-conditioning. Three booths have been installed for operators use, and each booth is provided with a music machine. In addition, free telephone and office service is provided.

Tubes and other music machine equipment is displayed in the new operators' room as well as the records. Displays dominating the room are those of the label's recording artists and of promotional material. For the convenience of operators, back issues of *The Billboard* and its *Record Buying Guide* are kept on file.

Details for providing the operators with all the comforts of its own office were planned by Harry Bortnick, record promotion chief for Raymond Rosen Company. Paul Knowles heads the staff managing the room. A formal housewarming for the trade will be held in January.



AL TABAKOFF, newly elected president of Globe Printing Company, since taking over direction of sales for the firm has contributed to the business boom enjoyed by Globe. It is claimed that prospects for 1942 are exceedingly bright.



ALWAYS ON THEIR TOES when it comes to merchandising Wurlitzer phonographs, Wolf Distributing Company, Denver Wurlitzer distributors, recently exhibited complete Wurlitzer equipment at a Colorado Dispensers' Association meeting. Harry Rosenthal, president of the association and a Denver councilman, is shown shaking hands with Wolf Reiwitz, of Wolf Sales, while Al Roberts, also of Wolf Sales, stands by. (MR)

Patent Office May Go to Chi

CHICAGO, Dec. 27.—Chicago still has a chance to have the government patent office brought here despite the report that in the movement of federal non-defense agencies from Washington the big bureau was to go to New York. Gov. Julius Heil, of Wisconsin, it was learned, has taken steps to have it moved to Chicago which, he said, is a better location for it. There are 1,400 employees in the patent office.

Mayor Kelly, of Chicago, indicated that there was no need for the government to erect any more office buildings in Chicago, as a report from Washington hinted may be done. He asserted that plenty of office space was available in structures in downtown and near-by areas.

"Some buildings may have to be remodeled and modernized, but there's all the space the government needs in the Loop and also on the near north side, just outside the Loop," the mayor said.

The Metropolitan Housing Council has offered Washington its services in obtaining housing accommodations for the 2,950 persons coming to Chicago in the proposed shift of five federal bureaus here. Yesterday it established a homes registration bureau for government workers moving to Chicago. John R. Fugard, president of the council, said that it would help Washington employees to trade homes with those being transferred from here to the capital. Registrations already are coming in, he said.

It was announced in Washington that Fred E. Taylor, of Portland, Ore., former president of the National Association of Real Estate Boards, has been appointed manager of the new Office of Decentralization Service in Washington by W. E. Reynolds, commissioner of public buildings.

Chicago Coin's Hockey Big Hit

CHICAGO, Dec. 27 (MR).—"We're amazed at the reception the coin machine world gave our new skill-type machine All-Star Hockey. From the start," said Sam Wolberg, official of the Chicago Coin Machine Company, "we were far oversold. The news about the game spread quickly and we could have sold three months' production if we had them to sell."

"For several weeks before we announced All-Star Hockey we advised the operators that we would shortly be out with a new type of a skill game. We knew just what the game would do, as we had many on every type of location for weeks to see how they would do mechanically and financially. In every case the results were more than flattering."

"Restricted production means that deliveries will be restricted as well. Operators should place their orders for future delivery as soon as possible. Anticipate all your future wants even months in advance so as to avoid disappointments. Hockey is a game that will be here for years."

Keeney Equipment Insures Earnings

CHICAGO, Dec. 27 (MR).—"Every mail brings more letters testifying to the earning power of our Super Bell line of consoles," declares Bill Ryan, general manager of J. H. Keeney & Company. "It seems that operators who have never before operated this type of equipment have realized that console operating is profitable."

"Old-timers have been quick in telling us that our Super Bell line far surpasses any other console line that we have produced. As a result, so many orders have come in that we are far oversold at the present time."

"Keeney's Submarine is going to town on locations from Coast to Coast. Everywhere, we have been told, the public has been quick to appreciate the fun and amusement afforded by the clever machine action. People get a real kick out of actually shooting ball-bearing pellets."

"All in all, we're pleased that the operators are making money with the equipment we are making."

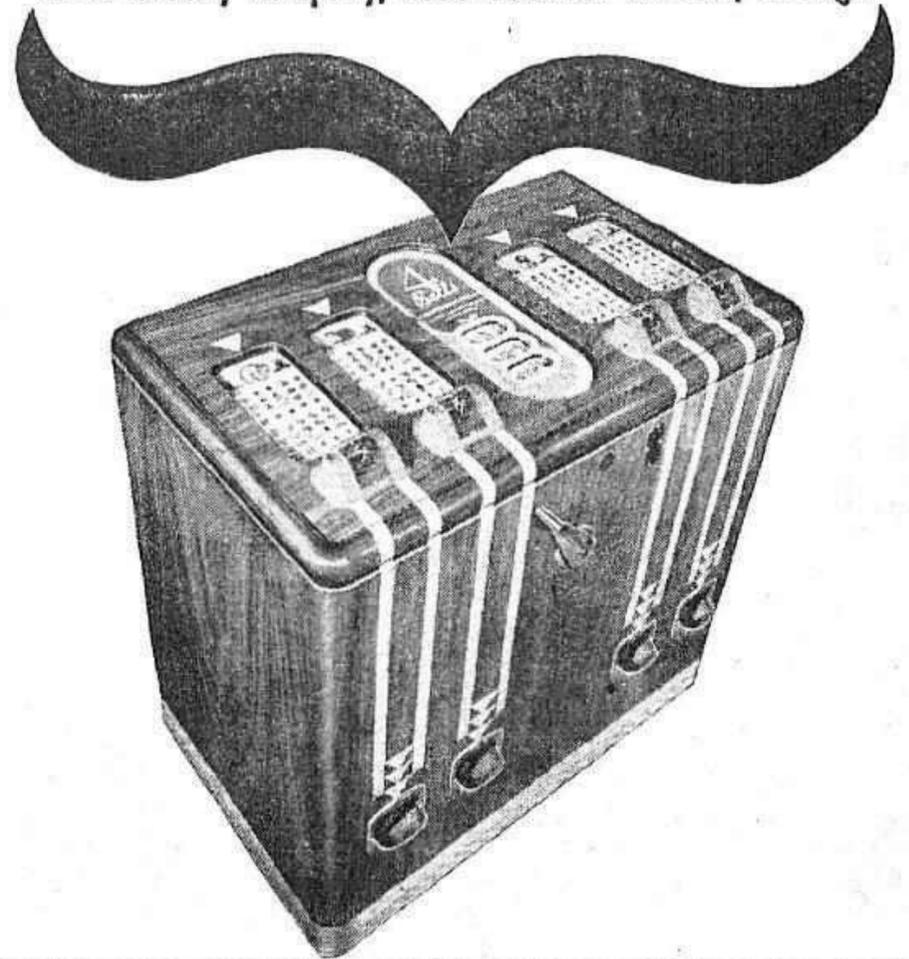
Monarch Buyers Scour Country

CHICAGO, Dec. 27 (MR).—"We're on a buying rampage," declared Al Stern, sales manager of Monarch Coin Machine Company. "We've got buyers scouring the country in an attempt to locate machines of all kinds. We are buying for cash or trade every type of coin-operated equipment. The Monarch creed of customer satisfaction is paramount to us and we are doing everything in our power to see that our customers requirements are fulfilled. The high standards of Monarch reconditioning will always serve to guarantee to the operator the type of working and profitable equipment he expects."

THE GREATEST

We say Mills Four Bells is the greatest coin operated machine ever made. Why? Because it makes more money than any other machine in history. It's a strong claim, gentlemen, and therefore worth your attention.

Mills Novelty Company, 4100 Fullerton Avenue, Chicago



THERE'S NO HISSING THESE PROFITS, LOOK...



HISS THE VILLAIN ... He's a scoundrel—but what a money-maker! 1000 RE Holes ... 5¢ per sale ... Slot symbols ... Takes in \$50.00 ... Total average payout \$26.00 ... Additional profit from RE Arrangement \$3.20 ... Total average profit \$27.20 ... SEMI-THICK 3-DIMENSIONAL DIE-CUT BOARD.

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

New Thrilling Tax Free Counter Sensation

BOMB HITLER

Deluxe Counter Game

Remember Pearl Harbor? Bomb Hitler by Buying U. S. Defense Bonds

100% Legal Foolproof Appeal

No other counter game can approach Bomb Hitler's money-getting appeal—1c play—plus class. It holds the players by its captivating play appeal—the customer actually Bombs Hitler. Holds \$50 in pennies. Locations report up to \$37 a week take—and, brother, that ain't hay! The byword of all the democratic millions will be Bomb Hitler. Why not you? Wire your distributor or factory for a sample case. You will order more. Cash with order.

Carton of Three \$34.50 Sample \$12.95
COIN MACHINE CO. of AMERICA
1806 E. 11th St., Indianapolis, Ind.

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

WE WILL BUY---SELL---TRADE

ALL KINDS OF Coin-Operated Equipment

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Cleveland, O.

MILLS PHONOGRAPHS BELLS TABLES DISTRIBUTOR CONSOLES

KEYSTONE NOVELTY & MFG. CO.

26th & Huntingdon Sts. Philadelphia, Pa.
Baltimore Office: 515 Cathedral St. Baltimore, Md.

TAKE A TIP, BOYS!

RESTRICTED PRODUCTION
MEANS RESTRICTED DELIVERIES—SO
Place your orders NOW for

Chicago Coin's
ALL STAR HOCKEY

Buy all
**THE STAMPS
and BONDS**
you can—
And some more!

The
**MIRACLE SKILL
MACHINE THAT'S
GOT EVERYBODY
TALKING!**

CHICAGO COIN MACHINE CO.
1725 W. DIVERSEY
CHICAGO

SAVOY VENDING CO. 651 ATLANTIC AVE.
BROOKLYN, N. Y.

NOW DELIVERING!

**CHICAGO COIN'S LATEST SENSATION
"ALL STAR HOCKEY"**

Get in touch with your local Jobber and Distributor for Immediate Delivery

LET'S GO! U.S. BUY U. S. DEFENSE BONDS & STAMPS

ROY MCGINNIS
2011 Maryland Ave., Baltimore, Md.

SEASON'S GREETINGS
from *Wolf Solomon*

CENTRAL OHIO COIN MACHINE EXCHANGE 491 S. HIGH ST.
COLUMBUS, O.

I Want To Buy MILLS SLOTS

BUD LIEBERMAN

831 W. WASHINGTON BLVD. CHICAGO

"THERE'S ALWAYS A BETTER BUY" AT LEHIGH

Hundreds of Free Play Games at \$9.50 Each. Write for Complete List or Send Your Own List and 1/3 Deposit. Mention 2nd Choice.

LEHIGH SPECIALTY CO.
2ND & GREEN STREETS PHILADELPHIA, PA.

NEWS OF
PRIORITIES and MATERIALS
Developments of the Week in All Industries

An extensive program for converting the facilities of the principal radio manufacturers to defense work is under way.

One result of it, according to officials in the OPM, may be to curtail practically all output of new radio sets for civilian use by the last half of 1942.

In place of their regular radio business these companies will be working on hundreds of millions of dollars' worth of orders for the signal corps, anti-aircraft defenses and other military needs.

Printers Ink, December 19 issue, contains many inspirational ideas on the manner in which some firms went after business during World War I, and so were prepared to lead their respective fields when the war was over. Ideas for meeting the current situation are also suggested. Many firms, faced with restrictions on materials, are now searching for new ideas in advertising and are shaping their advertising copy to get the best results under present conditions. Examples set by certain enterprising firms are proving of great benefit to all types of industries.

Tin restrictions may be further tightened. U. S. supply officials are watching closely recent Far Eastern developments—and their effect on imports of vital products. OPM has prepared but not issued an order curtailing use of tin by the canning industry.

On December 19 strict control was placed over important elements used in alloying iron and steel. OPM amended general preference rating orders M-21-a to prohibit, effective immediately, producers from melting any alloy iron or steel except to fill orders with defense ratings of A-10 or higher. Covered by the restrictions are alloy iron or steel containing any one or more of the following elements, in the following amounts: Manganese in excess of 1.65 per cent; copper in excess of .60 per cent; chromium in excess of .60 per cent; molybdenum in excess of .60 per cent; nickel in excess of .60 per cent; cobalt, tungsten or vanadium in any amount specified or known to have been added to obtain a desired alloying effect.

All government priority assistance was withdrawn from a Brooklyn plumbing supply house and a Canton (O.) metal company by the OPM for alleged violation of priority orders and regulations. The suspension of priority assistance to the two companies will remain in effect indefinitely. Until it is lifted they will be unable to receive maintenance, repair or operating supplies.

General rationing plans are now being worked out by the war, price and production agencies. They will follow in general the outlines of the tire rationing scheme that will start January 4. Next on the list of items slated for rationing by the government are consumer durable goods—refrigerators, washing machines, vacuum cleaners, radios. Undoubtedly automobiles will have to be rationed, too, according to officials of OPA and OPM. They are looking for some of these consumer durable goods to go under rationing by April.

Fears of a "priorities depression" seem to have vanished. A steady upswing has been noted in employment and a downtrend in the payment of unemployment compensation. That means that those who lose one job get another, or even are quitting one job to take another at better pay. Illinois statistics of the status of unemployment compensation, as worked out by federal government officials, show that between October 15 and November 15 only one in five of those laid off went so far as to file a claim for unemployment benefits. Since people are not backward in filing claims for easy money, that means that four out of five dropped immediately into another good job.

The new repair, maintenance and operating supplies order issued by the OPM in December, under the designation of Order P-100, will result in much speedier handling of preference ratings for repair and maintenance needs and is of particular importance to manufacturers and suppliers in the New York area. As in the past, the order operates automatically and

requires no application or filing of documents at Washington. The new order is distinguished from the old P-23 by four points.

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Dec. 27.—In order to increase the almost depleted city's treasury, it is expected that Wilkes-Barre City Council will boost its annual levy on pinball machines.

Ben Sterling Jr., of Sterling Service, Northeastern Pennsylvania, was a cooperative advertiser in the full-page Merry Christmas ad in *The Scrantonian*.

According to a survey made here, Jimmy Dorsey has nosed out Glenn Miller for the honor of "Order of the Chief-Nickel-Getter" in the Anthracite Region. Miller dropped to fifth spot over the year, with Tommy Dorsey, Sammy Kaye and Tommy Tucker preceding him. Bing Crosby is tops as vocalist, with *Amapola* rated as the top tune of the year.

Never Too Early

PHILADELPHIA, Dec. 27.—It's a common custom among college alumni to register their sons and daughters while mere infants into their favorite schools. In similar fashion, two local music machine operators have registered their youngsters as music machine operators of a generation to come. A future operation partnership has been planned by Herman Scott and Henry Margolis for their respective sons. While both operators conduct their own firms, both are fast friends and hope to see the day when their sons will set up a music machine firm of Scott & Margolis. The two future partners are J. Steven Scott, age five, and Jayward Margolis, age two.

Happy New Year to All Our Friends!

SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

USED PIN GAMES AND COUNTER GAMES AT BARGAIN PRICES

COUNTER GAMES
(Many of these are brand new, never been used before, and still in original cartons)

Acc \$4.50	Yankee \$ 9.50
Cub, 1/2 Ciga- rette 4.50	Wings 9.50
Champion 4.50	Kicker & Catcher 29.75
21, Late Model 9.50	Lucky Smoke . . . 9.50
Pok-o-Reel . . . 9.50	Flags, No Tax . . . 22.50
Imp 4.50	Races 9.50
Imp, with Motor 6.50	American Eagle, No Tax 29.50
Klix 9.50	Dough Boy 4.50
Liberty Bell . . 12.50	Flags 9.50
Mercury 12.50	American Eagle . . 9.50
Lucky Strike . . 9.50	Buckley Cigarette . 4.00
Pikes Peak . . . 29.50	Tokette 9.50
Skill Shot 12.50	Reel 21 2.50
Sparks 17.50	

PIN GAMES

Sparky \$25.00	Triumph \$10.00
Ump 25.00	All Baba 10.00
3 Up 25.00	Oh Boy 10.00
Gottlieb Bowling	Flash 10.00
Alley 20.00	Topper 10.00
Fantasy 10.00	Cowboy 10.00
Score Champ . . 10.00	Snooks 10.00
Banner 10.00	Anabel 17.50
Keen Ball 12.50	Zombie 35.00
Home Run 12.50	Variety 10.00
Play Ball 47.50	Chevron 10.00
Spot 'Em 10.00	Chief 10.00
Bubbles 10.00	Vogue 10.00
Pick 'Em 10.00	Speedy 10.00
Scoop 10.00	

Terms: 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.
1903 Washington Ave. ST. LOUIS, MO.



THE SEEBURG MINUTE-MAN SYMPHONOLA, which substantially aided the sale of approximately \$200 worth of U. S. Defense Stamps a day, in the Greyhound Bus Terminal, Kansas City, Mo. (MR)

Arms Billions To Chi Plants

CHICAGO, Dec. 27.—Within the next few months, possibly within weeks, another billion dollars in ordnance orders will be placed in the Chicago Ordnance District by the army, bringing the total for this area to more than \$1,500,000,000.

Within the next 10 days it is planned to make available to Chicago manufacturers a permanent exhibit of 21,000 munitions parts, so that every man with a factory capable of cutting metal into useful shapes can find some part of the defense needs on which he can bid.

With those two announcements yesterday two parallel drives to make Chicago the defense center of the nation got into full swing. They are:

1. The Chicago Ordnance District, Col.

Donald Armstrong, executive officer, plans practically to double the 60,000 square feet of office space he now occupies in the First National Bank building, in order to handle the billion dollar increase in business of his office.

Open New OPM Offices

2. Alex Taub, conversion chief of OPM's contract distribution section, opened headquarters on the 27th floor of the Civic Opera Building to organize 3,000 Chicago plants into about 100 efficient ordnance contracts and thus save themselves from threatened extinction because of priority bans.

Colonel Armstrong's office is primarily interested in getting the utmost in arms production from this district. Taub's OPM branch is primarily interested in saving small business men, owning factories employing from 25 to 50 up to a few hundred men.

Business for All

"Very shortly we expect to be able to provide business for every employer who has a reasonably efficient metal working plant," Colonel Armstrong said.

"During the last week we shipped 260 carloads of ordnance, mostly ammunition components, from this district.

The OPM project to organize small factories into production groups big enough and competent to handle large contracts, is a test of a plan expected to bring 3,750,000 workmen in 225,000 plants into the arms production set-up, with a work capacity of 150,000,000 man-hours per week. More than 50,000 of these workers are in Chicago plants.

Plan of Operation

"By dealing with them wholesale," Taub explained, "we can do the job easily. We will pick about 100 of the larger, most efficient plants, deal with them as prime contractors, and let them handle the sub-contracting, with our help in locating the smaller plants, all of which are registering with OPM.

Manufacturers and business men who are troubled by priority problems were to get a hearing this week at an Association of Commerce meeting at the Palmer House. Five OPM experts and a representative of the Army and Navy Munitions Board will be on hand to answer questions.

Bally Pimlico Hailed as Hit

CHICAGO, Dec. 27 (MR).—"First Pimlico multiple replay games on location are chalking up unprecedented collections for this type of equipment," says George Jenkins, general sales manager of Bally Manufacturing Company. "Orders are now taxing our production to the limit as replay operators are rushing to cover their routes with this great money-maker.

"Pimlico has all the popular features of Bally's great pay-tables—including the popular build-up bonus, wild-four lights, 40-coin buy-the-board. In addition, the machine features a double reserve which is proving sensationally effective in maintaining play interest."

EVANS' CHAMPION SUPER BOMBER NO TAX

A phenomenal flying arsenal of super thrills for defense-minded America! Hailed with bomb-bursts of enthusiasm... acclaimed the outstanding achievement among war games. Absolutely unlike anything ever offered. Put SUPER BOMBER on location for super-profit-action! **NOT A GUN!**

BUY DEFENSE BONDS TODAY

TAX FREE EVANS' GAMES

PLAY BALL TOMMY GUN TEN STRIKE

ORDER TODAY While Delivery is Assured!

H. C. EVANS & CO., 1520-1530 W. Adams St., CHICAGO
WEST COAST Factory Sales Representative **MAC MOHR CO. 2916 W. PICO BLVD. LOS ANGELES, CALIF.**

SPECIAL!!!!
Guaranteed Like New

MILLS LATE MODEL FOUR BELLS, Cash and Check ... \$245.00
MILLS LATE MODEL JUMBO PARADE, Cash—Check Mod. BALLY Royal Flush ... \$89.50
BALLY Royal Flush ... \$69.50

WE HAVE EVERY TYPE OF COIN OPERATED MACHINE, NEW OR USED. WRITE FOR PRICE LISTS AND CIRCULARS.

SICKING, INC.
1401 CENTRAL PKWY., CINCINNATI, O.
927 E. BROADWAY, LOUISVILLE, KY.

McCALL'S RECONDITIONED COIN MACHINE BARGAINS

FREE PLAY GAMES	Seven Up ... \$39.50
All American \$32.50	Sky Ray ... 32.50
Belle Hop ... 57.50	Speed Ball ... 37.50
Big Chief ... 32.50	Spot Parade ... 37.50
Double Play ... 45.00	Spot Pool ... 62.50
Formation ... 25.00	Sunbeam ... 42.50
Horoscope ... 49.50	COUNTER GAMES
Leader ... 25.00	Daval Draw ... \$ 7.50
Majors '41 ... 49.50	"21" ... \$ 7.50
Miami Beach ... 55.00	Vest Pocket Bell
Pan American ... 42.50	AUTOMATICS
Playball ... 39.50	Mills Square Bells ... \$49.50
School Days ... 55.00	Bally Grand Stand ... \$2.50
Sea Hawk ... 37.50	Stand Bal. C.O.D.
Terms: 1/3 Dep. With Order, Bal. C.O.D.	
WE BUY, SELL AND EXCHANGE.	
3147 Locust St. ST. LOUIS, MO.	McCALL NOVELTY CO.

SACRIFICE!!—CROWDED FOR SPACE!!

DRIVE MOBILES ... \$150.00
BATTING PRACTICES ... 90.00
EVANS TOMMY GUNS ... 80.00

1/3 Deposit, Balance C. O. D.
Will buy for cash—Evans 10 Strikes, Rock-Ola 10 Pins and Jennings or Evans In-the-Barrels. State best price.

UNITED COIN MACHINE EXCHANGE
3101 Brooklyn Ave. DETROIT, MICH.

BADGER'S BARGAINS

★ ★ ★ LET'S GO AMERICA! ★ ★ ★

FREE PLAYS	PHONOGRAPHS	MULTIPLE FREE PLAYS
Big Parades	Rock-Ola Super Rockolites, Adapter ... \$249.50	Pimlicos
Knockouts	Snebburg Commanders, Elec. Selector ... 249.50	Club Trophys
Bola-Ways	Rock-Ola Super Rockolites ... 209.50	Blus Grass
Jungles	Rock-Ola Master Rockolites ... 189.50	Dark Horse
Gun Clubs	Rock-Ola Master Walnuts ... 179.50	Record Time
A.B.C. Bowlers	Wurlitzer 500s ... 169.50	Sport Special
Monickers	Wurlitzer 500s, Circular Keyboard ... 149.50	Sport Event
Boscos	Rock-Ola 1939 De Luxe ... 149.50	Gold Cups
Captain Kidds	Mills 1940 Thrones ... 149.50	Victories
Star Attractions	Mills 1939 Thrones ... 139.50	Eurekas
Spot Pools	Seeburg Crowns ... 139.50	
Miami Beach	Rock-Ola 1939 Standards ... 139.50	
Four Roses	Wurlitzer 24s ... 109.50	
Seven Ups	Rock-Ola 1940 Rockolite Counters, Nickel Plated Stands ... 89.50	
Ten Spots	Rock-Ola 1939 Counters, Plain ... 69.50	
Horoscopes	Wurlitzer 616s, Keyboard & Front Grill ... 69.50	
Legionnaires	Rockola Imperial 20s ... 69.50	
Silver Sprays	Wurlitzer 616s ... 69.50	
Hi Dives	Rock-Ola Rhythm Master and Rhythm Kings, 16s and 12s ... 39.50	
Hi Hats	Mills Zephyrs ... 39.50	
Texas Mustangs		
Belle Hops		

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, WISC.

QUALITY FIRST!

Rotor Tables, Used:	Anti-Aircraft (Brown) ... \$52.50
Rotor Bump ... \$59.50	Batting Practice ... 142.50
Jitterbug ... 72.50	Wurlitzer 24 ... 114.50
Gay Nineties ... 127.50	Wurlitzer Counter Model 61 ... 84.50
Confucius Say ... 99.50	Rockola Standard ... 141.75

Credit to Responsible Ops • Write for National's "Newslette"

"America's Phonograph Trading Center"

NATIONAL NOVELTY COMPANY
183 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 8320

NEW BRANCH: 583 Tenth Ave., NEW YORK CITY

FREE PLAY GAMES	FREE PLAY GAMES	GUNS & LEGAL EQUIP.
Stars ... \$38.50	Leader ... \$27.50	Rapid Fire ... \$94.50
Majors '41 ... 49.50	Polo ... 22.50	Defender ... 99.50
Skyline ... 21.50	Mills 1-2-3 ... 29.50	Bull's Eye ... 34.50
Metro ... 27.50	Trailways ... 42.50	Air Raider ... 89.50
Mascot ... 14.50	Horoscope ... 47.50	Chicken Sam ... 34.50
Stratoliner ... 34.50	Armada ... 19.50	Anti Aircraft, Brown ... 37.50
Three Up ... 44.50	Boom Town ... 39.50	Pikus Peak ... 12.50

AJAX NOVELTY COMPANY 18 SPROAT ST. DETROIT, MICH.

Make Your New Year a PROSPEROUS One!

You CAN With Keeney's Submarine Gun

It's GOT to make more money. Everybody would rather shoot the ball-bearing bullets—no make-believe! See it at your Keeney distributor at once! Order now!

And With the Most Profitable
Consoles Ever Created - - -

→ **SUPER BELL** The triple appeal console
Win on 1, 2 or all 3 rows

→ **Two Way SUPER BELL**
Two can play—double the profits. The two coin chutes will get a terrific workout EVERY day!

→ **Four Way SUPER BELL**
Four coin chutes so four can play. Players can win on 1, 2 or all 3 rows. It's a gold mine!

The Industry's TOP MONEY MAKERS!

J. H. KEENEY & CO. NOT INC.
6630 S. ASHLAND AVE. CHICAGO, ILL.

Editorial Proves Coin Machine Trade Supporting Defense

In *The Billboard*, December 27, we reprinted an editorial from our June 7 issue to indicate that the coin machine trade had an educational campaign early in 1941 in behalf of the civilian defense program. The following editorial is also reprinted from a later issue as further proof of the real interest of the industry in civilian defense:

BE READY—Civilian Defense Getting a Slow Start, But Trade Should Be Ready When Local Plans Are Announced. (Reprinted from *The Billboard*, August 9, 1941.)

In *The Billboard*, June 7, 1941, an outline of the Civilian Defense program and how the coin machine industry might co-operate was published on this editorial page. The support of the industry was offered to Mayor La Guardia, head of the civilian program, in an official letter by Homer E. Capehart, chairman of the Committee on Defense Support representing the coin machine industry.

At that time it was announced that weeks or months would probably pass before any definite suggestions might be made as to the exact nature of the civilian program, or any details as to how an industry might plan to co-operate.

In *The Billboard*, August 2, page 83, a list of the corps areas and of the committee workers appointed by President Roosevelt was published. The list of workers named by the President are civic leaders in their respective areas and for this reason the list is important. The suggestion is made that all association workers who have not already done so clip the list at once and file for reference. In cities and towns where there is no active association there are probably distributors who will file the list to use when a later program of co-operation for the industry may be announced.

The Wall Street Journal, July 29, 1941, published an interesting report on the activities that have already been started in building up the civilian defense system. The work is still very much in its infancy, but the prospects are that one in every 10 citizens will be given some definite assignment in the final program. This program may offer the greatest opportunity the coin machine industry will have to co-operate with the government on a grand scale for national defense. At least the program should be kept in mind so that when the opportunity presents itself the industry may be ready.

According to *The Wall Street Journal*, your help.

"America's civilian defense system, involving one of the most comprehensive jobs of organization in history and spreading thruout the 48 States, is well under way and actually functioning in a small way.

"Eventually its work may be felt in every home in the nation. Its personnel will include one out of every 10 citizens. When details are completed, it will be equipped to direct orderly movements of huge populations from one State to another; to concentrate fire and police protection at vulnerable points; to dispatch medical aid to stricken areas. In short, it will provide complete and detailed organization of passive defense against the ravages of war."

The Journal then publishes reports of what is already being done in such States and cities as New Jersey, New York, Massachusetts, Philadelphia, Cleveland, Detroit, San Francisco and Chicago. The meagerness of the reports indicates how the work is really getting started only in a small way.

The fact that the civilian program will be extended to almost every city and town gives the coin machine industry its real opportunity to co-operate in the plans. After all, it is the record that members of the industry make in supporting defense right in their own respective towns that will count in building public good will.

New Jersey claims to be the first State to develop its civilian defense by giving each town a definite place in the program. It plans to make each local committee active instead of advisory. There are 568 incorporated towns in New Jersey, and more than 500 of them already have organized defense councils.

The State has a New Jersey Defense Council, a group appointed by the governor and composed of 25 members. Each member heads a specific committee with certain duties to perform. In the local set-ups the main committee is limited to 15 members and they have their duties outlined. So much has been done in New Jersey in outlining the various activities to be carried out that the State will probably serve as an example for many other States.

In New York State the work is being undertaken by counties, and so on over the country. In some cases the chief work started seems to be that of providing better social and recreational facilities for soldiers in the camps. Others are specializing on fire prevention methods. It appears that each State and each city will have a chance to develop its own specialty, depending on local leadership and on the most evident needs in the community.

The emphasis on local needs and local leadership gives coin machine associations and workers all the better chance to help the civilian defense cause in every possible way. Watch your local newspapers for announcements of local committees and plans, then volunteer

WE CAN DELIVER! 5000 FREE PLAYS, BELLS, PHONOGRAPHS, CONSOLES, PAYTABLES, COUNTER AND SKILL GAMES!

WHAT DO YOU NEED?

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



WE HAVE EVERYTHING WE ADVERTISE! LARGEST STOCK OF NEW AND USED MACHINES IN THE EAST ON HAND!

TAX FREE LEGAL EQUIPMENT					
RAPID FIRE	\$114.50	MILLS EMPRESS with Adaptor for Remote Control	\$224.50	TOMMY GUN	\$ 95.00
SKY FIGHTER ...	175.00	MILLS '40 THRONE OF MUSIC	144.50	NIGHT BOMBER ..	154.00
AIR RAIDER	109.50	KEENEY Wall Boxes	18.50	SHOOT-THE-CHUTES	94.50
MILLS EMPRESS ..	189.50			BATTING PRACTICE	139.50
1/3 With Orders, Bal. C.O.D.					

THE GEORGE PONSER COMPANY
519 WEST 47TH STREET, NEW YORK • 11-15 E. RUNYON STREET, NEWARK, N. J.

SIMON SALES 437 WEST 42ND ST. NEW YORK, N. Y.

If it has a Coin Chute—We have it!
PIN GAMES—ARCADE EQUIPMENT—CONSOLES
Write, Wire, Phone for Complete Price List

SCRATCHING YOUR
HEAD WON'T BRING
PROFITS. \$

CONVERTING YOUR
PRESENT MARVELS AND
AMERICAN EAGLES TO
TAX FREE. NOT COIN-
OPERATED MODELS FOR
ONLY A \$10 BILL WILL
BRING YOU SPEEDIER,
STEADIER, BIGGER PROF-
ITS! WILL HELP YOU
HELP YOUR COUNTRY
BY HELPING YOU TO BUY
MORE DEFENSE BONDS.



DAVAL, 2043 CARROLL AVE., CHICAGO
Pacific Coast • MAC MOHR CO • 2916 W. PICO BLVD • LOS ANGELES, CALIF.



SAM TARAN, OF MAYFLOWER NOVELTY, St. Paul, and John Chrest, Exhibit Supply Company sales manager, with Big Parade. Picture was taken in Exhibit's factory display room. (MR)

Dick Scott's London Letter Optimistic

I have for acknowledgment and many thanks your letter of September 10. I want you to know how much I appreciate your gesture in offering to keep sending me *The Billboard* despite the fact that present conditions make it impossible for me to remit for my subscription. (Ed. note—Subscription payment for magazines cannot be made for American magazines at present time. All foreign exchange is needed for war materials.)

In these dark days it is a great pleasure for me to be able to follow the activities of my friends in the trade in America thru the medium of *The Billboard* and to keep informed of its latest products.

As you can imagine there is very little doing in the amusement and automatic business over here, altho I contend that the harder people work and the more grim their lives, the more they need a little relaxation and something to take their minds for a little while from the harsh and bitter realities of war. What

provides this better than the fun and attractions of the various games we supply.

Those of us, who thru age or lack of the physical qualities, are unable to be in the services or otherwise assist the war effort, are carrying on as best we can and will be ready when the glorious days of peace return to rise like Phoenix from the Ashes—and to get going in top gear.

Trade should boom, all our equipment will want renewing and our factory friends can be sure of some really big orders.

May that day be soon in coming and freedom reign once more.

Again thanking you for your courtesy, I am, Yours very sincerely, Dick Scott. P. S. Prior to the war my firm, Scott, Adickes & Company, Ltd., were the European distributors for Exhibit, Bally, Daval and a number of other leading manufacturers.

P. P. S. I have been ill in hospital for four months and am only now able to deal with my correspondence, hence the delay in replying to your letter.

Sol Gottlieb Back From Coast

CHICAGO, Dec. 27 (MR).—"Returning from an extensive trip along the Eastern Seaboard, where he was besieged for delivery of Gottlieb's one game, Five and Ten, Sol Gottlieb fell right into the midst of clamor for Five and Ten from distributors in all parts of the country," declared officials of the company.

"I thought I had plenty of headaches trying to keep everybody satisfied, in view of the production limitations required by the government," said Sol, "but my tribulations were only a drop in the bucket compared to Nate's here at the factory.

"With production limited we've got to keep everybody satisfied, and we know that the trade is actually fully aware of the problems confronting all manufacturers at this time. So, we can promise," concluded Sol, "that we are going to do everything we can to play fair and square and help everybody to the best of our ability."

Operators' Banquet Is Huge Success

NEW YORK, Dec. 27.—The combined memberships of the Amalgamated Vending Machine Operators' Association and the Greater New York Vending Machine Operators' Association turned out in full force for the annual banquet Sunday (21). The affair was one of the most successful ever conducted by the two organizations. Over 600 guests packed Billy Rose's Diamond Horseshoe and enjoyed themselves to the utmost.

Joe Fishman, Lou Goldberg and Saul Kalsom, who were responsible for the arrangements, outdid themselves so that the members and their friends could relax completely for the evening. The regular Horseshoe floorshow put a little extra zip into its performance and found a very appreciative audience. After the show, dancing kept on until far into the dawning.

LET'S GO AMERICA!
 ★ Here's how ★
 ★ WE ALL ★
 ★ can help ★
BUY U.S. DEFENSE BONDS and STAMPS

Happy and Prosperous New Year

Thanks for making 1941 our Banner Year

D. GOTTLIEB & CO.

1140-1150 N. KOSTNER AVE.

CHICAGO

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** RECONDITIONED COIN MACHINES **USED!**

HUNDREDS

Write for Latest Price Lists

of Late, Good Used Games, thoroughly reconditioned. CONSOLES — SLOTS — FREE PLAYS — PAYOUTS — PHONOGRAPHS — GUNS — ARCADE EQUIPMENT.

Phone: Capitol 4747
 Terms: 1/3 Deposit, Bal. C. O. D.

Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

LET'S KEEP ON SMILING THRU IN '42

REMEMBER PEARL HARBOR!

BUY DEFENSE BONDS AND WE'LL PUT THE AXE TO THE AXIS

PEACE AND GOOD WILL TO MEN OF GOOD WILL!

Bert Lane

OLIVE'S BARGAINS IN ALL A-1 RECONDITIONED MACHINES

1 BALL FREE PLAY	PAYOUTS
Eureka ... \$30.00	Good Luck \$30.00
Victory ... 30.00	Grand Stand 45.00
Gold Cup ... 25.00	Horse Shoes 40.00
1-2-3, 1939 30.00	Thistle Downs 40.00
1-2-3, 1940 77.50	Spinning Reels ... 99.50

Terms: 1/3 Deposit, Balance C. O. D.
 WRITE FOR OUR COMPLETE PRICE LIST ON ALL TYPES OF GAMES.

WE WILL BUY MILLS SLOT MACHINES
 (State Price, Quantity and Serial Numbers in First Letter)

OLIVE NOVELTY CO.
 2625 LUCAS AVE. ST. LOUIS, MO.

PULL TAB SHEETS

Each sheet contains numbers concealed under the pull-offs and they run from one up according to the size, thoroughly mixed. The players select the names they desire which are on the sheet and pull the tab off, recording their names in the spaces provided for this purpose. After all tabs are pulled, the seal at the top of the sheet is opened and the winning name revealed.

Sizes in stock for immediate delivery are as follows:

80 No. Yellow	9"x6 3/4"	\$48.60 Per 1000
85 No. Red	8"x7 1/4"	42.95 Per 1000
100 No. Yellow	9"x8"	57.75 Per 1000
120 No. Red	8"x9 1/2"	55.88 Per 1000

When necessary you can make up booklets for fund raising campaigns by adding one or more pages.

CHAS. A. BREWER & SONS
 Largest Board and Card House in the World
 6320 HARVARD AVE. CHICAGO, U. S. A.

PROFESSIONAL PHOTOS

Post Cards as low as 2 1/2 cents each. Glossy 8x10 Prints as low as 9 cents each. Depending on quantity ordered. Eastman products used exclusively, a guarantee of satisfaction. Send negative, picture or write for price list. Specially designed groupings. Giant Enlargements.

MAYFIELD PHOTOS, INC.
 1029 S. PATTERSON BLVD. Established in 1912 DAYTON, OHIO



AMERICA'S GREATEST AIM
GENCO'S GREATEST GAME

GENCO MFG. CO., 2621-27 No. Ashland Ave. CHICAGO, ILL.



DID THAT SMALL LOCATION turn you down on the installation of a phonograph because they had no space for it? Well, take a lesson from Bob Brandt, Brandt Distributing Company, Wurlitzer distributor, Omaha. Brandt found a location which wanted a console model but didn't have the room. To beat the space problem he devised this elevation of the phono with small boxes in each booth. "Works nicely," say Brandt. (MR)

Two Evans Games Declared Tax Free

CHICAGO, Dec. 27 (MR).—"We have received official word regarding the federal tax status of Play Ball and Ten Strike," announced Rex Shriver, sales manager of H. C. Evans & Company, "and I quote here excerpts of a letter we received from the Treasury Department, Commissioner of Internal Revenue, signed by D. S. Bliss, Deputy Commissioner and dated December 19, 1941."

"Ten Strike was formerly held to be of the pinball type of machine and therefore classed as coin-operated amusement devices as defined in section 3267 (b) (1) of the Internal Revenue Code. In view of the recent modification of the ruling relative to the classification of pinball type machines, Ten Strike is now considered not to be of the pinball type and, accordingly liability for special tax with respect thereto is not incurred.

"Play Ball, being similar to and operated on a similar principle, is held to be not similar to pinball type of machines and, therefore, liability for special tax is not incurred by operators thereof."

"Now that we have definite official word," concluded Rex, "all doubt that may possibly have existed is removed. However, with the priority rulings limiting production our byword necessarily is first come, first served. Of course, we will do our level best to satisfy everybody to the best of our ability."

in such a way as to achieve maximum output of most necessary articles quickly. 6.—Legislative and administrative barriers should be wiped out.

7.—Both governments should take all measures necessary to carry out the declaration.

PRE-INVENTORY CLOSEOUTS!

REPLAY PIN GAMES
\$15.00 EACH — 2 FOR \$25.00

- | | |
|----------------|------------|
| Score Champ | Brite Spot |
| Roller Derby | Super Six |
| Flagship | Mr. Chips |
| Follies | Lancer |
| Big Six | Banga |
| Big League | Champion |
| Commodore | Lucky |
| Double Feature | Chevron |
| Jumper | Roxy |

\$18.50 EACH — 2 FOR \$33.00

- | | |
|------------|----------------|
| Short Stop | Merry-Go-Round |
| Landlide | Wings |
| Cadillac | Limelight |
| Formation | On Deck |
| Fleet | Playmate |

TO AVOID DELAY,
GIVE SECOND CHOICE
1/3 Deposit, Balance C.O.D.

MILWAUKEE
COIN MACHINE CO.
3130 W. Lisbon Ave., Milwaukee, Wis.



CLOSE-OUTS!

5 BALL FREE PLAY NOVELTY GAMES

Thoroughly reconditioned—worth much more

GENCO 7 Up ... \$42.50 Dude Ranch 39.50 Metro ... 39.50 Band Wagon 37.50 Big Chief ... 32.50 Formation ... 32.50 Powerhouse ... 29.50 Big Town ... 24.50 Big League ... 24.50 Cadillac ... 19.50 Follies ... 19.50 Mr. Chips ... 19.50 Circus ... 14.50 Rink ... 14.50	BALLY Play Ball ... \$42.50 Broadcast ... 42.50 Flicker ... 39.50 Cross Line ... 37.50 Progress ... 32.50 Glamour ... 22.50 Roller Derby 22.50 Vacation ... 19.50 Limelight ... 19.50 Champion ... 19.50 Top Notcher 18.50 Charm ... 14.50 Headline ... 14.50 Fifth Inning 14.50 White Balls 12.50	Spot-Em ... \$12.50 EXHIBIT Zombie ... \$39.50 Leader ... 34.50 Pylon ... 32.50 MerryGoR'nd 29.50 Landslide ... 29.50 Congo, 1 or 5 Ball ... 27.50 Lone Star ... 24.50 Wings ... 24.50 Lancer ... 24.50 Flagship ... 17.50 Flash ... 14.50 Zip ... 14.50 Avalon ... 14.50 Chief ... 14.50 Sky Rocket ... 14.50 Jumper ... 14.50 Contact ... 12.50	GOTTLIB School Days \$42.50 Gold Star ... 37.50 Border Town 34.50 Summer Time 29.50 Score a Line 24.50 Lite o Card 24.50 Bowling Alley 20.00 Big Show ... 20.00	Score Card ... \$20.00 Keen a Ball ... 12.50 BAKER Salute ... \$54.50 Defense ... 44.50 Big Time ... 39.50 Line Up ... 34.50 On Deck ... 29.50 Playmate ... 29.50 4-5-6 ... 14.50 Twinkle ... 14.50	KEENEY Twin Six ... \$59.50 Sky Ray ... 59.50 4 Diamonds ... 49.50 Velvet ... 44.50 Wild Fire ... 39.50 Repeater ... 39.50 Score Champ 24.50 Speedway ... 24.50 Speed Demon 24.50 Red Hot ... 12.50 Supac Six ... 12.50 Cowboy ... 12.50 SuperCharger 12.50	STONER Thru Up ... \$55.00 (New) ... 49.50 Ump ... 49.50 Wow ... 49.50	HighStepper \$49.50 Sparky ... 34.50 Sara Suzy ... 29.50 Anabel ... 27.50 Rotation ... 19.50 Brite Spot ... 19.50 Holdever ... 19.50 Dble. Feature 17.50 Chubby ... 14.50 Clipper ... 14.50 Davy Jones ... 14.50 Fantasy ... 12.50 Snooks ... 12.50
---	--	--	--	---	---	---	--

WE ARE HEADQUARTERS FOR NEW AND USED ARCADE EQUIPMENT.
TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT OR C. O. D.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

Urge Lifting U. S., Canada Tariff

WASHINGTON, Dec. 27.—The Canadian-United States joint war production committees recommended abolition of all tariff or other "legislative and administrative barriers" hampering combined all-out manufacture of weapons by the two nations.

The committees, in a seven-point statement of policy made public by President Roosevelt, declared import duties "and other regulations or restrictions of any character" which impede the war effort should be suspended "or otherwise eliminated" for the duration.

"This declaration has met the approval of the Canadian war cabinet," President Roosevelt said. "It has my full approval." The President said he had asked U. S. Government departments and agencies to abide by the "letter and spirit" of the declaration and had moved to determine what legislative changes would be necessary.

The policy statement, transmitted both to the President and Prime Minister Mackenzie King of Canada, declared:

- 1.—Speed and volume of war output, not monetary cost, must be the primary objectives.
- 2.—There must be maximum use of each nation's labor, raw materials and facilities.
- 3.—Production of both nations must be integrated and directed toward a common program.
- 4.—They must so dovetail production that there will be maximum joint output of war goods in minimum time.
- 5.—They must divide scarce materials

Reconditioned FREE PLAY GAMES

Anabel ... \$22.50	Lite-o-Card ... \$17.50
Big Town ... 12.50	Metro ... 24.50
Big League ... 15.00	Mystic ... 29.50
Big Chief ... 29.50	Mascot ... 15.00
Band Wagon ... 22.50	Progress ... 17.50
Big Time ... 29.50	Playball ... 45.00
Crossline ... 19.50	Punch ... 15.00
Dixie ... 19.50	Powerhouse ... 17.50
Formation ... 17.50	Red, White & Blue ... 29.50
Fleet ... 19.50	Star Attraction 59.50
Flicker ... 29.50	Sky Line ... 19.50
Gold Star ... 19.50	Snappy ... 57.50
Gold Cup ... 29.50	Sara Suzy ... 22.50
Glamour ... 12.50	Stars ... 27.50
Jolly ... 15.00	Yacht Club ... 15.00
Line Up ... 15.00	Zig Zag ... 55.00
Leader ... 22.50	Zombie ... 27.50
Lead Off ... 29.50	Bally Alley ... 24.50
Landslide ... 17.50	Paradise ... 29.50
Silver Skates ... 30.00	Sluggo ... 44.50
Score-a-Line ... 19.50	
Score Card ... 14.50	

1/3 Deposit—Balance C. O. D.

J. H. WINFIELD CO.

1018 Main Street Buffalo, New York

WANTED

ALL KINDS OF ARCADE EQUIPMENT! HIGHEST PRICES PAID!!
WRITE! WIRE! PHONE US TODAY!

SAVOY VENDING CO.

651 ATLANTIC AVE., BROOKLYN, N. Y.
All Phones: NEvins 8-3183

★ FOR SALE — OVER 500 FREE PLAYS ★
All Thoroughly Reconditioned. Write for Our List and Prices.
GRAND NATIONAL SALES CO.
2300 West Armitage Avenue (All Phones, Humboldt 3420) Chicago

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.

FOR DEFENSE



BUY
UNITED
STATES
SAVINGS
BONDS
AND STAMPS



We

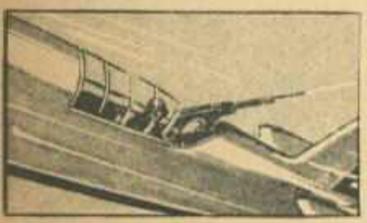
HAVE A JOB TO DO!

Let's do it NOW!

BUY
U S. DEFENSE BONDS

AND STAMPS

Keep 'em flying!



The J. P. Seeburg Corporation
Is Making Gun Turret Assemblies
For The U. S. Army Air Corps
Bomb Release Controls For The
U. S. Army Air Corps
Signal Corps Radio Equipment

To Go Ahead... Go

Seeburg
J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO

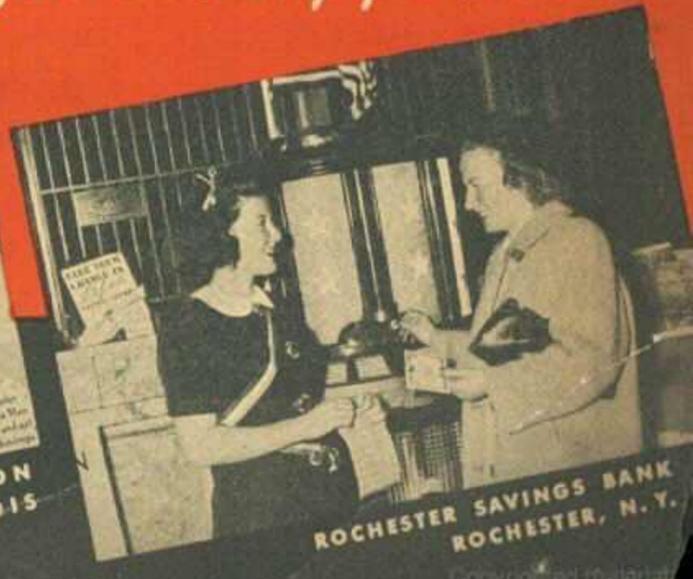
Music Men! BE SURE TO ATTEND YOUR LOCAL AUTOMATIC MUSIC FOR DEFENSE MEETINGS! . . . ALL OVER AMERICA . . . AUTOMATIC MUSIC IS AIDING IN DEFENSE BOND SALES . . . *Make sure You are doing your share!*



TERMINAL TOWER RAILROAD STATION
CLEVELAND, OHIO



LA SALLE ST. STATION
CHICAGO, ILLINOIS



ROCHESTER SAVINGS BANK
ROCHESTER, N. Y.



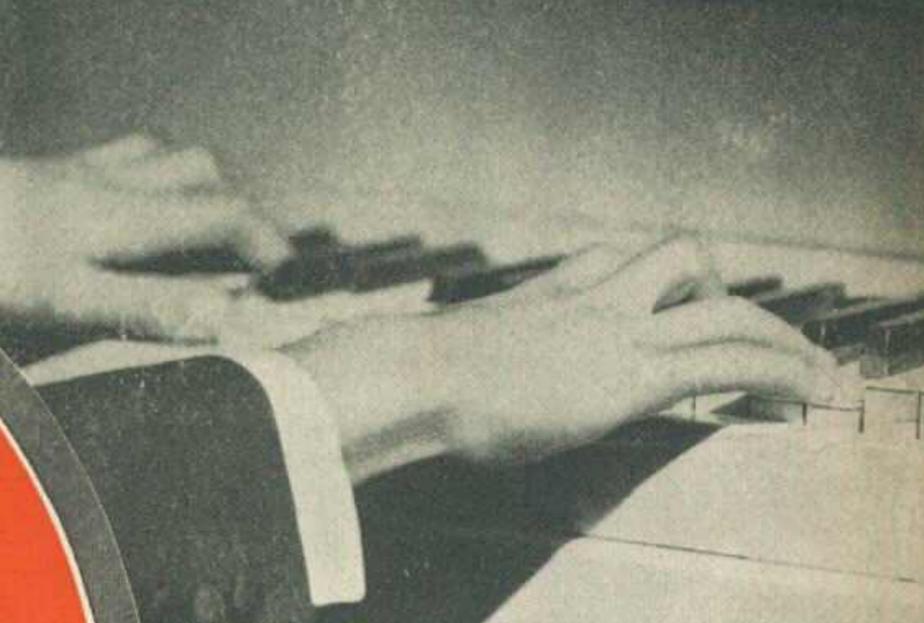
*In Phonographs As In
Piano-Playing Maestros*

ONE NAME STANDS OUT

IN PIANO-PLAYING MAESTROS
THE OUTSTANDING NAME IS

Eddy Duchin

Currently appearing-Wedgwood Room-Waldorf
Astoria, New York City . . . Opening Palmer
House, Chicago, January 8th

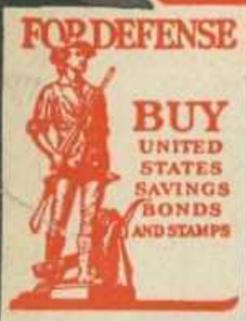


The
Outstanding Name
In Phonographs Is
WURLITZER



**WURLITZER IS THE ONLY
NAME IN AUTOMATIC MUSIC
THAT THE PUBLIC KNOWS AND
ASSOCIATES WITH GOOD MUSIC.
NO WONDER WURLITZER MUSIC
MERCHANTS LAND THE BEST LOCA-
TIONS AND CLEAN UP THE TOP
PROFITS. THEY'RE CAPITALIZING ON
WURLITZER LEADERSHIP.**

The Rudolph Wurlitzer Company, North
Tonawanda, New York. Canadian Factory:
RCA Victor Co., Ltd., Montreal, Quebec, Can.



A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS!